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# Household penetration of technology



**Free TV is in 99.7 per cent of Australian homes and two thirds have two or more TVs.**



**PVRs are in approximately 44 per cent of Australian households.**

**Numerous research studies reveal that PVR homes watch more TV and most viewing is done in the 'live' environment.**



**70 percent of Australian homes don't have pay TV.**

**Pay TV's national penetration is 30.1 per cent.**



**82 per cent of Australian households have converted at least one set to digital television.**



**78 per cent of Australian homes have a computer and 72 per cent of homes have access to the internet.**