

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

20 percent - doubling of current levels.

I am partially sighted and make use of the audio described feature, particularly when watching DVD. I would use it nearly all the time, particularly during non-factual programs where the documentary style should be all that's required (works with radio!). Films and dramas benefit huge from having AD included as part of the optional soundtrack.

Tesco's "I Love Film" service has a dedicated option to choose audio described films. I also noticed that iPlayer has a dedicated area. This is really useful as one of the problems of accessing AD programs has been knowing they are there in the first place. If they are there, and people know they are there, then it is more likely to Freeview box manufacturers, who have been slack to say the least in adding this very basic feature, would be more likely to make this feature prevalent in marketing literature and manuals. I had to really look hard to find this feature on a recent TV purchase. And yet subtitled programs are indicated via the remote controls of most TVs/set top boxes, and even the days of analogue telly, you knew that 888 on Ceefax and Teletext would jump you into subtitle mode. Not so the publicity with AD.

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

Please - not sure that any legal pressure can be applied, but just as Standby feature is considered a "bad thing", then manufacturers can be coerced into knowing that NOT including AD in an easy to access format is a "bad thing" too. In the same way that it is technically possible to include large fonts on many mobile phones, it is only with pressure that manufacturers will understand their doing so will benefit many of their users, not just the partially sighted, but older users, drivers etc. Just as if you're cooking, you may not be able to see a TV in the next room, AD does not just benefit blind and partially sighted people, but can add fringe benefits to the vast majority who aren't "glued to the set" so to speak.

**Comments:**