

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

B - all channels to aim for 20% Audio Description. My Members have all a different taste in what they listen and try to watch, so there shouldn't be any exclusion in providing Audio Description. Always set the Aspiration level to cover all tastes and subject matter and if might take a few extra years, but it is in the right direction.

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

Audio Description should be made available on both the DAB Radio and DVB Television "text" information and channel names. The equipment that access these and all stations must have the capability in "talking" out loud the station name and number including any "ticker text" message on a press of a button. If this is not possible due to manufacturers concern on costs and demand, then all media stations must provide Audio Description as part of the "Station Name and Description" so when a user switches over a channel then the first thing you hear is the "blurb" on that particular station.

Comments:

Audio Description is a very important part of filling in the "picture" for a blind person. So any media presentation must make the attempt to describe pictures and images - a nice improvement in the image format on the computer like JPEG images is to include Audio Description and Text Description of the picture.