

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

Option 2 - Audio Description has made TV more enjoyable for myself and I now follow programmes\films that I would not have normally done until AD came along. Audio Description also allows my Family members the ability to enjoy watching TV without the need to provide a running commentary to myself.

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

Audio Description should be increased by 10% each year until we reach 100% of AD Broadcasts.

**Comments:**

As part of the AD Review, Ofcom should push for Talking Electronic Programme Guides via your TV\Set-top box and in addition, Audible Announcement of Channel Name when you switch channels. Companies like Sky could easily achieve these 2 suggestions via Software that interprets what is on screen\signal etc there is no need for a separate piece of hardware.