

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

to increase the amount of audio description because it is most beneficial to blind and partially sighted people and those who have difficulty reading material on screen

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

I suggest that it be made illegal to have adverts which do not tell you what they are advertising; these visual adverts ought to be banned as they are excluding blind and partially sighted people and those who cannot read well from the market for the products being advertised. Ofcom should forbid advertisers from running adverts which do not have any speech, merely a load of music and idiotic sound-effects. The continued showing of such adverts, programme announcements and even phone numbers and contact details flashed up on the screen is discriminatory, wastes viewers' time and deprives me of valuable information and the opportunity to participate in modern-day society. You have been told about this by many, many people yet it persists night after night on channel after channel.

Comments:

Please increase the amount of audio description and pay attention to the points made above.