

Question 1: Do consultees agree that these are appropriate policy objectives for Ofcom in considering possible alternative arrangements for signing on television?:

Question 2: Do consultees agree that Ofcom has identified appropriate options?:

Question 3: Do consultees agree with Ofcom's reasons for rejecting the ideas described in paragraph 3.18?:

Question 4: Do consultees agree with the proposals outlined in paragraph 3.32?:

Question 5: Do consultees agree that the aim should be to put any new arrangements in place from the start of 2008?:

Question 6: Do consultees have any comments on the impact assessment? Where possible, it would be useful for arguments about the cost of different options to be supported by relevant data.:

Question 7: Do consultees consider that the proposed revisions to the Code are sufficiently clear?:

Comments:

Playboy TV strongly believes that adult television channels, basically those television channels listed in the "adult" section of the Sky EPG, should be exempted from the volume signing requirements and also the sign-presented programme requirements for low audience services on the grounds that:

a such assistance is more likely to detract from enjoyment of the programming by the hard of hearing than it is to add to it;

b the size of the intended audience on such niche channels would be very small indeed; and

c the cost would be disproportionate to the benefit derived and would be prohibitive.