Welcome to the Town Hall

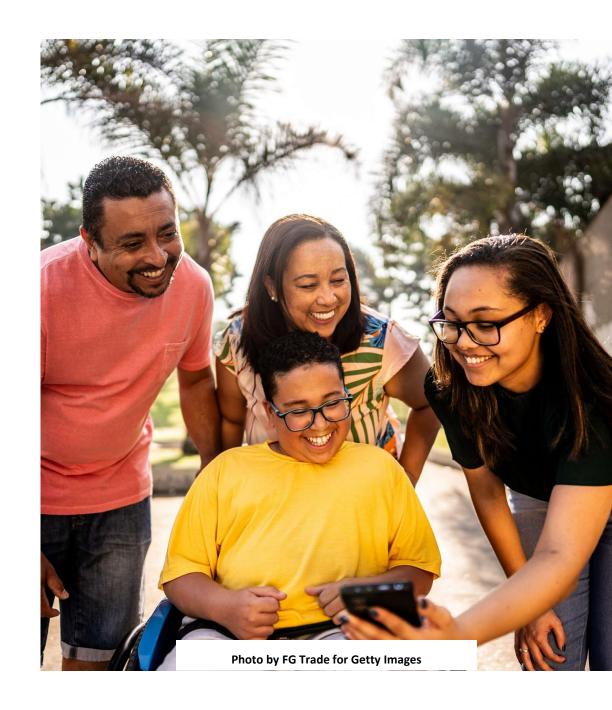
3 December 2025



Agenda

- Introduction to accessible advertising (10 minutes)
- Best in class: A look at the most accessible UK Christmas ads from the RNIB (10 minutes)
- How Diageo are reaching 100% accessible ads by 2030 (10 minutes)
- Case study: Belgian broadcasters share how they prepped for the European Accessibility Act (10 minutes)
- Channel4 captions mandate (10 minutes)





More effective ads with accessibility

An intro





We're independent multidisciplinary experts that drive responsible growth.



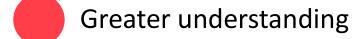
Michelle Yeadon



Emily Roberts

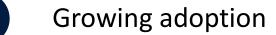










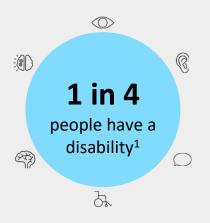




Greater reach

- Greater understanding
- Greater effectiveness
- Growing legislation
- Growing adoption





In the UK:

- 1 in 3 adults are d/Deaf, have hearing loss or tinnitus.²
- **3% of people** are blind or partially sighted.³
- 15% of people have a neurodiverse condition.⁴

TNVacation 689 675 views 6 months ago

Blind communities rely on audio descriptions to experience online images.





Greater effectiveness

Growing legislation

Growing adoption





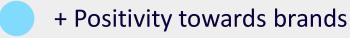
1 in 2 people use them most of the time.¹

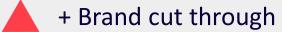
Subtitles (captions)

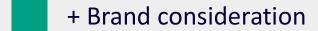
3 in 4 viewers often watch video content on mute.⁶

- Greater reach
- Greater understanding
- Greater effectiveness
- Growing legislation
 - Growing adoption









- Greater reach
- Greater understanding
- Greater effectiveness
- Growing legislation
- Growing adoption







European Accessibility Act

- Greater reach
- Greater understanding
- Greater effectiveness
- Growing legislation
- Growing adoption



Market	Closed Captions (CC) Linear%	Audio Description (AD) Linear %	Brand Usage Level
Australia	16%	0%	Medium
Brazil	5% ↑	0.2%	Low
Canada	100%	0.5%	High
France	9%	3% ↑	Medium
Germany	0%	0%	Low
Greece	4%	0.1%	Low
Ireland	32%	4% ↑	High
Italy	6%	0.1%	Low
Japan	10%	0.4%	Medium
New Zealand	7%	0%	Medium
Portugal	2%	0.5%	Low
South Africa	12%	0.4%	Medium
Spain	6% ↔	3% ↑	Medium
UK	30%	1.5%	High
USA	18%	0.2%	Medium

Source: Extreme Reach 2025: 650k assets, 11.8m deliveries, 100+ countries

There are many types of access barriers

	Visual	Auditory	Speech	Motor	Cognitive) Neuro
Permanent	Blind	Deaf	Non-verbal	Upper limb difference	Brain injury	Dyslexia
Temporary	Cataract	Ear infection	Laryngitis	Arm injury	Concussion	Stimming
Situational	Distracted driver	Bartending	Unfamiliar accent	Holding a baby	Depression	Sensory overload



Still, few creative assets have accessibility features

Market	Closed captioning	Audio description	Any accessible feature
Canada	100%	0.5%	
Ireland	32%	4%	
UK	30%	1.5%	
United States	18%	0.2%	
Australia	16%	0%	
Japan	10%	0.4%	
France	9%	3%	
Global			10%



3 common media access features



Captions (subtitles)

Text displayed at the bottom of the screen that transcribe the on-screen dialogue and key sounds or music.



Alt text

A brief text description of visuals, often read aloud by a screen reader.



Audio description

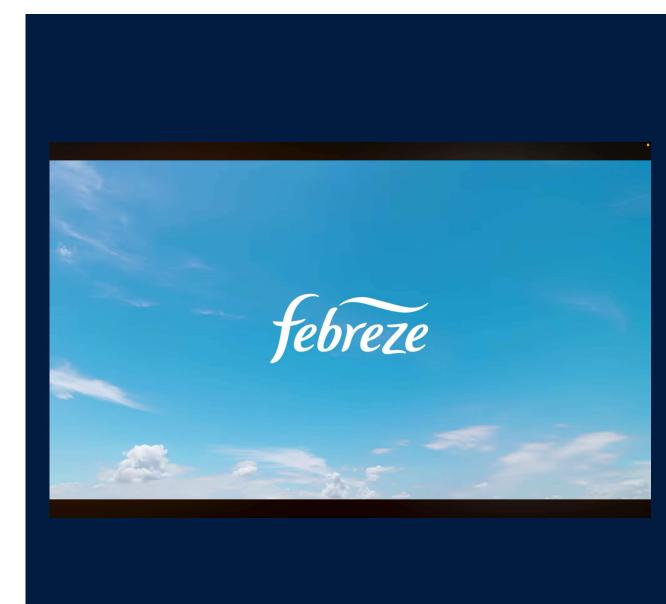
Voiceover narration that is played in parallel to the ad's main audio track describing the on-screen visuals.

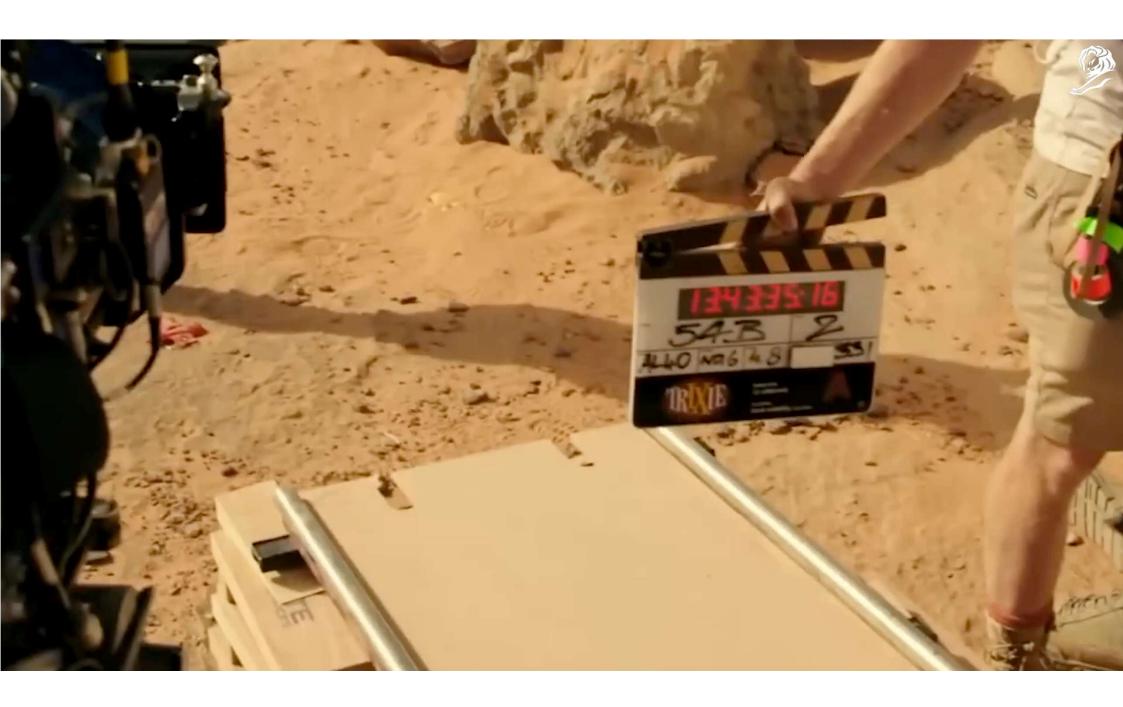
Captions

'Closed' captions are turned on and off by consumers.

'Open' captions are 'baked in' or 'burnt in,' meaning the text is permanently on screen.

Common barriers: Creative teams don't know the difference between open and closed and aren't familiar with how to do make good captions.



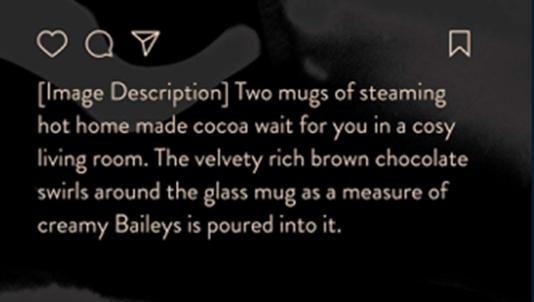


Alt text

It can be hidden: A screen reader will read the text aloud to someone using assistive tech.

It can be visible: This text can be included in social media post copy for everyone.

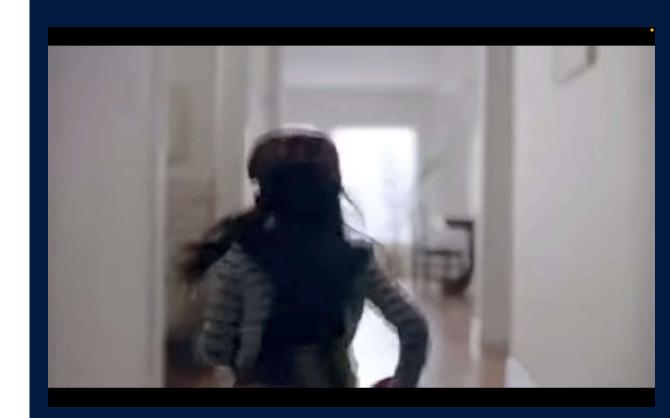
Common barriers: Creative teams don't know this feature exists and don't realise this needs to be just as creative as other content messaging.

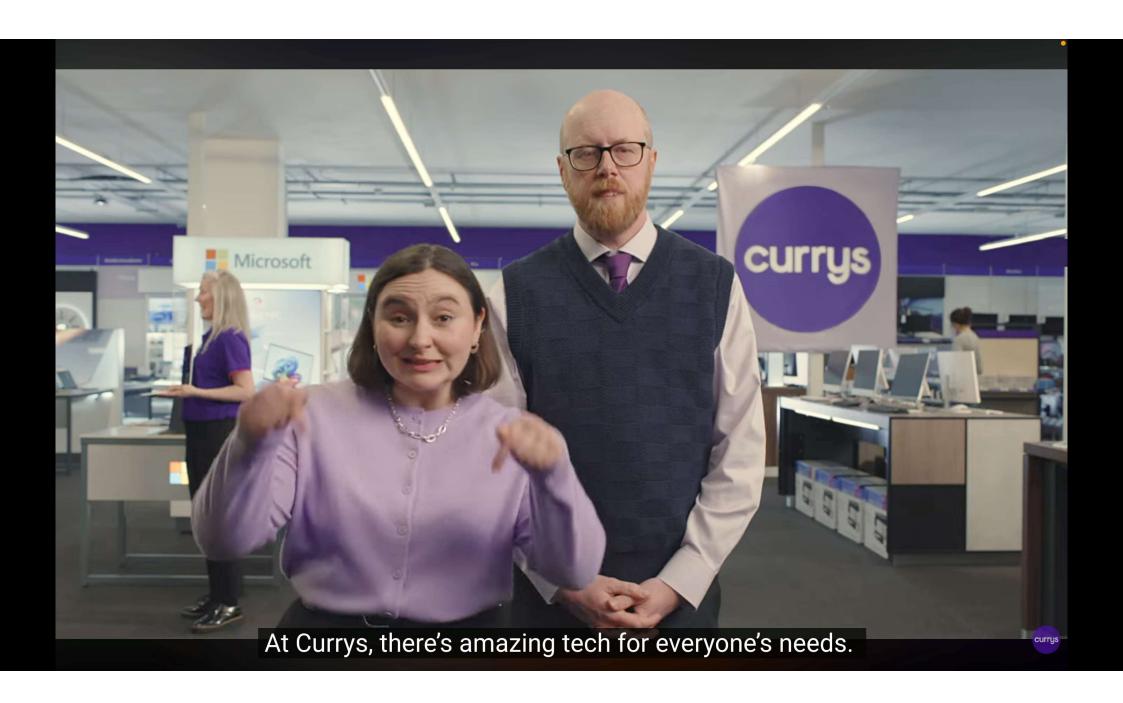


Audio description

It's **turned on and off** by consumers, most commonly available for linear TV. An extra voiceover inserted between the dialogue describes the on-screen visuals.

Common barriers: Most people don't know this exists, and creative teams don't leave room in the main script for audio description to be added.





Surprise: Costs are low and timings are short



Captions

Cost (£/\$): Low to mid

hundreds

Includes transcription and synching

Time: 1 day

Includes transcription and synching



Alt Text

Cost (£/\$): Under a

hundred

Time: <1 day



Audio Description

Cost (£/\$): Mid

hundreds

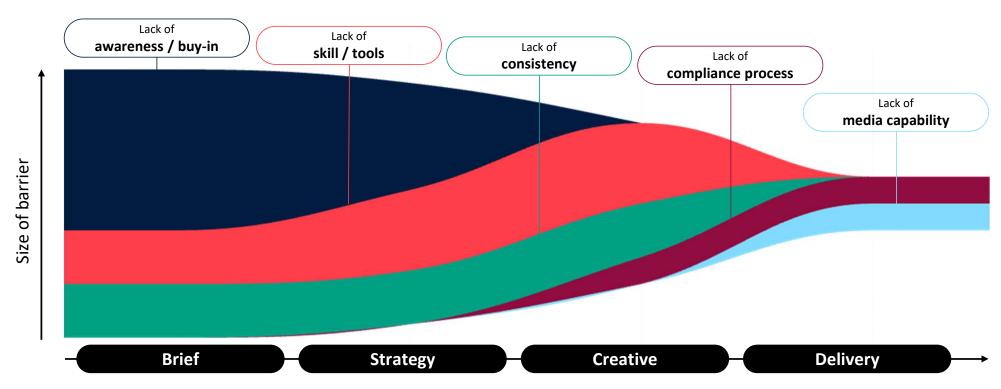
Voice recording costs vary Clearance fees excluded

Time: 4 days

Includes clearance and clocking



Barriers exist along the whole value chain





The Ad Accessibility Network

All Ads Accessible to All

Our strategies

- **1. High-level advocacy**: Make the case for change to key decision-makers
- 2. Education and actionable training:
 Provide for practitioners throughout the value chain
- 3. Provide standards: Make implementation easy and ideally the default
- **4. Measure progress:** levels of technical enablement and buy-side adoption



































































Network











Our growing activities as a network

2025

2024

- Identify barriers
- Collate evidence and support for business cases
- Measure media capability and advertiser adoption
- Launch educational material
- Launch digital taskforce
- · Launch town hall events

- Amplify educational material with a more developed comms plan
- Collate more resources to bolster educational material
- Expand remit of digital taskforce
- Involve more publishers in digital taskforce
- Expand involvement to more markets
- Tailor educational material for more markets
- Engage other markets



- Build steering group
- Establish UK broadcast taskforce and French taskforce
- Define scope of activities
- Set goals



Resources available at our hub

- 1. Champion Make your business case and get buy-in.
- 2. Pilot Start with a pilot campaign.
- 3. Collaborate Involve external partners to support you.
- 4. Roadmap Build a roadmap to deliver it.
- 5. Motivate Incentivise your teams to deliver results.
- **6.** Measure Track your progress and work to improve.









Thank you

Please contact <u>michelley@responsiblem.com</u> or <u>emily@responsiblem.com</u> who coordinate the network when you're ready to get involved.

- AdAccessibilityNetwork
- Responsible Marketing Advisory

'Tis the season for accessible ads: audio-led storytelling done right

Duration: 10 minutes

Facilitator: Sonali Rai (RNIB)







2025 Christmas

"This advert doesn't say 'Asda' anywhere, the only clue is the word "rollback," which some people might recognise. It's clear that it's a Christmas advert because of the singing and festive sounds, but it's not easy to tell what's being advertised or what's happening. The main message seems to be about saving money, but overall, it's quite hard to take much away from it apart from it being cheerful and Christmassy."

AD user





2025 Christmas

"The Sainsburys one doesn't seem to have much space for AD, and I could follow it ok but right at the start it would have been helpful to know who the other character is, apart from the little girl and the BFG."





2025 Christmas

"John Lewis, has the
AD and I think it's
pretty good, especially
the audio ducking, you
can hear the music and
sounds clearly even
with the AD running."



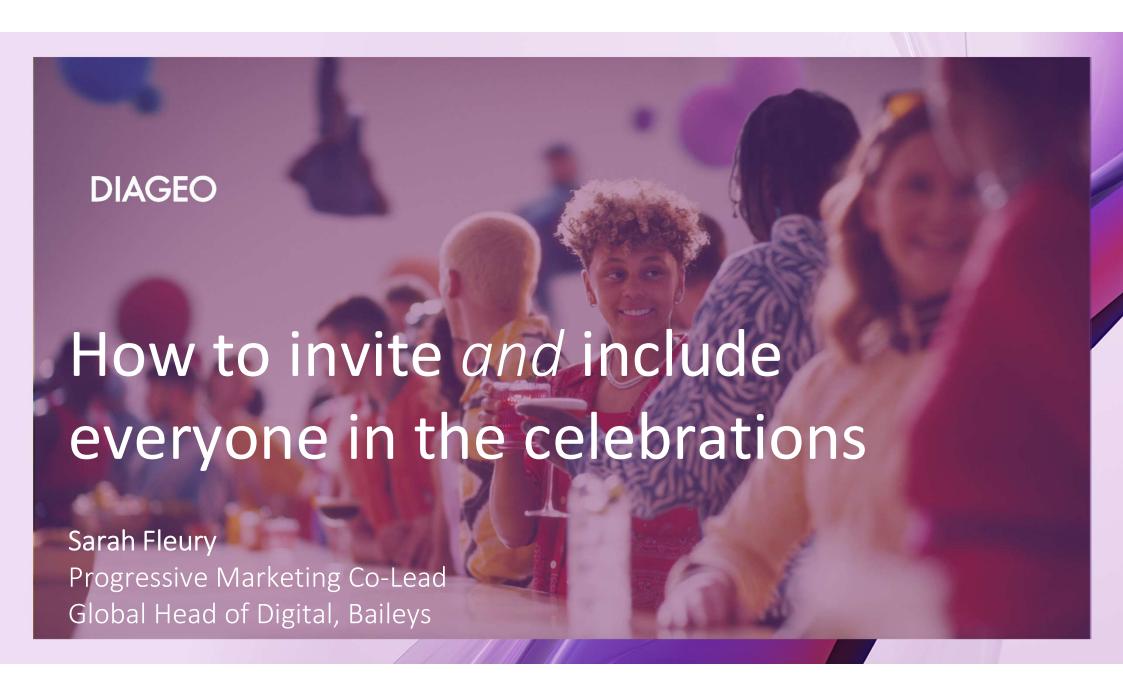
Key conclusions

- Audio track plays a critical role in the experience. **Context, Brand, and Benefits should be stated clearly and as early as possible** in the audio track.
- Colour and contrast: use good colour contract. Check WCAG requirements for colour contrast.
- Bold and prominent text: larger and bolder on screen.
- Easy to process frames: decluttered, simple sets, familiar and recognisable elements.
- Easy to process flow: editing with few cuts.
- Ensure the elements that consumers can HEAR & "SEE" are easy to process when combined.

 For example:
 - Smooth, balanced PACE: not too fast, nor too slow.
 - Visual & verbal synchronisation: Speed of the audio track needs to match what's is on screen, as well as clearly and prominently articulate the brand and benefit.



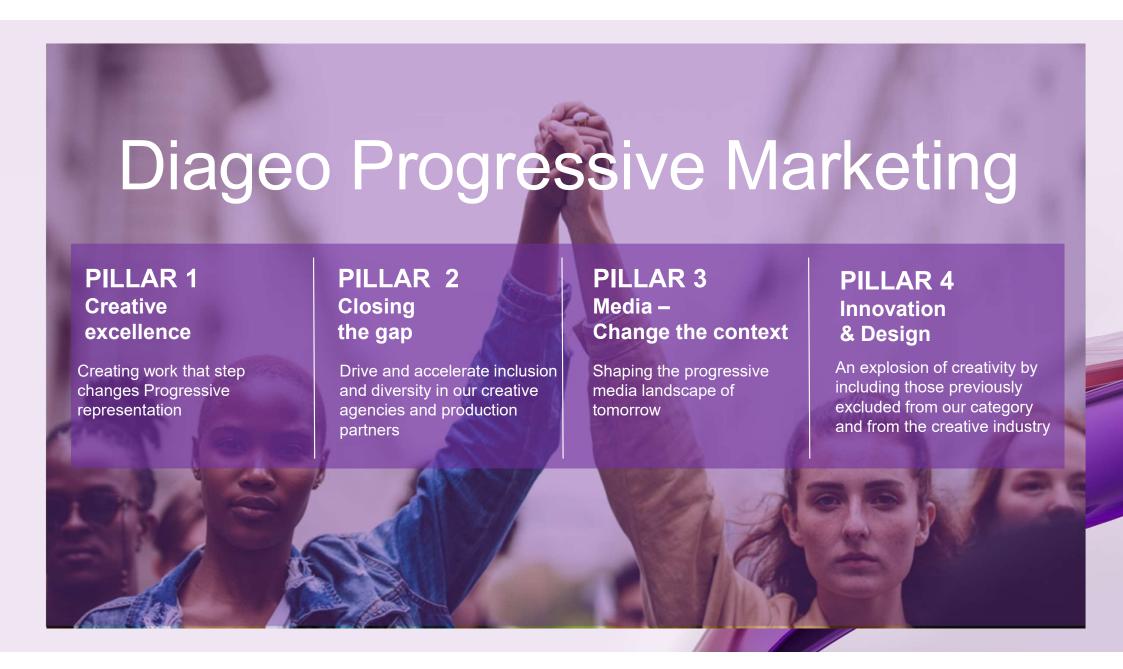




Our purpose is to celebrate life, every day, everywhere for **everyone.**

So, we must be inclusive of disability across our marketing.





Our Accessible Marketing Ambition

Diageo aims to make

100%

of our campaigns accessible by 2030.



* starting with captions, alt text/image descriptions and audio

doccrintions

WHAT DO YOU SEE?



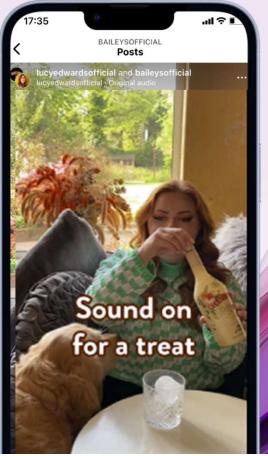


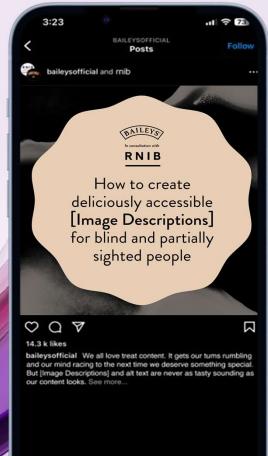


FROM [IMAGE DESCRIPTIONS]

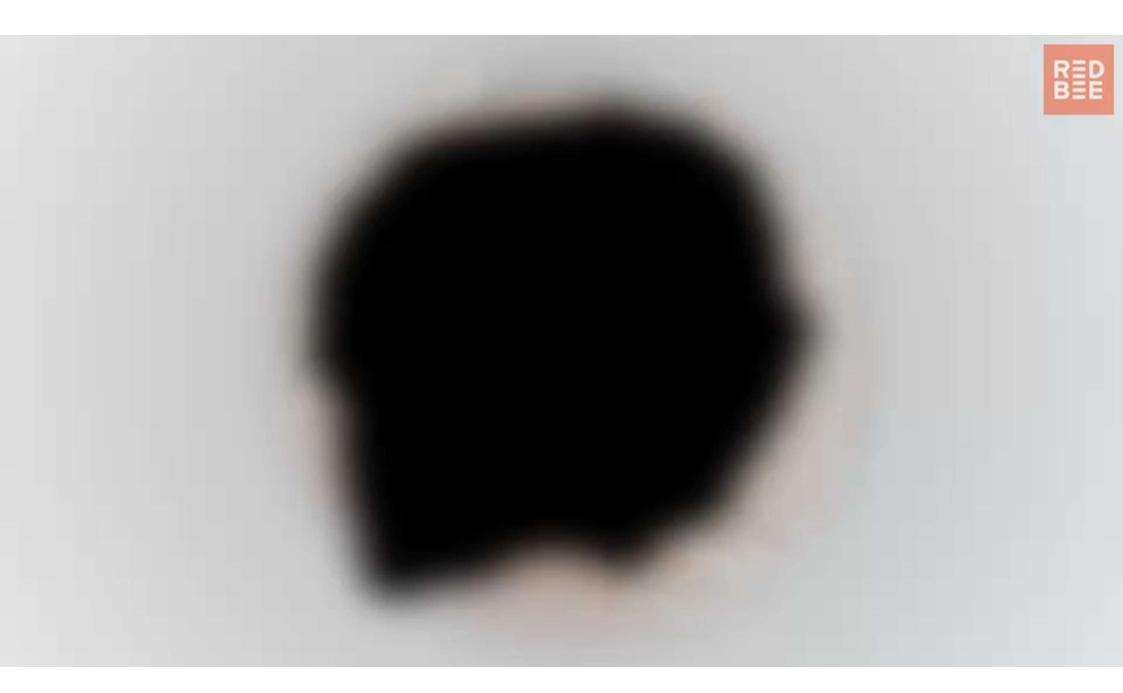
TO [DELICIOUS DESCRIPTIONS]





















Advertising has a role to play



Motivating **changes**in consumer behaviour

Increasing

awareness

of responsible consumption

Since 2022, Internal Concern Systemic Approach **Spotlight on Actors**







Sustainable
Development Goals
Discount

Blue Brand

Workshops & fresks

Blue Minutes

Blue Data

Ad & spot production

Solidarity **Experiences**

Balnz



The context of the Project





1. Understanding the scope of the Project

Publishers must:

- Adapt their broadcast systems: traffic system, metadata management (audio/subtitles), subtitle storage and naming, and automation updates.
- Enable activation of audio description and subtitles via the TV remote during ad breaks, using the same functionality as for films and series.

Sales houses must:

- Update their ad material conversion tools.
- Manage technical monitoring and provide guidance to advertisers.

Advertisers and spot producers must:

Systematically include audio description and subtitling in their materials



2. The tasks at Editor's level

- Traffic system adjustments
- Adaptation of playout automation
- Integration of standard and urgent on-air procedures
- Integration of metadata on ad assets (audio tracks and subtitle availability)
- Management of subtitle files for advertising content in the broadcast chain (storage and naming)

Phase	Duration/Cost
Analysis Phase	6 mandays
Statement of Work	1 manday
Automation Development	≈5,000€ (depending on automation tool)
Testing	3 mandays
Production Deployment	1 manday
Total Cost	11 mandays+ ≈5,000€



3. The tasks at Salehouse's level

- Development of the ad material conversion tool
- Integration of metadata on advertising assets (audio tracks, video data, and subtitle availability)
- Management of subtitle files for advertising content in the broadcast chain (storage and naming)

Phase	Duration/Cost
ANALYSIS PHASE	1 manday
REQUIREMENTS SPECIFICATION	1 manday
METADATA/FILES DEVELOPMENT	10 mandays
CONVERSION TOOL DEVELOPMENT	≈5,000€
TESTING	6 mandays
PRODUCTION DEPLOYMENT	1 manday
TOTAL COST	19 mandays + = 5000€



4. The tasks at Advertiser's level

- Creative assets must include professional audio description and subtitles to ensure accessibility.
- These elements should convey the ad's key emotion and message within the spot's duration.
- Audio description must consider the needs of people with sensory disabilities without altering the creative idea.
- In Belgium, studios deliver compliant files via VIA's D-Mat standard, embedding these accessibility tracks.
- Leading advertisers such as P&G already systematically implement accessible advertising.



Conclusion

- Costs and human charge are minimal compared to the benefits
- Advertisers are ready to adapt their creatives
 - > 1st campaign in Belgium with P&G



for



- There are business opportunities for all: creative agencies, editors, salehouses, ...
- A White Paper as been developed by RMB to help you starting the journey



Make accessibility the norm!

Add audio description and subtitles to every ad, in every channel, for everyone.





Why are we mandating CC subtitles?



What's in it for brands?

7 in 10 people feeling more positive towards brands that use subtitles

9 in 10 18-34 year olds view brands that use subtitles as more caring

+3% brand salience and consideration

+4% in brand likeability

Source: The Power of Words 2024 7Stars Differentology

campaign

MY ACCU

Marianne Calnan October 31, 2025 The Information

How long? 2-3 minutes

Currys Diversity in Advertising Award-winning ad generates highest-ever sales **ROI**

Dan Rubel, brand and marketing director at Currys, speaks to Campaign about the Inspiration for 'Sigh of









Currys: campaign featured captions, audio description and BSL interpretation

Currys and AMV BBDO achieved the brand's highest-ever sales ROI for the campaign that won Channel 4's Diversity in Advertising Award last year.

From 1st March every advert and sponsorship delivered to Channel 4 will need to have CC subtitles embedded.

100% of linear platforms and 70% of streaming platforms are enabled for CC (100% by end of 2026)

We have updated our tech specs: https://www.channel4sales.com/advertising-technical-specs-deadlines

Clearcast, Cape.io and Extreme Reach are on hand to support

Full details being shared today



Channel 4 Champions Accessibility: All New Adverts & Sponsorship to Feature Closed Caption Subtitles

from 1st March 2026

Building on the legacy of the Diversity in Advertising Awards and inspired by the success of the 2024 Paralympic Games, Channel 4 is proud to announce a landmark commitment to accessibility in advertising. From 1st March 2026, every new advert and sponsorship ident delivered to Channel 4—across both linear and streaming platforms—will be required to include closed caption subtitles.

Why Closed Caption Subtitles Matter

Closed caption subtitles significantly enhance the effectiveness of TV advertising by making content accessible to all. In the UK, 12 million people are deaf, have hearing loss, or tinnitus—about 18% of the population—and 1 in 3 have a disability or access need that may limit engagement with traditional ads. Subtitles not only support those with hearing impairments but are also regularly used by 6 million people without hearing loss.

Campaigns with subtitles achieve higher brand recognition and consideration, with 7 in 10 people feeling more positive toward brands that use them. By adopting closed caption subtitles, brands promote inclusion, reach their full audience, and maximize campaign impact.

How to Submit Closed Caption Creative to Channel 4

Channel 4 is committed to making advertising accessible for all viewers. We have updated our T&Cs to require closed caption subtitles as standard for any copy delivered to the channel from 1st March 2026.

For technical specifications please visit:

www.channel4sales.com/advertising-technicalspecsdeadlines. All other T&Cs and delivery processes remain the same.

Your creative agency or production partner may well be able to include closed caption subtitles at the point of delivery. Alternatively, to ensure your advert meets our closed caption subtitle requirements, please reach out to:

Clearcast

Clearcast can add closed caption subtitles to your advert and deliver it to Channel 4 in parallel with the clearance process. This is typically completed within an hour of ordering. For more information, contact subtitles@clearcast.co.uk or visit Subtitling With Clearcast - Welcome to our Help Desk for a step by step run through of the process.

What Are Closed Caption Subtitles?

Fancy a chat?

Channel 4 contact.

For further information or support, please reach out to your

Closed caption subtitles are text captions that transcribe on-screen dialogue, tone of voice, music, and background noises. Viewers can turn these captions on or off via their remote control or video player settings.

Closed caption subtitles should:

- Be readable in size, font, and colour
- Accurately reflect what is being said and heard
- Be synchronised with the audio
- Be positioned so as not to obscure important information

Clearcast

Can simply add it to the delivery order. For more information speak to shelby.akosa@cape.io, your Account Manager or Customer Success team for support.

Extreme Reach Users

Advertisers using Extreme Reach should contact june.johnson@extremereach.com for assistance.



Once closed caption subtitles have been applied, any broadcaster with the capability to support closed caption subtitles will be able to schedule or serve your advert to viewers.



Worried? Questions?



Your usual Channel 4 sales rep



Amy Jenkins Sales Leader

ajenkins@channel4.co.uk

Thank you

AdAccessibilityNetwork