

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

I prefer option 2. It seems to me that an increase of 50% is not unreasonable, I believe that both the BBC and Channel 4 as public service providers have both a moral and legal obligation to make their services available to Disabled people. Furthermore, I believe that this applies to the commercial sector. As there are over 1 million Blind and Visually Impaired people in this country this give the commercial sector the potential to reach a wider audience and thereby drawing other advertisers which they may not reach. Also, it should be noted that this group of people do not live in isolation or a vacuum and would welcome this increase in Audio Description. The independence that Audio Description offers cannot be overstated. It takes pressure of family and friends to fill in the gaps whilst enabling the Blind and Visually impaired person and others to enjoy the experience.

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

At the moment as a Blind person I have to seek out specific stations that offer audio description. If all stations and programmes were audio described this would be less time consuming for me and would mean that I would be more independent as I wouldn't need sighted assistance to find the channels. My understanding is that not all freeview boxes have audio description and this is only available on the more expensive boxes. Therefore, I believe that this should be available on all freeview boxes as most Blind and Visually Impaired people or on low incomes. As the Country goes digital we must ensure that any digital platform used is made accessible to ensure that Blind and Visually Impaired people are not digitally, socially and economically excluded.

**Comments:**