

UK ACCESSIBLE ADVERTISING TASKFORCE CHARTER

[This charter has been developed in line with the Global Accessibility Alliance Charter]

Advertising is for everyone, and it is everywhere. Advertising plays a vital role in our societies and in our economies and can provide information about products and services that improve our lives.

For that potential to be realised, advertising must be inclusive – and that means that everyone must be included. We face a challenge: to create a truly accessible advertising ecosystem, which is inclusive by putting equality of access at its heart. This is a social and moral imperative, central to growth and trust.

THE VISION: All Ads Accessible to All.

What do we mean by 'accessible advertising'?

Accessible marketing is the use of inclusive design practices which make it possible for users of all abilities to fully experience a brand, receive and understand communication from it, and take advantage of opportunities to engage with the brand, its services, or its products.

Accessible advertising addresses campaigns' ability to be experienced by those with a form of impairment. This may involve overcoming multiple hurdles:

- **Visual** – such as sight loss and colour blindness
- **Auditory** – such as deafness, or impaired hearing
- **Cognitive** – such as learning difficulties like ADHD and dyslexia
- **Motor** – those with motor-skill impairments

We know that 2/3 of those in the UK with visual or hearing impairment are unable to understand information communicated through advertising and that 80% want companies to be more proactive in accessible advertising.

What can we change?

The full range of potential solutions vary by channel and can include the following:

- Visual
 - Audio Description – having a narrative track overlaid on an ad
 - Alt text – providing written copy to accompany images, to be read aloud by a screen reader
 - Dialogue – using more descriptive dialogue, so that content can be followed without visual aid
- Auditory
 - Subtitles – providing subtitles or closed captions, so that content can be understood without relying on audio
 - Signing – utilising signing in ads and ensuring signers are using closed captioning
 - Contrast – ensuring that colours are used in the right combinations, allowing text to be easily read
- Cognitive
 - Readability – clarity of language when text is displayed
 - Fonts – using dyslexia-friendly fonts
 - Images – avoiding fast-moving and flashing content
- Motor
 - Design – simplifying design and navigation
 - Interactivity – elements that are easily clickable or tappable
 - Navigation – use of keyboard navigation on websites

Who does this affect?

The World Health Organisation estimates that there are approximately 190 million people with some

hearing loss or deafness in Europe alone – representing 1 in 5 of the whole population.¹ Meanwhile, there are estimated to be over 30 million blind and partially sighted people in Europe.² Globally, these figures get even larger, with an estimated 1.3 billion people experiencing significant disability – or 16% of the world's population.³

It's not just people who suffer from sight or hearing loss who expect or need media to be accessible. Many parts of the world have an ageing population, for whom accessibility is key; it is critical for people with learning difficulties; and many younger people choose to use features like subtitles all or part of the time.

Based on previous analysis, the Taskforce has prioritised accessibility for those with sight and/or hearing impairments. Future priorities will be based on consultation and quantified benefit analysis.

Where does it affect people?

Media are delivered and consumed in many forms everywhere, each with different characteristics and presenting different challenges to people with disabilities. Digital display and broadcaster media represent the channels where most improvement can be made for most people – though further work is needed to set priorities based on benefit.

The UK Taskforce has focused its work to date on broadcast media and its focus is in line with the Ad Access Alliance to accelerate momentum in this area.

Why does it matter?

Advertisers create campaigns to reach consumers, but in the absence of accessibility, entire potential audiences are being bypassed – missing out on content and information about brands and services. This clearly cuts across our expectations of corporate social responsibility, excluding as it does large groups of people. **Reaching 100% advertising accessibility is the right thing to do – both socially and morally.**

Why us?

Barriers to accessibility exist throughout the value chain and reinforce a cycle of inertia:

- Many leaders in advertiser companies, their teams and their agencies are not aware of the need to make advertising accessible and are not addressing the issue as a priority.
- The availability of technology to make ads accessible is limited today – demand from advertisers is needed to drive investment.
- Lack of organizational prioritization, patchy availability of tools and additional cost and complexity mean that accessibility by design and take-up of existing tools is low.

What's next?

The UK will focus work on broadcaster accessibility for the big/main (i.e. TV) screen. For reference the Ad Access Alliance will be broadened to include defined digital channels. An analysis of cost and difficulty against potential gains will inform further priority setting.

Our goals

In line with the Ad Access Alliance, our goals are:

- Make advertising accessibility the new standard for all
- Encourage all the industry to join in the movement for more accessibility

More specifically, we will:

- Make the case for change to key decision-makers through high-level advocacy

¹ <https://www.who.int/europe/news-room/questions-and-answers/item/ear-and-hearing-care>

² <https://www.euroblind.org/about-blindness-and-partial-sight/facts-and-figures>

³ <https://www.who.int/publications/i/item/9789240063600>

- Provide education and actionable training for practitioners throughout the value chain
- Work with production companies, media owners and platforms to agree standards and to make implementation easy - and ideally the default
- Measure levels of technical enablement and buy-side adoption

<u>Steering Team</u>		
<u>Brand Owners</u>	<u>Trade Bodies</u>	<u>Partners</u>
Procter & Gamble Unilever Diageo	ISBA IPA ThinkBox AA	Flock Clearcast RNIB – Royal National Institute for the Blind RNID – Royal National Institute for the Deaf Peach AdText Extreme Reach AMVBBDO PHD
<u>Media Owners/Platforms</u>		
ITV C4 Sky		

The **Steering Team**, under the co-chairmanship of ISBA will meet every six weeks. ISBA will provide secretariat support and propose a calendar for 2024.

Operational **Workstreams** have been established, looking at Technology, Measurement and Identifying barriers. A workstream on Communications/education will be established at a later date.

For Reference:

Below is a governance schematic of the Ad Access Alliance showcasing the UK Taskforce

Advertising Accessibility Alliance: Governance Schematic

