

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

option3, 20% for all providers preferred in order to ensure that visually impaired people such as myself have access to a full and diverse range of content not just the "middle of the road" material carried by the main channels.

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

1. Please consider introducing target percentage for some program types e.g factual or documentary shows. Currently there seems to be an emphasis on drama and soaps for AD provision.
2. make mandatory to include AD where the description sound track is available e.g shows and films are sometimes shown in the country of origin or UK cinemas with AD but without when shown on UK TV.

### **Comments:**

more work needs to be done by/with makers of TVs to make it clear where AD is supported. I recently had to go through a frustrating series of exchanges with a popular leading brand to establish whether the rumours I had heard about AD being supported on all their models was true. their website suggested that it was on some models but no current ones. their customer service centre first claimed it wasn't supported on any models current or planned. but when further challenged said it is supported on all current models. a fact backed-up by my subsequent investigations on the highstreet - if the suppliers don't know is it any wonder that the public at large are unsure or confused? similarly more listing services (newspapers, online etc) could do more to show where broadcasts include AD.