

The Marrakech Treaty and the Accessibility Revolution



IPA international
publishers
association

José Borghino

Policy Director

- EPUB3
- Marrakech and beyond
- Follow the numbers
- Overcoming publishing blindness
- Accessible Books Consortium

IPA endorsed EPUB3 in March 2013

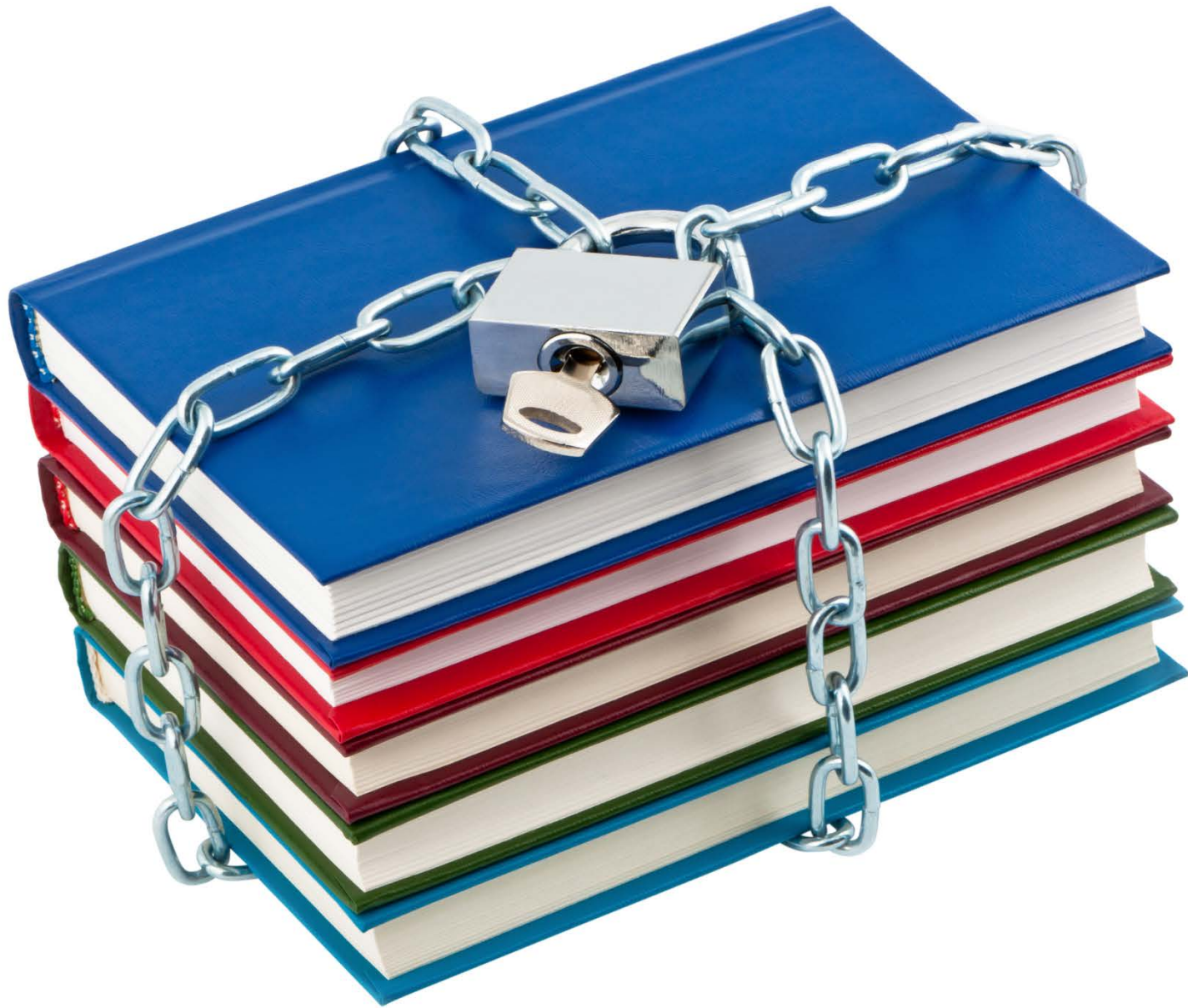
- Free and open standards
- International Digital Publishing Forum
- Global and interoperable
- Fully accessible

The long and winding road

The treaty at last!

The aftermath

Next steps



Organization (WIPO)
Morocco

مؤتمر
جمعية للملكية الفكرية (الويبو)
المملكة المغربية

JUNE 17 TO 28, 2013
MARRAKESH, KINGDOM OF MOROCCO

28 يونيو 2013
المملكة المغربية



المملكة المغربية
وزارة الاقتصاد

AL-BAYAN CENTER
AL-BAYAN CENTER



Diplomatic Conference for Visually Impaired Persons

organized by the World Intellectual Property Organization (WIPO)
and hosted by the Kingdom of Morocco

JUNE 17 TO 28
MARRAKESH, KINGDOM OF MOROCCO

How many people make up the VIP marketplace?

In the world

In Muscat and Oman

IPA advice post-Marrakech

Change at the top

“We really believe that publishing in accessible formats is not optional and not just a moral decision.

It is a good business decision overall.”

Youngsuk ‘YS’ Chi
IPA’s immediate past President
Chairman of Elsevier
Director of Corporate Affairs, Reed Elsevier

“Bloomsbury has always supported as wide an access to its publications as possible. The advent of EPUB3 and tablet computers increases the opportunities for us to serve all readers throughout the world.”

Richard Charkin
IPA President
Executive Director, Bloomsbury Publishing

What is the Accessible Book Consortium?

www.accessiblebooksconsortium.org/portal/en

Multi-Stakeholder Partnership

Capacity Building
+ Inclusive Publishing
+ TIGAR

1. Formulating an accessibility policy and stating it
2. Nominating a senior manager
3. Awareness and training
4. Point of contact
5. Testing
6. Monitoring progress
7. Promoting
8. Collaborating

The International Publishers Association believes that we should strive for equal access around the world for all readers, regardless of any disabilities. This can be achieved if all stakeholders work together. Jointly, we can develop and promote the necessary technologies and tools, and build the capacity to implement them worldwide.

Thank you

José Borghino

borghino@internationalpublishers.org

T: +41 22 704 1820

M: +41 79 818 53 79

www.internationalpublishers.org



IPA international
publishers
association