
Amazon Music Canada and Prime Video Canada’s Three-Year Accessibility Plan
First Progress Report

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I. Introduction and Commitment

If you would like to request the Prime Video Canada and Amazon Music Canada (each an **Amazon Canada Broadcasting Undertaking**, or **ACBU**) accessibility plan (the **Accessibility Plan**) or information about our feedback process in an alternative format, or if you would like to share feedback, ACBUs can be reached by:

Phone call via Amazon's [Call Me Service](#)

Live chat via Amazon's [Customer Service Live Chat](#)

Email to accessibility@amazon.ca

Mail: Amazon.com.ca ULC

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Toronto, ON M5H 3Y2

Amazon's vision is to become Earth's most customer-centric company. We are continually working to improve the accessibility of our products and services, so that our customers, including those with disabilities, can have accessible and secure interactions with the products and services that Amazon offers.

ACBUs understand that the goal of the Accessible Canada Act (**ACA**) is to benefit Canadians, especially those living with disabilities, by realizing a Canada that is free of barriers by 2040. The ACA has seven key principles (see Appendix) that ACBUs followed in publishing the Three Year Accessibility Plan 2025-2028 (**Accessibility Plan**). The Accessibility Plan sets out the actions ACBUs planned to take from 2025 to 2028 to uphold the principles of dignity, independence, integration, and equal opportunity.

This first progress report of the Accessibility Plan (**First Progress Report**) applies to ACBUs. Prime Video is a global video streaming service offering movies and TV shows, including third-party licensed content and Prime Originals. Amazon Music operates music streaming services offering customers millions of their favorite music tracks and podcast episodes from around the globe. ACBUs are committed to providing accessible experiences for our customers. We continue to take steps to innovate our existing practices and engage in meaningful discussions with audiences with disabilities to ensure that our practices and service offerings recognize their lived experiences.

The ACA identifies eight priority areas, four of which are relevant to ACBUs: (i) information and communication technologies (**ICT**); (ii) communications (other than ICT); (iii) the procurement of goods, services, and facilities; and (iv) the design and delivery of programs and services.

This progress report summarizes the meaningful progress ACBUs have made in those priority areas since the publication of the Accessibility Plan.

II. Consultations and Feedback

Prime Video engages with the following external stakeholders in consultations (among others):

- The American Council of the Blind (ACB)
- The National Federation of the Blind (NFB)
- Royal National Institute of Blind People (RNIB)
- Royal National Institute for the Deaf (RNID)
- Ministry of Culture (France)
- Assistive Technology Industry Association (ATIA)
- CSUN Assistive Technology Conference
- The Hearing Loss Association of America
- ReelAbilities
- The European Telecommunications Standards Institute
- Disability Rights California
- CI2025 Boston: Conference on Cochlear Implants in Children and Adults
- M-Enabling

Engaging with these external stakeholders has helped shape the “action” steps found in this First Progress Report. As briefly summarized below, these consultations offer ACBUs a valuable path to obtain customer feedback on our products and services directly from segments of customers with unique needs.

2026 ATIA Conference. Prime Video received overwhelmingly positive feedback on technical accessibility innovations like TTS Audio Descriptions, Dialogue Boost, and the ADQM framework, validating our leadership in content accessibility. We also noted that our customer service for accessibility issues and content recommendation algorithms could be improved to prioritize titles with Audio Descriptions for users who rely on them.

2026 CSUN Assistive Technology Conference. Prime Video learned that there is an opportunity to enhance its accessibility experience, particularly around surfacing key metadata — such as Audio Description¹ availability.

RNIB. Prime Video learned that the accessibility community is open to AI solutions and optimistic about their potential.

We are committed to ongoing, meaningful consultation. As described in the sections below, feedback from these groups shapes how we design products, develop content, and deliver customer service.

¹ At Amazon, we refer to described video as “Audio Description” or “AD”.

III. Information and Communication Technologies

Introduction

Addressing ICT-related barriers will support ACBUs in upholding the ACA's principles. Ensuring that ACBUs' external technological tools are accessible will help provide the public, regardless of disability, with barrier-free access to full and equal participation in society.

Current Practices

ACBUs reviewed their public-facing websites and applications to identify ICT-related accessibility barriers. We are committed to ensuring that all customers can easily interact with our services. Amazon's accessibility teams have implemented processes and policies that improve accessibility across public-facing services. ACBUs strive to make content perceivable, operable, understandable, and robust.

Our accessibility teams strive to identify and mitigate barriers, and improve the experience for customers in need of accessibility assistance. At ACBUs, accessibility is not a single feature. It is a combination of tools, technologies, and practices that aim to ensure users of all abilities maintain a rich user experience. Prime Video supports a range of assistive tools on compatible devices, including screen readers, keyboard navigation, screen magnifiers, and design features such as adjustable text size and color-contrast options. More specifically, Prime Video offers:

- **[Accessibility Features](#)**: Customers can access subtitles, alternative audio tracks, audio descriptions, [Dialogue Boost](#) or a combination of those features.
- **[Keyboard Shortcuts](#)**: Prime Video Canada provides keyboard shortcuts to support users in navigating content.
- **[VoiceView](#)**: VoiceView is the screen reader that speaks on-screen text out loud on Amazon devices.
- **[Prime Video Content with Sign Language](#)**: Some Prime Video content is available with American Sign Language (ASL) interpretation.
- **[Feedback Process](#)**: Customers can access dedicated accessibility customer support.

Prime Video has launched several new features:

1. **Simplified Toggle Switches**: Prime Video Canada has introduced simplified toggle switches on playback for closed captions and audio description across all surfaces (e.g., Web, Mobile, Living room devices). This makes it easier for users to activate accessibility features with fewer steps.
2. **Full App Landscape Mode**: Landscape mode now supported across the entire mobile app, including live and linear playback, storefront, and detail pages, for both Android and iOS.
3. **Photosensitive Epilepsy (PSE) Warnings**: Prime Video Canada has implemented a system to scan incoming video content for PSE triggers.
4. **Accessible Movies and TV Featured Collections**: Prime Video Canada has implemented a curated list of accessible movies and TV shows categorized by Dialogue Boost, audio description and American Sign Language, and also by movie genre (e.g., Action and adventure, drama, kids shows, mysteries and thrillers).
5. **Improved Navigation and User Interface**: We have improved the usability of our services for people with disabilities, including simplifying navigation and making interactive elements more accessible.
6. **Subtitle Customization**: We have improved subtitle customization on supported devices so that users can adjust subtitle text size and color.
7. **Mobile Application Accessibility**: We have improved accessibility features within our mobile apps,

including screen reader compatibility and accessible navigation components, such as buttons, menus, pop-ups, and links that help users move around and find information.

Amazon Music Canada includes various accessibility tools in relation to content and programming on its service, such as:

- **Playback Speed Control:** Amazon Music Canada allows users to adjust the playback speed of podcast episodes and audiobooks from 0.5x to 3x normal speed.
- **Alexa Voice Controls:** Users can request playback of Amazon Music Canada content via a hands-free voice control enabled feature.
- **Screen reader support:** Amazon Music webplayer and mobile app now support the use of screen readers VoiceOver for iOS and TalkBack for Android. Pages are structured to be navigated using headings and landmarks. Users can utilize their screen reader's quick navigation commands or gestures for headings to move through relevant sections. While listening to any content, users can pause, resume, skip, or rewind the content using keyboard shortcuts or accessible gestures.

Barriers and Opportunities

While ACBUs have worked towards greater accessibility across their services, there is still more work to be done. Prime Video has identified Audio Description Search as a key area for improvement and is working to enhance the Audio Description Search experience on web, app, and living room devices.

Action Steps

We will continue to implement new features and design practices that support inclusive access for all users.

IV. Communication, other than ICTs

Introduction

Addressing communication-related barriers supports ACBUs' commitment to the principles of the ACA. This work aims to ensure that all persons, regardless of disability, are treated with dignity and have meaningful options to make their own choices. Further details on the ACA principles guiding this work are set out in the Appendix.

Current Practices

- **Accessibility Feedback:** ACBUs have implemented an easy-to-use feedback mechanism that allows users to report accessibility barriers. Feedback is reviewed regularly, and we take action, where appropriate, to address the issues raised.
 - For concerns related to closed captioning or audio description on Prime Video Canada, or any other accessibility-related concerns on Amazon Music Canada, users may report issues through standard customer support channels or via the [Accessibility Feedback Process](#) page, applicable to both Prime Video Canada and Amazon Music Canada.
- **Complaint Resolution:** Customer feedback collected through the Accessibility Feedback Process has led us to (i) resolve issues with closed captioning and audio description quality; (ii) focus quality control efforts on content that is most viewed; and (iii) implement targeted improvements based on patterns in customer requests.

Barriers and Opportunities

ACBUs value and carefully review customer accessibility feedback. Accessibility-related feedback received through customer feedback channels aligns with the themes identified in Section II.

Action Steps

We will continue to review the accessibility of our customer service channels and our public-facing websites and applications to identify and implement further accessibility improvements.

V. The Procurement of Goods, Services, and Facilities

Introduction

Addressing procurement-related concerns reinforces ACBUs' dedication to the ACA's principles by promoting barrier-free access and enabling full, equal participation in society for all persons, regardless of disability.

Current Practices

ACBUs are committed to offering accessible content to people with disabilities. We support and promote the availability and discoverability of closed-captioned and audio description content on Prime Video Canada.

As part of our standard contractual terms, Prime Video Canada requires third-party content providers to include closed captions and audio description in all languages, where such accessibility assets already exist.

- **Closed Captioning**
 - **Availability:** As of April 2026, 89.57% of our content² originally created in English has English closed captions and 75.33% of our content originally created in French has French closed captions. Most un-captioned content on Prime Video Canada is provided by third-party partners, with whom we continue to collaborate to increase closed captioning coverage.
 - **Quality:** Where possible, Prime Video Canada continues to employ high-quality transcription and captioning services to ensure accuracy and synchronization with the audio content.
 - **User Control:** Customers can easily enable closed captioning across the majority of our content. Users have the option to customize caption settings, including font size, background color, and text color.
- **Audio Descriptions**
 - **Availability:** Audio descriptions are available for key programming, with a focus on popular English and French content. All Amazon-produced titles have audio description in the original language.
 - **Quality:** We continue to work with third-party vendors and internal subject matter experts to create high-quality audio description for Amazon-produced titles, ensuring alignment with our [Prime Video Audio Description Style Guide](#).
 - **User Control:** Titles with audio description are marked with an "AD" badge on the title detail page. The "additional details" section presented further down the page provides more details on the language of the track.
- **Dialogue Boost**
 - **Availability:** Dialogue Boost is available for key programming, with a focus on popular English and French content in Canada.
 - **Quality:** Dialogue Boost is an accessibility asset that is unique to Prime Video. As a result, the way in which Dialogue Boost quality is monitored is also unique to Prime Video. Namely, Dialogue Boost is monitored through technical evaluations, customer surveys, and user feedback.
 - **User Control:** Titles with Dialogue Boost are marked with a "DB" badge on the title detail page.

Amazon Music licenses copyrighted song lyrics for display while sound recordings are playing. Currently, our users can view lyrics for a significant portion of our catalogue. While lyrics rights are subject to periodic renegotiation with copyright owners, and those negotiations may or may not be successful, we believe lyrics contribute to the overall accessibility of our services.

² Reference to "content", including "our content" or "Amazon content", means content made available in Prime Video Canada's subscription video-on-demand or transactional video-on-demand service.

Barriers and Opportunities

Third-party content. Some third-party providers do not supply closed captioning or audio description, especially when these assets are unavailable or cost-prohibitive, common among smaller or independent studios. In some cases, contractual terms prohibit Prime Video from modifying third-party content, including adding or editing accessibility assets.

Older titles. While Prime Video continuously creates and licenses new content, it also adds older movies and episodic programming to its catalogue. Many older films and series added to the catalogue were produced without accessibility features. In most cases, licensors do not supply updated accessibility assets for legacy content, and requesting new materials after delivery is rarely feasible.

Action Steps

ACBUs remain committed to improving accessibility across services.

We continue to work on an action plan to increase the number of titles with closed captions, audio descriptions, and Dialogue Boost. Key initiatives include:

- Scaling internal production capabilities to create high-quality captions, audio descriptions, and Dialogue Boost, allowing us to meet growing content demands while improving cost efficiency and speed of delivery.
- Expanding collaboration with third-party content providers to ensure accessibility assets (including closed captions and audio descriptions) are delivered at the time of content ingestion.
- Addressing multilingual needs of Canadian audiences by evaluating customer preferences and increasing accessibility support in both English and French.
- Ensuring compliance with evolving regulatory requirements, including preparing for the implementation of regional accessibility mandates and aligning our efforts with applicable legal standards.

VI. The Design and Delivery of Programs and Services

Prime Video Canada and Amazon Music Canada are broadcasting undertakings that transmit audiovisual and audio programs over the Internet for reception by the public. Barriers and action areas for the design and delivery of such programs have already been provided under the “Information and Communication Technologies” (Section III) and “Communication, other than ICTs” (Section IV) sections. Please refer to those sections for relevant details.

VII. Conclusion

ACBUs are committed to continuously improving the accessibility of our services. To support this commitment, we will:

- Monitor technological advancements and integrate emerging accessibility solutions where appropriate.
- Remain aligned with all applicable legal and regulatory requirements.

Through this Progress Report, we aim to provide an inclusive experience that allows all users to access and enjoy our audio and audio-visual streaming services and will continue to evaluate and enhance our services accordingly.

We actively welcome feedback from individuals and organizations representing persons with disabilities to help guide our improvements.

Approval and Review

This Progress Report will be reviewed annually to ensure alignment with legal obligations, technological developments, and user feedback.

VIII. Appendix – The Principles of the ACA

- a) all persons must be treated with dignity regardless of their disabilities;
- b) all persons must have the same opportunity to make for themselves the lives that they are able and wish to have regardless of their disabilities;
- c) all persons must have barrier-free access to full and equal participation in society, regardless of their disabilities;
- d) all persons must have meaningful options and be free to make their own choices, with support if they desire, regardless of their disabilities;
- e) laws, policies, programs, services and structures must take into account the disabilities of persons, the different ways that persons interact with their environments and the multiple and intersecting forms of marginalization and discrimination faced by persons;
- f) persons with disabilities must be involved in the development and design of laws, policies, programs, services and structures; and
- g) the development and revision of accessibility standards and the making of regulations must be done with the objective of achieving the highest level of accessibility for persons with disabilities.

ACBUs took these principles into account in preparing this Progress Report.