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# Digital Television

Updated September, 2011



# Introduction

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

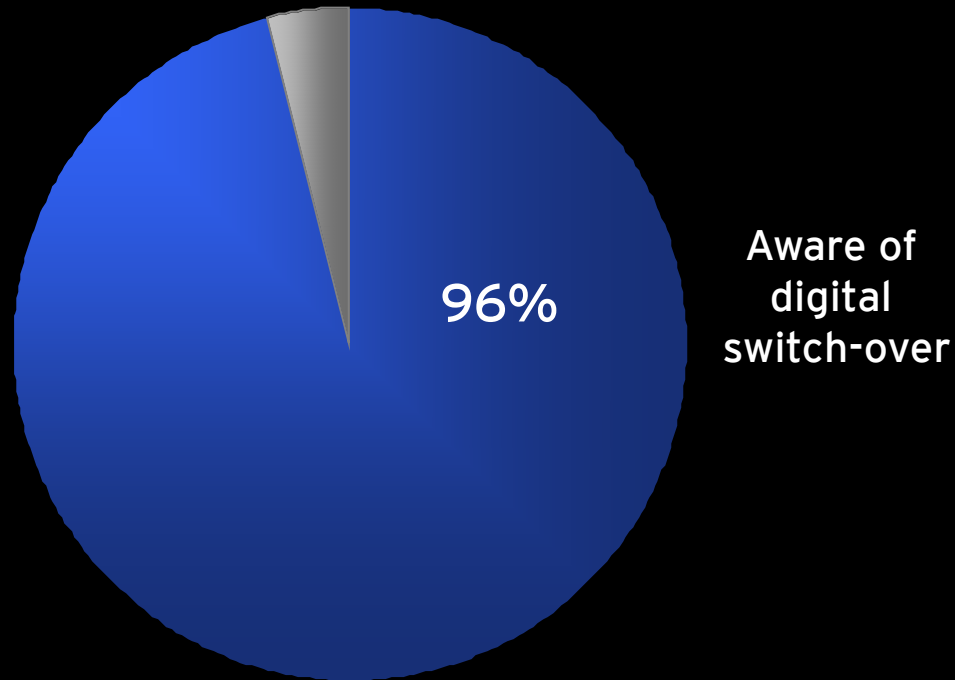
The following summarises the findings from the latest Digital Tracker for the period April to June 2011 (Q2).

# Awareness of digital switch-over

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There is very high consumer awareness of digital switch-over. 96 per cent of Australian households have heard of the Federal Government's plan to switch-over to digital television.

## Digital awareness

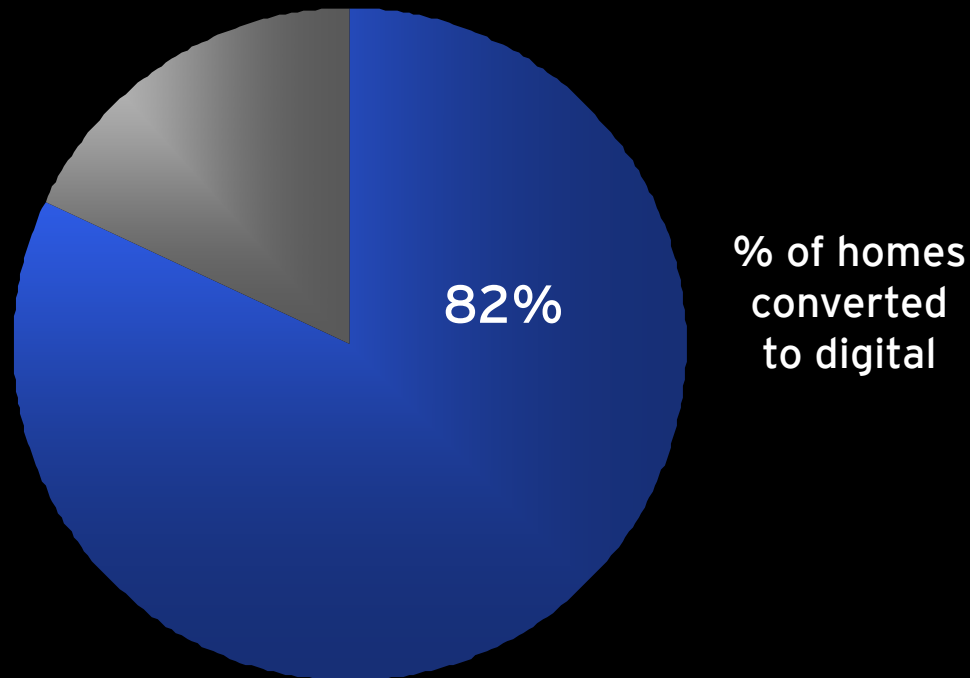


# Household penetration of digital TV

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Nationally, 82 per cent of Australian households have now 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

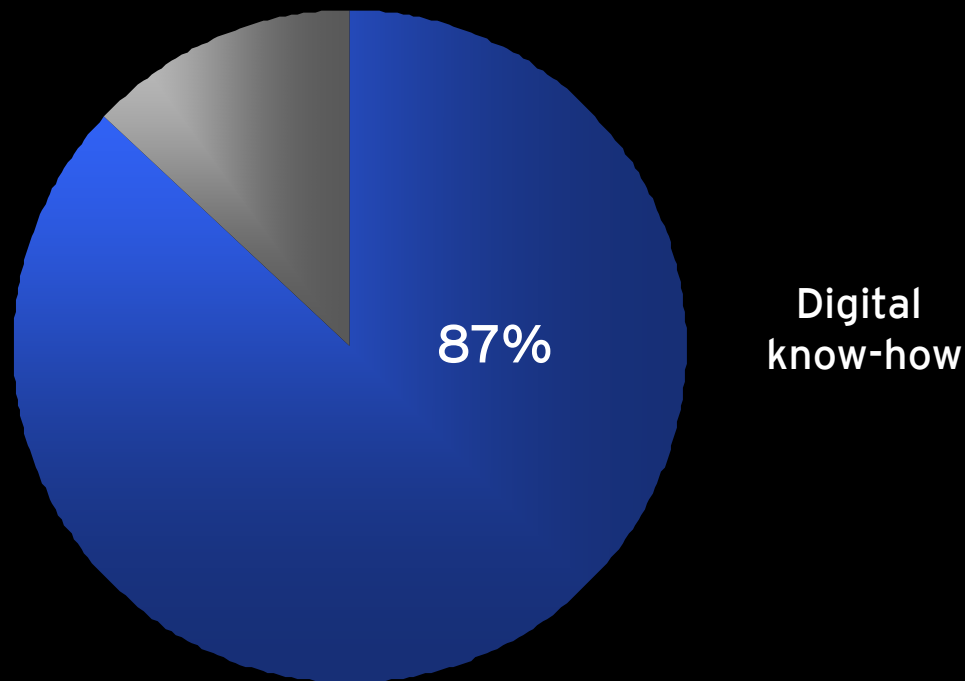


# Consumer understanding of digital

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The vast majority 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



# 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

