

Join the Accessible Advertising Movement

The opportunity advertisers can't afford to miss

"Advertising is for everyone, and it is everywhere. The question isn't whether you can afford to make your ads accessible – it's whether you can afford not to."

The unseen opportunity

Right now, 1.3 billion people worldwide are unable to fully engage with most advertising. This isn't a niche group; it's a global market:

- 16% of the Global Population: A market larger than China.
- 1 in 5 Europeans: 190 million people with hearing loss.
- 30+ Million in Europe: People who are blind or have low vision.

Why this matters now

Brands have much to gain by participating:

- Reach a \$13 trillion global market - annual spending power of people with disabilities, a growing market as our populations age
- Improve reach with all audiences: 80% of people use subtitles at least some of the time.
- Gain competitive advantage and brand loyalty by being an early adopter.
- Avoid potential future regulatory compliance costs resulting from new accessibility regulations.

The costs to participate are low:

- Accessibility features are standardised and easy to implement
- Technology solutions are becoming more available and cost-effective

What is Accessible Advertising?

- Subtitles/captions for people who are deaf or have hearing loss
- Alt text/image descriptions for screen reader users who are blind or have low vision
- Audio description for people who are blind or have low vision

The best part? Many solutions help ALL your audiences, not just those with disabilities.

Join the network that's making it happen

The Ad Accessibility Network, backed by the World Federation of Advertisers (WFA), is bringing together brands, agencies, experts and media publishers to drive systemic change.

We're driving significant changes

- UK TV ad subtitling has increased from 31% to 40%
- French TV ad subtitling has grown from 12.5% to 20%
- 90% of major UK broadcasters are growing their subtitling capabilities

Lead the change in your market

Be part of the solution that's making advertising work for everyone. Your participation helps:

- Drive technology development through increased demand
- Share costs across the industry for better solutions
- Create lasting systemic change

“L'Union des marques is pleased to be part of the global alliance to bring this topic to the next level.”

– Jean-Luc Chetrit, Director General, Union des marques

How to get involved today

- Introduce your members to our free resource: adaccessibility.org
- Join our Steering Group to share learnings, meeting every 6 weeks
- Meet with our programme managers to help guide your market's initiatives
- Share updates on your market's progress in our twice-yearly community calls
- Feature your market's news and progress on our website (adaccessibility.org)
- Help our website to best support your market, including translation into your local language
- Contribute to group funding and resource sharing

Contact us to learn more about driving progress in your market

Programme leads (ISBA): bobic@isba.org.uk, vanessav@isba.org.uk

Programme managers (Responsible Marketing Advisory): michelley@responsible.com, emily@responsible.com

“It is our responsibility as an industry to ensure our content is representative of everyone in society, but we also need to make it accessible to everyone, irrespective of their different abilities. Nobody should be left out.”

– Stephan Loerke, CEO, World Federation of Advertisers