

# Virgin Media for all

30/11/2010



# 1. Working to improve accessibility

At Virgin Media, we respect the fact that all our customers are different. This document is all about our TV service, but that's just part of what we do. We think it's important that everyone can enjoy our range of products and services, so we work hard to make sure that, as far as possible, these meet the needs of people with disabilities or special needs.

For example:

- ▶ Our bills and other key literature, like our customer contracts, are available in alternative formats, like Braille, large print or audio CD.
- ▶ Phone customers who are profoundly deaf, hard of hearing or speech impaired can use the Text Relay service. This enables them to communicate with other text phone users, and with hearing/speaking people.
- ▶ For those with difficulty holding or reading a standard telephone book, we have a free Directory Enquiries service they can register for.
- ▶ Any customer who relies heavily on their landline phone (e.g. those who are blind, visually impaired, deaf or hard of hearing) might be eligible for our Fault Priority Service.
- ▶ Those who find it physically difficult to pay their bill each month, or worry that their bill might go unpaid because of circumstances beyond their control (like an unexpected hospital stay) can use our Protected Services scheme to provide some peace of mind. The scheme lets customers nominate a family member or close friend to deal with all enquiries about their account.

You can find out more about these services [here](#), or you can contact our team free on 150 from a Virgin Phone line, or call 0845 454 111 from any other line (call costs from other networks and mobiles vary).



## 2. Virgin TV

Our range of services for those with special needs isn't just designed to satisfy laws and regulations (like the Disability Discrimination Act 2005, as amended, and the new Equality Act 2010), but also to give our disabled customers the best possible experience we can.

We've invested in the technology we need to make sure that TV access services, like subtitles and audio description, are available across as many channels as possible on our TV service. We now deliver many thousands of hours of subtitled and audio described programmes each year.

2010 has been an exciting year for our TV team. They've been working hard on our brand new TV service, powered by TiVo, which has given them some fantastic opportunities to make our accessibility services even easier to find and use.

Read on and you'll find:

1. An overview of the TV services we offer our disabled customers through our standard Virgin TV service:
  - ▶ Subtitling
  - ▶ Audio Description
  - ▶ Signing
2. An overview of the services we offer our disabled customers through our new TiVo service.



## 3. Subtitling on Virgin TV

All channels with an audience above a certain number are expected to deliver subtitles alongside their programmes, in line with Ofcom rules. The amount of subtitling available varies widely across channels, but many do go beyond the minimum requirements. Whenever subtitles are made available by a broadcaster, you'll be able to see them on Virgin TV.

### 3.1 Easier access to subtitles

We've made it even easier to get subtitles on Virgin TV. You can now switch them on and off easily while watching a programme.

To turn subtitles on while watching TV, just press 'Guide' on the remote control to bring up the mini guide and then press the blue key on the remote control. This turns on subtitles for all channels. To turn them off, just follow the same steps again.

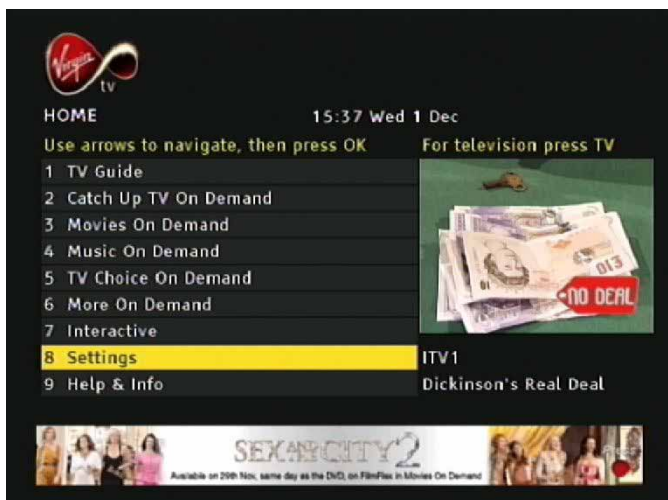


You can also turn subtitles on and off in the same way from the Favourites guide. Just follow the steps below:

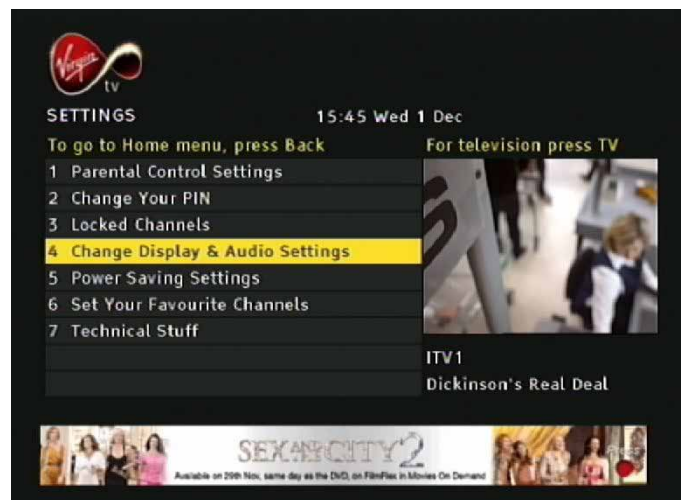


Just press the **'Favourites'** button on the remote control and you'll see what's coming up next on your favourite channels. Then press the **blue button** to switch subtitles on.

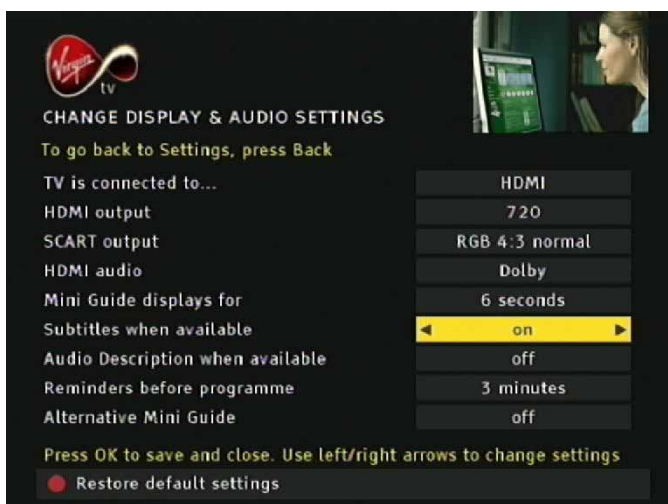
Subtitles can also be turned on and off by opening the Settings menu. Here's how:



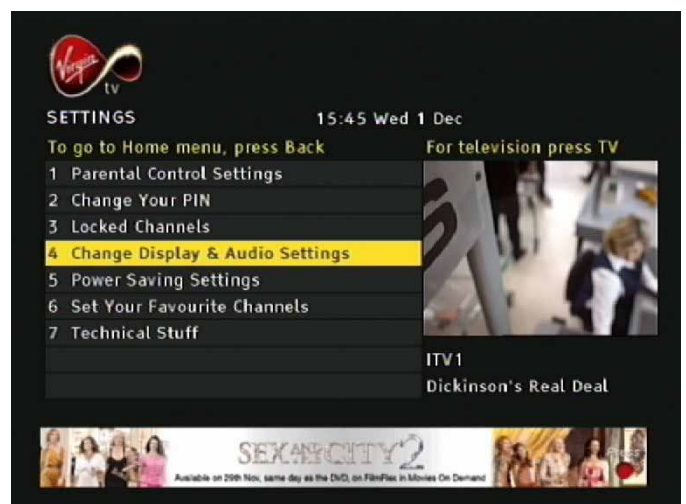
**1.** Press the **'Home'** button on the remote control and select **'Settings'** (Option 8)



**2.** From the **'Settings'** menu, select **'Change display & audio settings'** (Option 4)



**3.** The **'Subtitles When Available'** option can be switched between On and Off



**4.** Press **OK** to confirm the new settings and return to the previous menu

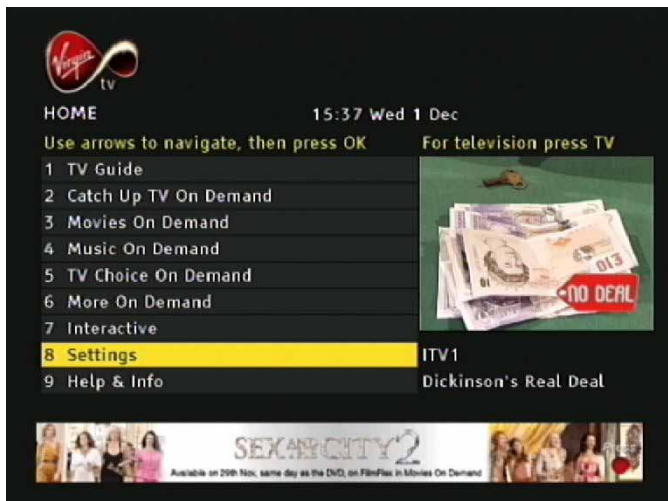


## 4. Audio Description on Virgin TV

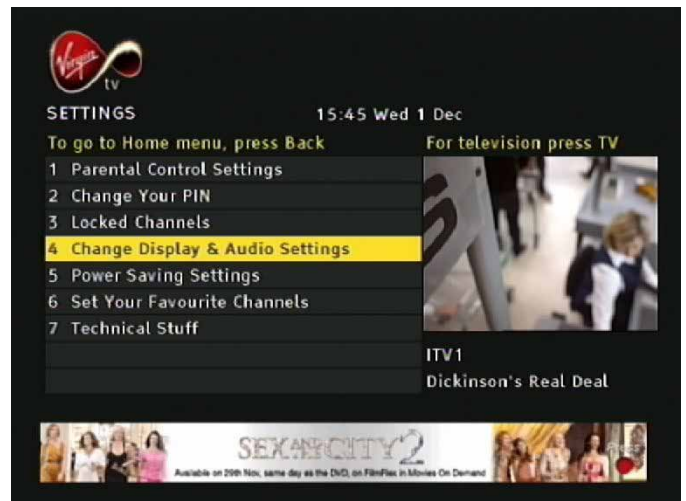
Audio Description is a free service that can transform TV viewing for people who have difficulty seeing what's happening on the screen. It provides an additional commentary over and above the soundtrack of the programme or film. Like a narrator telling a story, it describes facial expressions, body language and movements on screen, to make the story clear.

Audio Description is only provided by broadcasters for certain programmes but, whenever it's available, Virgin TV customers will be able to hear it.

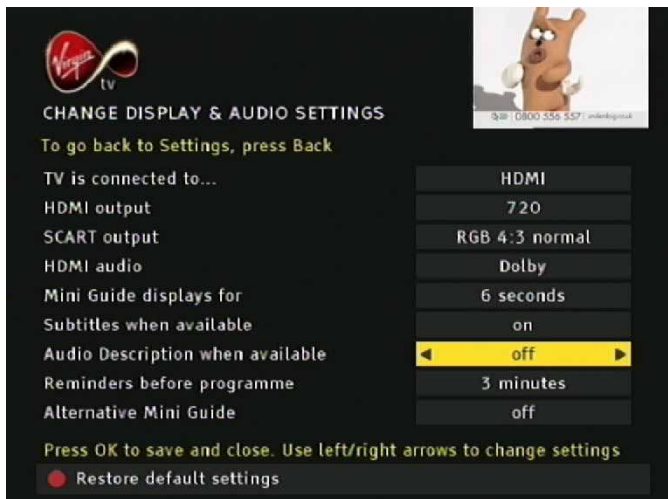
If you'd like to use Audio Description, here's how.



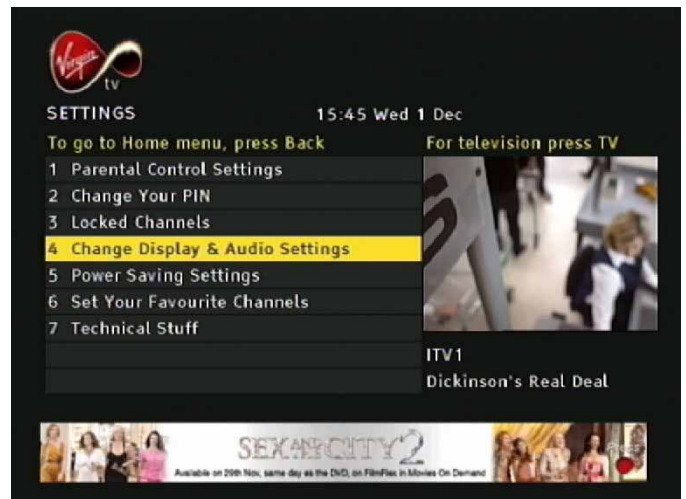
1. Press the **'Home'** button on the remote control and select **'Settings'** (Option 8)



2. From the **'Settings'** menu, go to **'Change display & audio settings'** (Option 4)



3. The **'Audio Description When Available'** option can be switched between On and Off



4. Press **OK** to confirm the new settings and go back to the previous menu

You can get Audio Description on any channel that makes it available, except BBC1, BBC2, ITV1, Channel 4 and Five. That's because we source these public service channels in a different way to other channels, which means they don't have pre-mixed audio description.

Don't worry, you can still get Audio Description on these channels – just flick to the channel numbers below.

Channel	Channel position
BBC1	851
BBC2	852
ITV1	853
Channel 4	854
Five	855

To watch these channels without Audio Description, just tune into the standard channel, like BBC1 on channel 101.

## 5. Signed programmes on Virgin TV

“In-vision signing” (where there's a signing presenter on screen during the programme) is supported across Virgin TV. The responsibility for providing it is up to the channels themselves, and Virgin Media automatically shows their sign-interpreted programming on Virgin TV.

Sign-interpreted programming continues to appear on the larger terrestrial channels but, since 2009, has largely disappeared from many digital channels. This is because, at the beginning of that year, many multi-channel broadcasters became part of the British Sign Language Broadcasting Trust.

The British Sign Language Broadcasting Trust was set up by multi-channel broadcasters, together with representatives from the deaf community, to increase the amount of dedicated “sign-presented” programming on television. On Virgin TV, you can find the BSL Zone on the Community Channel (233), shown at 2.00pm on Tuesdays and 7.00am on Saturdays. You can find more details at [bslbt.co.uk](http://bslbt.co.uk)



## 6. Virgin Media's new TiVo service

This year, Virgin Media will be launching a brand new TV service, powered by TiVo. As well as providing access to the same line up of fantastic channels and TV On Demand, it also features a great new HD (high definition) menu, plus a whole host of added features and applications that give you a TV experience like you've never had before.



## 7. Accessibility on our TiVo service

The new TiVo service gives you the same basic accessibility features that are on our standard TV service, like Audio Description and subtitles. The difference is that, on our TiVo service, these features are now much easier to find and use. You can find them in the main Settings menu, as well as through new areas, like the Info Banner. There's even a dedicated Subtitles button on the remote control.

Over time, we're hoping to carry on developing our new TiVo service, to make it even more accessible.





# 7.1 Subtitles on our TiVo service

You can activate subtitles on available channels using the main 'Help & Settings' menu, which you can find by pressing 'Home' on your remote control.



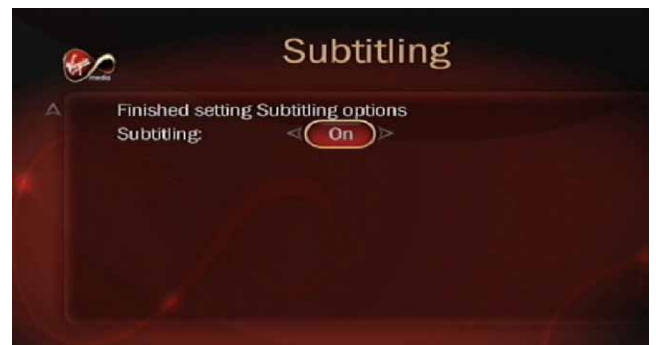
**1.** Just scroll down to '**Help & Settings**', press the Right arrow and go to '**Settings**'



**2.** Now scroll down to '**Displays**', then press the Right arrow button or '**OK**'



**3.** Scroll down to '**Subtitling**'...



**4.** and select '**OK**'

The new TiVo remote control



You can also use the dedicated 'Subtitles' button on your remote control to turn subtitles on and off where they're available.



## 7.2 The Info Banner on our TiVo service

You can use the Info Banner to get all the details of what you're watching now, see what extra options there are and personalise your settings.

### Subtitles

Choose whether you want subtitles on or off. If subtitles aren't available on particular programme, the icon will be dimmed.

### Audio Description

You can use this setting to turn Audio Description on or off. If the icon is dimmed, there's no audio description track available.



## 7.3 Audio cues for navigating our TiVo service

A key feature for people who are partially sighted is the introduction of new 'audio cues', or sounds that help emphasise actions and reactions to button presses on the remote control.

There are five main audio cues:

- ▶ An ascending tone – to indicate a move forward into the next menu
- ▶ A descending tone – to indicate when the user has pressed 'Back' or returned to the previous menu
- ▶ A single tone – to indicate button presses around the TV guide
- ▶ A deep tone – to indicate a button press that can't carry out an action



## 7.4 Accessibility for TV On Demand

Our TV On Demand service allows you to access thousands of TV shows, including those on BBC iPlayer, ITV Net Player, 4OD and Demand Five, plus over 500 movies and thousands of music videos.

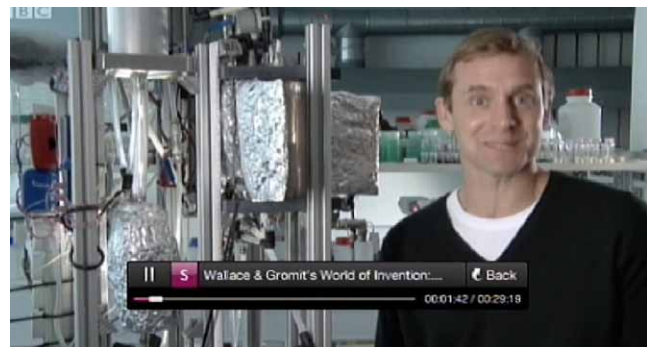
Since we launched our TV On Demand service, we've been aware that the lack of access services has been a source of frustration to the many customers who rely on subtitles or audio description. The problem is that, while on demand programmes look and feel like ordinary TV shows, the technology behind them is very different. This means that providing access services is very complicated – not just for us, but for on demand services from all providers.

That's why we're delighted to announce that the first version of our new TiVo product can deliver subtitles on BBC iPlayer.

Here's how to find them:



1. Go to '**BBC iPlayer**', and choose a programme to watch'



2. Now press the **Left arrow button** to go to the **S option** (which means subtitles are available) and press '**OK**'



3. Subtitles appear at the bottom of the screen