team.blue brand Accessiway expands its offering to include accessible video and audio content

With this addition, Accessiway is the only provider on the market to deliver true digital accessibility, with video and audio capabilities fully in-house.

team.blue brand Accessiway, European provider of digital accessibility named a Leader by Gartner® in the first Magic Quadrant™ for Digital Accessibility Platforms, today launches a new range of services for accessible video and audio content. Accessiway delivers this 360 degrees accessibility service in-house, using its own technology and its own accessibility experts. Each file is first processed with AI and then reviewed by Accessiway's specialists, so customers can handle website, app and multimedia accessibility with a single provider.

Video and audio files are part of everyday digital life. Companies use them for communication, training, product information and customer service. Without captions, transcripts or audio descriptions, this content does not reach everyone.

The pressure to act is high. Since the European Accessibility Act (EAA) took effect, organisations have been required to make online video and audio content accessible. Many rely on automatic captions only, which leaves other WCAG requirements unmet, such as audio description, descriptive transcripts and flashing-content checks. The new services cover each of these requirements in one workflow.

How it works

Customers submit a video or audio file and receive a report, an accessible version of the file, or both. No additional integrations or software are needed on their side. The AI checks the file against WCAG, the international accessibility standard, and corrects the issues it finds. Accessiway's experts then review the output to confirm it is complete.

This also applies to Accessiway's audits. When an audit identifies an inaccessible video or audio file, Accessiway flags it and fixes the issues directly, so the file does not need to be passed to a second provider.

What the new services include

- **Accessibility check and report:** Every file is checked against WCAG, with each issue listed by timecode along with how to fix it.
- **Audio description:** A narrator describes what sighted people perceive visually: scenes, actions and visual details.
- **WCAG-aligned captions:** Synchronized, accurate captions that also capture nonverbal sounds and auditory context, and meet color contrast requirements.
- **Descriptive transcripts:** The complete text of an audio or video clip, including descriptions of visual content.
- **Subtitled translations:** Subtitles in the required languages, synchronized and delivered as a file ready for upload.
- **Flashing-content warning:** Scans identify image sequences that could trigger seizures in people with photosensitive epilepsy. Affected content is marked with a warning or, with the customer's approval, edited or removed.
- **Full accessibility:** The whole video is checked and fixed against WCAG requirements, ready to publish.

The services are aimed at every organisation that publishes video or audio online. This includes companies covered by the EAA, such as banks, retailers and carmakers, as well as e-learning platforms, education providers, media companies and public bodies.

Built on the Subly acquisition

The new services are powered by Subly, the AI-powered video and audio accessibility platform that Accessiway has acquired. Subly is now fully integrated into Accessiway.



"Video and audio were the last piece missing from a truly 360-degree accessibility offering. With the acquisition of Subly, companies can now rely on a single partner to identify and fix barriers across their websites, apps and multimedia content."

Amit Borsok, CEO and co-founder, Accessiway.



"Video and audio are the part of accessibility everyone leaves behind. Video is everywhere, and the web can’t be fully accessible until it’s solved. Subly was always built to make video and audio fully accessible, and with Accessiway’s experts, we now go even further."

Holly Stephens, Head of International Expansion, Accessiway and former CEO and founder, Subly.

Accessiway’s growth within team.blue

Since joining team.blue in 2024, Accessiway has expanded its activity from Italy into France, Austria and Germany. It is now a multi-market European operator, serving more than 2,000 brands. In 2025, 12 team.blue brands implemented Accessiway products.

More information about Accessiway’s new services for accessible multimedia content can be found here.

About team.blue

team.blue is the pan-European digital partner for small and medium businesses, serving more than 3.5 million customers in 24 countries. From web hosting, domains, email and cloud and AI infrastructure to e-commerce, engagement, payments and compliance tools, team.blue helps SMBs get online, get customers, get paid and stay compliant. Supported by more than 4,000 employees, team.blue's vision is to make online business success simpler, with artificial intelligence at every step.