

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

Option 2, because I can't see why anyone would choose anything else.

AD is essential for inclusivity for visually impaired persons into the TV watching society as a whole. I think it's also the fact that it positively impacts on family members and friends - they don't have to explain what is happening and, also when they leave the room, they don't miss anything - they just turn the AD up. And when it's done well - I think there should be awards for very good AD - it fully complements the film - whereas when it's done badly you feel more alienated. Long may it continue because it's changed the way that I experience TV.

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

My big problem is with cinema - it's incredibly difficult to get AD. You make arrangements to go, on the understanding that AD will be provided, and it's still not there. Or persons that you visit the cinema with have to make repeated visits to try to get it right (they've forgotten to turn it on etc). I try not to complain - to be more practical in my approach - but I'm almost willing to complain about the cinema aspect of it - to the point that visually impaired persons just won't bother to go. Cinemas must deliver on the promise of AD when you get there - they must be serious about it.

Essentially it's a no-brainer to me - we are paying customers from a PR point of view. I would be interested to know how I can help YOU (or whoever) to organise this. I think if cinemas could meet visually impaired persons - people like us - it could be arranged, in a friendly-natured way.

The reason I'm mentioning this is that the RNIB says that AD begins in the cinema - without this process it won't make it onto the DVDs. That's the message that RNIB is making. But we're not currently getting AD in a coordinated way. How can I help - what can we do to achieve this?

Aside from this, I believe you're working on freeview? I think cable is a bit behind. I can't switch the audio on and off - can't access menus and play afterwards (through iplayer etc). Again I would think that it's a no-brainer - I pay £50-70 a month on my cable, like any customer, and they're not on top of this. The technology is there - I definitely think it can be worked out. I think Sky is okay...

It shouldn't be a lobby - it shouldn't have to be a complicated process to fix - we're customers etc.