

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

I FAVOUR OPTION 2 AS I AM PARTIALLY SIGHTED AND AD HAS OPENED A WHOLE NEW WORLD OF ENJOYMENT FOR ME AS I DON'T HAVE TO RELY ON OTHER PEOPLE TELLING ME WHAT IS HAPPENING. I FIND IT A VALUABLE LIFELINE FOR ME AND WOULD BE LOST WITHOUT IT . I WOULD LOVE MORE OF AD BECAUSE THAT WOULD INCREASE MY ENJOYMENT OF WATCHING TV EVEN MORE

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

WHEN BUYING A DVD AND IT HAS AN AD TRACK AN EASILY RECOGNISABLE SYMBOL OR LOGO TO SHOW IT HAS AD WOULD MAKE AD FILMS EASIER TO FIND AS THE CURRENT METHOD USED IS DIFFICULT TO SEE EVEN FOR MY SIGHTED FRIENDS HELPING ME . PERHAPS THIS SAME SYMBOL COULD ALSO BE USED TO DENOTE ANY AD PROGRAMMES IN TV GUIDE MAGAZINES AND TV LISTINGS AND COULD BECOME INTERNATIONALLY RECOGNISED .

Comments: