



# PUBLIC NOTICE

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Internet: <https://www.fcc.gov>

DA 22-1244

Released: December 1, 2022

## 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.<sup>1</sup> 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."<sup>2</sup> 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.<sup>3</sup> 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.<sup>4</sup> 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.<sup>5</sup> We remind television broadcasters that the audio description rules next will extend to DMAs 81 through 90 on January 1, 2023.<sup>6</sup>

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.<sup>7</sup> 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

<sup>1</sup> *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*).

<sup>2</sup> See 47 CFR § 79.3(a)(3).

<sup>3</sup> See *id.* § 79.3(b).

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

<sup>5</sup> 47 CFR § 79.3(b)(1).

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

<sup>7</sup> *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

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For general information about audio description, visit [www.fcc.gov/audio-description](http://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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