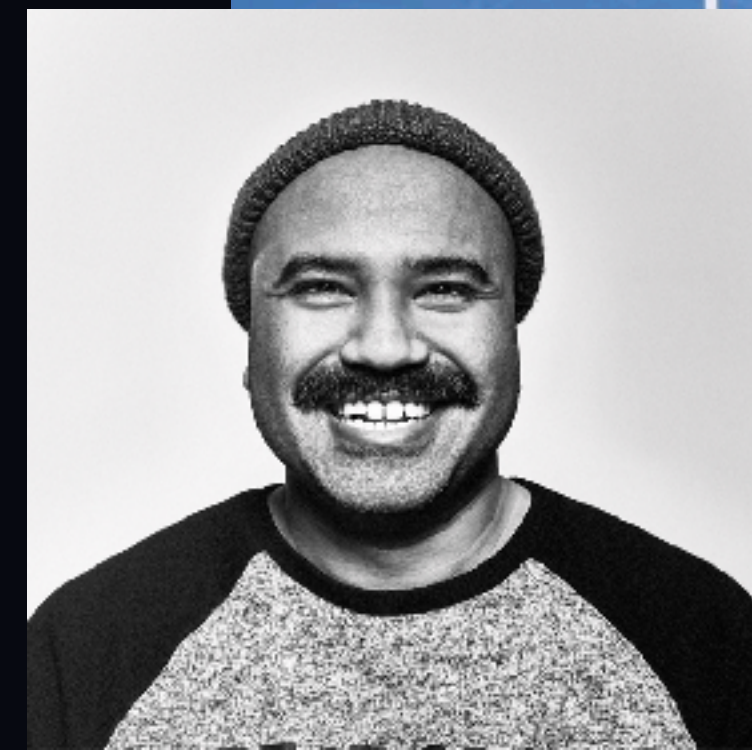
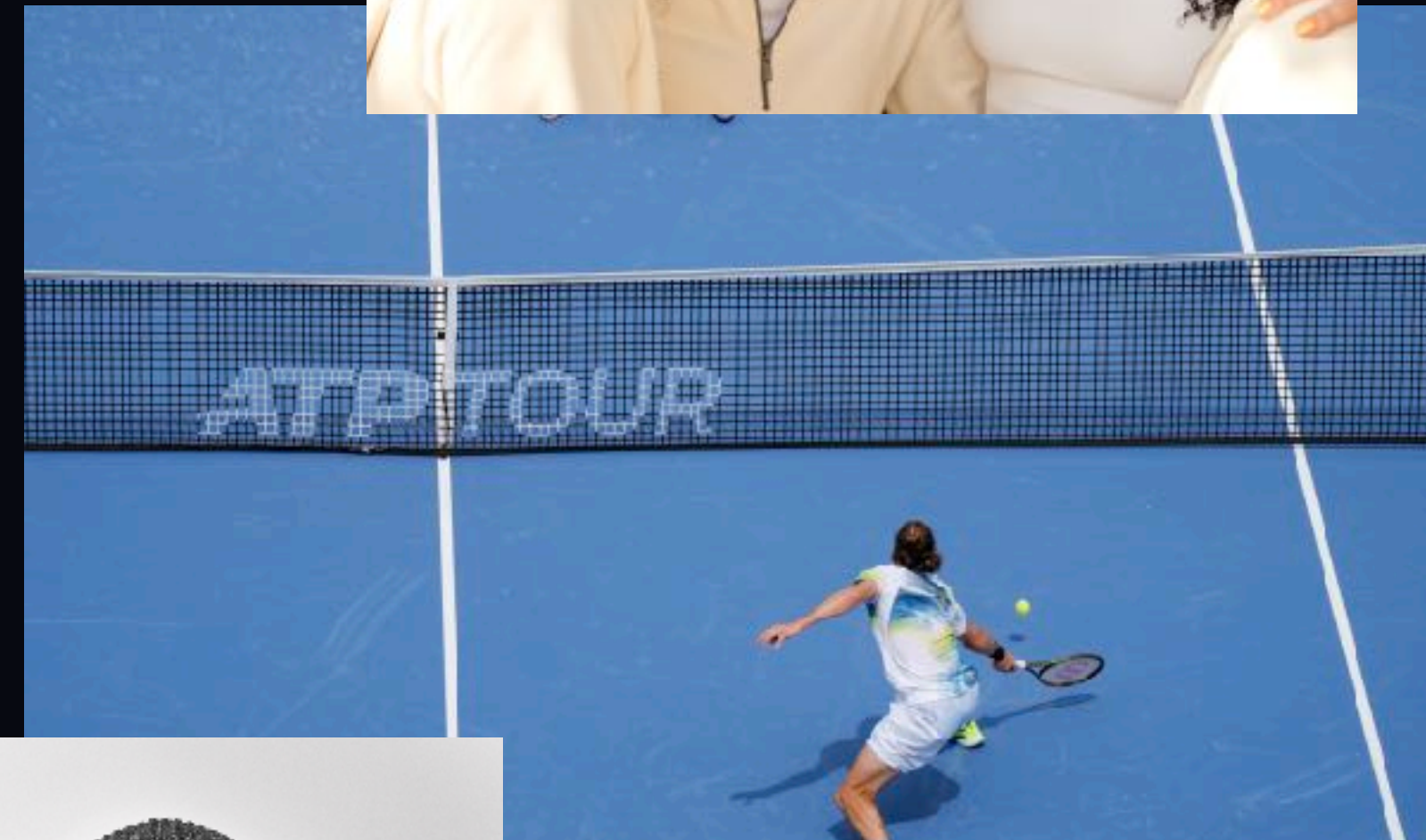


The European Accessibility Act is coming: this is how you can prepare

Reach new audiences and stay competitive across the EU market



What is the European Accessibility Act (EAA)?

Accessibility is now a legal requirement

The European Accessibility Act (EAA) is new EU legislation that requires key digital products and services to be accessible to people with disabilities.

It applies to many businesses - including those based in the UK - offering services to EU consumers, from ticketing platforms and social content to streaming apps and match-day experiences.

With enforcement starting on 28th June 2025, it's both a legal requirement and a major opportunity to reach a wider, often overlooked audience by removing barriers.



What's covered in the EAA legislation?

Key sports industry marketing services affected

Fan Engagement and Digital Marketing

Social media and promotional campaigns, interactive match day experiences, newsletters.

Ticketing and Event Platforms

Online ticket sales (websites and apps), check-in systems, confirmation emails.

Websites and Mobile Apps

Club and event websites, content platforms, apps used for loyalty schemes / fan engagement.

Streaming and Media Services

Live match streaming, video-on-demand.

Merchandise and E-commerce

Club shops and merchandise stores in EU markets.



Why does it matter for your business?

Unlock a bigger, more inclusive audience

Reach millions of new fans

Over 100 million people in the EU live with a disability - that's 100 million potential ticket buyers, streamers, and subscribers. The EAA helps you open your doors to all of them.

Grow across Europe

Even UK-based brands fall under the EAA if EU fans can access your services. But with compliance comes a bigger opportunity: pan-European growth.

Websites and Mobile Apps

Accessibility improves your whole fan journey - from ticketing to streaming. It's not just about compliance; it's about building smarter, more inclusive experiences that work for all.



Does my business need to comply?

If you offer sports or lifestyle experiences to fans or consumers in the EU, the EAA affects you.

Sports and lifestyle brands

Selling apparel, tech, or fan services online to EU audiences? Your e-commerce, apps, and communications must be accessible.

Rights holders & event organisers

If EU fans can buy tickets, stream matches, or attend events, your digital and on-site systems (like kiosks or check-in tech) must comply.

Sponsors

Activating in the EU? Accessibility is a shared responsibility – and a chance to show leadership.

Charities & grassroots organisations

Running inclusive programmes or funded outreach in the EU? Compliance is essential.



What should you do now?

Take action. The EAA comes into effect on 28 June.

Here are some links for further reading on the details of the act and content accessibility:

- [About the EAA](#) - [click here](#) to find out more
- [EN 301 549 European standard for digital accessibility](#) - [click here](#) to find out more
- [Video Introduction to Web Accessibility and W3C Standards](#) - [click here](#) to find out more
- [Impact of accessibility \(colours, captions, etc.\)](#) - [click here](#) to find out more
- [Microsoft Office content accessibility](#) (e.g. Word, PowerPoint, Outlook, Excel) - [click here](#) to find out more
- [Adobe PDF accessibility](#) - [click here](#) to find out more



Tips for best practice

From our Disability Sports Lead, Marina Logacheva

"I know it can feel overwhelming. But every little step you take to improve your comms accessibility makes a difference. **Accessible comms aren't extra work. They're better comms.** They reach more fans. They build more trust. They show you care." *Marina*

Whether you're promoting an event, profiling athletes, or selling tickets, accessibility matters in sport just as much as performance does on the field.

Find out more



Practical tips to make your sport communications more inclusive for everyone

- 1 **Add alt text to images.** It tells blind and visually impaired users what's in the picture, yet it's missing from more than half of UK websites. Just describe what's important. Is it a winning moment? A celebration? A team line-up?
- 2 **Always use subtitles.** Many people watch sport content on mute, especially on social media. Subtitles support deaf fans and keep everyone engaged, wherever they are.
- 3 **Use capital letters in hashtags.** Write them like this: #ThisIsSport, not like this: #thisissport. It's easier to read and helps screen reader users follow the story.
- 4 **Make your links clear.** Say what the link is for, like "Book wheelchair-accessible tickets" or "Watch the highlights".



Practical tips to make your sport communications more inclusive for everyone

- 5 **Use high contrast colours.** Low-contrast text is hard to read, and it's found on 8 in 10 UK websites. Make sure your fixtures, stats, or social tiles are legible. There are free tools to help.
- 6 **Keep it simple.** Short words. Short sentences. Over-complicated language can put people off, especially fans with dyslexia or cognitive impairments. Simpler is clearer for everyone.
- 7 **Show a mix of people.** If your visuals only show one type of athlete or supporter, ask why. Sport is for everyone - your content should reflect that.
- 8 **Ask disabled people for feedback.** Not just once. Make it part of how you work. Test your fan journey, digital tools, and messaging with people who've lived the barriers, and learn from them.



“Better accessibility means better sport. **Not just on the pitch but in how we tell the stories,** sell the tickets, and share the moments.” *Marina*

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www.makeitmatta.com