



Kevin's Way

The Quality Signal for Audio Description

Ensuring blind audiences know what they're watching.



The “Real” Problem

Streaming is flooding the world with AI voices, but nobody is labeling them.

- **The “Guessing” Game:** Streaming platforms publish millions of hours of content every year.
- **The Quality Gap:** AI voice is cheaper and faster, but it often lacks the emotion of a human.
- **The Missing Link:** There is no simple way for a blind person to know if the voice they're about to hear is a real person or a computer.
- **The Result:** When the voice feels “off,” the story breaks, and the audience loses trust.



Why Guidelines Aren't Enough

Accessibility is still inconsistent.

- **Always On:** Industry accessibility guidelines now call for access to be built in early, not bolted on.
- **The Production Trap:** Even when teams follow the rules, guessing under deadline pressure makes tracks feel inconsistent.
- **The Checkbox Problem:** Most teams treat accessibility as a spec to meet, not a quality experience to deliver.



The Solution (The Patent)

A sticker for your ears that can't be removed.

- **The Marker:** A brief tonal signal, under three seconds, built from specific A and D notes, at the very start of a track.
- **The Disclosure:** It tells the listener immediately: this is a human performance, or this is synthetic.
- **The Moat:** Unlike metadata tags that get deleted or lost when files move, this lives inside the audio.
- **The Portability:** It works on every device, every app, and every file format, because you hear it.



The Unfair Advantage

Why this wins.

- **The only neutral standard in a world of conflicts.**
- **The Patent Moat:** Parity Endeavors holds the only patent portfolio for this tonal quality signaling.
- **No Conflicts:** AD facilities can't grade their own work, and AI companies won't admit their voices are synthetic.
- **The Founder's "Ears":** Roy Samuelson has 20+ years of Audio Description performance for Netflix, Disney+, and HBO. He helped build this market.



The Market Timing

Two markets are converging on the same need.

\$20.71B

AI voice market by 2031, up from \$4.16B today and growing 30.7% a year. Media and entertainment is the largest segment.

\$4.32B

Digital accessibility services market by 2033, up from \$1.2B today.

The Legal Push: The European Accessibility Act (June 2025) raised the accessibility bar, and AI disclosure rules are emerging.

Source: MarketsandMarkets, 2025; Business Research Insights, 2024.



Why This Isn't New Ground

Two decades of live diagnostic work.

- 20+ years performing Audio Description for Netflix, Disney+, HBO Max, Hulu, and FX. Thousands of hours. No do-overs.
- Every credit meant diagnosing voice, tone, and intent in real time, under deadline, for audiences who'd know instantly if it was wrong.
- A patent portfolio in Audio Description process and delivery.
- Authored the industry's leading book on Audio Description performance.
- Founded The ADNA, a network of Audio Description professionals organized around these principles.
- Worked with the Television Academy and the SAG Awards on voice and accessibility standards.
- 2021 Audio Description Achievement Award recipient.



How We Scale

We license the standard.

- **Streaming Platforms:** License the signal to sort their libraries and protect brand trust.
- **Production Facilities:** License the tech to certify their high-quality human work, and charge more for it.



The Ask

Standardizing the human touch in a digital world.

- **Milestone:** Converting 20 years of craft credibility into technical infrastructure for the whole industry.
- **Goal:** Every blind audience member knows, before the first scene begins, that the experience is worth their time.
- **Connect:** Visit KevinsWay.com and contact Roy at roy@ParityEndeavors.com.



References

- 1 AI Voice Generator Market (\$4.16B in 2025, \$20.71B by 2031, 30.7% CAGR, media and entertainment largest segment). marketsandmarkets.com
- 2 Digital Accessibility Services Market (\$1.2B in 2024, \$4.32B by 2033, 13.8% CAGR). businessresearchinsights.com
- 3 Digital Accessibility Market (\$1.42B in 2025, \$3.24B by 2034). straitsresearch.com
- 4 Gartner Market Guide for Digital Accessibility, 2025. levelaccess.com