

# Digital Accessibility: Why Now?

Now more than ever, there's an urgent and unmistakable need for organizations to prioritize digital accessibility, with three driving factors:

1

## A shift to digital-first engagement

Digital technology is only becoming more integral to day-to-day life. Yet many organizations have neglected accessibility while expanding their digital footprint.

2

## Heightened consumer awareness

Consumers are more aware of corporate values, evaluating companies based on those that are inclusive. Digital accessibility is a key component of diversity, equity, and inclusion (DEI) initiatives.

3

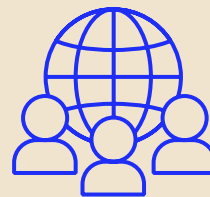
## Mounting legal and regulatory pressure

Roughly 16,800 digital accessibility lawsuits were filed between 2017 and 2023, with hundreds of thousands of demand letters likely sent each year. Accessibility is a legal mandate.

## 1 Digital-first engagement

From the rise of e-commerce to the widespread shift to remote work, physical interactions have been replaced with online engagement. Despite our deepening dependence on accessible digital experiences, most websites and digital products contain barriers for people with disabilities.

By the numbers, more than 1 billion people globally identify as having a disability. These consumers represent the world's largest minority group.



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**To properly serve today's diverse market, forward-thinking organizations must adapt and make their digital assets accessible to accommodate the unique needs of every visitor.**

## 2 Consumer awareness

Progressive organizations include digital accessibility as a key component of their DEI programs. And consumers are evaluating companies based on DEI commitments, naturally gravitating toward those that are authentically pursuing inclusion. Organizations committed to creating accessible digital experiences earn, and retain, consumers' trust as well as their repeat business.

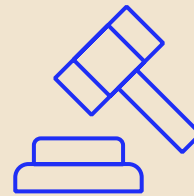
\$460  
billion

In the U.S., working-aged people with disabilities control roughly **\$460 billion** **in disposable income.**

**Enterprises seeking new ways to create value must consider heightened consumer awareness, align with consumer values, and capture the spending capacity of the disability market.**

## 3 Legal and regulatory pressure

The velocity of web accessibility-related lawsuits and legal demand letters remains high. Through private enforcement, U.S. federal courts have solidified their stance that the Americans with Disabilities Act (ADA) applies to digital assets in the same way it applies to the physical world. Other U.S. and international laws also mandate digital accessibility, including Section 508 of the Rehabilitation Act, Canada's Accessibility for Ontarians with Disabilities Act (AODA), and the European Accessibility Act (EAA).



An accessible online experience is no longer a nice-to-have; **it's a legal requirement.**

**Organizations must avoid the costly impact of a reputation-damaging lawsuit by prioritizing digital accessibility.**

## An innovative digital accessibility solution

Level Access empowers organizations with advanced software, expert managed services, and training solutions needed to create accessible and legally compliant digital experiences.

Technology provides access to advanced testing, monitoring, and reporting. Managed services include manual evaluation, remediation guidance, training and enablement, in-house legal support, and accessibility program management.

**Request a demo** of our solution today.

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