



Lead-Me COST Action

Leading accessible cinema across Europe

Pilar Orero, Lead-Me Chair



New Human Right - CRPD (2006)



Council of Europe - signs + ratifies (2012)



EU Legislative framework

EU



**Web accessibility 2016
Audiovisual Media Directive
European Accessibility Act 2019**



Transposition June 2025



**European Standardisation
EN301549**

Cost Action



COST (European Cooperation in Science and Technology) is a funding organisation for research and innovation networks.

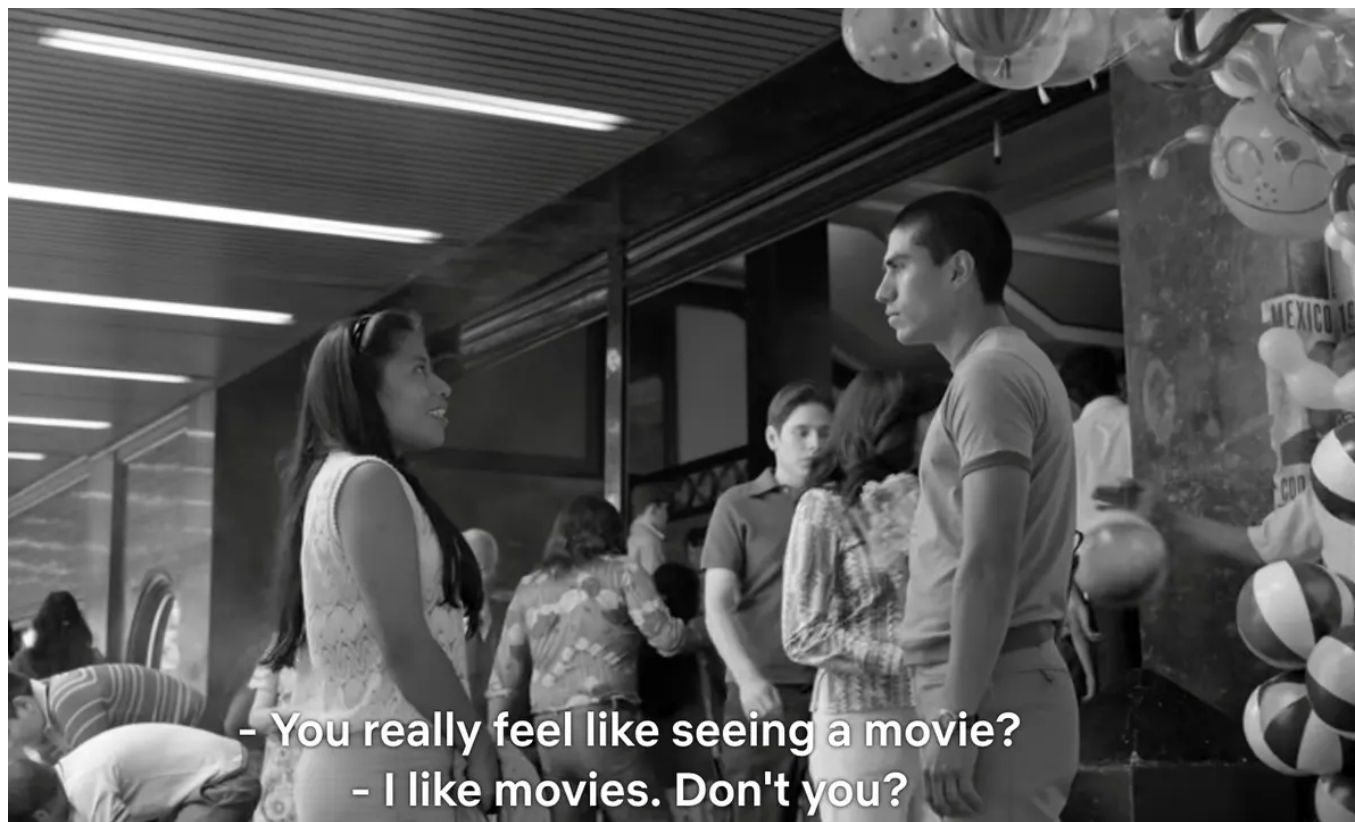
Our Actions help connect research initiatives across Europe and beyond and enable researchers and innovators to grow their ideas in any science and technology field by sharing them with their peers. COST Actions are bottom-up networks with a duration of four years that boost research, innovation and careers.

- Open and Inclusive
- Multi and interdisciplinary
- Pan-European
- Career enhancing
- 45,000 researches and innovators involved
- 240 running Actions

Accessibility Services



- Subtitling (Text)
- Audio description (Audio)
- Sign Language (Video)
- Audio subtitling (Audio)
- Easy to Read (Text)



For First Time in Broadcast History, the 93rd Oscars Will Include Audio Description



Lauren Appelbaum Apr 25, 2021 Hollywood Inclusion, Press Releases 1 comment

Audio Description Ensures Equal Access for Blind Viewers, While Closed Captioning Assists Viewers who are Deaf or Hard of Hearing

Hollywood, CA, April 25 – This year’s Oscars ceremony will be the most accessible for viewers yet. In a broadcast first, live audio description will be available for the live telecast nationwide. Google is sponsoring both this year’s closed-captioning and audio description. The addition of audio description, which is audio-narrated descriptions of a program’s key visual elements, ensures that viewers who are blind and low-vision will be able to take in all the action occurring on the screen and provide a much richer experience as they listen to the more traditional aspects of the show from the presenters, winners and performances. Per a [press release from ABC](#), the closed captioning will be provided by VITAC, and the audio description will be provided by [VITAC](#) and [Audio Eyes](#).



The audio description will include the pre-show, awards ceremony and the post-show. To join in the experience and provide live feedback to Audio Eyes describers, use the hashtag #OscarsAD on Twitter.

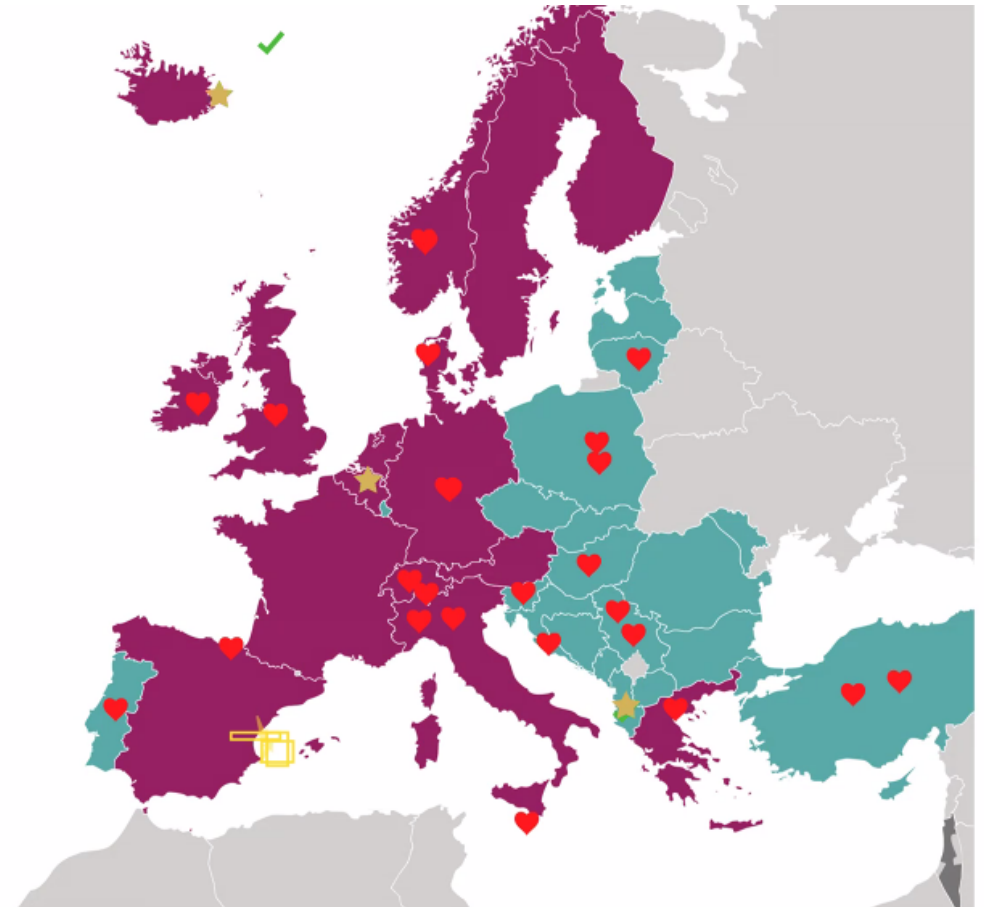
During the show, Google also will run an ad that features the story of [Google employee Tony Lee](#), a child of deaf parents (CODA). The spot explores how his family communicates today with the help of Google products including Live Transcribe, Captions in Google Meet & Live Caption on Android and Chrome.

Lead-Me 2020-2024

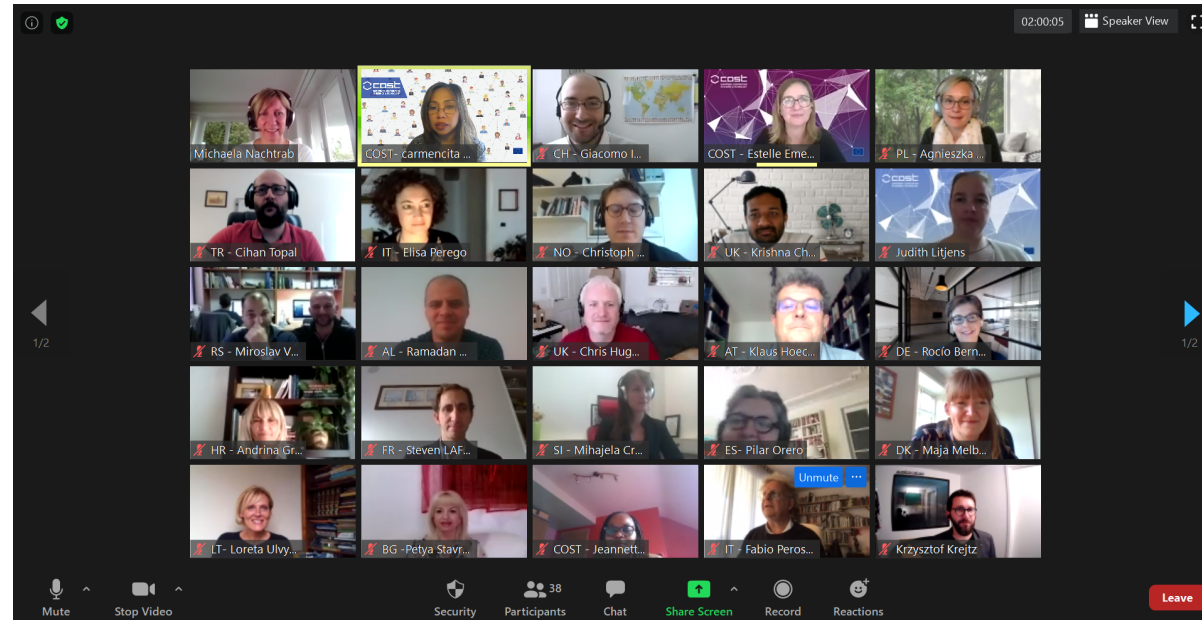


LEAD-ME aims to help European stakeholders in the field of Media Accessibility to meet legal milestones requested by European legislation. Researchers, engineers and scholars as well as businesses and policy makers will be empowered by LEAD-ME with a common and unique platform which will collect, create, and disseminate innovative technologies and solutions, best practices and guidelines.

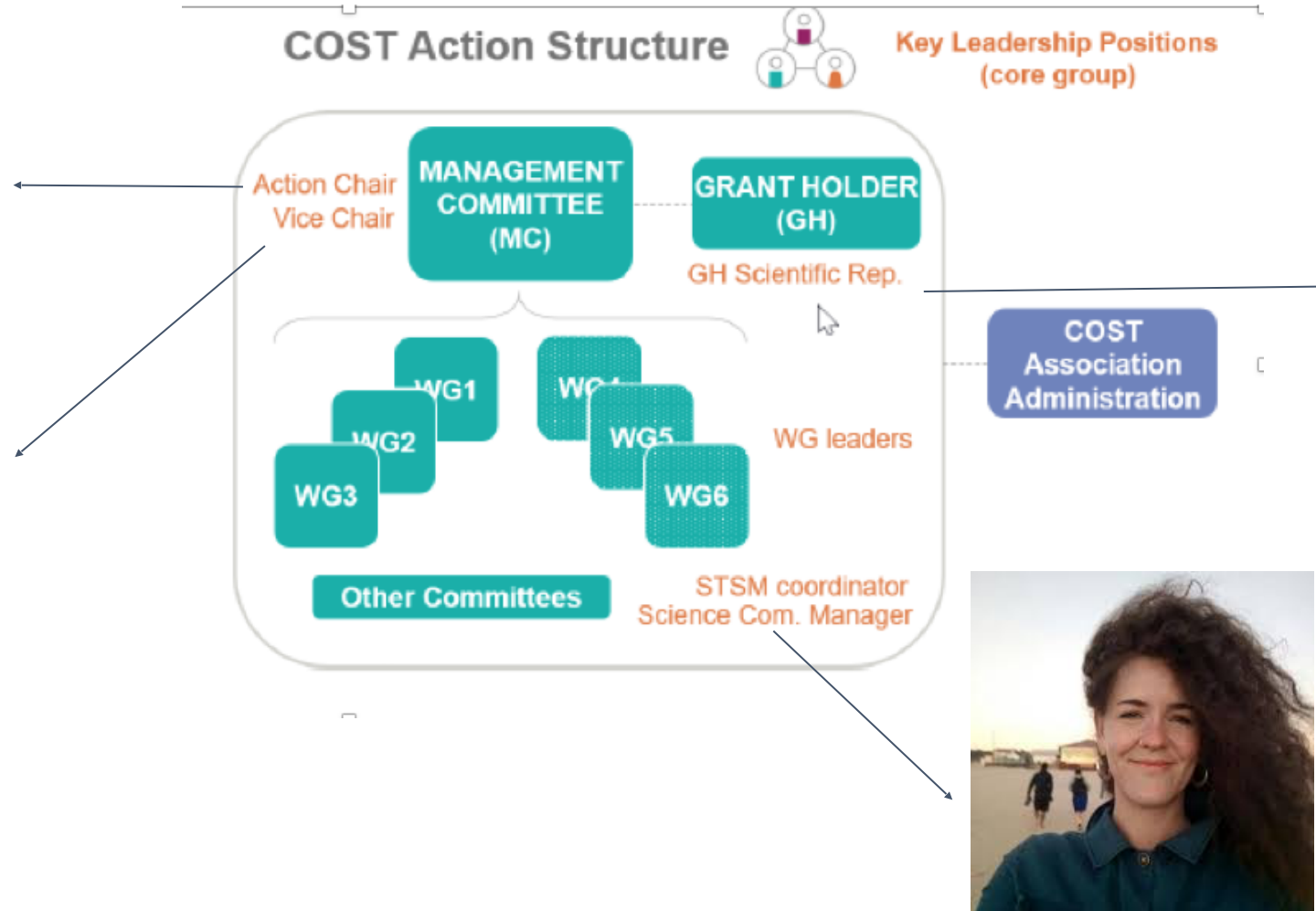
27 Participating COST countries: Albania, Austria, Bosnia and Herzegovina, Bulgaria, Croatia, Denmark, France, Germany, Greece, Hungary, Ireland, Israel, Italy, Lithuania, Malta, Moldova, Norway, Poland, Portugal, Romania, Serbia, Slovenia, Spain, Sweden, Switzerland, Turkey, United Kingdom.



KOM October 2020



COST Action Structure



WG

WG 1 - Technical Platform that allows a single point-of-access to relevant Media Accessibility

WG 2 - Guidelines and Curricula for Teaching and Training Media Accessibility

WG 3 - Quality and Standardization

WG 4 - Status-quo and Future Directions of Media Accessibility

LEAD-ME STSM Grants

Short Term Scientific Missions (STSM) are aimed at strengthening existing networks and fostering collaboration by facilitating researchers and scholars participating in the Action to visit an institution in another Country.

A STSM should specifically contribute to the objectives of LEAD ME.

STSM Coordinator: Chris Hughes



LEAD-ME ITC Grants

ITC Conference Grants are aimed at supporting PhD students and ECI researchers from Participating ITC to attend international science and technology related conferences not specifically organized by the COST Action.

ITC Conference Grant Coordinator: Chris Hughes





Thanks for your attention!

Pilar Orero