

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

Option 2.

The technology is available now and already in many homes. Rather than take the usual 'easiest' or 'minimal' option, the target should be to aim high and to do as much as possible for those, not just with no sight, but for those with partial sight - and even the elderly find AD useful to explain what can be happening in a program. This change should be stepping stone to an accessible future for many, not a token limited service.

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

Service provision needs to be better monitored. At the moment, some episodic programs can have AD for some episodes and none for others - which makes watching a series / short run drama frustrating for those that rely on AD. Presently service providers seem to get away with this, a problem that occurs on both ITV and BBC - and should be clamped down on.

**Comments:**