

# **Digital Accessibility & Market opportunity**

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**ITU Forum: ICT Accessibility a requisite towards an inclusive digital society**



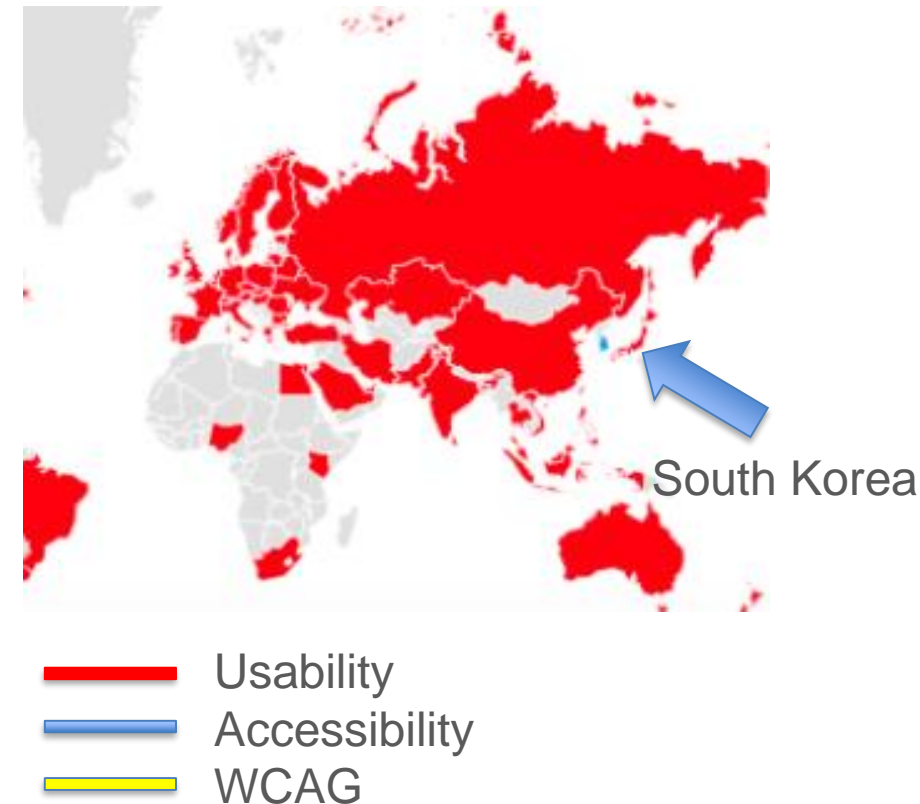
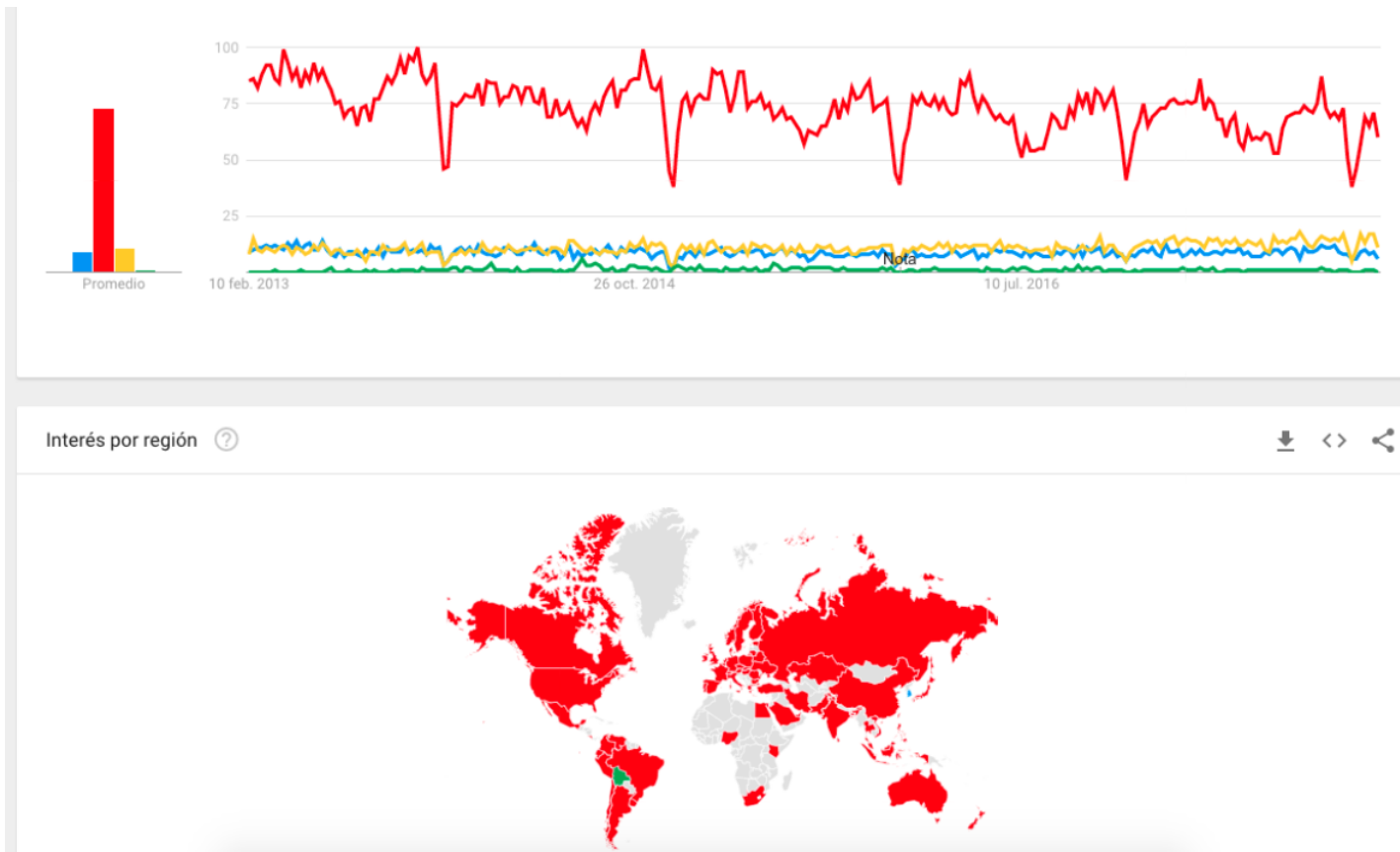
**Friday 23<sup>rd</sup> February 2018.  
14:10 – 15:40**



# Digital Accessibility. What we have observed

9 out of 10 websites are not accessible.

**Why?** because very few developers and designers know about web accessibility or about WCAG.





## Digital Accessibility. A market opportunity



An estimated investment of 2.8 billion in ICTs for 2019 where Latin America will have the biggest growth of expenditure in ICTs at a 4.3% growing rate.

Research has shown that companies that invest in **UX** see a lower cost of customer acquisition, lower support cost, increased customer retention and increased market share.

Research-based estimates suggest that **every dollar invested in UX brings 100 dollars in return**. That's an ROI of an impressive 9,900 percent. And that's just the beginning!





## Two drivers



### Creation of capabilities

Governments have been advancing in terms of regulations on web accessibility nevertheless there is a need for political buy-in to ensure top down and transversal push for the topic.

The ITU's National Program Internet for all is a good practice that include not only the creation of capabilities but also political buy in.

Also the International Association of Accessibility Professionals IAAP is a good way for pushing the professionalization on web accessibility.



### Awareness

Most of the available platforms in the market to create digital content or to develop websites have accessibility functionalities. Moreover developers can find free online validators. This information need to be widespread.

Persons with disability need to know about their right to access digital information and exercise their rights.



# 1. Creation of capabilities



## Training in development and designing accessible websites

Website creators need to know the Web Content Accessibility Standards (WCAG) and their relation with SEO and market opportunity



## Training in accessible content creations

All of us can create accessible contents.



## Training in procurement of accessible ICTs

Public government procurement represents 20% of the GDP of an average country. It is through government procurement that an accessibility digital market can be created.



## 2. Awareness

PwD should know their rights and how to exercise them. A11y is one of the 8 general principles like no discrimination, equal opportunity, full participation in society among others.

But also...

Universities on the value of including digital accessibility in their syllabus.

Companies on the added value of digital accessibility

Digital marketing companies: on the relation between accessibility and SEO.

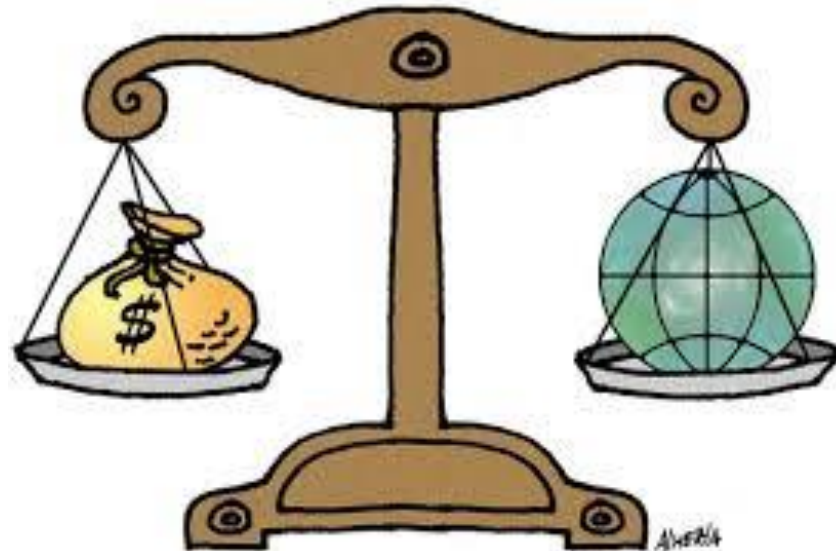
Government: on their obligations towards digital inclusion.





## Digital Accessibility. The benefits

Accessibility **IS**  
Universal Design



**Economic benefits**

**Social benefits**



## Digital Accessibility. The economic benefits

Your web site is your image

Increase in sales

Client acquisition

Search engine positioning

More visibility

Profitability

Competition differentiator

Fiscal benefits

Increase in market share

Easier to maintain at a lower cost

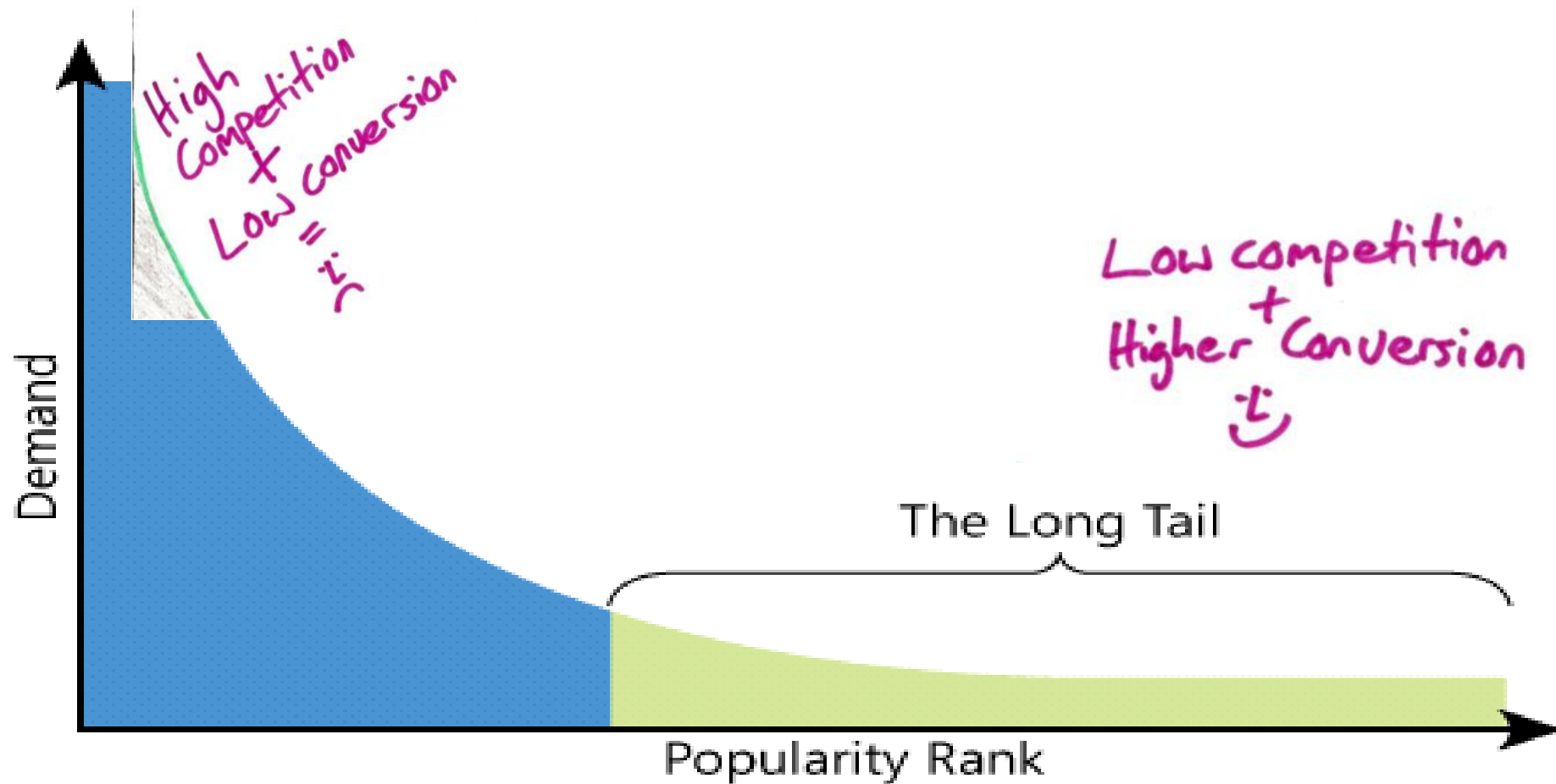






## Digital Accessibility. The economic benefits

### Increase market share: Long Tail





## Digital Accessibility. The social benefits

The accessibility of your site will make the difference

Government for all

Online banking

Access to information

E-mail

Improvement in the quality of life

Online education

Social responsibility

Independent living





**THANK YOU!**



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