

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

I favour option 2 as it gives the greatest choice for visually impaired viewers. Not only does this offer us better viewing opportunities, it also gives us upto one fifth of the choices that non visually impaired users now receive, rather than one tenth. This is still nowhere near where I'd like viewing to be, but it is an improvement. I would like to say how much enjoyment audio description brings to programming. It is only a crying shame that DVD copies of TV series aren't usually available with audio description, for example the series Cranford produced by the BBC in conjunction with another company showed the series as audio described but released the DVD box set without this feature. That's a lost sale, and could encourage so many more to purchase their favourite programmes if it were made available. What's an extra few days delay when releasing the DVD when you could actually then increase your market share by so many? It makes no commercial sense to ignore this ever-growing number of potential customers.

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

Please see my answer above. Commercially I think you could term this a "no brainer" as the potential for extra revenue through post airing sales would increase. It also makes the whole process much fairer to those without the gift of sight. Please do remember that sight is a gift and shouldn't be taken for granted. You could lose it at any time, just like I did.

**Comments:**