



# **ACCESSIBILITY PLAN**

**Progress Report**

**June 2025**

# Table of Contents

1. Introduction.....	3
2. Priority Areas of Intervention.....	4
2.1. Employment.....	4
2.2. Built environment and acquisition of goods, services and facilities .....	5
2.3. Information and Communication Technologies (ICT) .....	5
2.4. Communications Beyond ICT .....	7
2.4.1. Communications With Customers.....	8
2.5. Design and Performance of Programs and Services.....	9
2.6. Transportation.....	11
3. Consultations .....	12
4. Feedback Process .....	13
5. Conclusion .....	14

# 1. Introduction

VMedia is a telecommunications brand administered by Freedom Mobile Inc. (Freedom Mobile), a wholly owned subsidiary of Videotron Ltd. (Videotron), striving to bring value, innovation, choice, and flexibility to consumers across Canada.

VMedia submitted its three-year Accessibility Plan on June 1, 2024. In accordance with the Accessible Canada Act (the Act), VMedia is now filing its first progress report. This report details the progress of key principles set forth in the Act and the identified initiatives described in the 2024-2027 Accessibility Plan.

VMedia is committed to implementing its Accessibility Plan to better meet the specific needs of people living with functional limitations, in order to provide consumers with an optimal customer experience throughout their relationship with the company.

Its commitment to its employees has also been translated into actions that will help ensure an equitable, diverse, and inclusive workplace.

One of the company's main priorities remains to raise awareness of the reality of those with disabilities and the positive impact that every employee can have on this clientele's daily life.

Finally, the multi-sector committee continues to engage with the various organizations that contributed to the development of the company's three-year plan and keeps considering their feedback in the planning and delivery of its initiatives. We thank them very much for their cooperation.

## 2. Priority Areas of Intervention

### 2.1. Employment

VMedia is committed to providing a workplace that fosters equity, diversity, and inclusion for all its employees. The initiatives described in this section are aimed at refining its human resources practices to continue to improve the representation of different minority groups within its workforce and enhance accessibility in the workplace.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2024
Training of human resources personnel on issues related to diversity, turning them into ambassadors for managers and employees.	Human Resources business partners have been trained and are now qualified to facilitate the unconscious bias training.
Communication to employees about initiatives established to promote an inclusive workplace.	Our Diversity, Equity and Inclusion Events Calendar, available to employees via the corporate intranet, is updated continuously. The site also hosts a wealth of useful diversity-related information, definitions, and resources, and regularly publishes "news" articles on its homepage.
Identification of the best strategies for hiring, onboarding, and integrating people with disabilities into the workplace.	Tools for managers and the Talent Acquisition team have been developed to better plan the welcoming of a person with functional limitations and promote their integration. These tools have been available since April 2025.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2024
	<p>A series of training capsules on ethical recruitment will be offered shortly to managers responsible for staffing.</p> <p>All job descriptions have been subject to content review to ensure inclusive writing and no discriminatory language.</p>

## 2.2. Built environment and acquisition of goods, services and facilities

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2024
Ensure build environments respect standards and that the design of sites owned and leased by the company comply with these standards.	In 2024, VMedia relocated its head office, selecting a space that promotes accessibility through the integration of barrier-free and accessible design standards.

## 2.3. Information and Communication Technologies (ICT)

VMedia wants to provide customers living with functional limitations with even better information when they use its websites. It is therefore working to make its accessibility-related content "more accessible" for use, to highlight it and to promote it more effectively.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2024
<p>Revision and optimization of the accessibility sections of our website, specifically regarding their structure, content, visuals, and navigation.</p>	<p>VMedia is exploring opportunities to further optimize the accessibility page on its website. The goal of this initiative is to enhance the user experience by including key information in a more digestible format and identifying additional improvements to support clearer, more intuitive navigation throughout the webpage.</p>
<p>Continue to include audio description or text transcription in any future support videos.</p>	<p>VMedia continues to maintain text-based instructional videos on its YouTube page as a matter of policy. Whenever an instructional video is published, VMedia is committed to a text-based communication approach allowing greater accessibility.</p>

## 2.4. Communications Beyond ICT

VMedia offers several solutions to make everyday life easier for people living with functional limitations. To raise awareness of these solutions among its employees, VMedia is committed to communication, training and documentation initiatives aimed at all its employees.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2024
Creation of a continuing education program on accessibility and inclusion aimed at all employees.	<p>VMedia is in the process of developing an education program on accessibility and inclusion for all employees. This initiative is planned to be completed within the next year.</p> <p>As a part of this program, the company is planning to update their onboarding training for all frontline employees. The goal is to ensure that employees are equipped to support and provide optimal customer interactions and experiences.</p>
Identification of the best relationship and communication practices to adopt in our operations, and their documentation.	<p>The introduction of the accessibility webpage on the Company's intranet and the future enhancements to their education programs provide communication best practices to inform and support their frontline employees.</p> <p>These resources include comprehensive information on DEI and accessibility, while providing guidance and best practices on supporting customers with accessibility needs.</p>

# 2.4.1. Communications With Customers

Since the introduction of sections dedicated to accessibility on its websites, VMedia aims to enhance and optimize accessibility-related content to better assist customers living with functional limitations, facilitate their decision-making and meet their support needs.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2024
Optimize and redesign the existing accessibility page to create a better customer experience.	VMedia is focused on optimizing the webpage structure, content, and visuals. This involves restructuring content by grouping related topics and ensuring that the overall design supports easy navigation and accessibility. These enhancements will make the webpage more visually appealing and user-friendly, enhancing the overall customer experience.
Planning customer communications to highlight the various initiatives in our Accessibility Plan.	<p>To ensure all customer communications are inclusive and accessible, VMedia continues to focus on continuous optimization efforts. These efforts include enhancing clarity, usability, and accessibility across the organization.</p> <p><b>Key Accessibility Practices:</b></p> <ul style="list-style-type: none"><li>• Use of Clear and Concise Language</li><li>• Structured Content Layout</li><li>• Descriptive Alt Text for Images</li><li>• High Colour Contrast</li><li>• Accessible Font Choices</li><li>• Descriptive and Informative Links</li></ul>



## 2.5. Design and Performance of Programs and Services

VMedia continues to prioritize the education of its employees, creating awareness of the lived experiences of those with accessibility needs, including details regarding offers, processes, and resources available to support these customers.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2024
Development of training for frontline employees, who will become specialized agents for interactions with people living with disabilities.	<p>VMedia is in the process of re-launching its accessibility training for frontline employees.</p> <p>Currently, all frontline staff have access to content on accessibility and diversity. This content is available in accessible formats to ensure inclusivity. Supporting resources are housed on the accessibility webpage within the company's intranet. These resources feature content on DEI and accessibility.</p> <p>The initiatives above are part of VMedia's broader commitment to equip frontline employees with the tools and knowledge required to support all customer interactions.</p>
Disseminate a communication strategy and sensitivity training modules throughout the year.	Communication strategy and sensitivity training modules are delivered throughout the year. This content is housed on the company's local intranet and provides employees with ongoing access to resources that support inclusive communication and awareness when interacting with individuals living with disabilities.

VMedia continues its efforts to ensure its website incorporates features and practices that align with web accessibility standards.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2024
Hone awareness and training initiatives targeting the digital team and WCAG web accessibility standards to ensure hosted content is compliant when the team creates or modifies our webpages.	VMedia continues to develop content which respects WCAG standards, maintaining high accessibility for all hosted elements.

To make some of the products and services offered to its customers easier to use for people living with limitations, VMedia is looking at adding elements to its service offering that will help simplify their daily lives.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2024
Re-evaluation of the current service offering for people with disabilities, with a proposal for enhancement if necessary.	VMedia TV currently supports a suite of accessibility features, including but not limited to, support for closed captioning, described video, screen-reader, voice-enabled remote control, large-format remote control integration, high-contrast mode, and large-text support. VMedia continues to assess its service offerings as consumer needs evolve.

## **2.6. Transportation**

VMedia does not offer transportation services. Therefore, the company has no specific accessibility objectives or initiatives related to transportation.

### 3. Consultations

Freedom Mobile, who administer VMedia, was a participant in the October 2024 industry consultations, organized by the Canadian Telecommunications Association (CTA), during which several accessibility groups and service providers engaged in meaningful discussions focused on the following topic areas:

- Wireless accessibility offerings, promotion, and customer service.
- “Unfettered” access or use of specific services.
- Verification and Accessibility passport.

The CTA compiled and shared consultation notes with all participants, providing an overview of the discussions and ensuring a common understanding. These discussions are an essential part of the drafting and implementation of VMedia’s initiatives.

Videotron, Freedom Mobile’s parent company, also participated in two of the “Virtual Roundtable Sessions for Seniors” held in February 2025, namely “Sales Process and Consumer Rights” and “Customer Service and Technical Support”. Although not directly related, many of the same challenges were discussed.

VMedia continues to be “part of the conversation” with the various organizations that represent the interests and advocate the rights of people with disabilities. As mentioned in its three-year plan, VMedia continues to collaborate with the organizations that have invested in their approach and take comments and suggestions into account when prioritizing the initiatives within their plan.

## 4. Feedback Process

VMedia also continues to consider feedback on its service delivery received through the feedback process in place. Since the submission of its three-year plan in 2024, two (2) comments and suggestions have been received via the process in place, and all have been addressed or are already being considered in any of the initiatives included in its three-year plan.

Anyone wishing to send VMedia their comments and suggestions regarding its services is invited to do so at any time via one of the following three communication channels:

- **Online form (anonymous or not)**
  - <https://www.vmedia.ca/en/support/policy-access>
- **Email:**
  - [accessibility@vmedia.ca](mailto:accessibility@vmedia.ca)
- **Phone**
  - 1-833-529-4553

## 5. Conclusion

The last twelve months have seen the implementation of several promising initiatives likely to improve the daily lives of its customers with disabilities. Both VMedia and Freedom Mobile, who have administered VMedia since January 1, 2025, continue to focus on product and customer service enhancements to ensure its methods evolve to provide an ever-better response to customers with accessibility needs. Awareness and training initiatives will also continue for all operational resources in contact with these clientele. In the coming year, VMedia will further its integration and collaboration with Freedom Mobile and anticipate the submission of a joint progress report in June 2026.