

Ofcom's Audio Description Quotas — Published Channel-by-Channel Compliance, with Named Shortfalls

Digital Inclusion · Good practice · United Kingdom

Quality score: 88/100

Evidence strength: Strong

Summary

UK regulator sets a 10% audio-description quota and publishes channel-level compliance: 13 channels exceeded 50% in 2023 (7 in 2022), DMAX fell short at 9.1%; RNIB audit finds 33% of Freeview programmes described.

Key dimensions

Dimension	Score
Innovation level	2/5
Sustainability (ongoing)	1/1
Evaluation evidence	1/1
Demonstrated reach	1/1
Documented learning	1/1

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-10-23

[Ofcom \(UK communications regulator\); RNIB](#) — accessed 2026-10-23

[Ofcom access services report 2023](#) — accessed 2026-10-23

[RNIB Broadcast Content Project 2023](#) — accessed 2026-10-23

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