

# Terms of Reference – Audio Description Working Group

## The Audio Description Working Group will:

* identify options to sustainably increase access to audio description (AD) services for Australians who are blind or vision impaired and others who may benefit from AD;
* identify any impediments to implementation of such options, including technical, financial, cultural or capability issues;
* bring together industry and consumer stakeholders with relevant expertise and experience to provide advice on these options and impediments; and
* provide a report to the Minister for Communications and the Arts and the Assistant Minister for Social Services and Disability Services on its findings by 31 December 2017.

## The Audio Description Working Group will, in performing this role, consider:

* the benefits of AD and the impact of the provision of AD services on consumers who are blind or vision impaired;
* the content best suited to AD and the content users would seek to access with AD;
* the current availability of AD services in Australia;
* the use of AD across different platforms (i.e. terrestrial TV, online platforms, apps);
* learnings from the two AD trials conducted by the ABC in 2012 and 2015-16;
* challenges to accessing and providing AD including technical and compatibility issues, content and copyright issues, and the financial cost of implementation;
* incentives to encourage future provision of AD services in Australia; and
* alternatives to legislated requirements to provide AD services.