

Human Rights: a reality for all

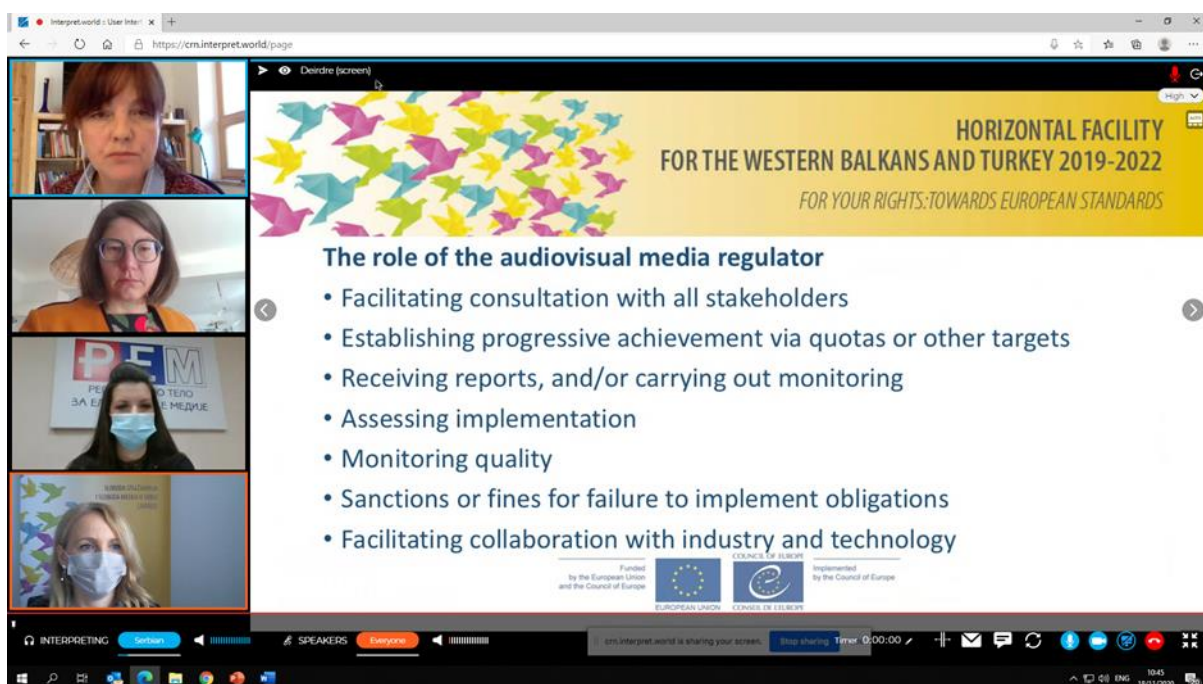
Accessibility of media content for people with disabilities

18 November 2020 – The online training on “Accessibility of media content for people with disabilities in light of the revised European Union Audiovisual Media Services Directive (AVMSD)” for employees of Regulatory authority for electronic media, Serbia (REM), took place on 18 November 2020.

Currently, information and communication continue to be largely inaccessible for many persons with disabilities and therefore attention needs to be paid to appropriate and alternative communication modes, means and formats. This includes the need for accessible political campaigns to promote full participation in public and political life. All relevant actors, including media regulatory authorities should seek to promote debate and action on quality access to information, communications and digital environment for persons with disabilities. In line with the Council of Europe recommendations, debate should also include media and information literacy as well as inclusion and participation in shaping public policies on the information society.

The speakers and participants of this training were experts from the Council of Europe, European Disability Forum, representatives of the Radio Television of Serbia, Regulatory authority for electronic media and Ministry of Culture and information. The aim of the training was to present European standards on media regulation in this field, but also to discuss existing regulation and practices in Serbia, as well as the opportunities for improvement and harmonisation of regulatory frameworks and practices with European standards.

The event was organised in cooperation with the Regulatory authority for electronic media, under the joint programme of the European Union and the Council of Europe "Horizontal Facility for the Western Balkans and Turkey 2019-2022", and its action on "Freedom of expression and freedom of the media in Serbia (JUFREX)".



The screenshot shows a web browser window displaying a presentation slide. The slide features a yellow header with colorful bird icons and the text: "HORIZONTAL FACILITY FOR THE WESTERN BALKANS AND TURKEY 2019-2022" and "FOR YOUR RIGHTS: TOWARDS EUROPEAN STANDARDS". The main content is titled "The role of the audiovisual media regulator" and lists six bullet points: "Facilitating consultation with all stakeholders", "Establishing progressive achievement via quotas or other targets", "Receiving reports, and/or carrying out monitoring", "Assessing implementation", "Monitoring quality", and "Sanctions or fines for failure to implement obligations". The final bullet point is "Facilitating collaboration with industry and technology". At the bottom of the slide, there are logos for the European Union and the Council of Europe, with text indicating funding and implementation. The browser window also shows a video conference interface with four participants in a sidebar on the left and a system tray at the bottom.