
Revisions to data collection on View on Demand (VOD) accessibility.

Ofcom

RPC rating: validated

Description of proposal

As part of its work to encourage greater accessibility of on demand television services, Ofcom collects data on the provision of subtitles, signing and audio description from providers of on-demand services. This allows the regulator to provide information for consumers on accessible services, to monitor progress, and to identify providers with whom it may need to work to improve the accessibility of their services.

Following a review of its data collection and a consultation, Ofcom has increased both the frequency and the granularity of its collections, requiring providers to submit data twice per year rather than once and to submit data for each service individually rather than aggregated data for the provider as a whole. It has also removed the requirement from providers offering adult content. The regulator expects that these changes will allow it to present more accurate and up to date information to consumers, and to work more proactively with providers to improve the provision of accessible services.

Impacts of proposal

Around 90 service providers (including providers of adult services) were asked to provide data in 2016. The costs of the measure will fall on service providers, and will be administrative costs of data collection and submission. Benefits will accrue to service users, especially disabled service users; they include better information about the accessibility of individual programmes and longer-term improvements to the variety of accessible programming. There will also be benefits to providers of adult services as a result of the removal of the requirement to submit data for such services.

Ofcom argues that:

- Most providers already have data collection systems that would allow them to gather information on a per-service basis and to submit it twice per year rather

than once (indeed it notes that, some providers currently submit data in the more granular form);

- The burden of *publishing* data twice yearly will fall on the regulator rather than the providers.

As a result, it argues that although it is not able to estimate the costs of compliance, they are likely to round to less than £100,000 per annum, giving an EANDCB of zero. However, the responses to its consultation suggest that some providers – especially smaller ones – do not have such systems readily in place and will be required to gather more granular data as a result of this requirement. These responses also suggest that the burden of doing so will be relatively small.

Quality of submission

The submission gives a clear qualitative description of the costs and benefits of the measure, but does not attempt to quantify them; it also fails to discuss the consultation responses suggesting that there will be some burdens on business or to discuss the impacts on small businesses. Nevertheless, given the relatively small number of operators affected, the EANDCB is likely to round to zero under any reasonable assumption about the unit costs of data collection, and the RPC is therefore able to verify the zero EANDCB presented in the assessment.

Departmental assessment

Classification	Qualifying regulatory provision
Equivalent annual net direct cost to business (EANDCB)	£0.0 million
Business net present value	£0.0 million
Societal net present value	£0.0 million

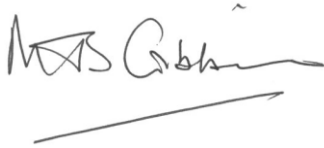
RPC assessment

Classification	Qualifying regulatory provision
EANDCB – RPC validated ¹	£0.0 million

¹ For reporting purposes, the RPC validates EANDCB and BIT score figures to the nearest £100,000.

Opinion: BIT assessment
Origin: Domestic
RPC reference number: RPC17 – DCMS OFCOM - 4157
Date of implementation: April 2017

Business Impact Target (BIT) Score ¹	£0.0 million
Small and micro business assessment	Not required



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