

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

Increase to 20 per cent across all channels because AD is an access service targeted at the blind and partially sighted whereas subtitling is an access service for the deaf and hearing impaired. However subtitling is much more widely available whereas AD is not. Therefore Blind and Partially sighted people are hugely disadvantaged with the choice of programming they have available and it's not fair they are discriminated against and excluded from the same offerings which the rest of society enjoys.

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

It's very good having AD, but this access service becomes inaccessible if it's not implemented in an accessible way. Manufacturers of consumer electronic equipment can easily overlook the fact that a partially sighted user will need to negotiate menu systems therefore there should be mandatory guidelines in place to ensure AD is accessible. Another suggestion is to subsidise industry to produce an 'accessible remote control'. This would be designed to ensure access services can be easily accessed should consumer electronics manufacturers be unable to justify such change on their standard wide reaching products.

**Comments:**

The global population is getting older and the UK is not excluded from this. With the digital switchover taking place, AD should be mandated at increasing rates on broadcasters to enable more blind and partially sighted people to enjoy the enrichment of life that digital brings. My TV and many others in the high street are already equipped with AD. Many people are paying extra for that feature, therefore we should be able to use it as much as possible. AD is also useful not just for Blind and the partially sighted, but also for sighted people.