

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

I support option 2, an increase in audio description to 20% for all channels required to provide access services. My daughter is blind and for many years has been frustrated by television programmes. We have tried very hard to help her to follow programmes and films that we have watched as a family over the years but with little success. It has been sad to see how excluded our daughter felt as she claimed it was a waste of time for her to try to follow along with the rest of us. Audio description has completely transformed her ability to "watch" programmes. She is absolutely thrilled with the way in which A/D enables her to enjoy programmes both independently and with the family. She is a huge fan of 'Home and Away' and 'Neighbours' and also loves following the David Attenborough programmes and other documentaries. She wishes more films and family sit-coms such as 'My Family' and 'Outnumbered' etc had A/D. Being able to follow TV programmes is a great help when it comes to socialising and being able to chat with others about what is happening in your favourite programmes. It is so difficult to feel included if you can't join in with the playground/workplace chat about popular characters and plots.

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

Would there be any chance of including A/D programmes in 'Catch-Up TV'?

Would there be a way in which an auditory signal could be linked to a special remote-control, so that either a specific sound could be associated with a channel no. or the actual channel could be announced in a similar way to the Pure DAB Radio.

Can A/D be provided for some popular older programmes as well?

Comments:

Thank you for all you are doing to help improve invaluable access for people who are visually impaired. Please, please, please do not underestimate the value of Audio Description. I think we need to spread the word MORE and open doors to many people who have visual impairment but have not yet realised the wonderful facility available to them via A/D