

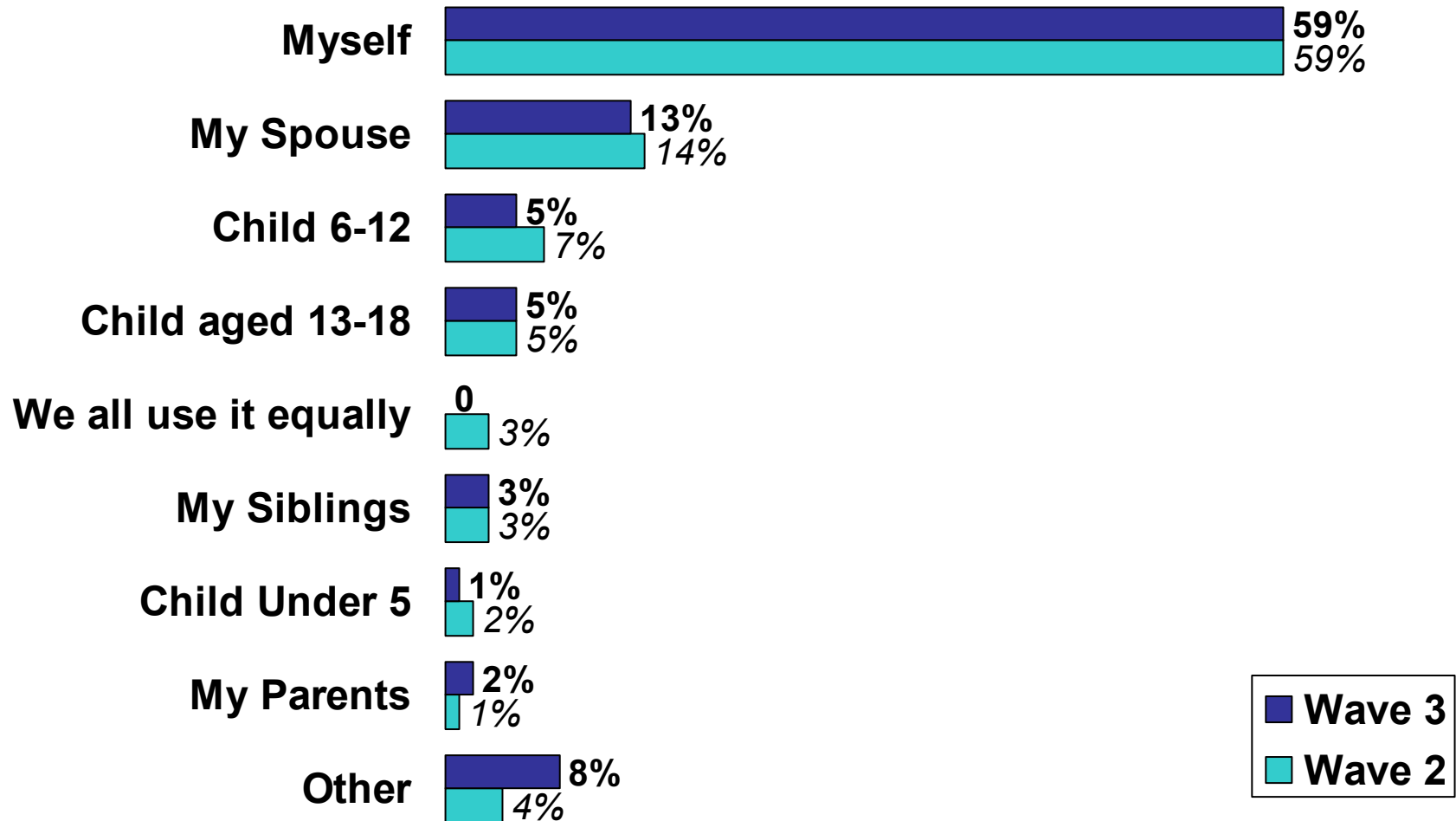


Digital Terrestrial Television Quantitative Results

Wave 3 Survey

By Amárach Research
January 2008

Individual Using DTT Trial Most



Base W2: All panellists N=501

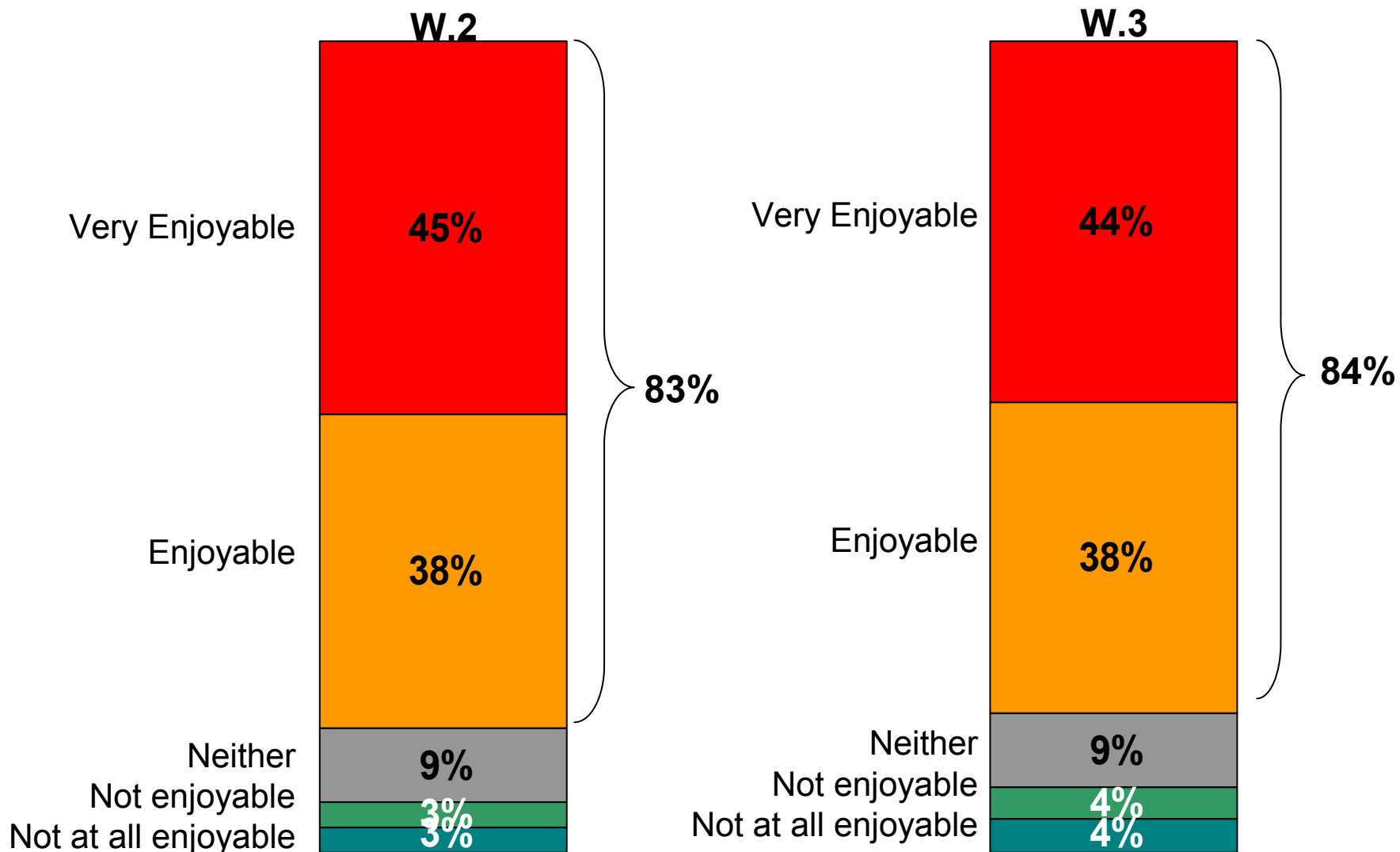
Base W3: All panellists N=452



Enjoyment of the Trial to Date



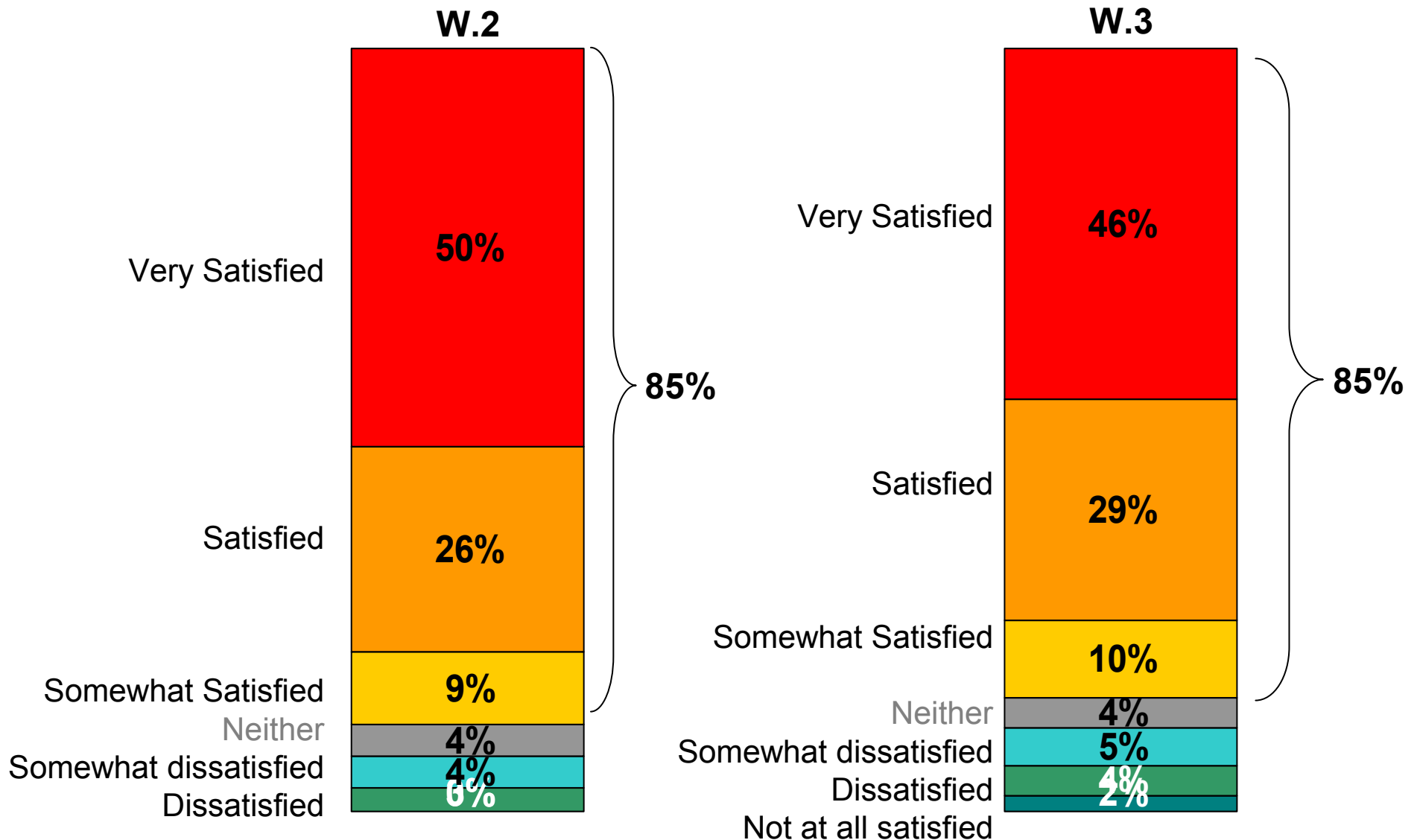
DTT Trial Enjoyment



Base W2: All panellists N=501

Base W3: All panellists N=452

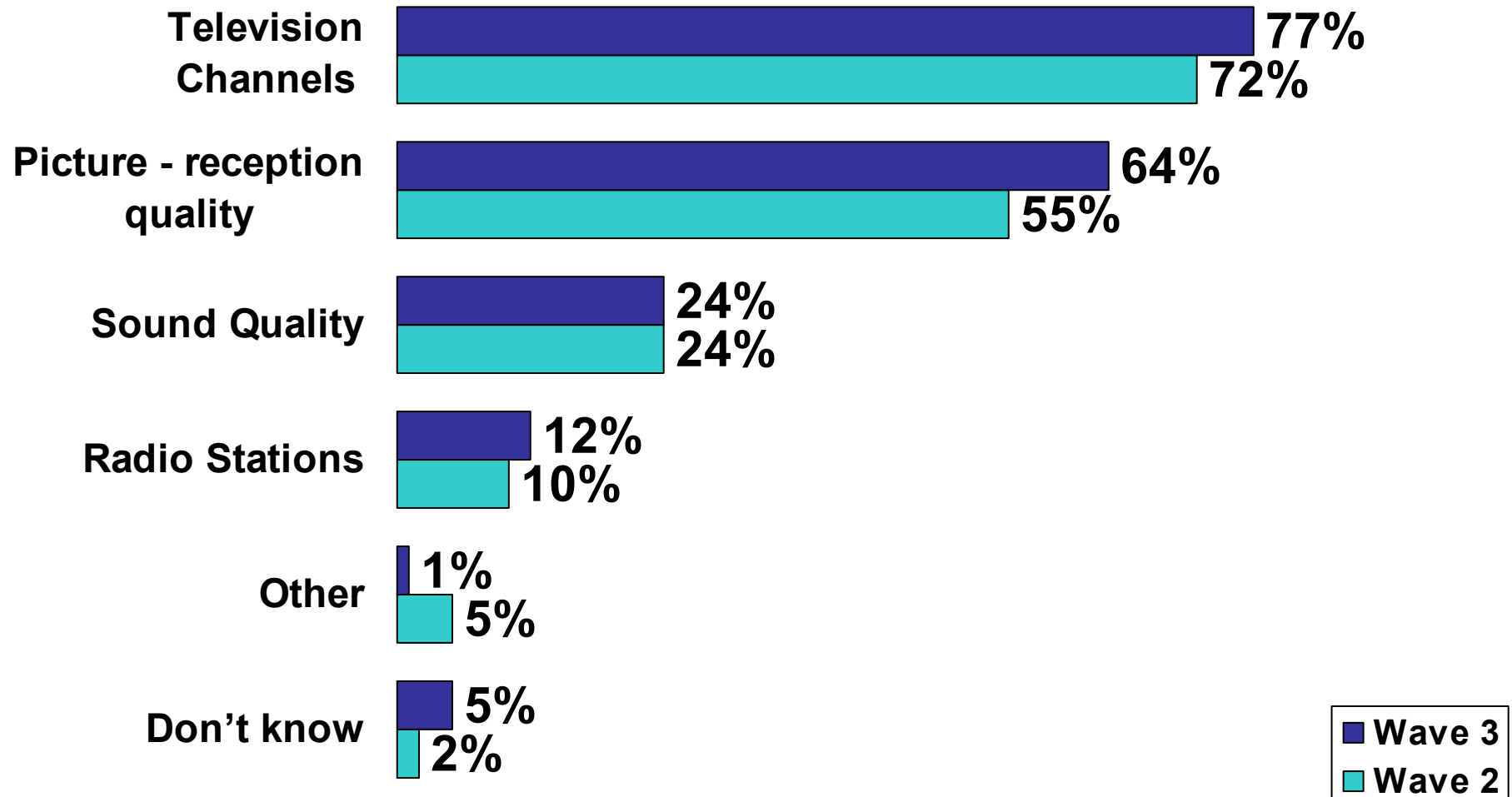
DTT Trial Satisfaction



Base W2: All panellists N=501

Base W3: All panellists N=452

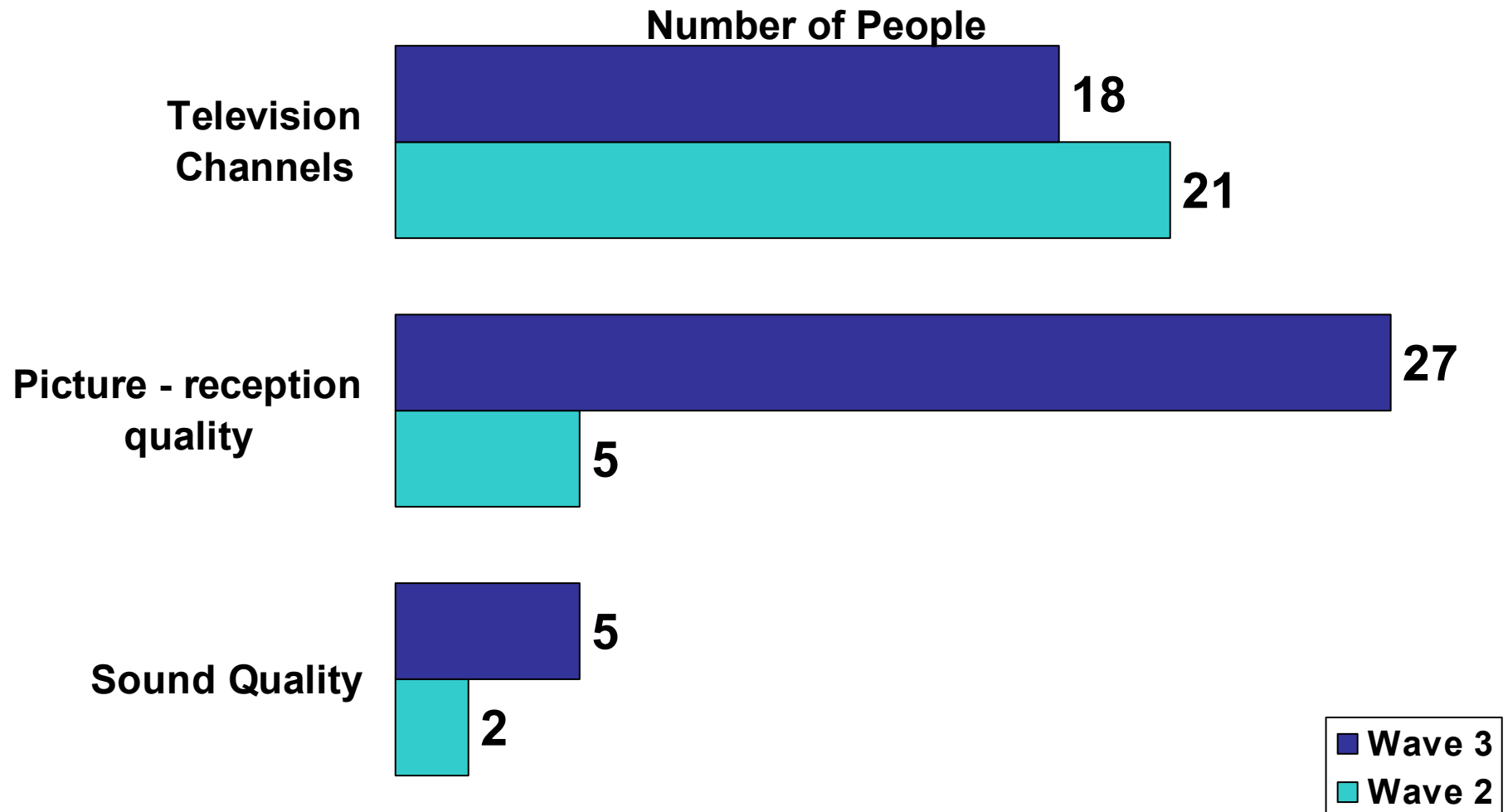
Rationale for Satisfaction



Base W2: Panellists satisfied with trial N=439

Base W3: Panellists satisfied with trial N=385

Rationale for Dissatisfaction



Base W2: Panellists dissatisfied with trial N=37

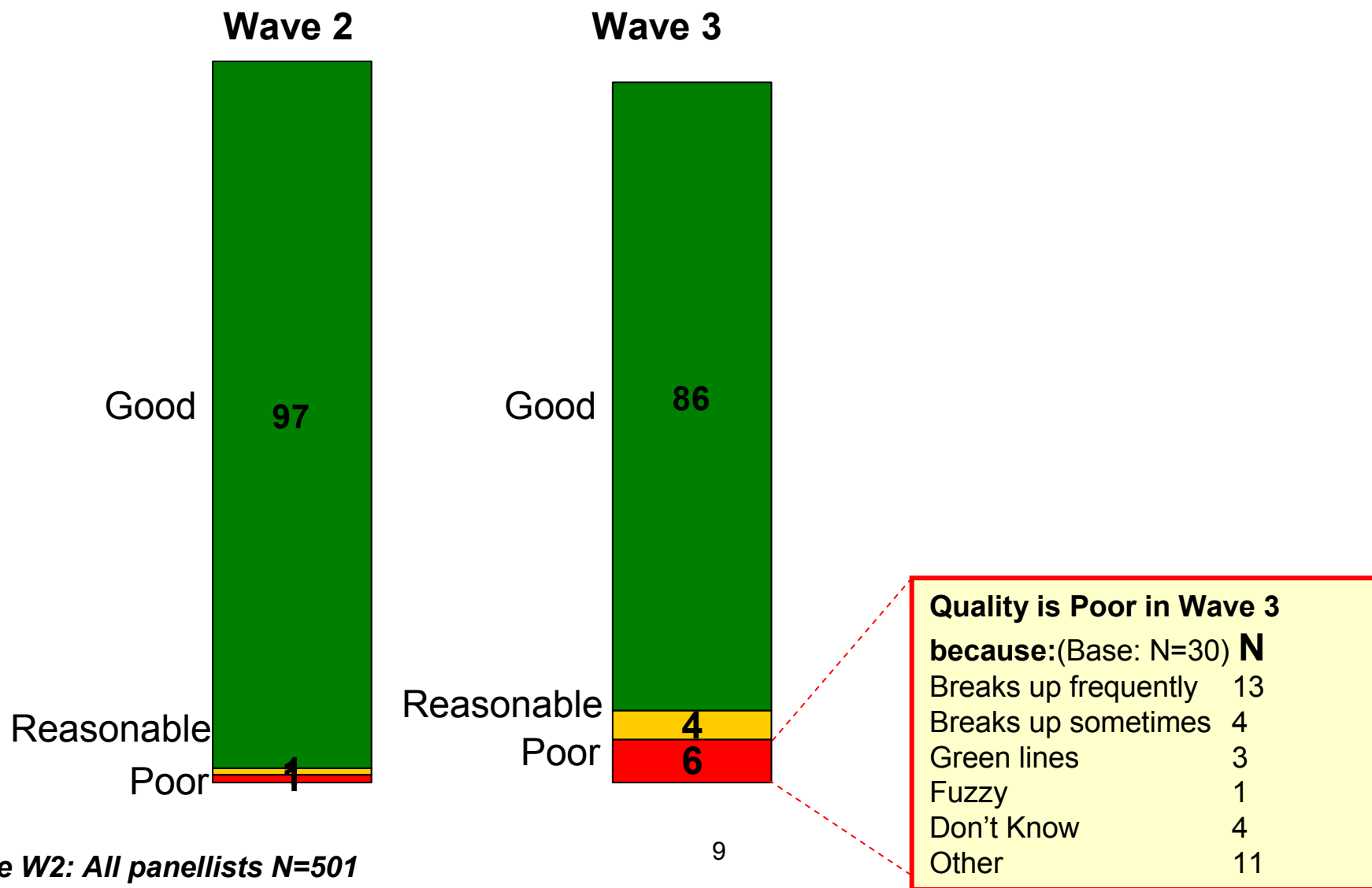
Base W3: Panellists dissatisfied with trial N=47



DTT Trial Television Attributes



Quality of Picture



Base W2: All panellists N=501
 Base W3: All panellists N=452

Quality of Sound



Base W2: All panellists N=501
Base W3: All panellists N=452

Ease of Use



Base W2: All panellists N=501
 Base W3: All panellists N=452

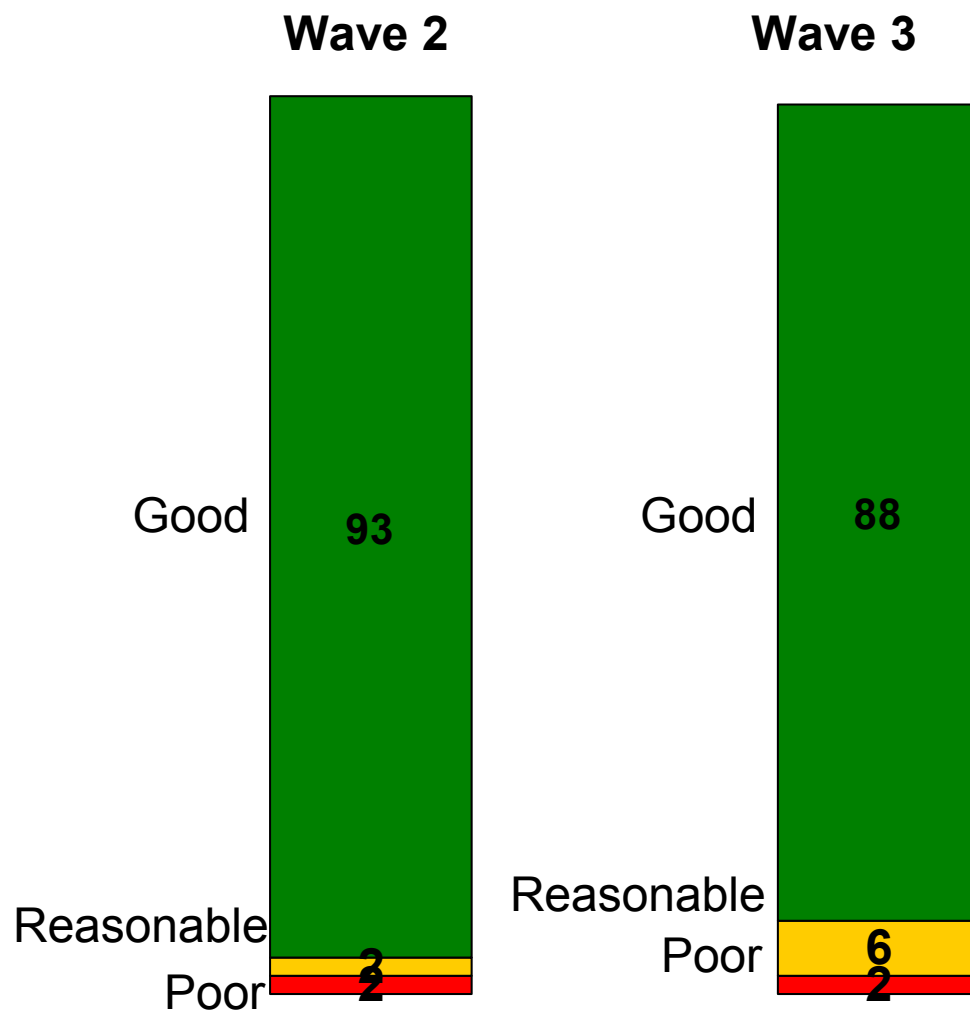
Reliability



Base W2: All panellists N=501
Base W3: All panellists N=452

Reliability is Poor in Wave 3 because:

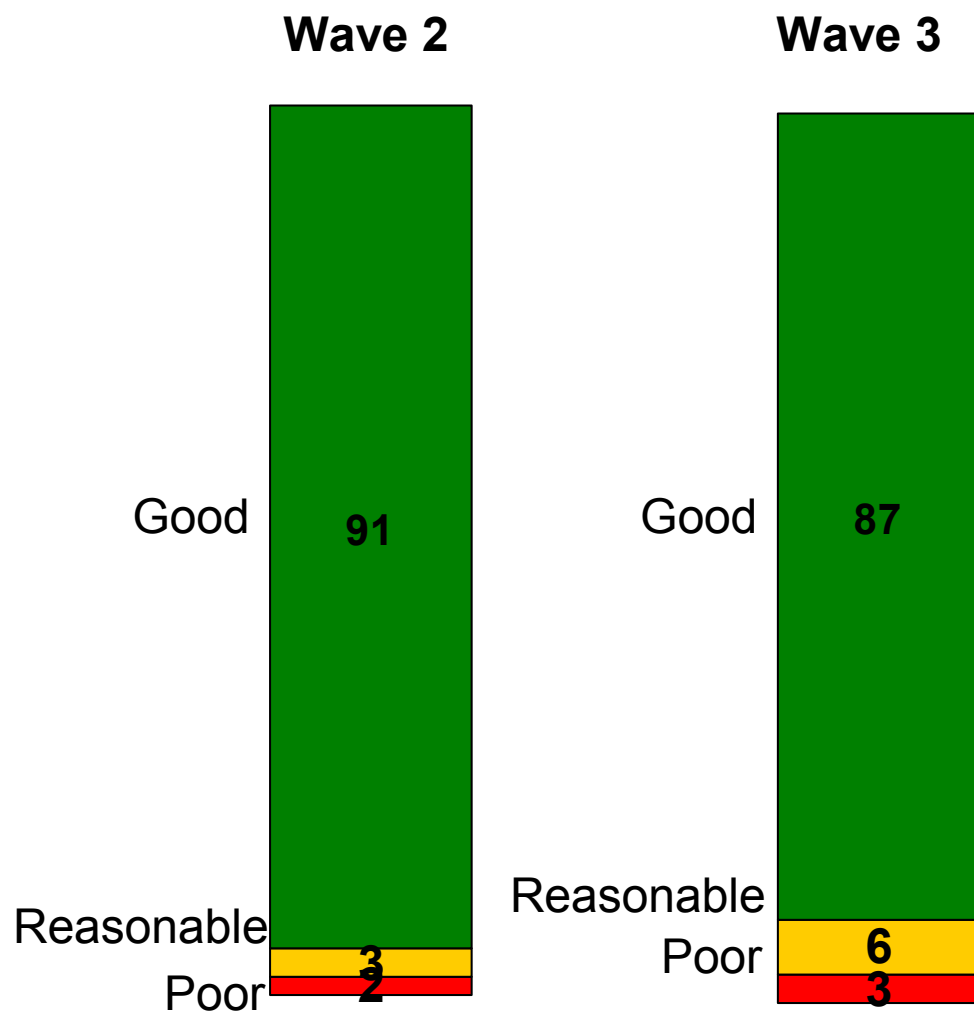
(Base: N=51)	N
Scrambled frequently	26
Signal not always good	22
Scrambled sometimes	9
Does not always turn on	5
Other	10



13

Base W2: All panellists N=501
Base W3: All panellists N=452

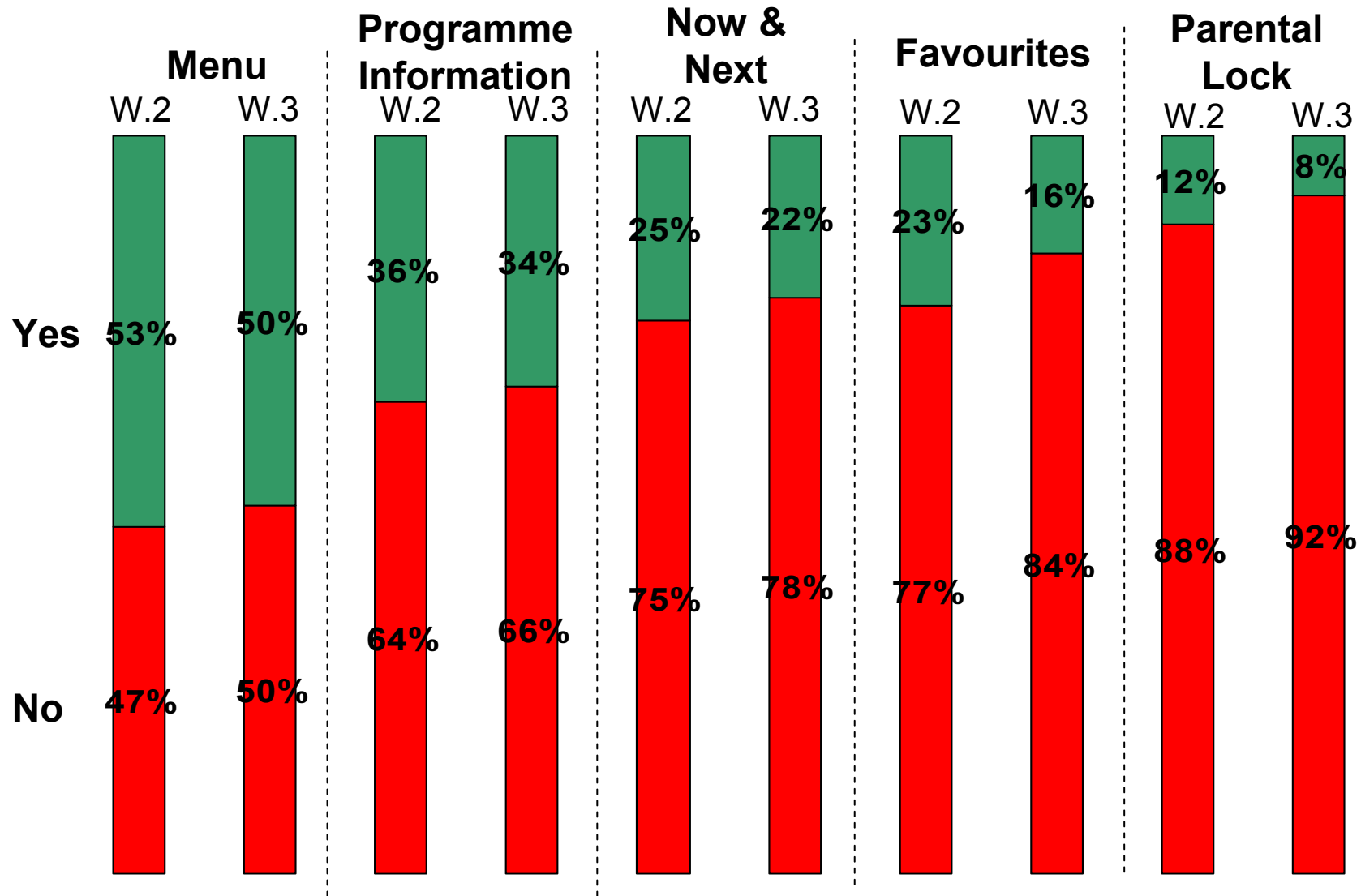
Switching Between Channels



14

Base W2: All panellists N=501
Base W3: All panellists N=452

Usage of Available Functions



Base W2: All panellists N=501

Base W3: All panellists N=452

Attributes of DTT Trial Functions Wave 3



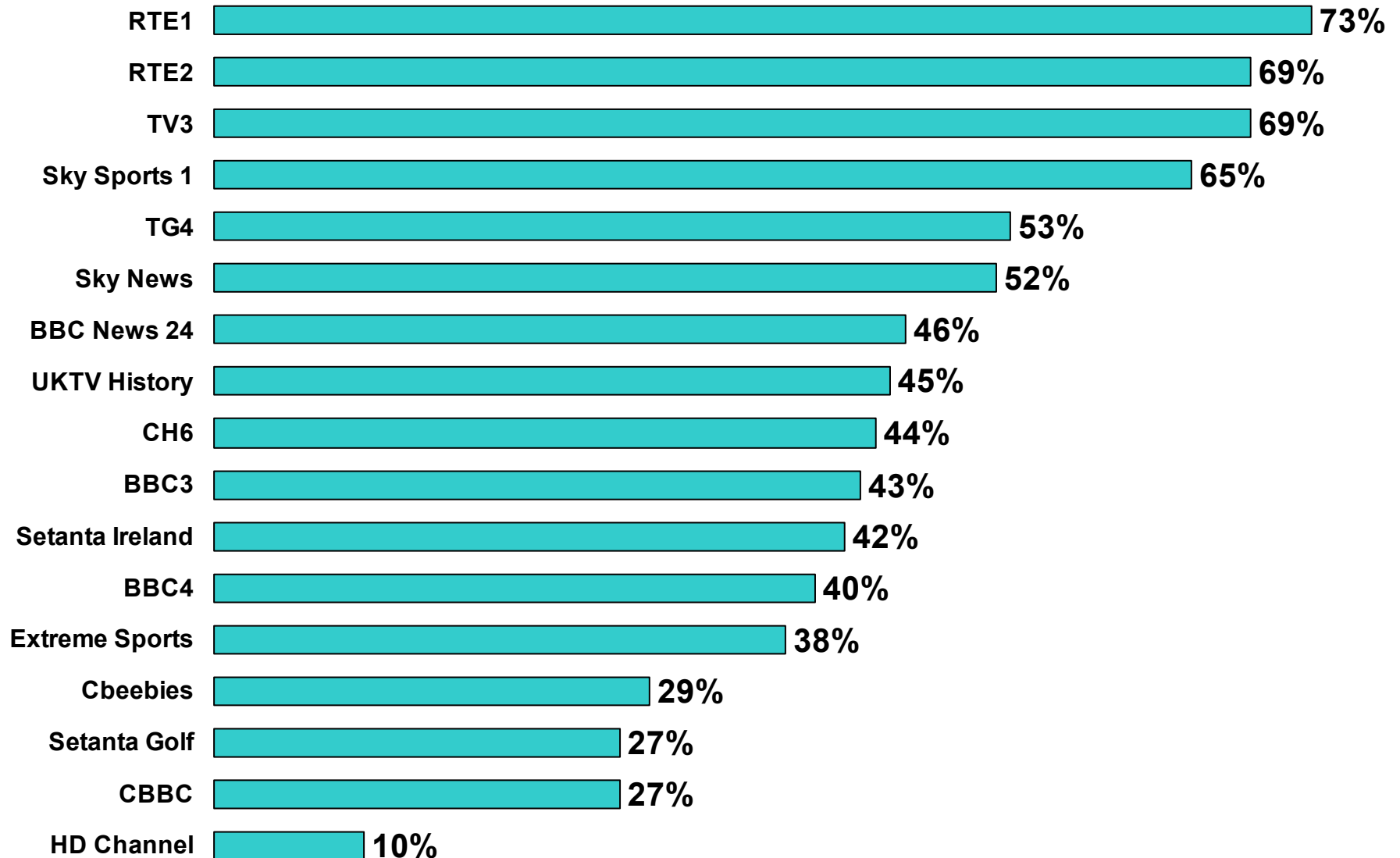
Base: All who use each function



DTT Trial Viewing

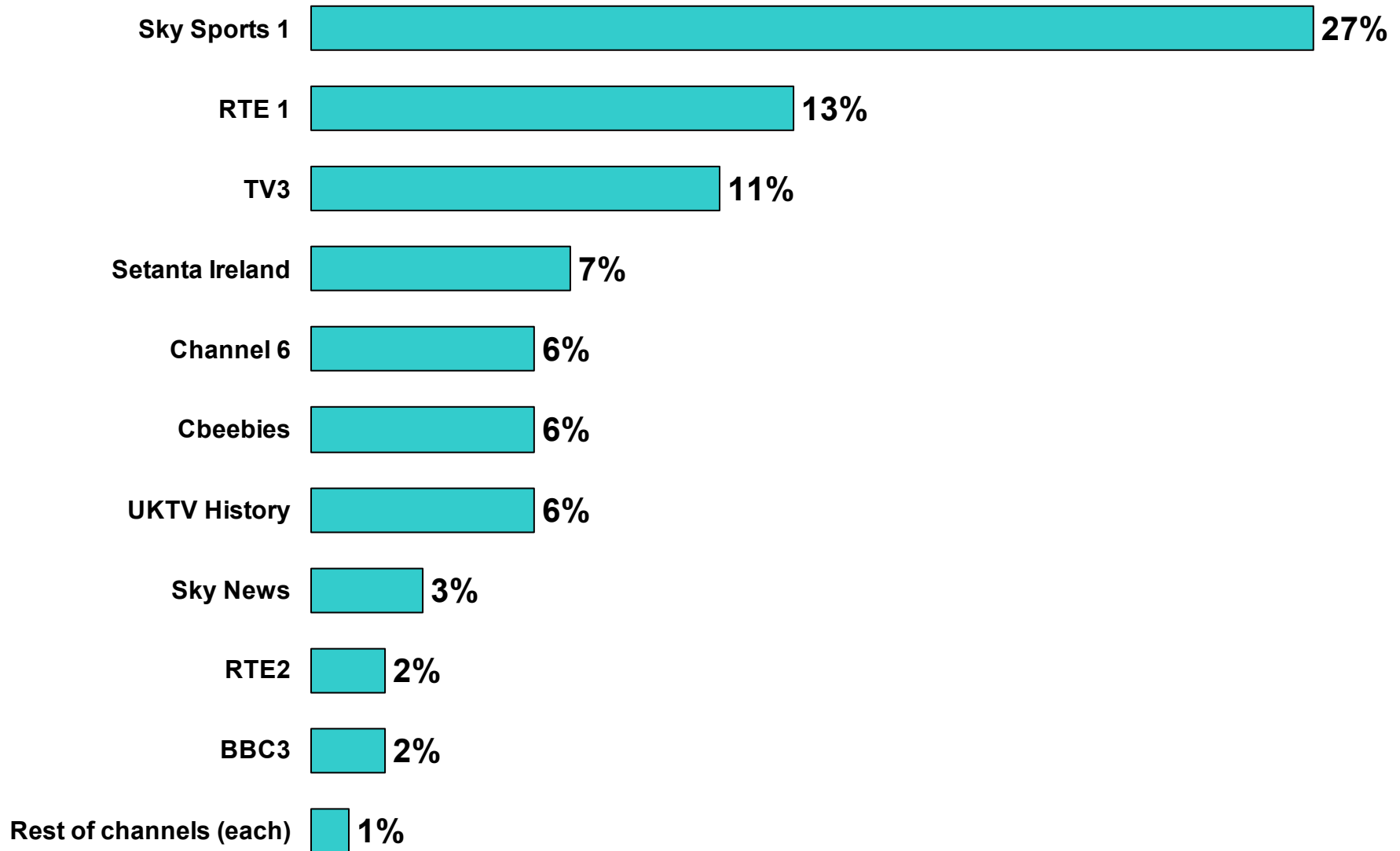


Viewing Repertoire – Channels Viewed Since Last Survey



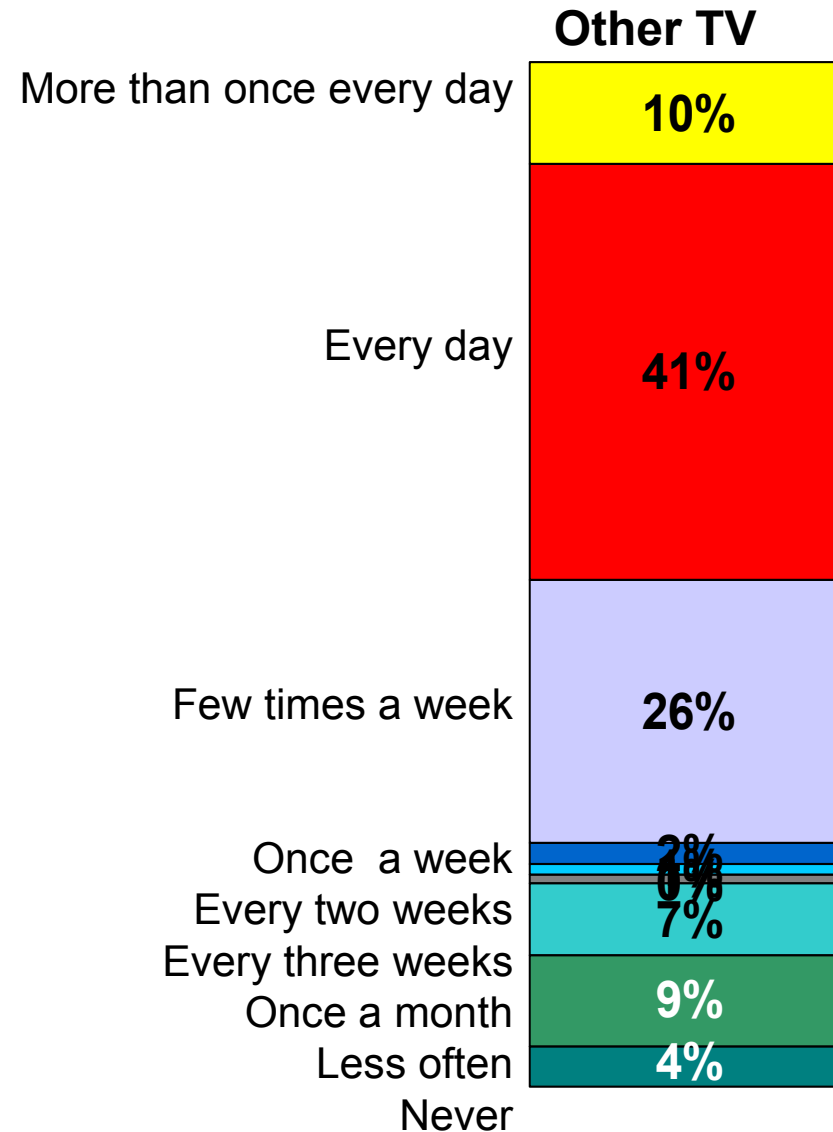
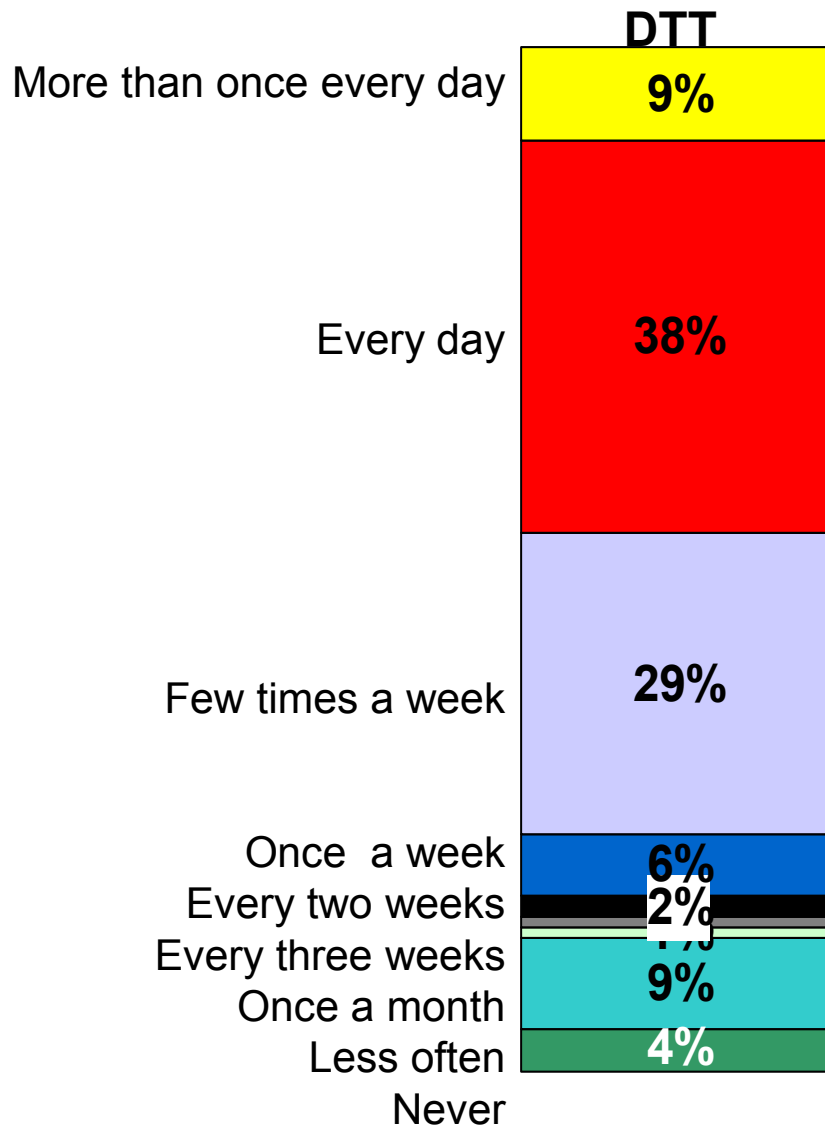
Base W3: All panellists N=452

Viewing Repertoire – Most watched Channel



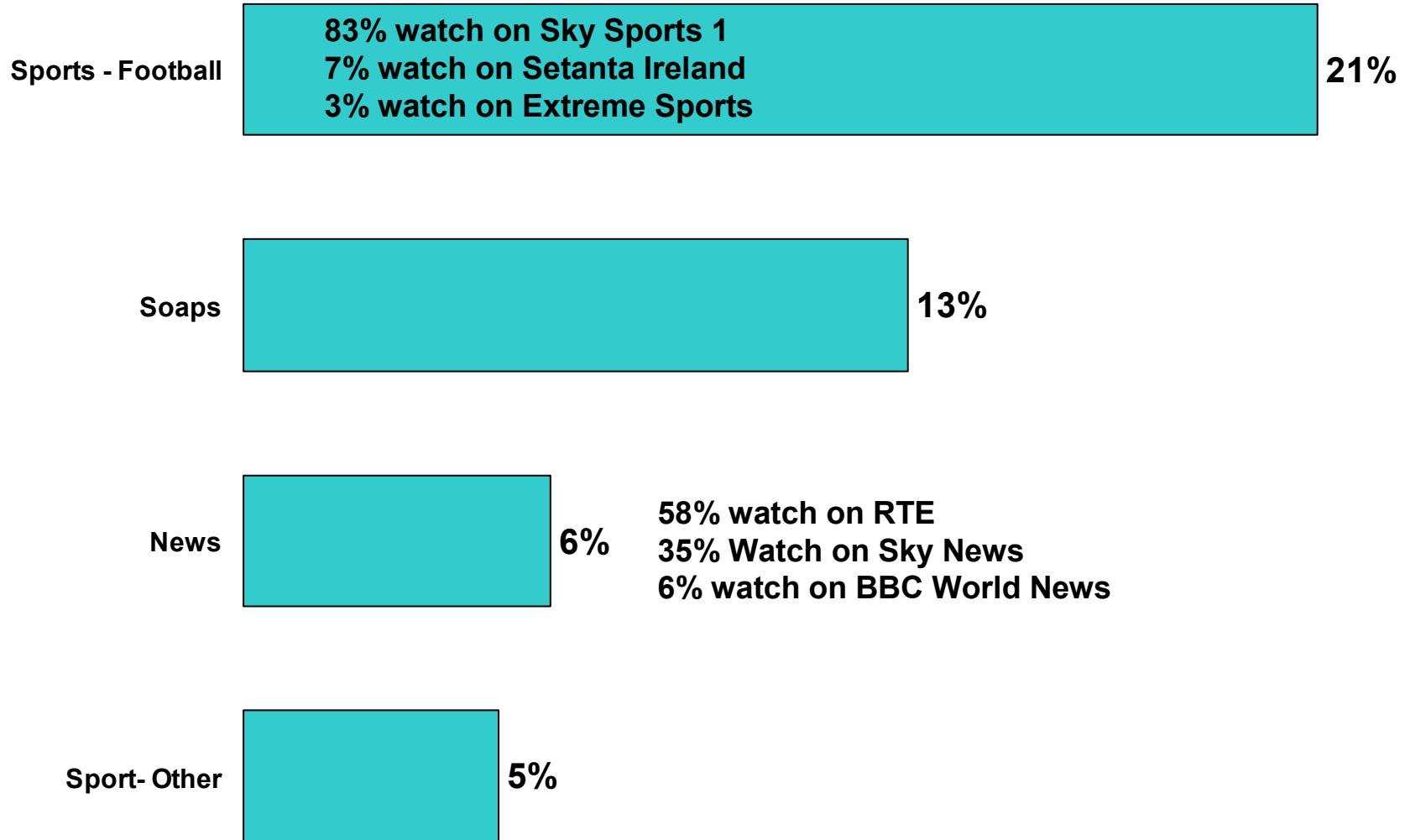
Base W3: All panellists N=452

Frequency of Watching



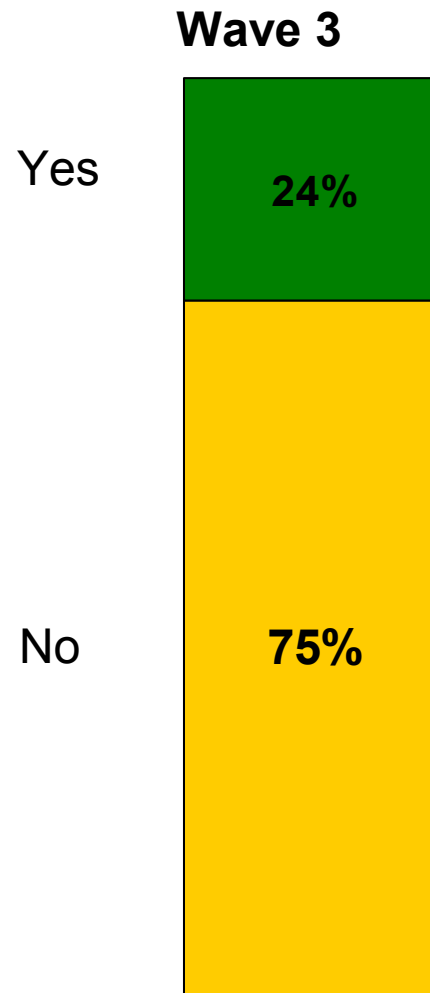
Base W3: All panellists N=452

Most Watched Programme



Base W3: All panellists N=452

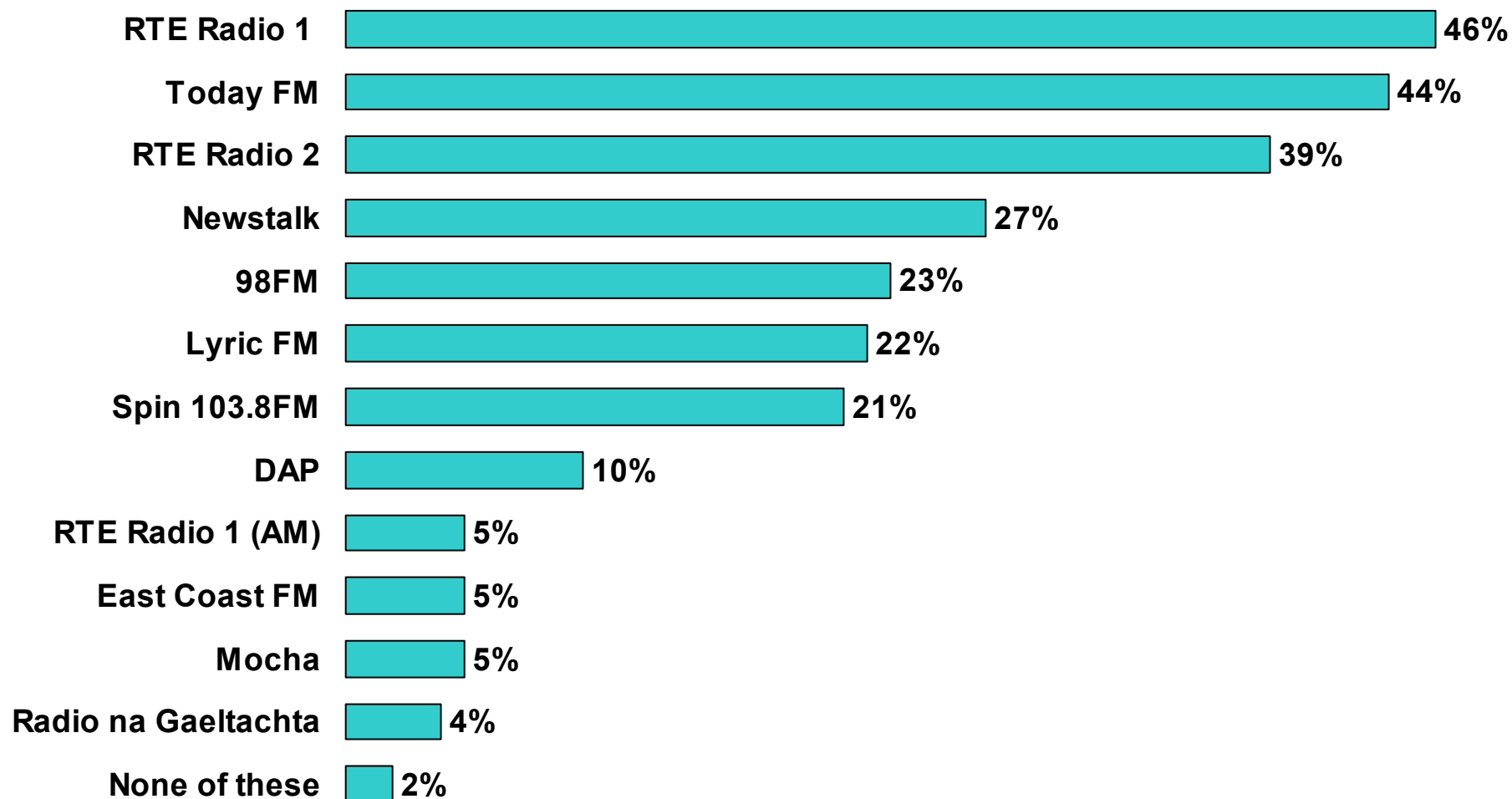
Listenership of Radio on Box



Base W3: All panellists N=452

Radio Stations Listened To

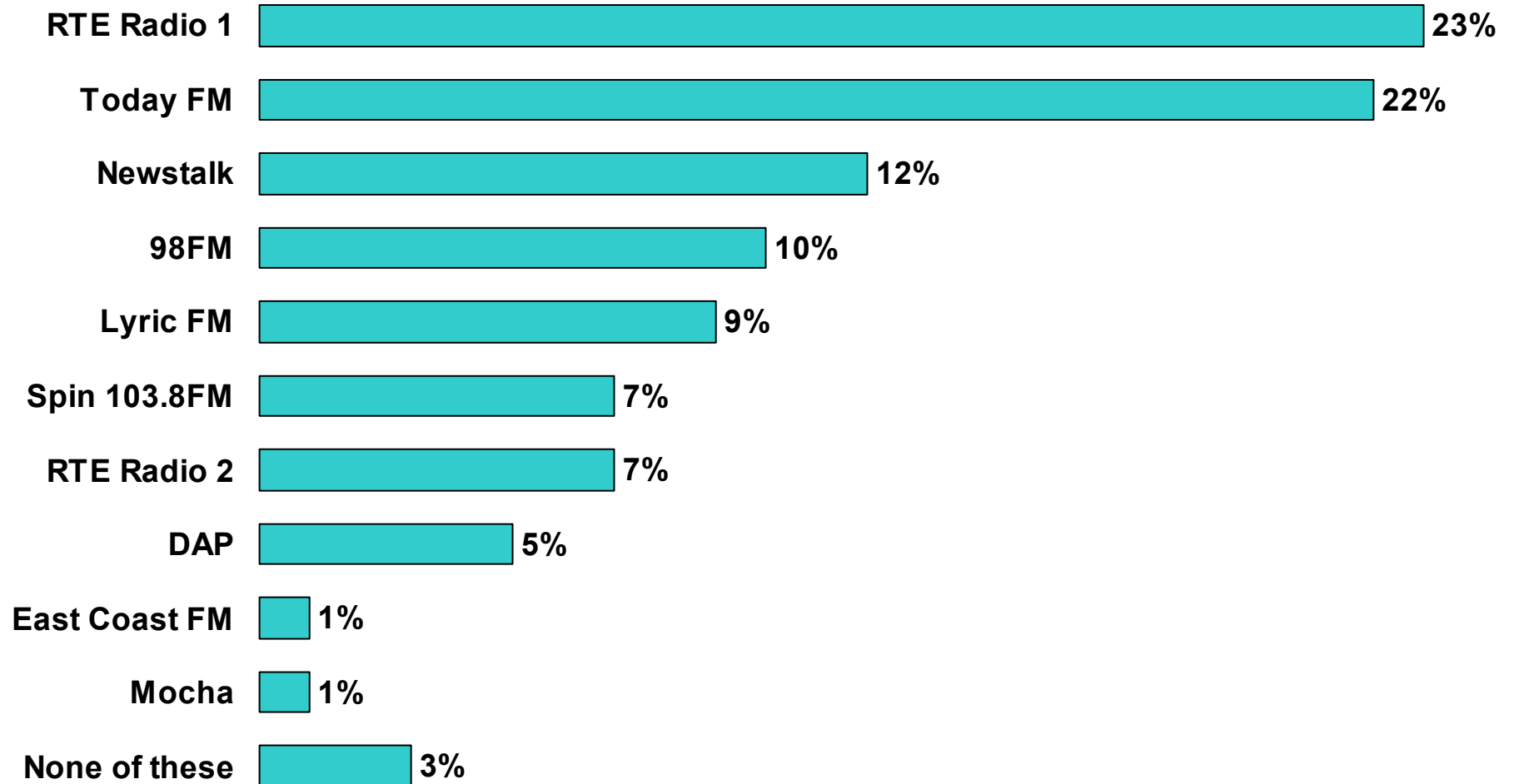
Wave 3



Base W3: All panellists who listened to radio through set top box N=111

Radio Stations Listened To Most Often

Wave 3



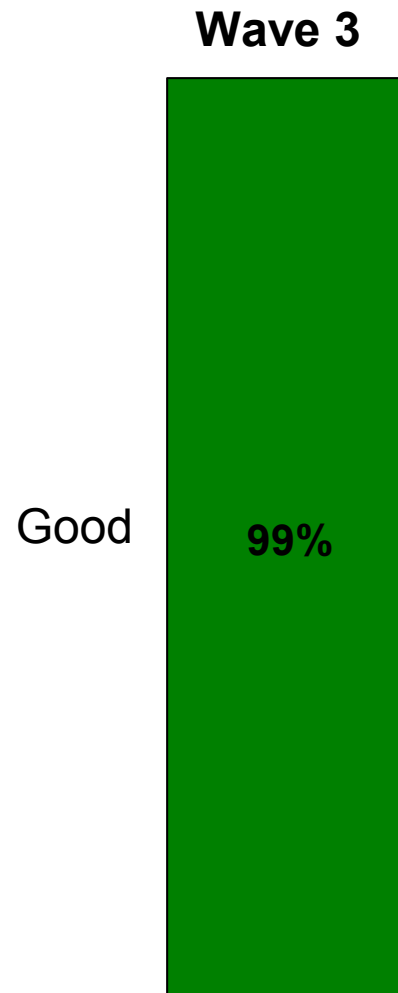
Base W3: All panellists who listened to radio through set top box N=111

Radio - Quality of Sound

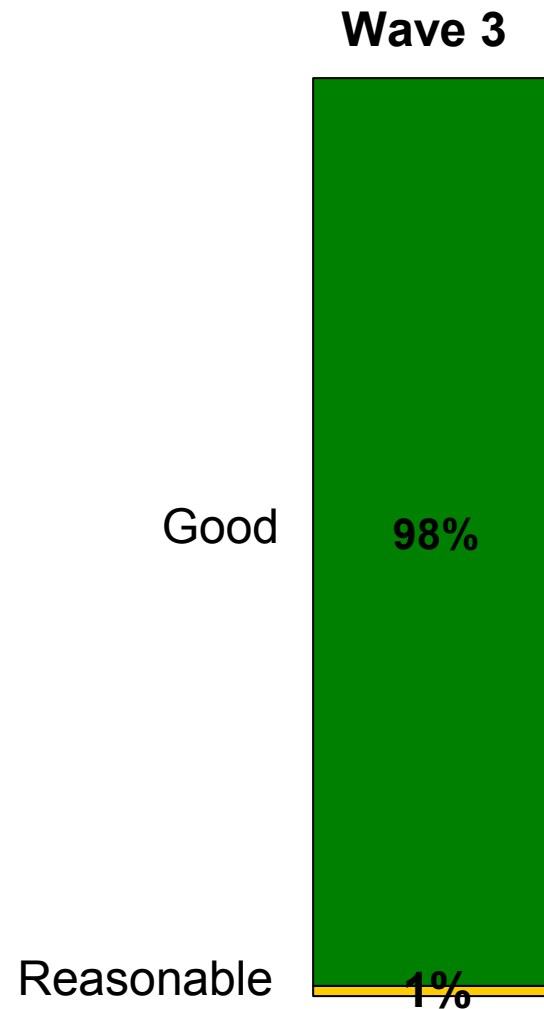


Base W3: All panellists who listened to radio through set top box N=111

Radio - Ease of Use

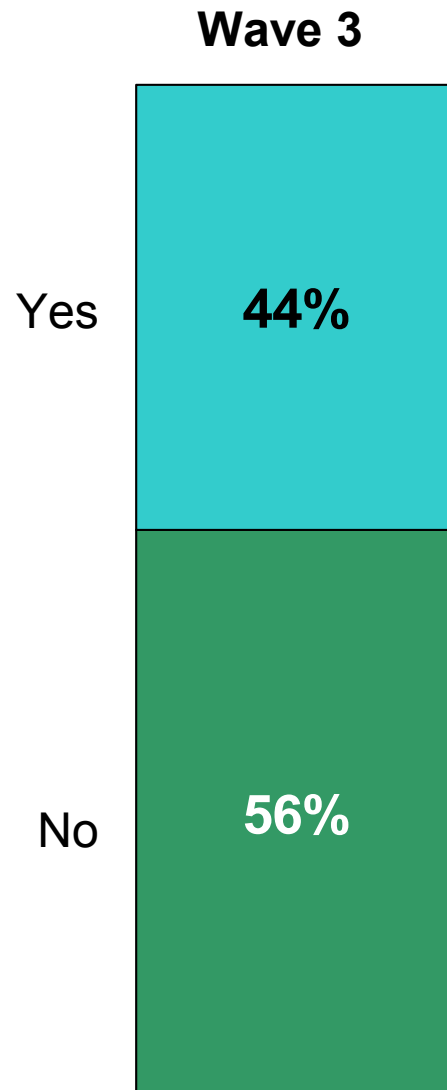


Base W3: All panellists who listened to radio through set top box N=111



Base W3: All panellists who listened to radio through set top box N=111

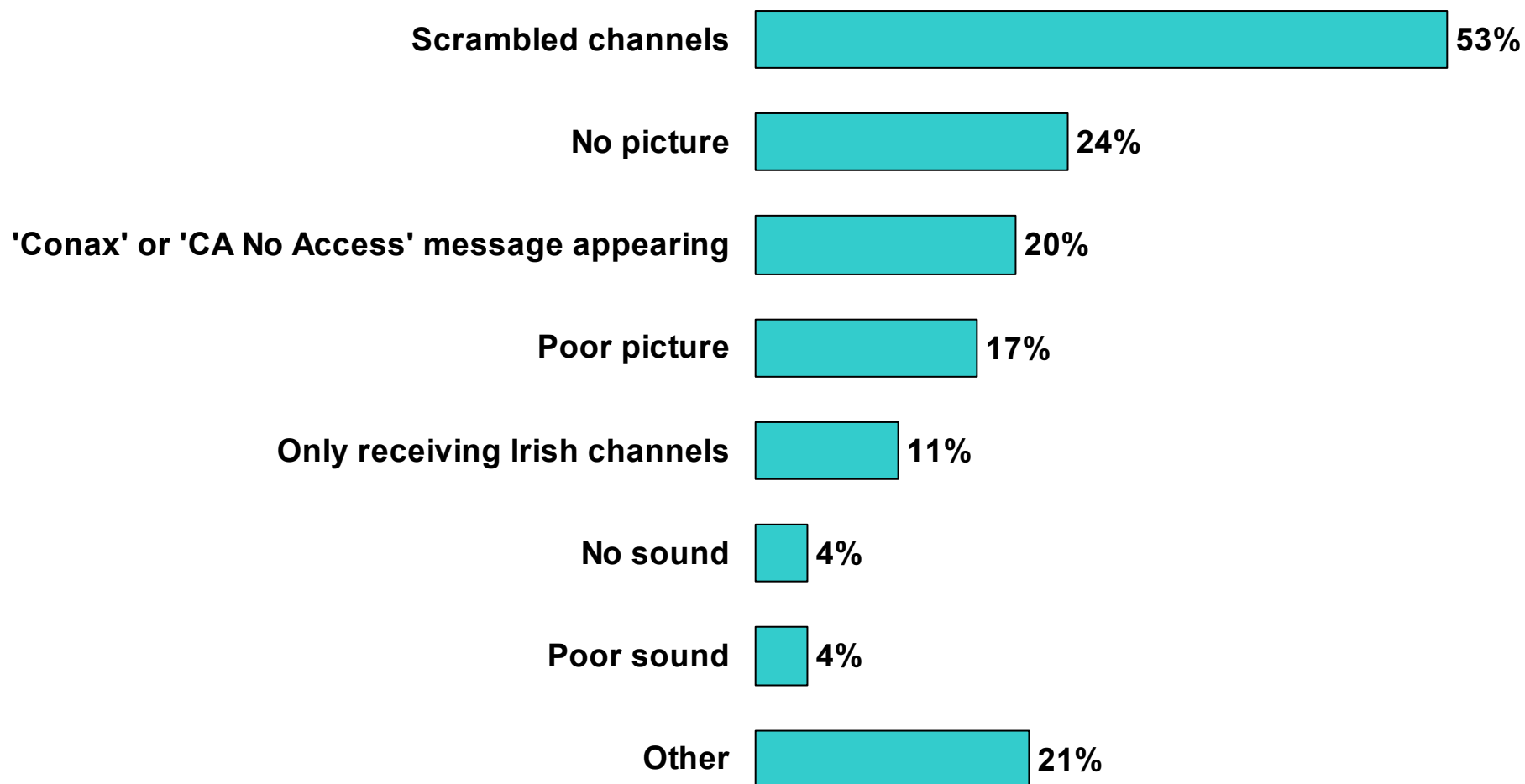
Experience of Problems with Set Top Box



Base W3: All panellists N=452

Problems Experienced

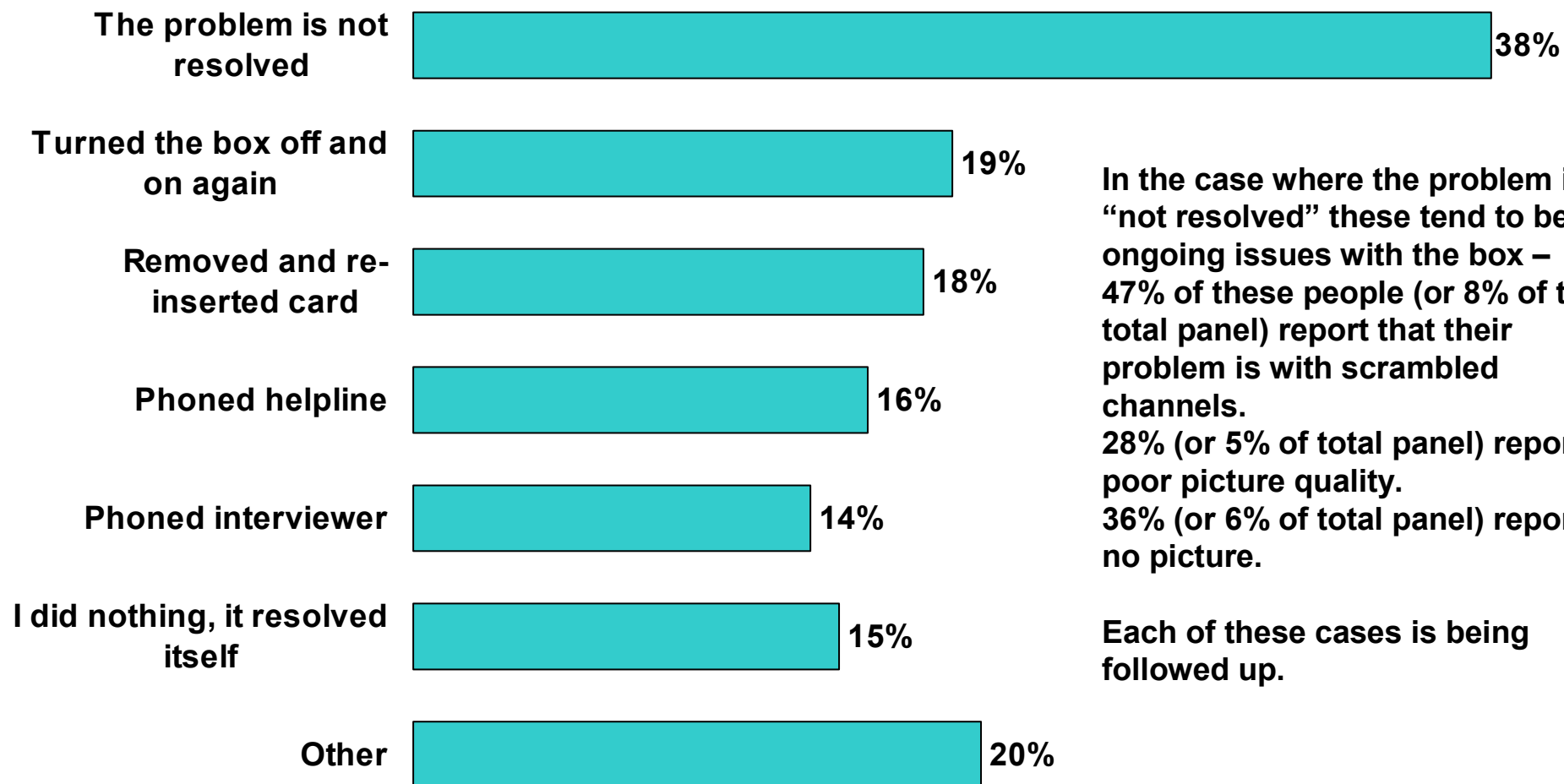
Wave 3



Base W3: All panellists who experienced problems with the set-top box N=197

Actions to Resolve Problem

Wave 3



In the case where the problem is “not resolved” these tend to be ongoing issues with the box – 47% of these people (or 8% of the total panel) report that their problem is with scrambled channels. 28% (or 5% of total panel) report poor picture quality. 36% (or 6% of total panel) report no picture.

Each of these cases is being followed up.

Base W3: All panellists who experienced problems with the set-top box N=197

- Continued high level of satisfaction overall
- Wide range of channels being watched
- No significant change in findings between Wave 2 and Wave 3.
- When asked if any problems have been encountered almost half (44%) have experienced problems of some description.
- The only negative aspects have been in relation to the set-top box.
 - Scrambled channels when box turned on; “CA No Access message” appearing
- While the set-top box enables the trial, it is not part of the trial itself.



Digital Terrestrial Television Quantitative Results Wave 3

Thank You