

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

I advocate option 2 - I am totally blind and am frustrated that I am excluded from following so many interesting programmes - most sighted viewers would find it difficult, if not impossible to remain engaged and follow what is going on without the picture element of almost all TV programmes.

Although I pay a reduced TV licence because I'm blind, I am still a licence payer and regret that a proven strategy for providing access to visually impaired viewers is not more widely implemented.

I would add that, although the commercial channels don't get money from the licence fee as far as I know, I have been using audio description for the last 12 months and this means that I am exposed to advertisements on those channels whilst watching audio described programmes. I have noticed ads that I would otherwise never have encountered and, although I accept that the blind and partially sighted are a relatively small proportion of the overall population, a greater percentage of audio described programming would make more potential users of the facility aware of it and thus more likely to use it. This would increase/widen the potential audience for these adverts.

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

**Comments:**