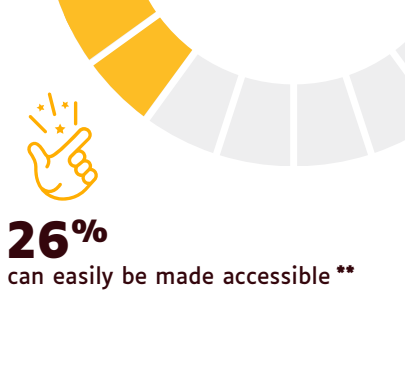


# Accessible ebooks

## 2024 annual barometer

**1.8%**  
of ebooks  
are accessible\*



**26%**  
can easily be made accessible\*\*

\* Titles that reach the minimum standards set by the [European Accessibility Act \(WCAG 2.1 AA\)](#), based on a sample of 20,586 new ebook releases published in French and Spanish from September 2023 to August 2024, as uploaded to De Marque's Cantook Publishers service, a global leader in ebook distribution.

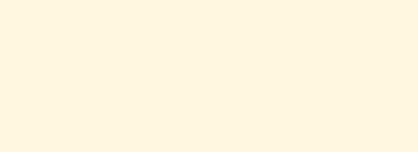
\*\* The percentage of titles in the sample that have an accessibility level just below WCAG 2.1 AA and for which compliance can be easily achieved.

## 2 driving forces

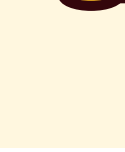
encouraging publishers  
to make reading more accessible

### A legislative framework with realistic targets

Starting June 28, 2025, publishers will need to adhere to specific accessibility criteria to sell their new ebooks within the European Union.



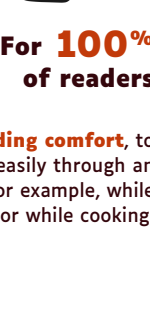
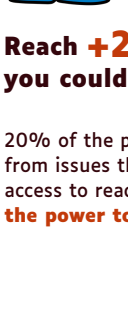
### A larger market an economic opportunity to seize



Accessibility allows publishers to expand their audience by including individuals with reading impairments while also offering able-bodied readers new ways to enjoy reading.

## Who benefits?

accessible ebooks:  
more uses, more readers



Reach **+20%** of readers  
you couldn't before

For **100%**  
of readers

20% of the population suffers from issues that limit their access to reading. **Give them the power to read!**

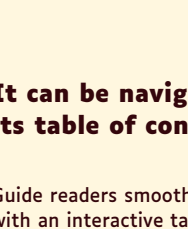
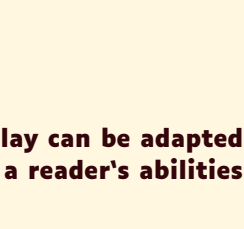
**Greater reading comfort**, to navigate easily through an audiobook, for example, while running or while cooking.

## How to do it?

some key elements that your  
ebook file needs to be accessible

### It can be read by touch or by listening

Make your file compatible with text-to-speech tools and add a text description to key images.



### Its display can be adapted to fit a reader's abilities

Create an ebook that enables readers to adjust font size, increase character spacing, and modify typography and contrast.

### It can be navigated thanks to its table of contents

Guide readers smoothly through your file with an interactive table of contents for easy navigation.



## Your action plan

easily make your catalogue  
**15x** more accessible

- 1 Find out what you already offer**  
Your files are **may be more accessible than you think!**  
[See if they already meet key accessibility criteria.](#)
- 2 Complete your metadata**  
**Highlight the accessibility features available for each file** to enhance discoverability and, in turn, boost sales on online bookstores and lending platforms.
- 3 Follow our 12 free tips**  
Join the **De Marque Academy** for free on the [Redefine Reading](#) website and get access to 12 actionable tips to enhance the accessibility of your ebooks!

**1,8%** are accessible today

**26%** easy to make accessible

## Let's go!

tools, articles & resources  
on accessible ebooks

# Redefine reading.

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a De Marque Group initiative  
world leader in ebook distribution

[contact@demarque.academy](mailto:contact@demarque.academy)