

# Consultation Response

## Proposals for the regulation of video on demand services

(Ofcom)

26 October 2009

### About us

We're RNID, the charity working to create a world where deafness or hearing loss does not limit or determine opportunity and where people value their hearing. We work to ensure that people who are deaf or hard of hearing have the same rights and opportunities to lead a full and enriching life. We strive to break down stigma and create acceptance of deafness and hearing loss. We aim to promote hearing health, prevent hearing loss and cure deafness.

Our response will focus on key issues that relate to people who are deaf. Throughout this response we use the term 'people who are deaf' to refer to people who are deaf, deafened and hard of hearing. RNID is happy for the details of this response to be made public.

### Comments

RNID welcomes the opportunity to comment on the proposals for the regulation of video on demand (VOD) services. The consultation states that the AVMS Directive aims to 'create a level playing field for emerging audiovisual media services in Europe; and to protect consumer and citizen interests by ensuring that these services will be subject to some basic content standards.' In the UK, basic standards for traditional linear television include the provision of access services (subtitling, signing and audio description). We would therefore urge Ofcom to introduce regulations for the provision of access services on video on demand services. This would bring the accessibility of VOD services in line with traditional linear broadcasting services and open up access to many people who are deaf, hard of hearing, blind or partially sighted.

RNID would welcome further discussion with Ofcom about these issues.

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