

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

The second option. 20% of output to be audio described seems a reasonable as a minimum. I meet blind and visually impaired people all the time who are just becoming aware of audio description on television and are genuinely delighted by this provision. These people are entitled to a reasonable choice of accessible programmes.

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

I would recommend that repeats are not included in the percentage of programmes described. To include them cuts down the number of available audio described output.

Comments:

The digital switch over will I am sure increase the numbers of people using audio description on television. It is with the change to digital that people are investigating the technology required to access AD. Older people are increasingly coming on-board and a new generation is growing up expecting AD to be widely available.