

Dear Sir or Madam,

I am writing regarding the review of audio description. I am strongly in favour of option b, increasing audio description to 20 % for all channels. As a totally blind person, audio description means a great deal to me. This is because descriptions of programme features such as scenery, facial expressions etc are vital in helping me gain a better understanding of the visual elements of television programmes.

Audio description helps me create an image in my mind of the way in which the visual aspects of programmes are being conducted and the way in which people interact with each other and the visual landscape around them. I am sure that many people with sight would not want to watch television without pictures so why should blind people be deprived of imagery being communicated to us in an accessible way? Blind people are deprived of something so basic but yet so important for the enjoyment of television which is taken for granted by millions of people around the world.

I am happy to have my name published with my response.
Many thanks, best wishes, Ricky.