

*MeAC – Measuring Progress
of eAccessibility in Europe*

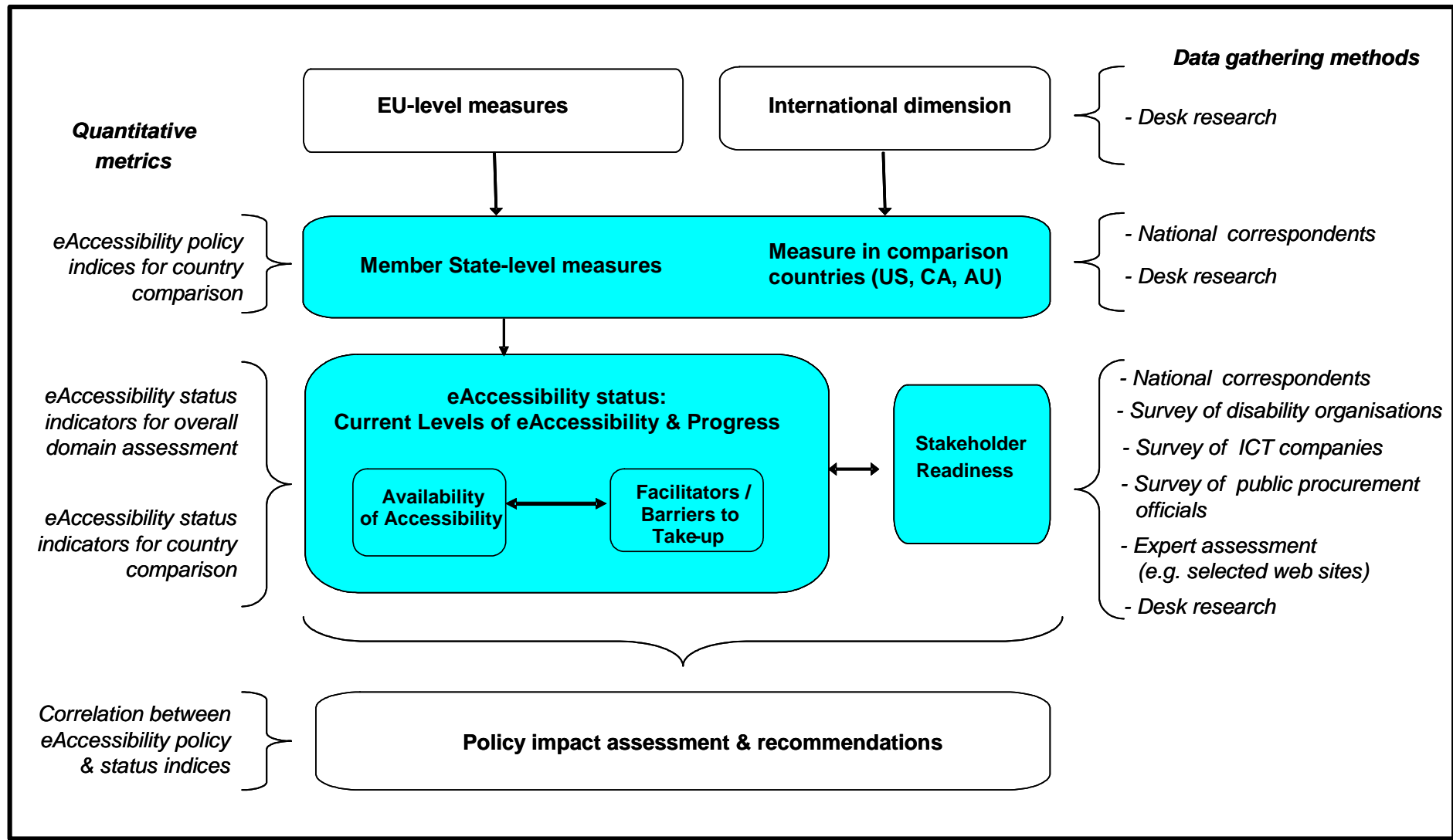
The MeAC measurement approach and indicators

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empirica

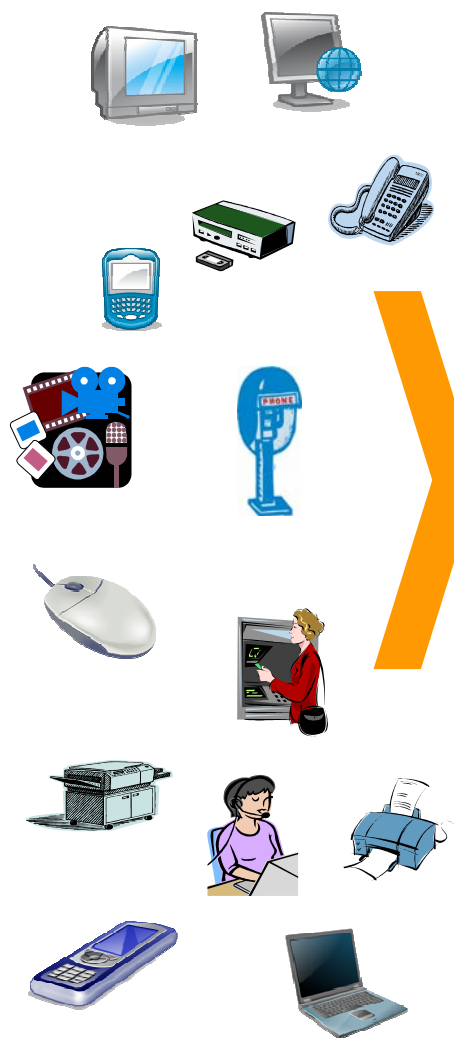
MeAC overview

- Assess the status of eAccessibility and progress across EU25 Member States and three comparison countries (AU, CA, US)
- Specific purpose: support policy making at EU level (as a follow-up to the 2005 eAccessibility Communication)
- Answer three key questions
 - What is the current status situation in Europe as a whole and across the Member States?
 - How well-developed is current eAccessibility policy at EU-level and across the Member States?
 - What conclusions can be drawn in support of decision-making about possible future needs for reinforced or new policy measures at EU-level?

MeAC data gathering approach



Coverage of ICTs and eAccessibility issues



A wide range
of ICTs and
eAccessibility
issues

MeAC coverage

- Telephony
- Television
- World Wide Web
- Computing
- Self-service terminals

Assess

- Policy
- Status situation
- Stakeholder readiness

Indicator selection

- Wide range of possible indicators -> need for selectivity and focus
- No off-the-shelf indicator set available
- Selection criteria
 - Measurability
 - Policy linkage
 - Suitability for benchmarking
 - Feasibility within the scope of the study

MeAC status indicators: Telephony

Mainstream telephony equipment

- Offering of landline handsets that are explicitly labelled as being hearing-aid compatible on the web sites of the two main landline operators in the country
- Provision of any other eAccessibility related customer information on the web sites of the two leading landline operators in the country
- Offering of mobile telephones that are explicitly labelled as being hearing-aid compatible on the web sites of the two main mobile operators in the country
- Provision of any other eAccessibility related customer information on the web sites of the two leading mobile operators in the country

MeAC status indicators: Telephony II

Relay services for text telephone and video telephone users

- Availability of text relay service
- 24h/7d availability of text relay service
- Availability of text relay service without additional service costs beyond the immediate call connection costs
- Availability of video relay service
- 24h/7d availability of video relay service
- Availability of video relay service without additional service costs beyond the immediate call connection costs
- Direct accessibility of emergency service to text telephone users

MeAC status indicators: Television

- Provision of TV content provided with subtitling by two main public broadcasters in the country in 2006
- Provision of TV content provided with sign language interpretation by two main public broadcasters in the country in 2006
- Provision of TV content provided with audio description by two main public broadcasters in the country in 2006
- Provision of TV content provided with subtitling by two main commercial broadcasters in the country in 2006
- Provision of TV content provided with sign language interpretation by two main commercial broadcasters in the country in 2006
- Provision of TV content provided with audio description by two main commercial broadcasters in the country in 2006

MeAC status indicators: World Wide Web

- Share of selected governmental web sites in 28 countries that provide a basic level of accessibility according to WCAG 1.0 Level A check points (main web portal of the national government, website of the national parliament, websites of several national ministries (social affairs, health, education, employment/labour, as applicable)).
- Share of selected private/sectoral web sites in 28 countries that provide a basic level of accessibility according to WCAG 1.0 Level A check points (website of main national daily news paper, main free-on-air broadcasting TV channel, main national retail bank, main national railway service and main national operators for mobile and fixed-line telecommunication).
- Share of web sites that are labeled as being accessible according to WCAG 1.0 Level A check points.

MeAC status indicators: Computing and self-service terminals

- Provision of information about product accessibility provided by main hardware and software manufacturers on their websites in national language
- Deployment of talking ATMs by the two main national retail banks in the country
- Share of talking ATMs deployed by main national retail banks in the country
- Provision of headphones for accessible ATMs by two main national retail banks to their customers
- Provision of customer information about the location of accessible ATMs implemented by two main national retail banks in the country
- Implementation of dedicated disability policy by two main national retail banks in the country

Analysis and benchmarking

	MeAC overall status index	Telephony		TV		Computer	Web		Self-service terminals
		Telecom operators provision of accessibility information	Availability of text relay service	Share of national language broadcasts with subtitles by two main public broadcasters	Share of national language broadcasts with subtitles by two main commercial broadcasters	Hard- and software manufacturers provision of accessibility information	Basis accessibility of governmental websites	Basic accessibility of private/sectoral websites	Deployment of accessible cash dispensers
AT									
BE									
CY									
CZ									
DE									
DK									
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FI									
FR									
HU									
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PT									
SE									
SI									
SK									
UK									
EU25									
AU									
CA									
US									

Country Profiles

MeAC - Measuring Progress of eAccessibility in Europe

[Home](#) — [NEW: Country Profiles](#) — [United Kingdom](#)

United Kingdom

The UK has quite an extensive and well-developed set of eAccessibility-related legislation and other relevant policies in place. Web accessibility, telecommunications services and TV broadcasting are covered, and eAccessibility is included in public procurement and equality / anti-discrimination legislation and policy. In relation to actual levels of eAccessibility achieved to date, from a comparative perspective the situation in the UK is well above the European average.

Find out more about eAccessibility in relation to seven thematic areas by clicking on one of the links below:

- [Websites](#)
- [Telecoms](#)
- [Broadcasting](#)
- [Self-service terminals](#)
- [Public procurement](#)
- [Equality / anti-discrimination](#)
- [Horizontal or co-ordinated eAccessibility measures](#)
- [Other topics?](#)

- » [The MeAC project](#)
 - » [The MeAC approach](#)
 - » [The MeAC team](#)
- » [Key results: eAccessibility in Europe](#)
 - » [The eAccessibility deficit](#)
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Thank you very much for your attention

For more information please see

<http://www.eaccessibility-progress.eu>