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Information technology — User interface component accessibility —

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Developing audiovisual content

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Foreword

ISO (the International Organization for Standardization) and IEC (the International Electrotechnical Commission) form the specialized system for worldwide standardization. National bodies that are members of ISO or IEC participate in the development of International Standards through technical committees established by the respective organization to deal with particular fields of technical activity. ISO and IEC technical committees collaborate in fields of mutual interest. Other international organizations, governmental and non-governmental, in liaison with ISO and IEC, also take part in the work.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives or www.iec.ch/members_experts/refdocs).

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For an explanation of the voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT) see www.iso.org/iso/foreword.html. In the IEC, see www.iec.ch/understanding-standards.

This document was prepared by Joint Technical Committee ISO/IEC JTC 1, *Information technology*, Subcommittee SC 35, *User interfaces*.

A list of all parts in the ISO/IEC 20071 series can be found on the ISO and IEC websites.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at www.iso.org/members.html and www.iec.ch/national-committees.

Introduction

Audiovisual content is used for a wide variety of purposes and in a wide variety of settings. People often encounter a variety of audiovisual content in a typical day. The multimodal and multimedia nature of audiovisual content presents an array of accessibility challenges to diverse users in diverse contexts.

This document provides guidance on the development of accessible audiovisual content, regardless of the means of distributing or presenting this content. It identifies various types of accessibility components and provides general guidance on their creation and use to meet various user accessibility needs. It recognizes that diverse users in diverse contexts can have different user accessibility needs that can be best met by different combinations of these accessibility components.

The use of this document helps to support universal and inclusive audiovisual content production practices. It provides guidance for producers, exhibitors, or distributors of audiovisual content (including the medium of distribution and the medium of delivery) to support the accessibility and usability of the information in their content.

The creation and delivery of accessibility components based on the guidance in this document is not intended to interfere with or change the meaning of the source content, or the freedom of speech, expression, or opinion of rights holders. The intent of this document is to provide diverse users in diverse settings with accessible audiovisual content.

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Information technology — User interface component accessibility —

Part 20: Developing audiovisual content

1 Scope

This document provides requirements and recommendations on the development of accessible audiovisual content.

It provides requirements and recommendations for a variety of different accessibility components, dealt with in further detail in additional parts of the ISO 20071 series, that meet different user accessibility needs. It also provides guidance related to translations, localizations, timing, importance and other general aspects of the creation of these accessibility components.

This document does not apply to the presentation devices or transmission mechanisms used to deliver audiovisual content. These devices could include, but are not limited to, televisions, computers, wireless devices, projection equipment, DVD and home cinema equipment, video game consoles, or any similar devices which use displays for visual presentation and other forms of user interface technology. This document does not apply to transcoding files and formats for the various audiovideo outputs.

This document helps to improve accessibility. This document does not establish requirements for specific industries (e.g. television broadcasting, motion pictures) nor is it intended to supersede specific international standards within their domain.

2 Normative References

The following documents are referred to in the text in such a way that some or all of their content constitutes requirements of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

[ISO/IEC 20071-5, Information technology — User interface component accessibility — Part 5: Accessible user interfaces for accessibility settings on information devices](#)

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ISO/IEC/TS 20071-21, *Information technology — User interface component accessibility — Part 21: Guidance on audio descriptions*

ISO/IEC 20071-23, *Information technology — User interface component accessibility — Part 23: Visual presentation of audio information (including captions and subtitles)*

ISO/IEC 30071-1:2019, *Information technology — Development of user interface accessibility — Part 1: Code of practice for creating accessible ICT products and services*

3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

ISO and IEC maintain terminology databases for use in standardization at the following addresses:

- ISO Online browsing platform: available at <https://www.iso.org/obp>
- IEC Electropedia: available at <https://www.electropedia.org/>

3.1 Content and content components

3.1.1 ~~3.1.1~~ audiovisual content

content that includes audio and visual components

Note-1-to-entry: Only the audio or the visual components can be active at some times within the presentation of audiovisual content.

3.1.2 ~~3.1.2~~ accessibility component

component that provides a particular type of accessibility feature or service

3.1.3 ~~3.1.3~~ content

interactive or non-interactive object containing information represented by text, image, video, sound or other media

[SOURCE: ISO/IEC/IEEE 23026:2023, 3.1.5]

3.1.4 ~~3.1.4~~ accessibility content

content provided by an accessibility component

Note-1-to-entry: Accessibility content is delivered by an accessibility component, e.g., captions, subtitles, audio description, audio subtitles, and is differentiated from the ICT's interface accessibility.

3.1.5 ~~3.1.5~~ main content

<audiovisual> audiovisual content that accessibility content is being added to