

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

Option 2 - increase AD to 20% on all digital channels. It is very important to offer blind and partially sighted individuals the same information as sighted people and AD goes a long way to help us by offering a description of the action to accompany the voice and sounds of the programme. It is all too easy to miss an important aspect of the programme because an action or a facial expression is not seen.

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

There are often times on programmes that written information is too small and only stays on the screen for a short period of time. Therefore could producers ensure that all written text and diagrams are clear, in large print and remain on screen long enough for the partially sighted to read.

Advertising is essential for the commercial channels to make money but can they ensure that when a commercial break starts and finishes it is clearly identified. A number of new digital channels have adopted the American way of moving straight from the programme to the commercial without any visual or audio marker. Please can programme makers recognise the problems that blind and partially sighted people have when this happens.

Comments:

British television is some of the best in the world - let us keep these standards high and continually look for ways to improve and enhance the viewing pleasure.