Digital Accessibility with AudioEye
What is Digital Accessibility?

Digital accessibility enables a wide range of users, including those who have a disability, to navigate, understand, and interact with digital content—such as websites, mobile sites, and online documents.

Think of it as the “ramps and rails” of the digital world.

Without digital accessibility, a large portion of the population is unable to fully access online content. Specifically, those individuals who rely on the use of assistive technology (AT), such as a screen reader. If digital content is not properly coded to interact with assistive technology, those who rely on AT are simply locked out.
DIGITAL ACCESSIBILITY

Why Does Digital Accessibility Matter?

26% of the United States population are adults living with some form of disability.¹ That’s 1 in 4 adults.

VISUAL
- Blindness
- Low vision
- Color blindness

AUDITORY
- Deafness
- Hearing impairment

MOTOR
- Difficulty in using hands
- Limited fine motor controls
- Muscle slowness
- Tremors and spasms

COGNITIVE
- Learning disabilities
- Memory impairments
- Attention disorders
- Problem solving and logic

Source: Centers for Disease Control and Prevention: Disability Impacts All of Us
DIGITAL ACCESSIBILITY

Accessibility Demand By The Numbers

1B+
Total number of people with disabilities (PWD) worldwide

61M+
American adults living with a form of disability

40%
Prevalence of disabilities in US adults aged 65+

75%
People with disabilities (PWD) who use computers

2/3
People with disabilities who use accessibility tools & technology

22%
Working-age adults who benefit from accessibility

$8T
Annual disposable income of global PWD and their friends & family

X-10%
Estimated US population living with dyslexia

1 in 68
Children who have an autism spectrum disorder

Sources: Forrester Research, Centers for Disease Control and Prevention, World Health Organization
Why Digital Accessibility Matters To Business

DIGITAL ACCESSIBILITY

BRAND ENHANCEMENT
Improve your brand reputation by not discriminating against people with disabilities

LEGAL COMPLIANCE
Adhere to the law under ADA and WCAG 2.1 AA by making your digital content accessible to all

EXPANDED CUSTOMER BASE
Scale your market reach to people with disabilities (about 61 million adults in the US alone)
You’re At Risk If You Don’t Act

Total Number of ADA Title III Federal Lawsuits Filed Each Year
January 1, 2013 – December 31, 2019

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<tbody>
<tr>
<td>Cases</td>
<td>2,722</td>
<td>4,436</td>
<td>4,789</td>
<td>6,601</td>
<td>7,663</td>
<td>10,163</td>
<td>11,053</td>
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ADA Title III Lawsuits Filed in US Federal District Courts
2017 – 2019

<table>
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<th>Year</th>
<th>2017</th>
<th>2018</th>
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<tr>
<td>Cases</td>
<td>815</td>
<td>2,250</td>
<td>2,446</td>
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More than 2,300 were aimed at commercial organizations in 2019.

Sources: Seyfarth Shaw, Federal ADA Title III lawsuits tracked by AudioEye
Why Compliance Matters

Accessibility compliance does not discriminate. For businesses and organizations with an online presence, there is no shortage of legal obligations.

**TITLE III**
Prohibits disability discrimination by "places of public accommodation" which includes online communities in addition to brick & mortar facilities.

**TITLE II**
Prohibits disability discrimination by all "public entities" at the local & state level.
Governmental organizations must ensure "effective communication" with citizens.

**SECTION 508**
Prohibits disability in federally funded programs.
Applies to federal & federally funded programs in their treatment of individuals with disabilities.
Requires equal access to Information Communication Technology (ICT).

**CVAA**
Websites that stream or offer downloadable English or Spanish video that previously aired on American television with captions.

**STATE LAWS**
California enacted the Unruh Act which prohibits businesses from discriminating against individuals with disabilities. Businesses violating the Unruh Act may be liable for damages ($4,000 per violation, per class member).
Additional laws vary by state.
Individuals living with disabilities typically spend $1.2 trillion annually. When you include their friends and family, that number jumps to $8 trillion.

**$8 Trillion Spending Power**
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**Rapid Growth**
The number of people affected is growing rapidly due to population aging. In the US alone, Baby Boomers control more than two-thirds of the country’s disposable income.

**Billions Controlled**
Governments mandate accessibility and control billions in spending. Companies selling products to the government must prove they meet accessibility requirements.

73% of those with accessibility needs experience barriers on more than a quarter of websites they visit for the first time.

72% of customers with disabilities are forced to abandon a website, and a potential purchase, if the website is difficult to navigate.

82% of customers with accessibility needs would spend more money on a website that is digitally accessible to them.

86% of users with disabilities said they found websites and applications difficult to use with assistive technology.
Improved SEO

8 Ways Web Accessibility & SEO Work Together

1. Accessible design enhances user experience
2. Better page titles help screen readers and searchers
3. Good header structure establishes content hierarchy
4. Descriptive alt-text provides both context and keywords
5. Anchor text sets user expectations and improves page relevance
6. Video transcriptions increase search traffic
7. Schema markup helps rich media content get noticed
8. Sitemaps help users and search engine crawlers navigate pages
Accessibility Enhancements Improve Experiences In Unexpected Ways

A corporate commitment to inclusion increases employee motivation. Corporate sense of purpose = more fulfilling work = better business results.

Major brands have received negative press coverage in national publications because of inaccessible sites:

52% of customers actively consider company values when making purchases.

1/5 of customers prioritize values over price and convenience.
How AudioEye Is Different

1M
1 million pages
AudioEye monitors one million pages per day (and counting)

1B
1 billion remediations
We perform one billion remediations (or fixes) daily

115+
Recognizing 115+ errors
Our scanning tool recognizes more WCAG errors than other solutions in the market

Day 1
Immediate certification
With AudioEye, you are protected from day one
Competitive Advantage

Only AudioEye combines the power of AI automation with human-in-the-loop testing and engineering to quickly deliver a fully compliant, sustainable, certified website.

With AudioEye you get:
- A holistic blend of automation, manual testing, and remediation, plus a web-enhancing Usability Toolbar
- Ongoing live monitoring of your site
- Continuous collaboration and training
- AudioEye Trusted Certification

Consulting-Only:
- Provide free reports regarding website’s accessibility
- Practical recommendations on which accessibility errors to tackle first
- Self-service (DIY Service)

Tools / AI-Only:
- AI finds and fixes only 30-35% of website accessibility errors
- Does nothing to solve underlying accessibility issues
- No Manual Testing
How It Works

Install AudioEye onto your site to give us the level of control required to apply adjustments to the page by adding the necessary markup to existing code.

No change to your source code.
No changes to the look of your site.
We combine AI-powered automated tests with expert QA testing to provide a comprehensive assessment of your website’s accessibility. Our accurate reporting allows you to quickly understand the extent of site issues and provide the guidance you need to fix them. Our patented algorithms automatically fix the most common accessibility errors and are supported by a team of experts who step in when needed. Websites are dynamic and change frequently. Our live monitoring system scans your website pages with every page visited by your end-users.

Our team and technology get you compliant and keep you compliant.
About Us

AudioEye is the industry-leading digital accessibility software solution provider, delivering web accessibility compliance at all price points to businesses of all sizes.

Our mission is to eradicate every barrier to digital access, because we believe equal access to digital content is the right of every individual and the responsibility of every entity.

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