

MAKING ALL MEDIA  
ACCESSIBLE TO ALL  
CANADIANS



ACCESSIBLE MEDIA INC. (AMI)

# 20 YEARS OF MAKING MEDIA ACCESSIBLE

NOT-FOR-PROFIT ORGANIZATION

MANDATED BY THE CRTC AND FUNDED BY THE BDU'S

OPERATE TWO DIGITAL BROADCAST SERVICES AND ONE WEBSITE [WWW.AMI.CA](http://WWW.AMI.CA)

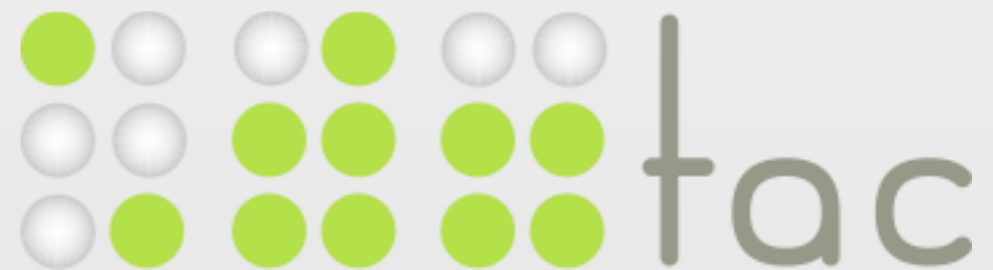
10 LOCAL BROADCAST CENTRES ACROSS CANADA

OUR SERVICES

THROUGH TWO WORLD  
LEADING SERVICES, AMI  
ENRICHES LIVES AND  
CREATES A MORE  
ACCESSIBLE CANADA

**VoicePrint**

Newspapers. Magazines. Read to You



OUR SERVICES

# VOICEPRINT: THE WORLD'S LARGEST BROADCAST READING SERVICE

- Founded on the belief that all members of society should have equal access to current news and information from print sources and that audio was the most accessible and effective medium for this purpose.
- Accessed through cable, satellite and the internet into more than 10-million Canadian homes.
- More than 600 Volunteers from across the country read and record full-text, spoken-word versions of current articles from over 600 leading newspapers and magazines.
- Our staff and Volunteers are responsible for broadcasting more than 125 hours of new programming every week.

OUR SERVICES

# TACtv - THE WORLD'S FIRST AND ONLY OPEN DESCRIBED, CLOSED CAPTIONED DIGITAL TV SERVICE

- The Accessible Channel-TACtv broadcasts all programs with open description and closed captioning.
- Broadcast Hollywood movies and popular TV series (Canadian and American) into more than 8 million Canadian homes
- Mandated by the CRTC, TACtv is part of the basic digital package offered by all Class 1 & 2 cable systems and satellite direct-to-home services.

## OUR SERVICES

# AMI.CA

- Consolidated three sites into ami.ca in May 2011
- Stream audio content from VoicePrint
- Push to YouTube for video content
- Future plans to stream original video content
- Expand digital content to include podcasts, mobile etc.

ACCESSIBLE MEDIA INC.

# AMI DELIVERS ON THE CANADIAN BROADCASTING ACT MANDATE WHICH STATES:

“That programming accessible by disabled persons should be provided within the Canadian broadcasting system as resources become available for the purpose.”

AMI MISSION STATEMENT

**TO MAKE ALL MEDIA  
ACCESSIBLE TO ALL  
CANADIANS**

AMI STRATEGIC GOALS

# BIG HAIRY AUDACIOUS GOALS (BHAG)

(BHAG)

- World class standard bearer for accessibility across all media platforms
- Leader and voice of media accessibility

AMI STRATEGIC

# PRINCIPLES & FUNDAMENTALS

## STRATEGIC OBJECTIVES

- CREATE - Provide accessibility platforms, content, and standards. ADVOCATE - Be the leader and voice of media accessibility worldwide. COLLABORATE - Create partnerships and alignments that ensure media accessibility. ENABLE - Awareness, understanding and promotion of the need for media accessibility.

BHAG 1

# WORLD CLASS STANDARD BEARER

BHAG 1

# WORLD CLASS STANDARD BEARER

## CREATE

- Establish industry accessibility standards across all media platforms including broadcast, web, mobile and any other future media platform.

## ADVOCATE

- Leading voice of Canadian industry through the evaluation, creation, adoption, promotion of DV standards and best practices across all media platforms. Continue to work with government organization, distributors of content, and other broadcasters to re-affirm importance of media accessibility.

BHAG 1

# WORLD CLASS STANDARD BEARER

## COLLABORATE

- Establish technology partnerships with tech companies to understand their accessibility roadmap and opportunities to leverage partnership. Become affiliated with and partner with like minded blind and low vision organizations that target the same community.

## ENABLE

- Awareness, understanding and promotion of the need for media accessibility across all media platforms to enable the blind and low vision community access to all types of media on any platform just like every other Canadian.

BHAG 1

# WORLD CLASS STANDARD BEARER

## INITIATIVE

- Internal review and update of DV standards document including feedback from consumer focus groups. Active member of the CAB Description Standards committee, sharing standards documents for both DV and web. Appointed board member of the newly formed \$5.7 million Bell TV accessibility fund.
- Participation in the CRTC hearings for group license renewals and vertical integration.
- Established partnership with CNIB and other smaller organizations such as the Foundation Fighting Blindness, Courage Canada, and Views.

BHAG 2

# LEADER & VOICE OF MEDIA ACCESSIBILITY

## BHAG 2

# LEADER & VOICE OF MEDIA ACCESSIBILITY

## CREATE

- Aggregate existing content and make it accessible via description, closed captioning, or by producing audio versions of printed materials. Producing local content that reflects the interests of the members of our community for distribution across all AMI platforms. Invest in third party productions focused on accessibility issues facing the blind and low vision community. AMI.ca website with advanced accessibility features including ease of navigation, described video, and social media tools. Develop accessible mobile apps for smart phones and tablets.

## ADVOCATE

- Establish baseline research metrics of the usage and awareness of AMI products and original content preferences of the community. Build on the general population consensus as to the importance of AMI and the services that we provide.

## BHAG 2

# LEADER & VOICE OF MEDIA ACCESSIBILITY

### COLLABORATE

- Develop and communicate a unified AMI brand, a brand that is Canadian, approachable, accessible, a leader, inclusive, empowering and authoritative. Introduce a collaborative marketing/advertising strategy that is focused on two fronts:

### ENABLE

- Establish communication strategies with friends, family and caregivers of concerned Canadians to develop a social movement with respect to accessibility.

*1) grassroots participation with organizations directly tied to the blind/low vision audience to build awareness of AMI and our services and*

*2) in partnership with our BDU and broadcast partners via TV, print and online advertising to create awareness of AMI amongst the general population.*

## BHAG 2

# LEADER & VOICE OF MEDIA ACCESSIBILITY

## INITIATIVE

- In house production of approximately 500 hours of DV programs to broadcast on TAC. Review and complete overhaul of VoicePrint programming based on research findings. Launch of in-house production “Accessibility in Action” for broadcast across all AMI media platforms, begin planning and staging second in-house production.
- Merger of the 3 existing websites under AMI.ca with the addition of video and social media tools.
- Launch second wave of research to update benchmarks determine success. Second wave of general population awareness campaign, combined with continued execution of grass roots partnership programs with community partners.

# THANK YOU!