Accessiway Acquires Subly to Become a Single Partner for Web, Mobile and Multimedia Accessibility

Wednesday 4 November, 2026

With the acquisition of the Subly accessibility platform, Accessiway expands its offering to include accessible video and audio content, delivered in-house alongside its web and mobile accessibility services and products.

November 4, 2026 – Accessiway, European provider for digital accessibility, part of team.blue, named a Leader by Gartner® in the first Magic Quadrant™ for Digital Accessibility Platforms, has acquired Subly, the AI-powered video and audio accessibility platform. Subly is now fully integrated into Accessiway, and its output is reviewed by Accessiway's accessibility specialists, making the service more complete than AI alone. Accessiway delivers it in-house, with its own technology and its own accessibility experts.

One Partner for Everything: Now Including Video and Audio

Video and audio files are part of everyday digital life. Companies use them for communication, marketing, training, product information, customer service and more. Without captions, transcripts or audio descriptions, this content doesn't reach everyone. Until now, companies needed one provider for website accessibility and another for video and audio. With Subly, Accessiway brings both together in one centralized solution. When an Accessiway audit identifies inaccessible video or audio files, Accessiway flags them and fixes the accessibility issues directly.

"Almost Right" Isn't Good Enough: Captions Alone Don't Make a Video Accessible to Everyone

The pressure to act is high. Since the European Accessibility Act became applicable on June 28, 2025, in-scope organizations have been required to make their digital products and services, including the video and audio content they contain, accessible. However, many rely on automatic captions alone and miss other requirements of WCAG, the international accessibility standard. Accessiway's AI checks every file for accessibility issues and fixes them, and Accessiway's experts then review the result to check it against WCAG. Customers simply submit their file and receive a report, an accessible version, or both. No additional integrations or software are required on the customer's end.

"Video and audio were the last piece missing from a truly 360-degree accessibility offering," says Amit Borsok, CEO and co-founder of Accessiway. "With the acquisition of Subly, companies can now rely on a single partner to identify and fix barriers across their websites, apps and multimedia content."

"Video and audio are the part of accessibility everyone leaves behind. Video is everywhere, and the web can't be fully accessible until it's solved," says Holly Stephens, Head of International Expansion at Accessiway and former CEO and founder of Subly. "Subly was built to make video and audio accessible, and, and with Accessiway's experts, we now go even further."

An Overview of Accessiway's New Multimedia Services

- **Accessibility check and report:**
  Every file is checked against WCAG, with each issue listed by timecode along with how to fix it.
- **Audio description:** A narrator describes what sighted people perceive visually: scenes, actions and visual details.
- **WCAG-aligned captions:** Synchronized, accurate captions that also capture nonverbal sounds and auditory context, and meet color contrast requirements.
- **Descriptive transcripts:** The complete text of an audio or video clip, including descriptions of visual content.
- **Subtitled translations:** Subtitles in the required languages, synchronized and delivered as a file ready for upload.
- **Flashing-content warning:** Scans identify image sequences that could trigger seizures in people with photosensitive epilepsy. Affected content is marked with a warning or, with the customer's approval, edited or removed.
- **Full accessibility:** The whole video is checked and fixed against WCAG requirements, ready to publish.

The new offering is aimed at every organization that publishes video or audio online, from companies covered by the EAA, such as banks, retailers and transport, to e-learning platforms, education providers,

Media:



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More information about Accessiway's new services for accessible multimedia content can be found here: https://www.accessiway.com/solutions/video-and-audio-accessibility

Press contact

André Hoffmann

FAKTOR 3 AG

accessiway@faktor3.de

Company Contact:

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news aktuell

E. desk@newsaktuell.de
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