International Standard

ISO/IEC 20071-20

First edition
2025-07

Information technology — User interface component accessibility —

Part 20: Developing audiovisual content

Technologies de l'information — Accessibilité du composant interface utilisateur —

Partie 20: Développement de contenu audiovisuel

Reference number
ISO/IEC 20071-20:2025(en)

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Published in Switzerland

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Foreword

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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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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.

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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*

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

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