Creating Accessible Videos

Who does accessible video content reach?

- o Everyone!
  - ▪ A person with an auditory disability might use captions to access the sound content of a video.
  - ▪ A person with a cognitive disability may use the captions and the video transcript to aid in their comprehension of the video's content.
  - ▪ Someone with both auditory and visual disabilities may translate a video transcript to braille.
  - ▪ People without disabilities (one study says 57% of viewers!)
- o Statistics related to the benefits of accessible video content:
  - ▪ 57% of viewers use captions while watching TV or movies- Vox
  - ▪ Captions increase video view time by 12%- Facebook
  - ▪ 80% of people are more likely to watch a video all the way through if it has captions
  - ▪ 85% of Facebook videos are watched without sound

How do we make videos accessible?

- o Is there a list of things we can do to make videos accessible?
  - ▪ Yes! The Web Content Accessibility Guidelines (WCAG)
    - ● WCAG
      - o What it is:
        - ▪ An internationally used set of accessibility guidelines for web content including website code, text, video, audio, and more
        - ▪ Descriptions of what you can do to make content accessible
        - ▪ Examples of what to do and what not to do for each success criteria
      - o What it's not:
        - ▪ A beginning guide to accessibility
        - ▪ Easy to read
- o WCAG Guideline 1.2: Time-based Media
  - ▪ Success Criterion 1.2.2 Captions (Prerecorded)
    - ● Do:
      - o Include dialogue
      - o Identify who is speaking
      - o Include non-speech information
    - ● Don't:
      - o Get fancy with colors, sizes, text effects. Keep it simple.
  - ▪ WCAG Compliance Levels

- There are three levels of compliance
  - A: Basic compliance
  - AA: Legally required level of compliance
  - AAA: Excellent compliance
- Audio Descriptions
  - Provide important information about actions, characters, scene changes that are important and not described in the main soundtrack
- Four success criteria overlap significantly:
  - Success Criterion 1.2.3 Audio Description or Media Alternative (Prerecorded)
  - Success Criterion 1.2.5 Audio Description (Prerecorded)
  - Success Criterion 1.2.7 Extended Audio Description
  - Success Criterion 1.2.8 Media Alternative (Prerecorded)
- You have options to meet these:
  - Level A: Provide all of the information in the synchronized media (both auditory and visual) in text form or provide audio description during existing pauses in the dialogue of the video content (Criterion 1.2.3)
  - Level AA: If you didn't provide audio description to meet Level A compliance (you chose a text alternative), add an audio description (Criterion 1.2.5).
  - Level AAA: Provide both audio description and a media alternative. A media alternative is a description that reads more like a book than a screenplay.
- Success Criterion 1.2.7 Extended Audio Description
  - When pauses in foreground audio aren't long enough to fit in the descriptions, provide extended audio descriptions (Level AAA under 1.2.7)

Our journey at Cisco
- May 2022
  - We started with videos with captions
- September 2022
  - We started adding text alternatives in the form of transcripts with visual descriptions.
- May 2023
  - We got a new video player that allows audio description tracks
- July 2023
  - We will explore our accessibility program as a whole and see how we can move forward.

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Resources

- WCAG
  - [How to meet WCAG (Quick Reference)](): View descriptions, techniques, and failures for each success criteria of WCAG.
  - [Accessibility Fundamentals Overview](): A list of resources provided by W3C that provide information for getting started with accessibility
  - [International Association of Accessibility Professionals](): Learn about professional membership, certification, networking and education opportunities.
  - [PowerPoint Training and Help (Create a Presentation)](): See an example of a training video with an audio description track
- [Signapse](): Learn more about Signapse's AI Sign language interpreter.