Welcome to the Accessible Technology Webinar Series

The Accessible Technology Webinar Series is sponsored by the Great Lakes ADA Center and the Pacific ADA Center, both members of the ADA National Network.

The Session is Scheduled to begin at 1:00 pm CDT

We will be testing sound quality periodically

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Webinar Features

- Closed captioning – click **CC** icon (top of screen) or control-F8 and adjust your screen
- Questions - type and submit questions in the Chat Area Text box or press control-M and enter text in the Chat Area
- Please do not use emoticons or hand-raising features during this session

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21st Century Communication and Video Accessibility Act (CVAA)

June 2012

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Outline

- Where did it come from?
- What does it require?
  - ◆ Captioning
  - ◆ Video Description
  - ◆ Emergencies
  - ◆ "Advanced Communication Services"
  - ◆ Accessible equipment
  - ◆ Miscellaneous
- What is its relevance to you?

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Where Did It Come From?

- Last major mainstream accessible telecom law was 1996 (Telecom Act, Section 255)
- Since then:
  - ◆ digital media & telecom
  - ◆ wireless
  - ◆ web & other online functions
- Regulatory coverage was inconsistent and unclear

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Drafting & Advocacy

- 2006: National Council on Disability made legislative recommendations (Karen Peltz Strauss)
- Bill drafted and introduced in 2008
- Coalition of Organizations for Accessible Technology (COAT) formed
  - ◆ hundreds of affiliates, thousands of signatories, dozens of meetings with industry and Congress

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Passage & Implementation

- Passed & signed October 2010
- FCC responsible for rulemakings
  - advisory committees: EAAC, VPAAC
  - public comment
  - Report & Order
- June 2012: rules for most sections are already in place and in effect

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CVAA Legalisms & Admin

- "Achievable"
  - stronger than Section 255's "readily achievable", but weaker than "undue burden"
  - "reasonable effort and expense"
- Product line & portfolio approach – not every feature on every product
- 3rd party solutions OK
  - must be supported
  - "nominal cost"

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Captioning

- Digital TV – same as analog
  - 100% of new programming, 75% of old programming; some exemptions, waivers
- All screens (not just 13"+)
- Online videos
  - only programs that have been broadcast with captions

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Video Description

- 50 hours per quarter for top 4 broadcast networks (ABC, CBS, Fox, NBC) in the top 25 markets
- 50 hours per quarter of top 5 non-broadcast networks (USA, Disney, TNT, Nickelodeon, TBS)
- Live and near-live are exempt
- Expands in later years

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Emergency

- Accessible interfaces on all equipment for emergency alerting
- Accessible emergency alert content
- Text to 911

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Advanced Communication Services (ACS)

- Interface, navigation, control, content
  - built-in, network-based, or 3rd party
  - software excluded
- VoIP – contribute to relay fund
- Electronic messaging
  - email, text messaging, chat
- "Interoperable" videoconferencing
  - includes collaborative platforms
  - hardware, software, services
  - gaming systems?

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Accessible Equipment

- Video (settop boxes, TVs, etc.)
  - captioning (button on remote)
  - onscreen menus (channels, recording)
  - electronic program guide
  - emergency information
- Browsers on mobile phones
  - applies to bundled browsers
- Deaf-Blind Equipment Distribution Program
  - $10M/year
  - state programs

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Miscellaneous

- Hearing aid compatibility
- Recordkeeping
  - executive signoff
- Clearinghouse
- Complaints

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Relevance

- Focus on mainstream
- Mobile devices via OSs & apps
- Challenges
  - funding
  - enforcement
  - information & support
  - churn

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Participate! (1 of 3)

- Regulatory proceedings
  - need more comments from consumers and AT community – esp. people with dexterity and/or cognitive disabilities
  - easy to do
  - more proceedings on the way – CVAA, ADA & web

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Participate! (2 of 3)

- Laws: Rehab Act reauthorization, ACA
- Programs
  - how Section 508 is managed
  - funding for mainstream solutions via Medicare, Medicaid, voc rehab, education
  - ADRCs
  - Administration on Community Living
  - state equipment distribution programs

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Participate! (3 of 3)

- Implementation
  - work with industry – get past PR & regulatory staffs – be specific – user testing
- Complaints
  - CVAA makes informal complaints easier
- Information
  - FCC Clearinghouse
  - other information sources

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Q&A

- How will CVAA and similar laws and regs affect your organization?
- What do you need to help consumers get the benefit of these laws?

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Thank you for participating in today's Accessible Technology Webinar!

Next Scheduled Session

AUGUST 14, 2012, ACCESSIBILITY OF WEB AUTHORING TOOLS

Speaker: **Jutta Treviranus**,
Inclusive Design Research Center

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