

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

Option 2, where an increase in AD to 20% for all channels required to provide access services is offered.

Audio Description is as vital as Subtitles and yet you can only currently get AD on 10% of transmissions. A lot of our service users rely on Audio Description to enjoy television, but have commented on feeling constrained by the amount of TV they are able to enjoy. They have also commented that if they want to watch something other than soaps and re-run tv shows, more often than not the AD is not available.

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

More advertising highlighting this function would be ideal as we as an organisation are still meeting people and their families who have never heard of Audio Description and yet would benefit from it significantly!

I would hope that one day AD will be as integral as subtitles in terms of the technology available and the service offered.

Comments:

On a personal note, I believe AD can be useful for people who do not have a vision impairment, for instance while busy doing something else, (e.g., cooking) you can still know exactly what is going on on the TV screen without having to stop what you are doing every few minutes to keep up with what is going on.