
Digital Television

Introduction

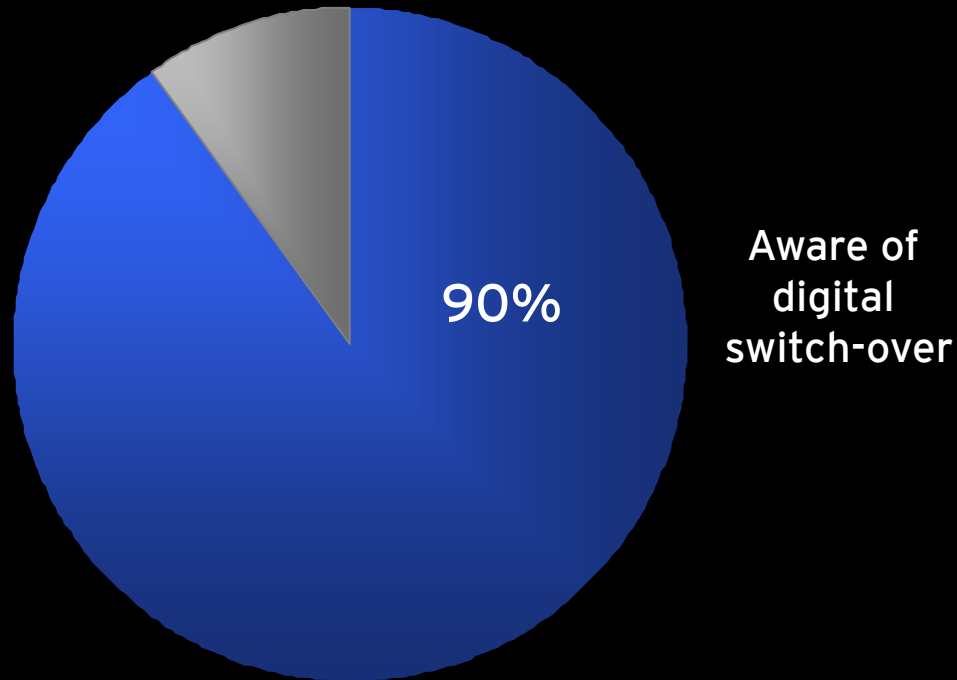
The Department of Broadband, Communications and the Digital Economy recently commissioned Newspoll to undertake quarterly tracking research into Australian households' readiness for digital switchover and their attitudes towards digital television.

The following summarises the findings from the latest Digital Tracker (Q4) for the period October to December 2009.

Awareness of digital switch-over

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

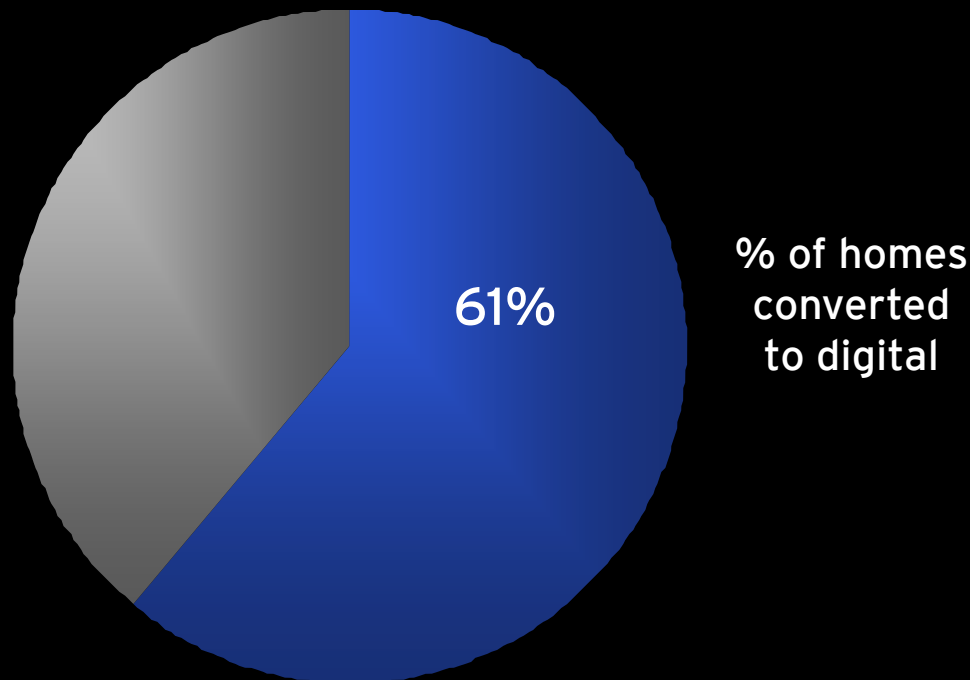
Digital awareness



Household penetration of digital TV

More than 60 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.

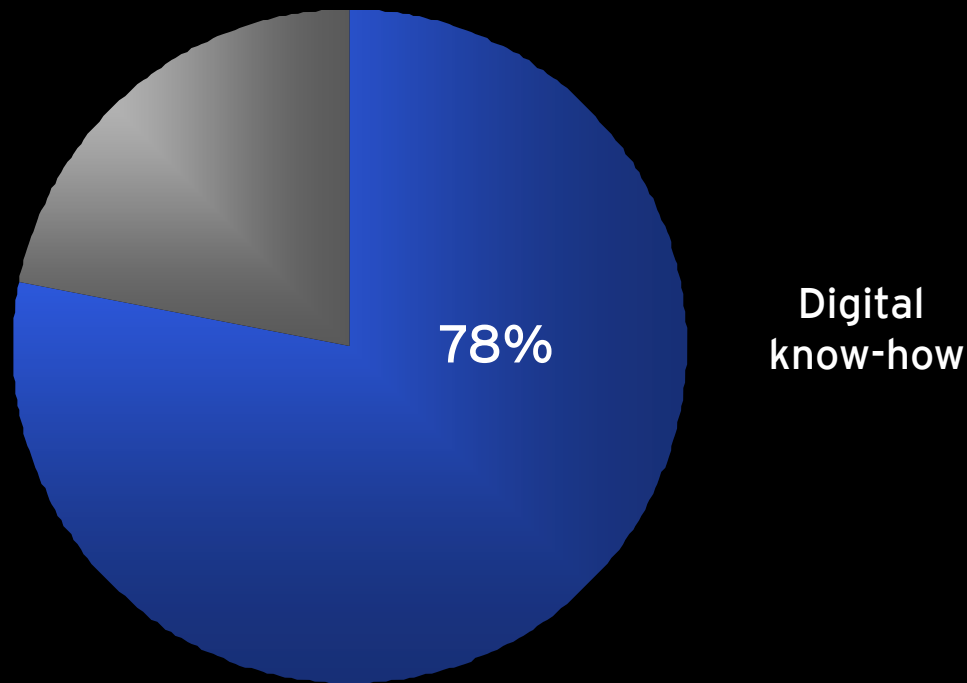
Penetration of digital television



Consumer understanding of digital

Nearly 80 per cent of Australian households say they understand what they need to do to convert to digital and be able to receive digital TV.

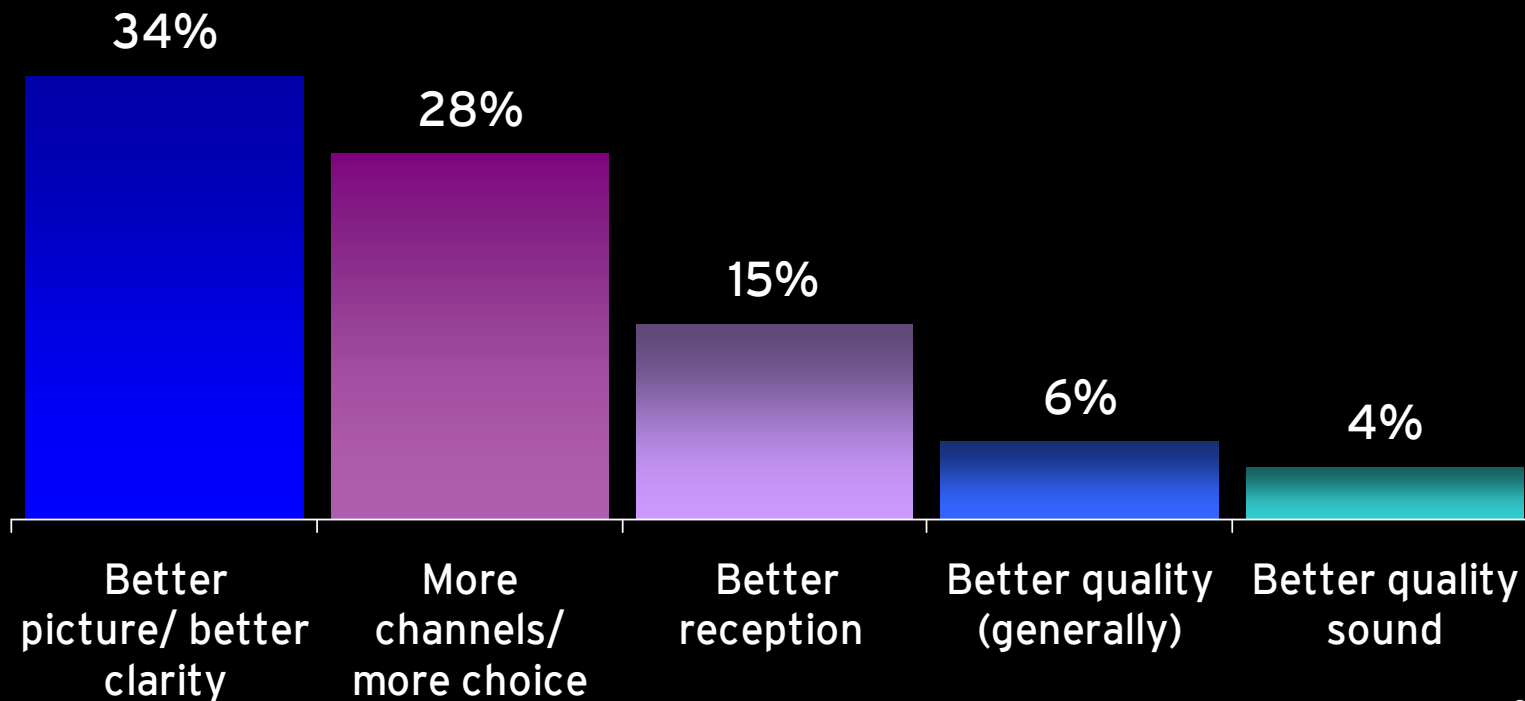
Households that know how to convert to digital



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

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

