

**Question 1: Which of the three options do consultees favour, and why?:**

I favour option 2. As someone who regularly uses the audio description service on tv, and finds it invaluable, increasing the provision would enhance my enjoyment of tv much more and enable me to enjoy a wider variety of shows. Which I feel should be my right. My only way to get sighted people to understand the importance of more audio description, and indeed the aD already provided, is to ask them to imagine trying to follow a tv show or movie with no picture. Hearing the voices, and action but not knowing what is happening. Imagine how frustrating that is. Also Audio description is just so amazing in the description of facial expressions etc making you understand the way people are feeling, or the way they are dressed. I have had sighted friends say that when they hear description it makes them see more than they would see without it. which is a strange comment I know, but it seems that people do not always notice the little details unless they are described to them. So it is so important please increase it.

**Question 2: Do consultees have any further suggestions for future access service provision? If so please provide the rationale for these suggestions:**

Increasing the AD already provided can only enhance the tv experience of for many many people. A wider variety of described shows would also help. As different people have different interests, as I am sure you are aware. Some of the older shows described would be fabulous!

**Comments:**

Thanks for what is already provided please keep doing what you are doing and improving the service of AD.