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Sent: 24 August 2000 11:06
To: david.gookey@culture.gov.uk
Subject: Response to Consultation

REVIEW OF THE STATUTORY REQUIREMENTS FOR THE PROVISION OF SUBTITLING, SIGN LANGUAGE AND AUDIO DESCRIPTION SERVICES ON DIGITAL TERRESTRIAL TELEVISION

A RESPONSE TO THE CONSULTATION BY THE NATIONAL VIEWERS AND LISTENERS ASSOCIATION

24 August 2000

Independent Television is a very wealthy enterprise and annual profits are very high. For this reason we believe that ITV Companies can well afford to expend additional resources on Television Services that provide for people who have sensory disabilities.

We can see no good reason why the targets for subtitling, audio description and signing should not be increased across all channels and why such features should not in principle be extended to cable and satellite services.

This Association is not competent to suggest percentage figures for increases and we are content to leave targets to the Department of Culture, Media and Sport. We agree that targets should be increased.

In recent years this Association has received representation from a number of people concerning the use of background music in films and programmes generally. This is said to be too loud and obscures speech and other essential sounds. Whilst we appreciate the need for music to heighten tension or to reinforce dramatic points for some it spoils enjoyment and its purpose is defeated.

We have also received representation concerning the perceived increase in loudness of TV advertisements.

Although these are subsidiary matters and not part of the consultation we felt that they do have some relevance in that they cause displeasure for some people with sensory difficulties.

ENDS