

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

Option 2. The more programmes that have audio description the better as it is a very valuable service for the visually impaired and also quite useful for the sighted. Whether watching alone or with others, audio description enables the viewer to follow what is going on without being able to see the screen. It is inclusive which is so important as people with visual impairments often feel isolated and left out because they don't know what is going on around them. In my view as a blind person who has used audio description for a long time 20% is still not enough.

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

It would be very useful if some advertisements could have audio description especially those that have no dialogue, just music. In this case the viewer has no idea what is being advertised. Often it's the TV that visually impaired people hear about what's new on offer and so advertisers shouldn't forget these people.

The opening ceremony at the London Olympics in 2012 would be great with audio description too. As it's an event shown globally we should take that opportunity to let the rest of the world know how inclusive we are.

Comments:

Audio description is a fantastic service and the number of programmes with this must be increased. It is very important especially for those that live alone.