[ES] The audiovisual sector in Spain advances in accessibility

IRIS 2026-3:1/8

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As the body responsible for overseeing the implementation of audiovisual accessibility measures regulated by Spanish legislation, the National Commission on Markets and Competition (*Comisión Nacional de los Mercados y la Competencia* - CNMC) has published a report on the plans developed by nationwide audiovisual service providers for the 2023-2025 triennium. The report, which will be submitted to the European Commission in compliance with the Audiovisual Media Services Directive, highlights the fact that the Spanish audiovisual sector has made significant progress in ensuring accessibility compared with previous years, both quantitatively and qualitatively.

The report, which compiles data based on the accessibility requirements set out in the 2022 General Law on Audiovisual Communication and applicable since 9 July 2023, indicates that subtitling is the most widely implemented accessibility service in Spanish audiovisual media. With an average of 92.5% of hours subtitled on free-to-air television – reaching 98.9% among public broadcasters – these figures represent the highest recorded to date. Meanwhile, most on-demand audiovisual service providers have surpassed the 30% subtitling threshold required by law. By contrast, the linear conditional-access providers under supervision have not implemented measures, citing technical and format-related difficulties.

Regarding audio description, the legal obligations have led to a significant improvement in service provision during the period analysed for free-to-air television. Despite the legal requirement of a minimum of 15 hours per week of audio description for public broadcasters and five hours for private broadcasters, the actual figures reached 33 and 14 hours per week, respectively. Positive results were also achieved in the broadcasting of sign language content: for the first time since records began, all linear free-to-air television operators complied with the minimum regulatory requirement established by law – 15 hours for public providers and five hours for private providers. In contrast, neither the conditional-access linear providers nor the on-demand service providers implemented audio description, and the amount of sign language content broadcast by these providers was practically non-existent.

As for accessible web and mobile content, most providers have implemented measures to align with international standards. Compliance is also being achieved

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in the labelling of accessibility features, as well as the inclusion of subtitling, audio description, and sign language in commercial communications for medicinal products and institutional messages. Several providers have also reported launching accessible training programmes, adapting educational content, and organising special events to promote inclusion.

Looking ahead to the next triennium, the improvement plans reported by audiovisual service providers continue the work already undertaken, with a priority focus on service quality, technological innovation and the integration of accessibility across all areas of the audiovisual sector. However, the CNMC report notes that technical and quality challenges persist.

Report on accessibility plans developed by audiovisual communication service providers at the national level

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