

Accessibility Conformance Roadmap

Swank Motion Pictures – Cloud Streaming Platform

Target Standard: WCAG 2.1 Level AA

Baseline Evaluation: September 2025 Accessibility Conformance Report (VPAT)

Purpose: This Accessibility Conformance Roadmap outlines the steps and ongoing efforts required for Swank Motion Pictures' streaming platforms to achieve WCAG 2.1 Level AA compliance. Our customers — including K-12 institutions, colleges and universities, residential life programs, and healthcare facilities — are public entities or recipients of public funding subject to 28 CFR § 35.200 (Requirements for Web and Mobile Accessibility), which mandates WCAG 2.1 Level AA conformance beginning April 24, 2026. As a technology provider to these institutions, Swank's compliance directly supports our customers' ability to meet their regulatory obligations.

By identifying current gaps and specifying remediation plans, this document serves as a guide to ensure the platform is fully accessible to all users, including those with disabilities, in accordance with recognized accessibility standards.

1. Audio Description (AD)

(WCAG 1.2.3, 1.2.5)

Gaps Identified

- Audio Description (AD) tracks are not yet supported on the Streaming platform.
- Handling and labeling of AD tracks varies across supported devices.
- AD availability information is not yet standardized across the platform interface.
- Swank depends on the studios to procure AD tracks.

Remediation Plan

- Support Audio Description (AD) tracks across the Streaming platform.
- Standard identification and labeling of AD tracks across the Streaming platform.
- Swank will continue collaboration with studios to increase availability of AD tracks.

- Clearly display AD availability within the platform interface.

Milestones

- Playback for AD Tracks supported in Player: Released February 2026
 - Initial catalog rollout with standardized AD tracks: Release April 2026
 - Standardization of AD availability labeling: Q2 2026 release
 - Ongoing expansion of AD-enabled content as tracks are released by studios.
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2. Captions

(WCAG 1.2.2, 1.2.4)

Gaps Identified

- Caption availability for older Titles vary and depends upon studio supplying assets.
- Coverage validation across Title packages is in progress.
- Catalogs with 100% caption availability are available upon request.

Remediation Plan

- Improve caption coverage across all standard offerings.

Milestones

- Ongoing monitoring and gap reduction: Continuous
 - Ongoing expansion of captioned content as caption tracks are released by studios.
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3. Assistive Navigation & Keyboard Accessibility

(WCAG 2.1.1, 2.4.3, 2.4.7, 4.1.2)

Gaps Identified

- Some interactive elements are not fully operable by keyboard.
 - Inconsistent accessible naming and role identification.
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- Focus visibility and focus management inconsistencies.
- Modal dialogs are not consistently returning focus appropriately.

These issues impact the use of assistive tools for the login, catalog, instructor dashboards, and administrative workflows.

Remediation Plan

- Update shared interface components to ensure consistent keyboard operability.
- Improve accessible naming and role consistency across the application.
- Standardize focus visibility and focus management behaviors.
- Incorporate accessibility validation into release review cycles.

Milestones

- Login improvements: Released February 2026
- Initial Student and User Catalog updates: Released February 2026
- Broader Student and User Catalog updates: Release April 2026
- The advanced functionality of Admin and Instructor workflows: Later 2026

4. Alternative Text for Movie Posters

(WCAG 1.1.1)

Gaps Identified

- Informative images, including movie posters, do not consistently include meaningful alternative text.
- Decorative images are not always appropriately hidden from assistive technologies.

Remediation Plan

- Establish platform-wide standards for descriptive alternative text.
- Integrate alternative text fields into content metadata workflows.
- Improve consistency of alternative text presentation across all image assets.
- Ongoing expansion of alt-text coverage across the Swank catalog image assets.

Milestones

- Standards for alt-text: Release April 2026
- Metadata integration and pilot rollout: Later 2026 UI releases
- Gradual expansion of Alt Text across catalog: 2026 and beyond