

# Accessibility Plan and Report

**Blue Ant Media**  
**Accessibility Plan 2026-2029 - Updated June 1, 2026**

## **General**

Blue Ant Media is a Canadian-owned, global content company that creates, acquires and monetizes premium content in Canada and worldwide. Our business includes Blue Ant Studios which produces and distributes premium content globally; our Global Channels and Streaming business, and our Canadian Media offering that includes a roster of domestic media brands and a robust consumer shows business.

Our Canadian channels and media business includes seven (7) CRTC-licensed Canadian TV channels, including Cottage Life, Smithsonian Channel, BBC Earth, BBC First, Love Nature, Makeful and T+E, in addition to streaming channels Homeful, HauntTV, CrimeTime, Love Pets as well as the subscription streaming service MagellanTV.

We welcome all feedback regarding our Accessibility Plan, content, and platforms.

Contact: Melissa Michaels, Manager, Employee Communications & Culture

Email: [accessibility@blueantmedia.com](mailto:accessibility@blueantmedia.com)

Phone: 416-646-4434 or 1-888-259-0555

Mail: 99 Atlantic Avenue, 4th Floor, Toronto, ON Canada M6K 3J8

Alternative Formats: Available upon request within the following timelines: Print/Large Print (15 days), Braille/Audio (45 days).

Feedback may be provided anonymously. Blue Ant Media will acknowledge receipt of accessibility feedback, other than anonymous feedback, in the same manner in which it was received. Personal information provided with feedback will remain confidential unless the individual consents to its disclosure.

## **Executive Summary**

This accessibility plan outlines the strategy of Blue Ant Broadcasting Limited (the “Company”) to prevent and remove barriers for people with disabilities and comply with the requirements of the Accessible Canada Act (ACA), the Accessible Canada Regulations, and the Canadian Radio-Television and Telecommunications Commission (CRTC) Accessibility Reporting Regulations. This plan updates and replaces Blue Ant Media’s prior accessibility plan under the ACA and sets out the Company’s accessibility priorities for the next three-year planning cycle.

## Accessibility Statement

This accessibility plan outlines Blue Ant Media's strategy to identify, prevent and remove barriers for persons with disabilities across its operations, including its workplaces, websites, digital platforms, programming services, communications, and procurement practices.

The Company recognizes and supports the Accessible Canada Act (ACA), which aims to create a barrier-free Canada for persons with disabilities. We respect and comply with the requirements of the ACA, Accessible Canada Regulations and the Canadian Radio-Television and Telecommunications Commission (CRTC) Accessibility Reporting Regulations.

The Company ensures that persons with disabilities are provided with equal opportunities. We are committed to meeting the needs of individuals with disabilities in a timely and integrative manner that respects their dignity and independence. We strive to provide an accessible and welcoming environment for everyone by identifying and removing barriers across our workplace, services, platforms and communications.

## Priorities under the Accessible Canada Regulations and CRTC Accessibility Reporting Regulations

### 1.1 Employment

- **Barriers Identified:** Opportunity to increase general disability awareness and continue to educate ourselves on systemic issues and barriers faced by people with disabilities in hiring and retention.
- **Actions Taken:** Updated job postings with an equity statement offering accommodations and reviewed new postings for inclusive language. Added the Accommodation policy to Manager 101 training and shared it on the internal Workplace site. Hosted company-wide learning sessions, film screenings, and Masterclasses focused on mental health, anxiety, hidden disabilities, and inclusive workplace culture. Participated in career fairs targeting equity-deserving students. We also gathered feedback through the annual All Ears Employee Engagement Survey.
- **Future Actions:** Develop inclusive hiring guidelines for managers and review the career page for accessibility. Look for opportunities to partner with disability organizations to increase awareness and diversify applicant pools. Continue educating leaders on accommodations and reviewing HR policies through an accessibility lens.
  - As Blue Ant continues to grow and integrate new teams and operations, we will work to develop and apply consistent accessibility and inclusion policies and guidelines across the organization.

## 1.2 The Built Environment

- **Barriers Identified:** Open office layout with limited private spaces creates sensory and/or neurological barriers (i.e., noise/bright overhead lights); certain kitchen fixtures limit physical accessibility.
- **Actions Taken:** We continued to look for ways to reduce stimuli/neurological barriers that come from an open-concept space: In January 2026, we installed two additional single meeting pods on the floors. In March 2026, we installed acoustic sound panels to divide the communal kitchen space from the open workstations. Ensuring our Safety Committee is up to date on emergency planning through a review of our landlord and property manager’s emergency evacuation plan for persons with disabilities at our head office location.
- **Future Actions:** Continuously assess office space and consult with employees with disabilities and with building management to further identify and remove physical barriers.

## 1.3 Information and Communication Technologies (ICT)

- **Barriers Identified:** Certain trade, consumer, and corporate websites required compliance audits and updates to ensure we are meeting modern accessibility standards.
- **Actions Taken:** Blue Ant assembled an internal team to support the implementation of our ICT accessibility goals. The team led by Blue Ant’s Director, Creative Operations, has performed WCAG compliance audit checks for all channel websites and, in a phased-in approach, has updated several websites to conform to WCAG 2.1 Level AA compliance, focusing on groups of sites using similar website templates in each phase. As well, a ‘how to’ document, Creating WCAG accessible digital-based content: Internal guidelines for editors and posters, was developed and made available to Blue Ant staff and editors who regularly add and update content across our websites to ensure they are following best practices.
- **Future Actions:** Complete WCAG 2.1 Level AA compliance reviews and updates for all remaining sites; perform regular third-party testing; and identify areas for Level AAA compliance. Make updates to all of our website templates to ensure that, as new features are added, they are reviewed and tested to ensure accessibility compliance.

## 1.4 Communication (other than ICT)

- **Barriers Identified:** We learned that other barriers related to communication include a lack of awareness of the tools available to improve accessibility.
- **Actions Taken:** Shared resources for employees, housed on the company intranet, created and/or recommended by the Canadian Centre for Diversity and Inclusion (CCDI) including: *Accessibility Check for Print, Digital Documents and Disability and Accessibility Educational Resources* (ver. Feb 2023) and *Toolkit for Accessible and Inclusive Events* (ver. June 2023).
- **Future Actions:** Implement formal accessibility training for all employees and teams who create communications content internally and externally. Continue to get feedback on improving the accessibility of communications.

## 1.5 The Procurement of Goods, Services, and Facilities

- **Barriers Identified:** Not all commissioned and acquired third-party content is received with Closed Captioning (CC).
- **Actions Taken:** When commissioning and acquiring third-party content, we endeavor to ensure all programming is delivered with Closed Captioning (CC), and when possible, Described Video (DV). In cases where content is received without CC, we ensure it is captioned before broadcast.
- **Future Actions:** We are committed to increasing the amount of DV content we receive from third-party producers and distributors for content acquired or licensed for Blue Ant channels.

## 1.6 The Design and Delivery of Programs and Services

- **Barriers Identified:** We currently exceed the minimum requirement of four (4) hours of Described Video (DV) per broadcast week of programming in certain categories as required by the CRTC licences for our Canadian pay-tv services, including long-form documentary, general entertainment, and reality television.
- **Actions Taken:** Blue Ant provides 100% Closed Captioning (CC) for all programming, advertising, sponsorship messages and promos broadcast through the day on our CRTC-licensed channels, as mandated by our CRTC conditions of license.
- **Future Actions:** Continuing to increase the amount of content provided with DV on our

licensed channels, including during prime viewing hours; and continuing to expand the availability of CC and DV across content brands on all platforms. We will continue encouraging producing partners to hire talent from underrepresented groups, including persons with disabilities.

## 1.7 Transportation

Transportation is not relevant to Blue Ant Media's operations and is therefore excluded from this plan.

## Consultations

To prepare and update this plan, we consulted persons with disabilities and subject matter experts through:

- **Employee Focus Groups:** Annual sessions with the Blue Ant Global Diversity Council to gather feedback on physical office space, hybrid work, and culture.
- **Surveys:** Open-ended accessibility questions included in our annual All Ears Employee Engagement Survey.
- **Expert Interviews:** Consultations with accessibility experts from the Canadian Centre for Diversity and Inclusion (CCDI) and the Redpath Centre regarding employment barriers and inclusive practices.

## Glossary

**Barrier:** The Accessible Canada Act defines a barrier as “anything – including anything physical, architectural, technological or attitudinal, anything that is based on information or communications or anything that is the result of a policy or practice – that hinders the full and equal participation in society of persons with an impairment, including a physical, mental, intellectual, cognitive, learning, communication or sensory impairment or functional limitation.”

**Disability:** The Accessible Canada Act defines a disability as “any impairment, including a physical, mental, intellectual, cognitive, learning, communication or sensory impairment – or a functional limitation – whether permanent, temporary or episodic in nature, or evident or not, that, in interaction with a barrier, hinders a person’s full and equal participation in society.