Siteimprove descriptive transcript for Next Gen Accessibility video

Planet earth is shown from outer space. Then, a person uses a laptop while sitting on the ground.

Voiceover: Digital technology is dramatically changing our way of living.

A person takes photos of a city at night.

Voiceover: We use it to make life’s most important decisions.

The video cuts to a doctor is shown looking at brain scans on a screen.

Voiceover: To manage everyday errands.

Someone uses their phone while walking on a subway platform.

Voiceover: To monitor our health and sleep.

A person in workout clothes uses a smart watch to monitor their exercise.

Voiceover: To connect with loved ones.

An old couple waves at a phone screen while they video chat loved ones.

Voiceover: We depend on digital technology to inform and enrich our lives.

Two people discuss charts and graphs on a computer screen at work.

Voiceover: But the most fundamental piece of digital technology, the internet, remains elusive for almost 20% of the population.

The video cuts to a person using a VR headset, then to planet earth shown from outer space.

Voiceover: One out of every five people has some type of disability which affects the way they use the internet.

A busy city block is shown from above. The video cuts to a person silhouetted in front of bright lights. The video cuts to a person reading braille at a desk.

Voiceover: And sadly, only 10% of websites meet basic web accessibility standards.

There’s a close-up of an older man’s face standing next to horses.

Voiceover: We want to change that.

Two people discuss content on a computer screen at work.

Voiceover: We’re developing next generation technology to make web accessibility the new norm.

There’s a close-up of a Siteimprove Accessibility Score for a website. Planet earth is shown from outer space.

Voiceover: Join us as we make the web a more inclusive place for everyone.

The video shows a laptop screen with someone logging into Siteimprove Accessibility while sitting at a desk.

Then, there is a series of close ups of people’s faces.