



PUBLIC NOTICE

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Media Bureau Reminds Television Broadcasters of Phase in of Audio Description Rules to DMAs 81 Through 90 as of January 1, 2023

MB Docket No. 11-43

On October 27, 2020, the Commission adopted the *2020 Audio Description Order*, which expanded the Commission's audio description rules.¹ Audio description makes video programming more accessible to individuals who are blind or visually impaired through "[t]he insertion of audio narrated descriptions of a television program's key visual elements into natural pauses between the program's dialogue."² The Commission's audio description rules require certain television broadcast stations and multichannel video programming distributors (MVPDs) to provide audio description for a portion of the video programming they televise to consumers.³ The *2020 Audio Description Order* expanded the availability of audio description by phasing the requirements in for an additional 10 designated market areas (DMAs) each year for four years.⁴ As a result, the Commission's audio description rules extended to DMAs 61 through 70 as of January 1, 2021, and to DMAs 71 through 80 on January 1, 2022.⁵ We remind television broadcasters that the audio description rules next will extend to DMAs 81 through 90 on January 1, 2023.⁶

As set forth in the *2020 Audio Description Order*, the expansion of the audio description rules applies to the relevant DMAs as determined by The Nielsen Company as of January 1, 2020.⁷ Accordingly, the audio description rules will extend to the following DMAs on January 1, 2023:

1. Madison
2. Waco-Temple-Bryan
3. Harlingen-Weslaco-Brownsville-McAllen
4. Paducah-Cape Girardeau-Harrisburg
5. Colorado Springs-Pueblo
6. Shreveport
7. Syracuse

¹ *Video Description: Implementation of the Twenty-First Century Communications and Video Accessibility Act of 2010*, Report and Order, MB Docket No. 11-43, 35 FCC Rcd 12577 (2020) (*2020 Audio Description Order*).

² See 47 CFR § 79.3(a)(3).

³ See *id.* § 79.3(b).

⁴ See *2020 Audio Description Order*, 35 FCC Rcd at 12577, para. 1.

⁵ 47 CFR § 79.3(b)(1).

⁶ *Id.* The requirements will extend to DMAs 91 through 100 on January 1, 2024. *Id.*

⁷ *2020 Audio Description Order*, 35 FCC Rcd at 12583, para. 11.

8. Champaign and Springfield-Decatur
9. Savannah
10. Cedar Rapids-Waterloo-Iowa City and Dubuque

Accessible Materials. To request materials in accessible formats for people with disabilities (Braille, large print, electronic files, audio format), send an e-mail to fcc504@fcc.gov or call the Consumer and Governmental Affairs Bureau at (202) 418-0530 (voice).

For general information about audio description, visit www.fcc.gov/audio-description. For further information regarding this proceeding, contact Diana Sokolow, Policy Division, Media Bureau, 202-418-2120.

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