

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

Option 2. Many TV programmes contain a high proportion of exclusively visual content (not surprisingly, as TV is primarily a visual medium). This makes it difficult and sometimes impossible for people with visual impairments to follow story lines. Indeed, as my own sight has deteriorated, my enjoyment of TV has diminished greatly. However, I have found audio description a real revelation and, in my opinion, the more that can be provided the better. As I have never had full sight, I find that audio description provides greater access than I have ever experienced - for example, expressions, colours and dress (features that I have never been able to see properly) are expertly described.

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

Audio description is a fine example of accessibility provision. However, for many visually impaired people, it is difficult or impossible to implement independently due to on-screen menus on TVs. Similarly, TV programme guides cause problems. Any pressure that Ofcom can apply to encourage manufacturers to make these items accessible would be extremely beneficial.

**Comments:**