

I think it would be excellent business for the studios to initiate their own descriptions. First, in the early development of described programming, there is much goodwill to be found in offering a public service such as this. And, whether mandated by the FCC or the ADA, there is really no doubt that it will soon be required, so producers of entertainment really ought to begin preparing for its arrival.

Then, there is the matter of the numbers. Estimates of the numbers of visually impaired people throughout the world come in as high as 42 million, or even higher. Isn't it really good business to take a look at this demographic? That's a lot of people to leave out of a business plan!

Instead of spending good money trying to fight off what is inevitable, why not spend that money on making the technology work right now, and do some good in the world while you're at it!

Rob Baker