

Building a more accessible and inclusive future for our books


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Why inclusive publishing? Building a business case.

- 10%+ of people have a print disability
- Customers increasingly require accessible products
- Create an accessibility policy & implement it
- Mind the gap: copyright exceptions



The screenshot shows a web browser displaying the NC State University IT Accessibility website. The page title is "Voluntary Product Accessibility Template (VPAT)". The content includes a description of the VPAT as a self-disclosing document and a list of sections it covers, such as Software Applications and Operating Systems, Web-based Internet Information and Applications, and Telecommunications Products. A sidebar on the right provides an overview of the page's content.

NC STATE UNIVERSITY IT Accessibility OFFICE OF INFORMATION TECHNOLOGY

Home For Faculty and Staff For IT Staff and Developers Training Procurement

Search...

Voluntary Product Accessibility Template (VPAT)

The Voluntary Product Accessibility Template (VPAT) is a document which evaluates how accessible a particular product is according to the Section 508 Standards. It is a self-disclosing document produced by the vendor which details each aspect of the Section 508 requirements and how the product supports each criteria.

VPATs are used by buyers to determine how accessible a product is and where any potential deficiencies are. They are required by some buyers before a purchase is made.

The [official VPAT forms](#) are hosted by the Information Technology Industrial Council and are available in the Microsoft Word format.

The VPAT contains documentation on each of the following sections as laid out in Section 508. The vendor only needs to fill out sections that are appropriate to the product.

- > Section 1194.21 Software Applications and Operating Systems
- > Section 1194.22 Web-based Internet Information and Applications
- > Section 1194.23 Telecommunications Products

OVERVIEW: UNDERSTANDING THE NATURE OF WHAT IS REQUIRED TO DESIGN ACCESSIBLY →

- > What "accessible" means
- > Accessibility and the Law
- > Americans with Disabilities Act
- > Section 508
- > WCAG 2.0
- > Voluntary Product Accessibility Template (VPAT)



Our policy was approved by the senior management team in 2012 – what is in it?

- **Main Idea:** All products should be accessible to people with disabilities
- **Scope:** Print Products, internal and external websites and tools, eBooks, in-house and out-sourced
- **Benchmark:** WCAG 2.0 (A)
- **Outreach:** Partner with external experts and people with disabilities
- **UCD:** Apply user centered design best practices

Types of Disability & Impact On Using Computers

Disability	Assistive Technology	Impact On Using Websites/Computer	Problematic Areas of Websites	Accessible Website Features
 Low Vision	Screen magnification Screen reader Application of zoom tools (e.g., in high contrast)	Experiences a small text or small picture of a screen Colors or content may be too difficult to read	Pixel text content Diagrammatic text Multi-column layouts Horizontal style sheets Frames	Proper use of alt tags White-on-black text Widescreen text enlargement
 Blindness	Screen reader Refreshable Braille display Braille software Tactile extensions	Experiences a website in 1 dimension, usually, and through auditory output The mouse is irrelevant, not functional and Information in graphical only form is not useful	CAPTCHAs High-contrast content Flash-only content Menus requiring a mouse Lack of headings Ambiguous links & titles	Text equivalents for pictures and images High-contrast links High-contrast content Audio or text feeds Well-structured headings
 Hearing Impairment		Will not be able to experience content contained in audio-only	Content available only in audio	Captions or subtitle feeds synchronized in video Sign language overlays Text transcripts
 Deafness, e.g., with Essential Tremor, non-Care	Mouse adapter Accessible keyboard Voice recognition	Difficulty using a mouse Difficulty with dynamic content and small text	Small links and buttons Menus that only work with a mouse Overly complex text	High-contrast links High-contrast text High-contrast links and buttons in focus
 Physical Impairment, e.g., Tremor, Dyspraxia, etc.	Key switch/pad Mouse pad Voice recognition	Difficulty using a mouse Assistive technology results in slower/less computer interaction	Pages with too many links Menus that only work with a mouse Linking to other pages from Complex forms	High-contrast links High-contrast text High-contrast links and buttons in focus
 Cognitive, e.g., Autism, Learning Disabilities	Screen reader Application of zoom tools (e.g., in high contrast)	Long sentences of text not be problematic Reading and typing may become too taxing	Long sentences of text Complexly designed navigation bar and page structure Unstructured text areas	High-contrast links High-contrast text High-contrast links and buttons in focus Checklist or page of content High-contrast text High-contrast links and buttons in focus

View Elsevier's Accessibility Policy:

<http://www.elsevier.com/about/open-access/open-access-policies/accessibility-policy>

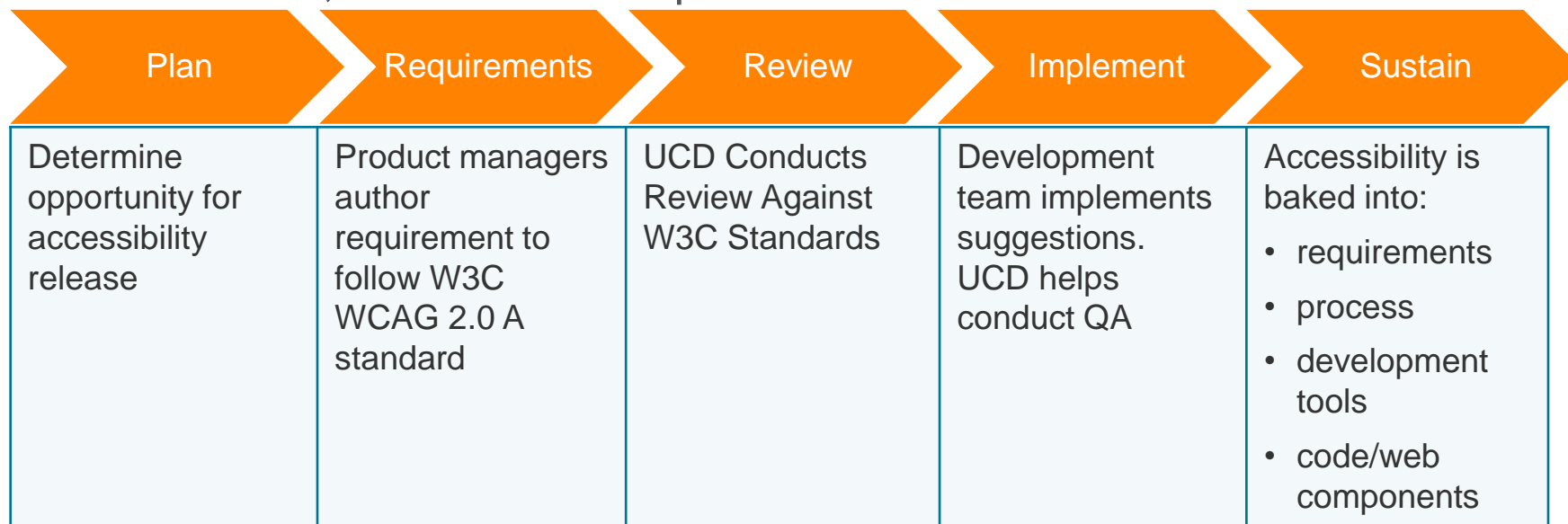
Implementing the policy

- Created an educational program to interest product teams and other staff members
- Created a (highly visible!) product scorecard to stimulate some healthy competition
- Demonstrated the appeal of accessibility as a feature with glossy marketing
- Created a culture where accessibility is expected, and gave enough lead time so that product managers could account for accessibility in their bottom line and in budget planning.
- Accessibility and usability are twins. Invested to enhance the user experience and got twin brother accessibility too!
 - We tackle accessibility going forward, feature by feature



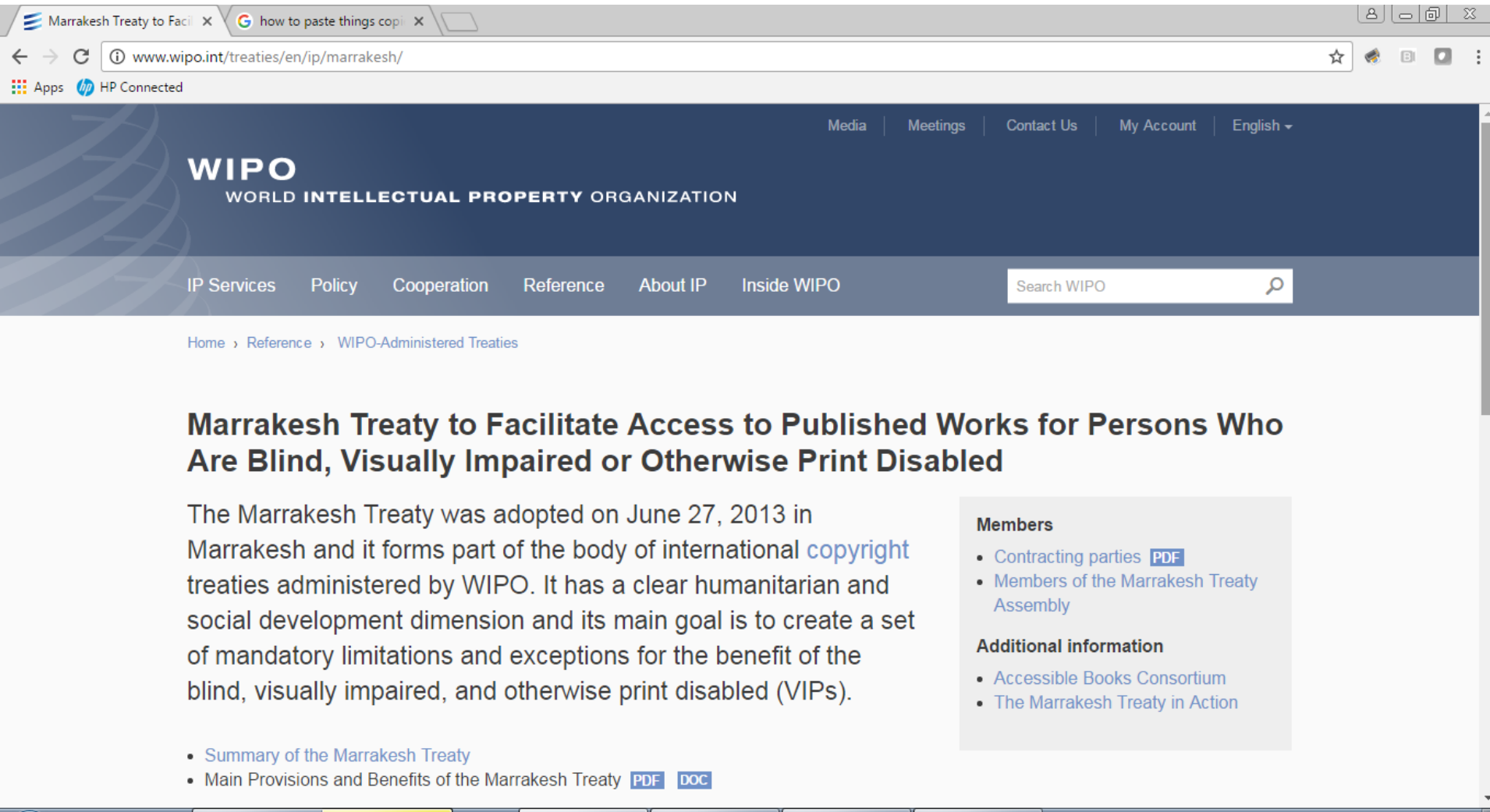
Where are we at?

- Epub3 now standard for all our frontlist ebooks w/ ONIX 3 metadata
- Products have had WCAG reviews; specific funding and budget allocated to tackle accessibility and usability
- WCAG 2.0, Section 508 requirements in our RFPs



A	B	C	D	E	F	G	H
	Guidelines pass/fail overview						
	WCAG 2.0						
<i>ID</i>	<i>Description</i>	<i>WCAG 2.0 level</i>	<i>Search</i>	<i>Results</i>	<i>Article</i>	<i>Author</i>	<i>Analyze result</i>
1.1	Provide text alternatives for non-text content (e.g. images)						
1.1.1	Provide text alternatives for non-text content (e.g. images)	A	Pass	Pass	Pass	Fail	Fail
1.2	Provide alternatives for time-based media (audio and video)						
1.2.1	Provide alternatives for pre-recorded audio-only or video-only content	A	Pass	Pass	Pass	Pass	Pass
1.2.2	Provide captions for pre-recorded audio	A	Pass	Pass	Pass	Pass	Pass
1.2.3	Provide alternatives for pre-recorded synchronized audio/video	A	Pass	Pass	Pass	Pass	Pass
1.2.4	Provide captions for live audio in synchronized audio/video	AA	Pass	Pass	Pass	Pass	Pass
1.2.5	Provide an audio description of pre-recorded video	AA	Pass	Pass	Pass	Pass	Pass
1.2.6	Provide sign language interpretation of pre-recorded audio in synchronized audio/video	AAA	Pass	Pass	Pass	Pass	Pass
1.2.7	Provide extended audio descriptions of pre-recorded video in synchronized audio/video	AAA	Pass	Pass	Pass	Pass	Pass

Marrakesh Copyright Treaty



The screenshot shows a web browser window with two tabs: 'Marrakesh Treaty to Facilitate Access to Published Works for Persons Who Are Blind, Visually Impaired or Otherwise Print Disabled' and 'how to paste things copi...'. The address bar shows the URL 'www.wipo.int/treaties/en/ip/marrakesh/'. The browser interface includes navigation buttons, a search bar, and a status bar at the bottom showing 'Apps' and 'HP Connected'.

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Search WIPO

Home › Reference › WIPO-Administered Treaties

Marrakesh Treaty to Facilitate Access to Published Works for Persons Who Are Blind, Visually Impaired or Otherwise Print Disabled

The Marrakesh Treaty was adopted on June 27, 2013 in Marrakesh and it forms part of the body of international [copyright](#) treaties administered by WIPO. It has a clear humanitarian and social development dimension and its main goal is to create a set of mandatory limitations and exceptions for the benefit of the blind, visually impaired, and otherwise print disabled (VIPs).

- [Summary of the Marrakesh Treaty](#)
- Main Provisions and Benefits of the Marrakesh Treaty [PDF](#) [DOC](#)

Members

- [Contracting parties](#) [PDF](#)
- [Members of the Marrakesh Treaty Assembly](#)

Additional information

- [Accessible Books Consortium](#)
- [The Marrakesh Treaty in Action](#)

Implementing Marrakesh in practice

The screenshot shows a web browser window with the URL www.accessiblebooksconsortium.org/portal/en/index.html. The website has an orange header with the text "Accessible Books Consortium" and the tagline "Bringing books to persons with print disabilities". A navigation menu includes links for Home, Capacity Building, Inclusive Publishing, TIGAR Service, and About Us. A search bar is located on the right side of the header. The main content area features the title "Accessible Books Consortium" and a section titled "On this page:" with links to "What does the Accessible Books Consortium do?", "The challenge", and "More about the Consortium". The text describes the ABC's mission to increase the number of books worldwide in accessible formats (braille, audio, large print) for people with print disabilities, mentioning its multi-stakeholder partnership including WIPO. A "Contact us" link is provided for those interested in participating or contributing. A sidebar on the right displays logos of partner organizations: World Blind Union, DAISY consortium, International Publishers Association, ifrro (International Federation of Reproductive Rights Organizations), INTERNATIONAL AUTHORS FORUM, IFLA (International Federation of Library Associations and Institutions), and WIPO.

Accessible Books Consortium
Bringing books to persons with print disabilities

Contact Us
Hosted by WIPO

Home Capacity Building Inclusive Publishing TIGAR Service About Us

Search Accessible Books Consortium

Accessible Books Consortium

On this page: [What does the Accessible Books Consortium do?](#) | [The challenge](#) | [More about the Consortium](#)

The Accessible Books Consortium (ABC) aims to increase the number of books worldwide in accessible formats - such as braille, audio and large print - and to make them available to people who are blind, have low vision or are otherwise print disabled. The ABC is a **multi-stakeholder partnership**, comprising WIPO; organizations that serve people with print disabilities; and organizations representing publishers and authors.

Contact us to find out about participating or contributing to the Accessible Books Consortium.

Videos

- Bringing Accessible Textbooks to Visually Impaired Students in India
- Leading advocate Marianne Diamond cites ABC in TEDx talk

Waiting for www.accessiblebooksconsortium.org...

ABC Factsheet

Read our PDF factsheet to get a quick overall idea of what

Publishers

- Epub 3.0
- Work to incorporate W3C web content accessibility features into your products and services - <https://www.w3.org/TR/WCAG20/>
- Partner with ABC Global Book Service (TIGAR), Bookshare, etc
- Describe the accessibility features via ONIX for Books Code List 196
- Encourage supply chain partners to use this information

10	No reading system accessibility options disabled (except)	No accessibility features offered by the reading system, device or reading software (including but not limited to choice of text size or typeface, choice of text or background color, text-to-speech) are disabled, overridden or otherwise unusable with the product EXCEPT – in ONIX 3 messages only – those specifically noted as subject to restriction or prohibition in . Note that provision of any significant part of the textual content as images (ie as pictures of text, rather than as text) inevitably prevents use of these accessibility options
11	Table of contents navigation	Table of contents allows direct (eg hyperlinked) access to all levels of text organization above individual paragraphs (eg to all sections and subsections) and to all tables, figures, illustrations etc. Non-textual items such as illustrations, tables, audio or video content may be directly accessible from the Table of contents, or from a similar List of illustrations, List of tables, etc

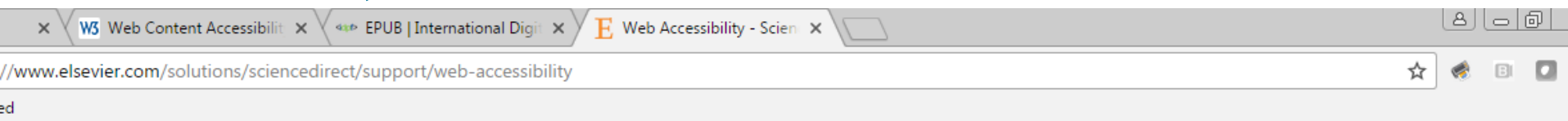
ONIX 3.0 feeds convey accessibility features

- No accessibility features are disabled (most notably Text to Speech.)
- Our TOCs link directly to the text. We also have some other improved navigation features such as lists of figures, etc.
- Our Indexes also are linked directly to the text.
- The reading order follows a logical pattern.
- We support MathML in our XML files. We're ahead of the curve on this one. There aren't any readers that support MathML at this point.
- We support print-equivalent page numbering in our ePUB3 files so no matter how the text reflows due to a change in type size, the user can still navigate by page.
- We list a “trusted intermediary” contact in our ONIX files.
- We list a “publisher contact” for accessibility questions.








Tripp Narup: our wonderful and talented contact person!

Publishers, 2



Summary of ScienceDirect Accessibility Features

Feature	Blindness/ Screen Reader	Low Vision	Hearing Impaired	Mobility/ Keyboard- Only	Cognitive (Dyslexia, Non- native English)
					
Controls and features are operable using keyboard only	X			X	
Pages include a visible Skip Navigation link to skip repetitive elements	X			X	
Users can jump directly to a main section in a journal article or book using the table of contents on the left	X	X		X	X
	X	X			X

Distributors, Metadata Gods, Retailers, Wholesalers

- Make accessible books discoverable by ingesting and providing ONIX for Books Code List 196 – you can win a prestigious international prize for this!!!!
- Support/provide formats that align with open accessibility standards

“Vital Source

Technology has a big and consistent presence at disability conferences. VST

currently has the only online platform that passes 100% of the accessibility checks made by the proposed EPUB3 accessibility certification process.”

https://sites.google.com/site/ebookaudit2016/reports

The screenshot shows a web browser window with multiple tabs open. The active tab is displaying the URL <https://sites.google.com/site/ebookaudit2016/reports>. The website has a dark blue header with the title "E-book Audit 2016" in large, bold, light blue letters. To the right of the title is a search bar with the placeholder text "Search this site".

On the left side, there is a yellow sidebar menu with the following items:

- Ebook audit 2016
 - The e-book accessibility audit
 - Using this site
 - About us
 - The process - confidence & caveats
 - Fair and transparent - context and conclusions
 - Key elements of eBook accessibility
 - Download key files
 - Using the data - overview
 - Dashboard (Avg)
 - Dashboard (Raw)
 - Graphic
 - Advanced
 - Individual Platform Feedback Reports
 - Future opportunities
 - Training and support
 - Updates and activities

The main content area is titled "Individual Platform Feedback Reports" in a large, bold, green font. Below the title, there is a paragraph of text:

Using the data collected during the audit the following reports have been produced for each Platform. The reports begin with an explanation of their content.

Please read these reports in the full recognition that

- (i) the data on which they are drawn is crowd-sourced so the quality assurance processes are difficult to guarantee and
- (ii) the sample size varies significantly - 40% of platform scores were based on a single sample. This data is provided in the reports.

For guidance on effective and constructive use of these reports see the Jisc blog post on [The e-book accessibility audit – use and abuse](#)

Below this text is a table listing the individual platform feedback reports. Each row includes a checkbox, a PDF icon, the report title, the file size, the version, the date, and the author.

<input type="checkbox"/>		ACLS Humanities.pdf	526k	v. 1	26 Jan 2017, 07:51	Ebook Audit Team
		View Download				
<input type="checkbox"/>		Askew & Holts (VLE eBooks).pdf	529k	v. 1	26 Jan 2017, 07:51	Ebook Audit Team
		View Download				
<input type="checkbox"/>		Bloomsbury Collections.pdf	525k	v. 1	26 Jan 2017, 07:51	Ebook Audit Team
		View Download				
<input type="checkbox"/>		Bloomsbury Fashion Central.pdf	589k	v. 1	26 Jan 2017, 07:51	Ebook Audit Team
		View Download				
<input type="checkbox"/>		Books@OVID - new reader.pdf	527k	v. 1	26 Jan 2017, 07:51	Ebook Audit Team
		View Download				
<input type="checkbox"/>		Books@OVID - old reader.pdf	527k	v. 1	26 Jan 2017, 07:51	Ebook Audit Team
		View Download				
<input type="checkbox"/>		Books@OVID.pdf	526k	v. 1	26 Jan 2017, 07:51	Ebook Audit Team
		View Download				
<input type="checkbox"/>		Cambridge Books Online.pdf	526k	v. 1	26 Jan 2017, 07:51	Ebook Audit Team
		View Download				
<input type="checkbox"/>		Cambridge Companions Online.pdf	525k	v. 1	26 Jan 2017, 07:51	Ebook Audit Team
		View Download				

The bottom of the screenshot shows a Windows taskbar with various application icons and the system clock displaying 15:30 on 13/03/2017.