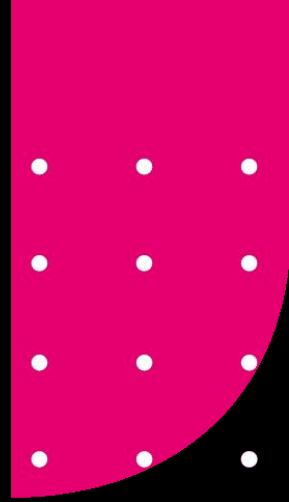


# LEGAL COMPLIANCE IN THE DIGITAL WORLD

**all/yant**

 3PLAYMEDIA





**Brenda Nowicki**

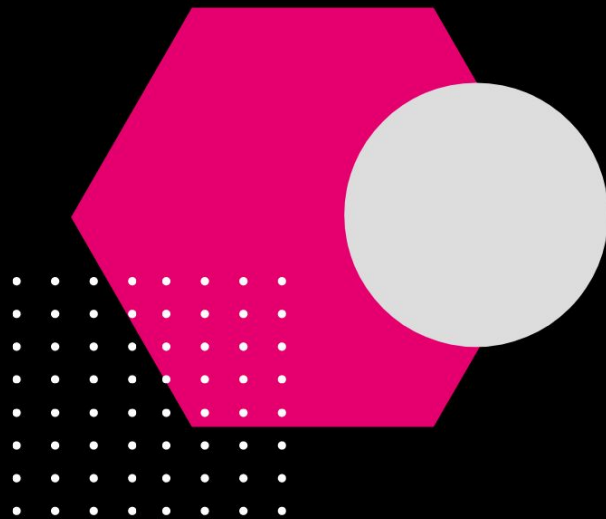
Account Manager & Video  
Accessibility Specialist

**3Play Media**

**Daniel Sullivan**

Chief Sales Officer

**Allyant**



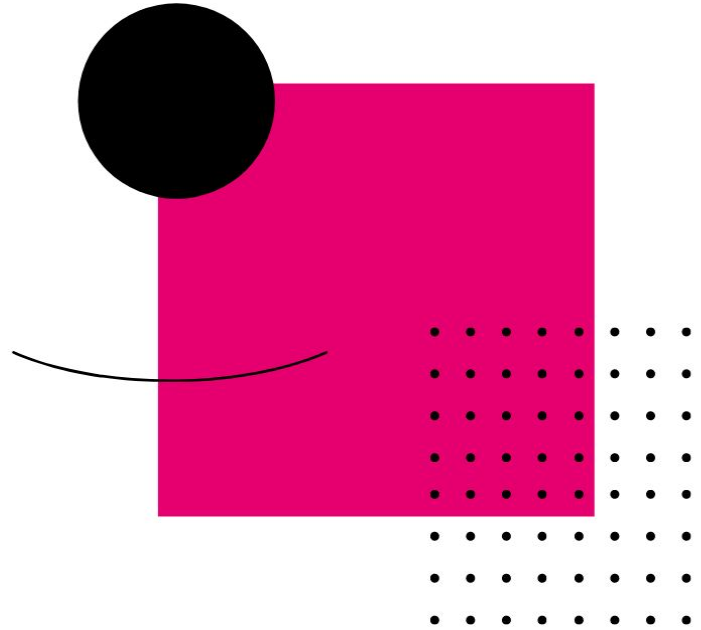
# AGENDA

● The **legal landscape** of digital accessibility

■ **Implementing and auditing** accessible solutions

▲ **Positive impact** of prioritizing accessibility

# UNDERSTANDING DIGITAL COMPLIANCE



# THE BASICS:

## ATTY LAWS



### **Americans with Disabilities Act**

Requires compliance in places of **public accommodation**



### **Section 508**

Impacts **federal agencies** and organizations that accept **federal funding**



### **WCAG + the W3C**

**Universal standard** for web content accessibility, **POUR** principle guidelines

# CURRENT EVENTS

● New **updates to the ADA** & connection to WCAG

■ Bills presented and their **progress to date**

▲ **Advanced new proposed rulemaking** for November

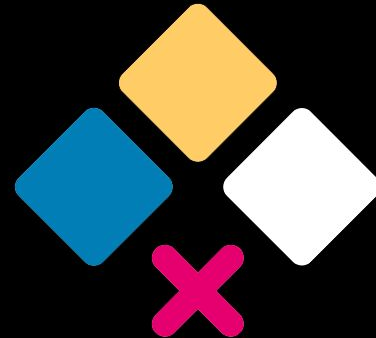
# THE LEGAL LANDSCAPE



Lawsuits (still)  
increasing steadily

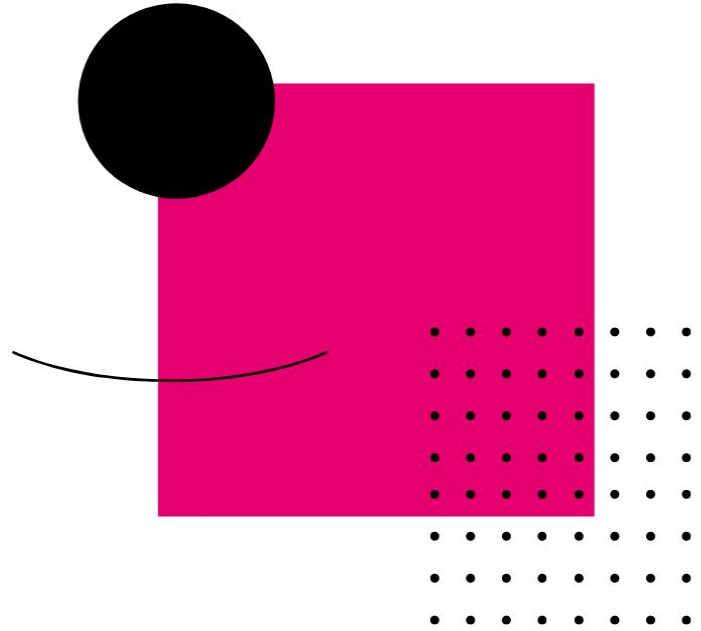


eCommerce is a  
top-targeted industry



Accessibility is not  
"one size fits all"

# IMPLEMENTING AND AUDITING SOLUTIONS





# 44%

of organizations are producing  
**100+ hours of video content**

# 88%

are captioning **all, most, or  
some** of that content

– 3Play Media's [State of Captioning Report](#) (2022)

# COMMON FEATURES: VIDEO A11Y



## CAPTIONS

Assume the viewer **can't** hear audio, include **non-speech elements**



## SUBTITLES

Assume the viewer **can** hear, but can't understand (primarily for **translation**)



## TRANSCRIPTS

**Plain-text** version of audio content, not **time-synchronized**

# CLOSED CAPTIONS



## Industry minimum 99% accuracy rate

15 errors total per  
1,500 words



## Style requirements

Non-serif font,  
placement,  
verbatim vs.  
clean read



## Frame requirements

32 characters per  
line, 1-3 lines, must  
last 1 second on  
screen (minimum)



## DCMP, FCC, and/or WCAG standards

Detailed guidance on what  
is or isn't included in  
captions

# SUBTITLES & TRANSCRIPTION



## Translation = localization

Disseminate  
comprehensive  
company  
content  
internationally



## Speak to a global audience

Connect with new  
consumers,  
advocates, and  
viewers



## Expand your podcast's reach

Text format makes  
audio-only format  
more widely  
accessible



## Boost audience comprehension

Transcripts are proven to  
benefit students; can be  
used as supplemental or  
study materials

# END-TO-END ACCESSIBILITY: MORE MEDIUMS



## PRINT

Alternate formats like **large print** and **braille** in English, French, Nemeth



## DOCUMENT

Formatting and conversion to provide **streamlined, accessible communications**



## DIGITAL

**Software solutions** for creating, testing, and remediating document accessibility

# A HOLISTIC APPROACH



## Recruiting and onboarding

AI solutions are often where people with disabilities “fall off”



## HR, internal portals

Benefits tracking, time reporting, insurance, etc.



## Procurement processes

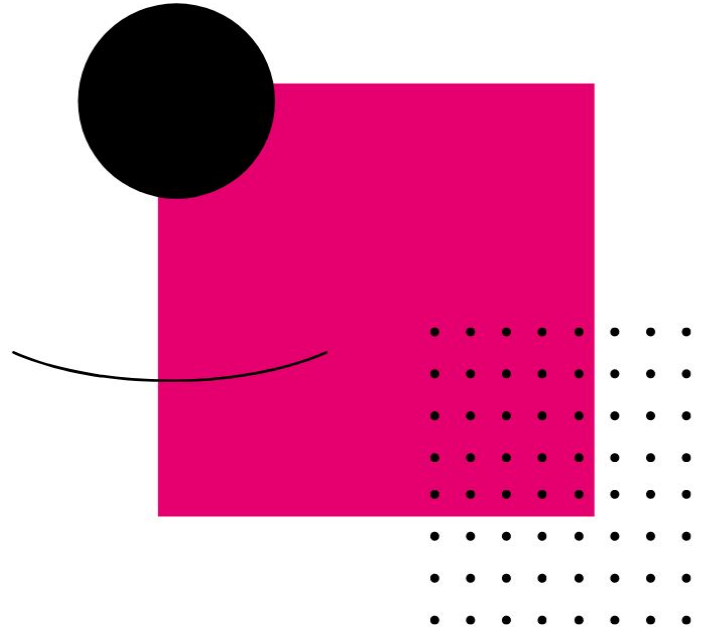
Consider accessibility of third-party software & services



## PDFs, movies, and more

All your organization’s assets should be accessible, externally and internally

# POSITIVE IMPACT OF PRIORITIZING ACCESS



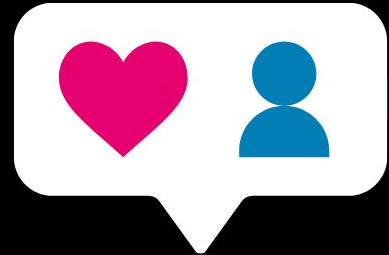
# BUSINESS BENEFITS



Ensure compliance &  
better positioning if  
legally targeted



Improved search  
engine optimization



Engagement, brand  
awareness, loyalty, &  
increased profits



# Q&A

**allyant**

 3PLAYMEDIA

**THANK**

**YOU!**

**all/yant**

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