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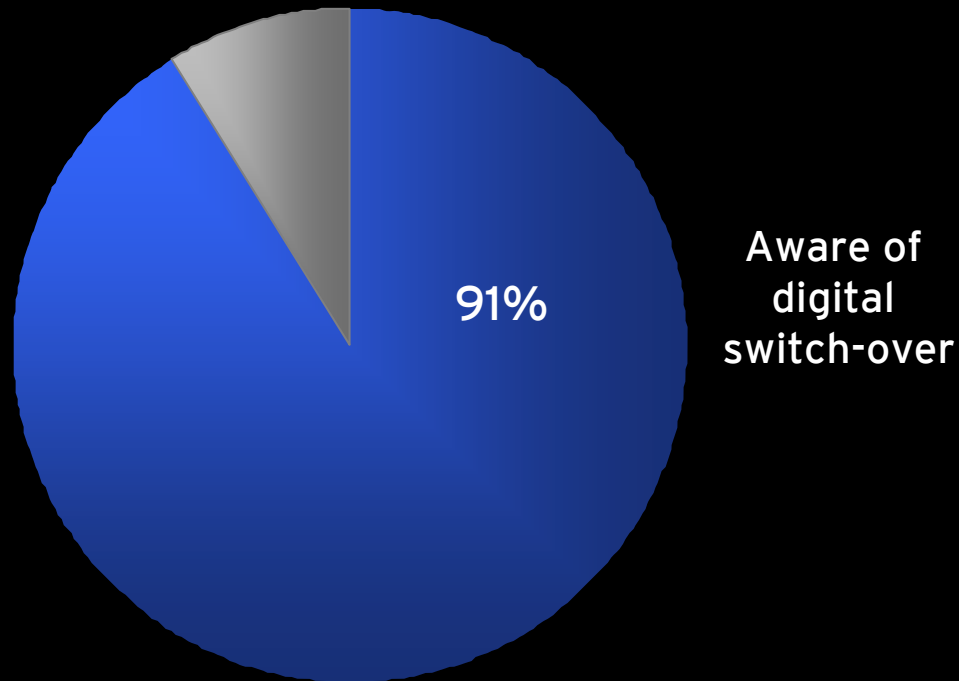
# Digital Television

# Awareness of digital switch-over

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There is very high consumer awareness of digital switch-over. Over 90 per cent of Australian households have heard of the Federal Government's plan to switch-over to digital television.

## Digital awareness

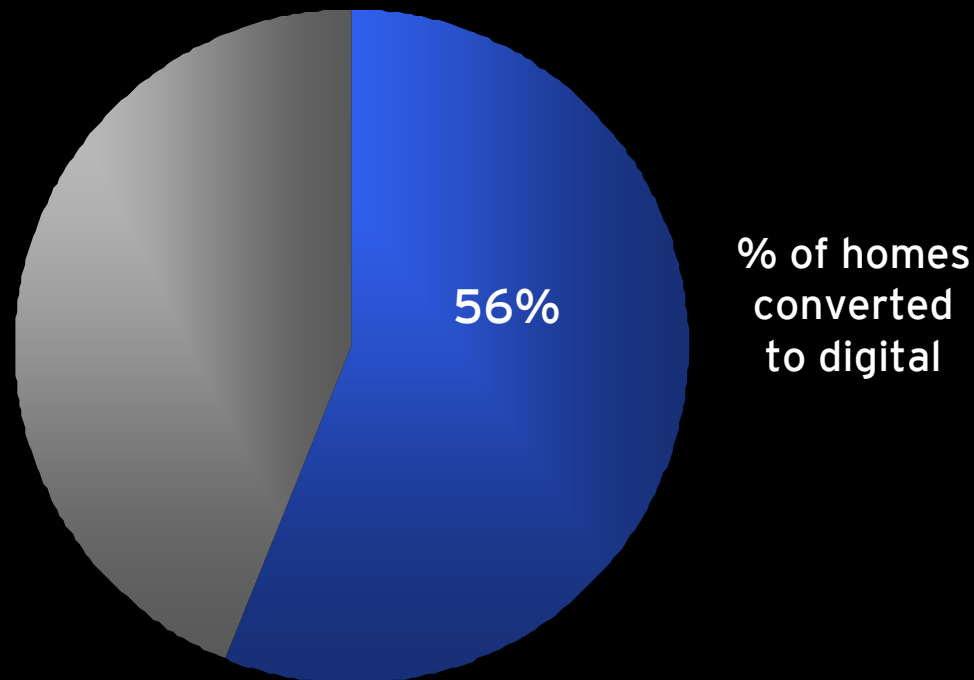


# Household penetration of digital TV

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More than 50 per cent of households in Australia have already converted their main television set to digital (either through an integrated digital tuner or a digital set-top-box or digital device).

## Penetration of digital television

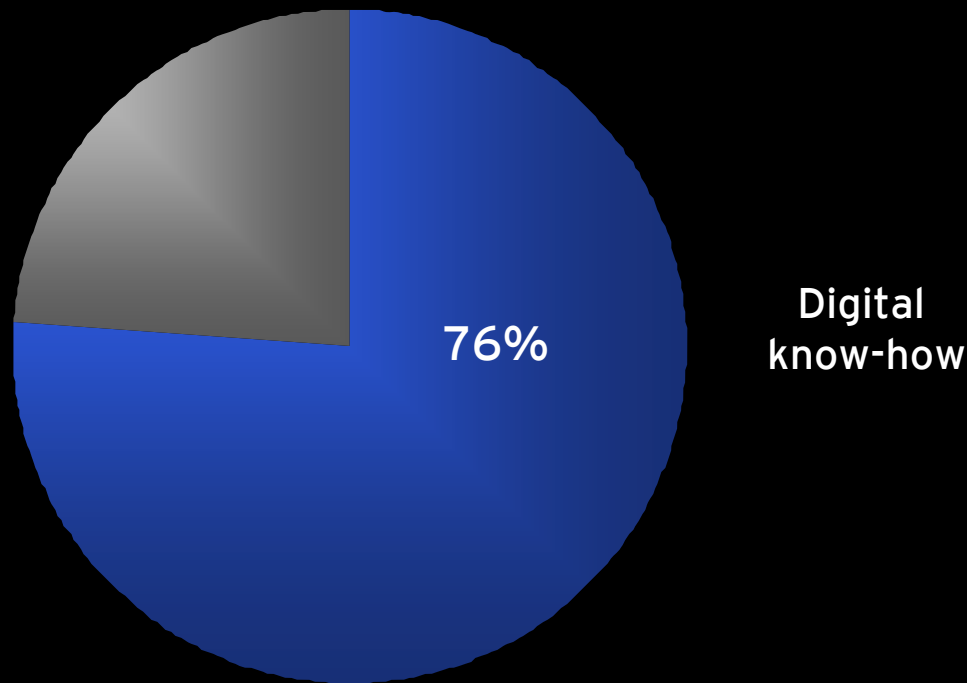


# Consumer understanding of digital

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Over two-thirds of Australian households understand what they need to do to convert to digital and be able to receive digital TV.

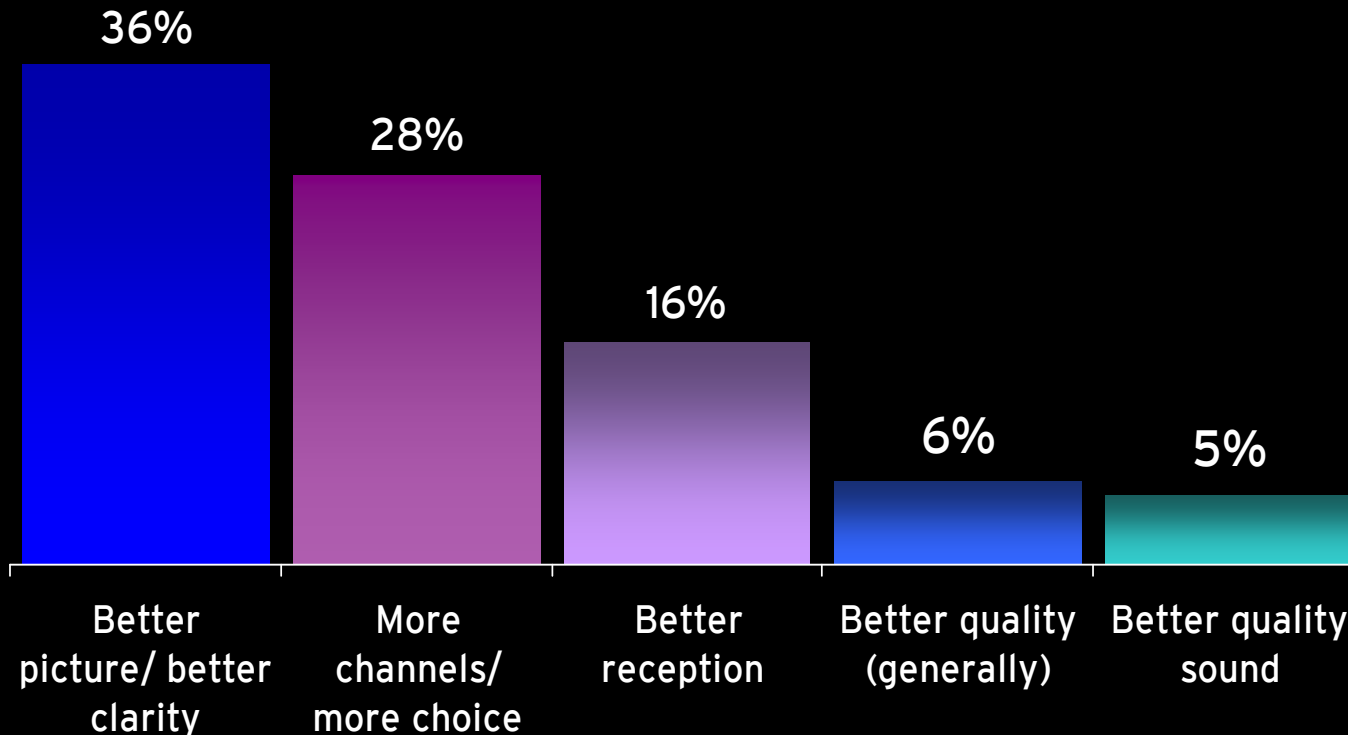
## Households that know how to convert to digital



# Attitudes towards digital switch-over

There is relatively little negativity towards digital switch-over. Australian households believe the main positives of digital switch-over to be better pictures and more channels.

## Main positives towards digital switch-over



# Consumer satisfaction with digital TV

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There is a very high level of satisfaction among digital consumers. The vast majority of converted households are satisfied with digital TV.

## Satisfaction with Digital TV

