

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

I favour option 2 - a 20% increase in audio description (AD) for all channels. I am visually impaired and AD is a fantastic service which increases my enjoyment of TV programmes. It helps me know what's going on in the quiet parts of programmes and alerts me to other visual cues which I would otherwise miss (facial expressions etc). AD is so much better than someone else telling you what's going on. Other sighted people in your household may start to tell you what's going on, but then forget or only tell you some of the things you need to know, or fall asleep!

When programmes are not audio described it is often difficult to follow them, especially when there are a lot of silent parts with visual things happening, in this situation I often just turn over.

Increasing AD to 20% will be a good start in getting all programmes AD, now a days everyone expects that all programmes have subtitles and I hope that in the future this will be the attitude to AD.

As the country switches over to digital TV, more people will have access to AD who currently don't know anything about it. Many people, even those who are not registered blind or partially sighted, but don't have good sight would also benefit from this excellent service and I feel that with the move to digital TV, now is the time to move forward with this 20% increase in AD.

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

Yes

1) All new TV's, freeview boxes, DVD recorders and hard disk recorders should be made with the capability of picking up AD and being able to record it where appropriate. This will make the service even more accessible to many more people who do not currently know about AD. I recently purchased a hard disk recorder through the digital switchover scheme, it was the only place which had one which would record AD. They should be a lot more accessible in the shops!

2) Subtitled parts of TV programmes/documentaries should be audio described. When they are not it makes the documentary inaccessible.

3) In quiz programmes the answers and responses should be read out not just put up visually on the screen, which is very frustrating.

Comments:

I hope that AD is increased to 20% and that all new TV and recording equipment is made to pick up AD and record AD by law. This would make things much better for the visually impaired and encourage more people to use AD.