## **Additional comments:**

I used to subscribe to Sky TV but cancelled shortly after my contract came to an end because of the lack of access to their on-demand content. Sky TV had sent out a letter saying that subscription fees would be going up by & amp; amp; amp; pound; 3 and that this increase would be used to fund their on-demand and box-set services. I emailed their access team to ask how this increase would be used to improve accessibility and was told there were no plans to add subtitles at that point in time. Unsurprisingly this was the last straw for me and I then switched to Freeview.

While I believe Sky TV have since started to make some steps towards adding subtitles to their on-demand content, my experience has told me that the only way to & amp;amp;amp;quot;encourage" broadcasters to improve their accessibility is to legally oblige them to do so and impose penalties that are more costly than what it would cost to subtitle their content.

While BBC iPlayer has been the leader in subtitling online content they fall short of providing good access when it comes to content that was subtitled live. Dispatches and other C4 programmes that were live-subtitled will be corrected so that subtitles are in sync with audio before they are uploaded to their player. BBC does not do this with Panorama and other live-subtitles programmes - the quality of live-subtitling has declined considerably since the BBC and other broadcasters switched to voice-recognition. BBC could easily make up for this by correcting subtitles before putting live-subtitled content on their player - but as they have refused to do this I would like to see Ofcom include in its on-demand accessibility policy an obligation for them to do so.

Question 1: Do you agree with Ofcom's proposed changes to the way we collect data, and do you have further comments?:

N/A

Question 2: Do you agree with Ofcom's proposed changes to the type of data we collect, and do you have further comments?:

N/A

Question 3: Do you agree with Ofcom's proposed changes to the way we publish data, and do you have further comments?:

N/A