

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

The second i.e. 20% increase overall - because there needs to be more available to increase inclusion for blind people and allow them to independently understand what the tv is communicating

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

Yes - we should look to get equal opportunity i.e. all programmes should include audio description, including advertisements (it's no use when you don't know the product/service available) and AD of the 2012 paralympic and olympic opening ceremonies should be available - there should be enough sponsorship funding, the pre-determined timings means easy narration preparation and if this isn't provided then specific exclusion of blind people will exist.

Comments:

I am grateful for the provision of audio description and frequently will watch a programme just because it has this facility (particularly films and documentaries) and the increased provision will benefit not only the customer but also the provider e.g. through advertising. As well as limiting my own viewing my family is affected because we all watch tv together and the lack of audio description on all programmes restricts choice.