

Ofcom and Digital UK  
Switchover Tracker Survey

Switchover Progress Report  
Q1 2007

**digitaluk**

**Ofcom**  
OFFICE OF COMMUNICATIONS

**Publication Date:** 8th May 2007

# Contents

Executive Summary	2
Chapter 1 The Q1 2007 Dashboards: (1) By Regions (2) By Consumer Groups (3) By Switchover Segments	6
Chapter 2 The Q1 2007 Tracker Results: One year of Switchover Tracker Reporting	10
Chapter 3 Analogue and Digital Recording Devices	15
Chapter 4 Update Q1 2007: Whitehaven tracker results	24
Chapter 5 IN FOCUS: Tenants and switchover <i>Results of the tenants' survey</i>	32
Chapter 6 IN FOCUS: Westcountry	38
APPENDIX ONE: About the Switchover Tracker	42
APPENDIX TWO: Glossary of Terms	46

## Executive Summary

- The Q1 2007 results of the Ofcom/Digital UK Switchover Tracker complete one full calendar year of digital switchover monitoring since interviewing started in April 2006. This report summarises emerging trends through the analysis of digital switchover consumer metrics as the UK is moving closer to switchover.
- Over the last year substantial improvements have been made building switchover awareness, logo awareness and a general level of understanding that people will have to take action and upgrade at least one of their television sets to digital. In Q1 2007 more than eight out of ten people (82%) were aware of the change to digital television, a growth of 16 percentage points (pp) from the 66% measured in April 2006, and awareness is almost universal in Border (96%), the first region to switch.
- However, with nearly 4.5 million households now within 3 years of switchover, there is a need to develop more detailed understanding of what switchover will entail. Large parts of the population do not know that they will have to upgrade all TV sets (24% are aware), or understand the impact of switchover on VCRs (32% awareness), and although most people understand the 2008-2012 timeframe for switchover only 15% know the correct date for their region.
- The leading four regions (Border, Westcountry, Wales and Granada) have seen more pronounced growth in the key metrics: awareness of switchover increased by 23pp from 64% in Q2 2006 to 87% in Q1 2007.

### Digital TV Conversion

- On 14<sup>th</sup> of March 2007 Ofcom issued its Q4 Digital Television Progress Report on take-up of digital TV. In Q4 multichannel conversion was 78.6% and digital TV penetration, excluding those households who subscribe to analogue cable services, stood at 77.2%.
- The Ofcom/Digital UK Switchover Tracker figures similarly suggested that throughout the last year primary set conversion saw substantial growth up 7pp from 71% to 78% in the 12 months to Q1 2007 - in line with the multichannel TV take up figures published in Ofcom's quarterly Digital TV Progress report and other data sources.
- In this last quarter from January to March 2007 the Switchover Tracker figures for primary set conversion suggested no additional growth on primary sets or subsequent sets – but the Tracker is one of the first sources to be released and we wait to see whether or not this is corroborated by other data sources as they are published. We note that satellite has shown strong growth in the quarter, with Sky reporting 32,000 net additions.

- The Tracker suggests that 41% of additional (second, third, fourth etc.) TV sets (used for watching broadcast television) in UK homes have now been converted to digital. Overall 60% of the TV universe is currently able to receive a digital signal.

### Switchover Key Metrics

- In the 12 months from Q2 2006 to Q1 2007 nationwide switchover awareness has grown 16 percentage points from 66% to 82% including a 2 pp increase during this past quarter.
- We have previously noted significant gaps between consumer groups for key metrics including awareness and understanding, but are now encouraged to observe many of these gaps closing. In Q1 2007 both men and women showed identical levels of awareness (82%), whereas in Q2 2006 there had been an 11pp gap between them (women = 61%, men = 72%). Similarly, whereas in Q2 2006 there was an 31pp difference between the least aware age group, 16-24 year olds (47% aware) and the most aware age group, 65 to 74 year olds (78% aware); this gap has now slightly narrowed to just 25pp between 16-24 year olds 65% aware and 35 to 44 year olds who are 90% aware in Q1 2007. We are encouraged that awareness levels of switchover are especially growing amongst the older age groups. By Q1 2007 81% of those 75 years or older were aware of switchover, in line with the nation as a whole (82%) and 65 to 74 year olds showed above average levels of awareness (84%).
- Logo awareness has increased along the same lines as switchover awareness (+15pp from Q2 2006 to Q1 2007). During this last quarter six out of ten people (60%) recognised the digital tick logo.
- In Q1 2007 almost two thirds of the population (64%) knew that they had to get some form of digital receiver for at least one of their television sets in order to receive television after switchover (+3pp compared to the previous quarter).
- Despite reasonably high levels of general understanding, only one quarter (24%) say that they understand that they will have to upgrade all of their TV sets to digital.
- Awareness and understanding of the impact of digital switchover on analogue recording devices has not increased during the last year (+1pp from Q2 2006 to Q1 2007). During the last quarter about one third (32%) of the population understood that analogue recording devices will no longer be able to record one channel while you watch another (known as 'independent recording') at switchover. This figure is not higher in the first region to switch (Border) at 31%.
- Knowledge of the regional switchover date has increased slowly but steadily throughout the last year, although more significant increases of date awareness could be observed in the early switchover regions. In Q1 2007 15% could cite the correct switchover date for their region compared to only 10% date awareness a year ago. Date awareness is highest in Border where 60% can cite the 2008/9 switchover dates.

- Throughout the last year attitudes towards digital switchover improved marginally: in Q2 2006 66% felt switchover was either a positive or neutral thing, and this grew 4pp to 70% in Q1 2007. The proportion of the population who think switchover is unfair is therefore slowly decreasing. In Q1 of this year 24% of the population thought that switchover was unfair compared to 28% in Q2 of last year.

### **Analogue and Digital Recording Devices**

- With the growth of digital TV, the range of digital TV recorders (DTRs) with enhanced functionality is growing, and sales of analogue recorders have been declining. By the end of March 2007 we estimate that there were around 2.3 million DTRs in UK homes. But despite this at the end of last year still only 30% of all TV recorders sold at retail were digital, and only 26% of all DVD Recorders (DVD-Rs) sold were digital (the remainder had an analogue, rather than digital, tuner built in and will encounter the same problems as VCRs at switchover).
- The Q1 Tracker module explored use of analogue and digital TV recorders. The results show that analogue and digital recording devices are used in different ways. Whilst VCR and DVD-R users display very similar usage patterns, DTR users take advantage of other functionalities, such as setting the player to record whilst not at home or different channel recording. The most popular function amongst users of VCRs and DVDRs is playing back videos 56% whilst recording whilst DTR owners more commonly use independent recording and recording whilst not at home (both 62%), e.g. through series linking.
- Using analogue recorders to record one channel whilst watching another (known as 'independent recording') is widespread. 4 out of 10 of owners of analogue recorders use this function and more than three quarters (74%) of those who use independent recording use it once a week or more frequently.
- Video Plus is a service by which a nine digit code (commonly provided in TV listings) is entered onto a VCR or DVD-R, instructing it to record a specific programme. This avoids the need to separately set the device to record a channel at a specific time. Many analogue recorders will not be able to use Video Plus after switchover. Our research found that a significant number (38%) of owners of analogue recording devices use Video Plus to help them record, and two out of ten use it on a weekly basis.
- When the loss of independent recording and Video Plus was explained to users, many said that they were 'quite' or 'very' concerned by this. 30% of all analogue recorder owners were concerned by the loss of independent recording, and 20% by the loss of Video Plus.
- In most cases consumers who wish to continue to use independent recording or record easily will be advised to buy a digital TV recorder. Our research suggests that more than half of the population (51%) have heard of DTRs and more than one in four are interested in specific digital recording functionalities such as, being able to pause live TV (43%),

recording TV programmes without tapes (41%) and being able to record at the touch of one button (41%).

### Switchover in Whitehaven

- On 15<sup>th</sup> March 2007 Digital UK and Shaun Woodward MP announced that Whitehaven would be switching to digital television on 17<sup>th</sup> October 2007. With five months to go before the first analogue channel is switched off we are encouraged that awareness of switchover is now almost universal, at 97%.
- The area appears to be generally comfortable with switchover, with attitudes improving slightly this quarter and 77% now say they believe switchover is either positive or neutral. However there has been no growth in understanding. Still 75% of residents know what they need to do for switchover, and only 39% are aware of what will happen to their analogue recorders – many do not yet comprehend ‘what will happen in practice’.
- 70% of homes in the area are already digital on at least one of their TV sets, but conversion appears to have stalled at this level, with no growth in the Q1 2007 conversion figures. No one says they won’t convert for switchover, but we do expect the majority (c.75% of homes with analogue sets) to wait until switchover to convert.

### Tenants and Digital Switchover

- Digital switchover awareness is currently highest amongst people owning their property outright (87%) and lowest amongst flat dwellers (67%) and those renting (73%).
- Conversion of primary sets and subsequent sets has increased considerably amongst all of the groups relevant to the Housing & Property Workstream. Quarter on quarter analysis shows major improvements especially amongst flat dwellers (67% had digital TV on their main set in Q1) and private renters (72% had digital TV on their main set in Q1) with increases between 10 and 17pp within the last year.
- Indicative results from a survey of tenants and flat-dwellers suggest that digital TV conversion amongst communal aerial users remains at a lower level (63%) than the population as a whole (78%). This in turn impacts on levels of digital television conversion amongst all flat dwellers (only around half of flat dwellers use a communal system), currently registering at 67% on the Tracker results.
- The survey also suggests that only a very small number of respondents (3%) have been contacted by their landlord or contacted their landlord themselves about work that needs to be done to the aerial system. This highlights the need for further active switchover communications on aerial upgrades to tenants, as currently planned by Digital UK.

**Chapter 1**

# The Dashboards – Q1 2007

Quarterly results are presented on dashboards of progress:

(1) The Dashboard: By Regions

Key metrics for each switchover region, and the UK as a whole

(2) The Dashboard: By Consumer Groups

Key metrics provided for a range of demographic and consumer groups (see Appendix Two for a full Glossary of consumer group terms)

(3) The Dashboard: By Switchover Segment

Following a segmentation of the UK population for switchover, the dashboard reports the performance of the individual consumer segments across the key metrics. Detailed information on the switchover segments can be found in the Q3 2006 Switchover Progress Report.

Note that conversion figures on the dashboard are based on tracker data, and are therefore indicative only. The figures provided in Ofcom’s Quarterly Digital TV Progress Reports remain the authoritative guide to digital TV take-up. The Q4 2006 report shows that 77.2% of households have digital TV, and 78.6% have multi-channel TV (including analogue cable).

**How to read the dashboards**

**FIGURE 1 – NAVIGATING THE TRACKER DASHBOARDS**

The key switchover metrics – the responses to the most important questions from the Switchover Tracker survey that will be used to monitor progress by – are listed across the top of the dashboard [see appendix for further explanation of the key metrics]

The number of surveys achieved for each region or consumer group is listed in the ‘Base Size’ column

UK-wide national data is shown across the top line of both dashboards

The lined below are either for the switchover regions, or the selected consumer groups

	BASE SIZE	-1- Awareness		-2- Understanding			-3- Post/hot attitude		-4- Intentions to convert			-5- Conversion				-6- Satisfact'n with digital TV
		↕ Switchover	↕ Logo	↕ What to do for DSO	↕ Update VCRs	↕ Regional date	↕ Overall opinion	↕ Personal comfort	↕ Convert at least one set	↕ Will not convert any set	↕ Analogue h/holds to convt. 2m	↕ Primary set converted	↕ Other sets converted	↕ Full h/hold convrsion	↕ Total TV sets convrt	
<b>NATIONAL</b>	<b>1964</b>	80%	58%	61%	29%	11%	69%	82%	91%	2%	15%	79%	41%	45%	59%	78%
1 - Border	319	91%	69%	69%	32%	57%	71%	82%	90%	2%	17%	74%	42%	46%	58%	80%
2 - Westcountry	301	91%	64%	76%	32%	14%	72%	81%	96%	2%	16%	75%	33%	35%	52%	79%
3 - Wales	305	85%	62%	67%	30%	28%	65%	79%	87%	1%		82%	42%	51%	62%	82%
4 - Granada	324	87%	64%	57%	33%	19%	65%	79%	92%	1%	17%	79%	47%	45%	62%	77%
5 - West	61*	78%	55%	66%		5%	66%	87%	89%	3%		86%	37%	44%	59%	83%
6 - STV/Gramp	81*	87%	64%	63%	37%	12%	75%	80%	94%	4%		85%	34%	43%	56%	82%
7 - Central	108	84%	60%	74%	32%	4%	68%	80%	91%	3%		69%	32%	35%	51%	84%
8 - Yorkshire	101	75%	62%	45%	28%	5%	59%	85%	94%	4%		77%	39%	41%	59%	70%
9 - Anglia	79*	89%	68%	70%	27%	2%	72%	81%	90%	5%		82%	39%	49%	61%	84%
10 - Meridian	95*	80%	53%	64%	34%	16%	72%	83%	93%	1%		84%	36%	44%	58%	75%
11 - London	106	74%	54%	60%	20%	12%	74%	82%	91%	0%		78%	55%	55%	64%	79%
12 - Tyne Tees	52*	65%	39%	44%		13%	69%	79%							55%	
13 - Ulster	57*	44%	24%	30%		4%	46%	93%	70%	3%		69%		46%	60%	

Yellow cells contain data based on low sample sizes (under 100 surveys), and should therefore be treated with some caution

Cells are greyed out where the sample sizes are very low (less than 50 surveys), and the data is therefore considered unreliable and not shown

**(1) The Dashboard: By Regions**

	BASE SIZE	-1- Awareness		-2- Understanding			-3- Pos/neut attitude		-4- Intentions to convert			-5- Conversion				-6- Satisfact'n with digital TV
		-a- Switchover	-b- Logo	-a- What to do for DSO	-b- Update VCRs	-c- Regional date	-a- Overall opinion	-b- Personal comfort	-a- Convert at least one set	-b- Will not convert any set	-c- Analogue h/holds to cnvrt 12m	-a- Primary set converted	-b- Other sets converted	-c- Full h/hold convrsion	-d- Total TV sets cnvrt	
<b>NATIONAL</b>	<b>1956</b>	82%	60%	64%	32%	15%	70%	81%	88%	2%	12%	78%	41%	44%	60%	78%
<b>1 - Border</b>	<b>325</b>	96%	76%	75%	35%	60%	74%	83%	94%	1%	7%	71%	48%	45%	60%	80%
<b>2 - Westcountry</b>	<b>311</b>	92%	69%	78%	37%	22%	76%	81%	92%	1%		81%	47%	50%	63%	80%
<b>3 - Wales</b>	<b>319</b>	86%	63%	64%	25%	36%	63%	81%	94%	1%		86%	48%	51%	66%	80%
<b>4 - Granada</b>	<b>311</b>	87%	66%	64%	31%	23%	70%	79%	93%	2%		80%	41%	46%	60%	79%
<b>5 - West</b>	<b>55*</b>	86%	62%	74%		13%	78%	80%	89%	0%		67%	43%	37%	57%	
<b>6 - STV/Gramp</b>	<b>79*</b>	82%	63%	56%		17%	69%	81%	88%	2%		80%	49%	52%	65%	83%
<b>7 - Central</b>	<b>93*</b>	86%	60%	63%	37%	8%	68%	79%	81%	3%		83%	35%	42%	60%	73%
<b>8 - Yorkshire</b>	<b>106</b>	83%	70%	58%	24%	6%	75%	86%	92%	1%		76%	38%	38%	57%	62%
<b>9 - Anglia</b>	<b>80*</b>	87%	56%	72%	26%	3%	61%	76%	92%	3%		67%	36%	36%	53%	71%
<b>10 - Meridian</b>	<b>95*</b>	88%	52%	77%	37%	20%	74%	80%	91%	1%		84%	39%	47%	60%	76%
<b>11 - London</b>	<b>98*</b>	72%	59%	60%	30%	13%	70%	81%	91%	2%		76%	42%	45%	60%	86%
<b>12 - Tyne Tees</b>	<b>59*</b>	84%	62%	60%		21%	65%	85%	89%	4%		93%	47%	52%	68%	81%
<b>13 - Ulster</b>	<b>57*</b>	51%	27%	33%		6%	58%	96%	61%	2%		60%		38%	56%	

Ulster: 6-month data (October 2006-March 2007)

**(2) The Dashboard: By Consumer Groups**

	BASE SIZE	-1- Awareness		-2- Understanding			-3- Pos/neut attitude		-4- Intentions to convert			-5- Conversion				-6- Satisfact'n with digital TV
		-a- Switchover	-b- Logo	-a- What to do for DSO	-b- Update VCRs	-c- Regional date	-a- Overall opinion	-b- Personal comfort	-a- Convert at least one set	-b- Will not convert any set	-c- Analogue h/holds to cnvrt 12m	-a- Primary set converted	-b- Other sets converted	-c- Full h/hold convrsion	-d- Total TV sets cnvrt	
<b>NATIONAL</b>	<b>1956</b>	82%	60%	64%	32%	15%	70%	81%	88%	2%	12%	78%	41%	44%	60%	78%
<b>Male</b>	<b>932</b>	82%	65%	67%	41%	15%	77%	87%	90%	2%	15%	83%	45%	49%	64%	80%
<b>Female</b>	<b>1024</b>	82%	56%	60%	24%	15%	63%	76%	86%	2%	11%	73%	37%	38%	55%	75%
<b>16-24</b>	<b>207</b>	65%	69%	47%	28%	8%	64%	85%	86%	2%		88%	41%	49%	63%	82%
<b>65-74</b>	<b>230</b>	84%	61%	56%	36%	16%	66%	76%	88%	2%		71%	33%	34%	53%	71%
<b>65+</b>	<b>434</b>	83%	56%	55%	29%	18%	65%	75%	82%	4%	13%	63%	31%	34%	49%	68%
<b>ABC1</b>	<b>900</b>	88%	59%	73%	35%	16%	75%	84%	91%	2%	7%	79%	43%	46%	61%	76%
<b>C2DE</b>	<b>1056</b>	76%	61%	54%	29%	14%	65%	79%	86%	3%	17%	76%	39%	42%	59%	79%
<b>Rural</b>	<b>374</b>	88%	63%	71%	40%	19%	70%	78%	89%	2%	10%	81%	39%	44%	59%	74%
<b>Urban</b>	<b>1582</b>	81%	60%	62%	31%	14%	69%	82%	88%	2%	13%	77%	41%	44%	60%	78%
<b>Low income</b>	<b>450</b>	79%	57%	55%	32%	15%	63%	74%	82%	3%	15%	62%	28%	37%	49%	75%
<b>BME</b>	<b>73*</b>	58%	65%	40%		4%	64%	76%	77%	1%		73%	52%	59%	64%	
<b>Non-English</b>	<b>71*</b>	47%	71%	22%		3%	68%	81%	77%	2%		59%		42%	50%	
<b>Disabled</b>	<b>319</b>	83%	56%	53%	32%	14%	65%	73%	82%	6%	15%	63%	41%	36%	53%	70%
<b>Need assistance</b>	<b>122</b>	78%	46%	42%	26%	13%	60%	61%	67%	5%	17%	28%	0%	1%	18%	
<b>Hard to reach</b>	<b>858</b>	80%	61%	60%	35%	14%	68%	77%	87%	2%	16%	74%	41%	43%	59%	78%
<b>Living alone</b>	<b>356</b>	79%	53%	55%	30%	15%	65%	70%	82%	3%	13%	61%	27%	40%	50%	70%
<b>Families w/ children</b>	<b>580</b>	82%	62%	67%	30%	12%	70%	85%	95%	1%	16%	87%	46%	46%	63%	79%
<b>Rent private</b>	<b>231</b>	73%	64%	57%	26%	9%	74%	79%	92%	2%		72%	34%	46%	56%	82%
<b>Rent council</b>	<b>360</b>	72%	58%	46%	28%	9%	59%	73%	80%	2%	11%	74%	37%	44%	57%	81%
<b>House</b>	<b>1793</b>	84%	62%	65%	32%	15%	70%	81%	89%	2%	12%	79%	42%	44%	60%	77%
<b>Flat</b>	<b>155</b>	67%	47%	51%	31%	14%	63%	79%	76%	1%		67%	27%	41%	53%	88%
<b>THS - 75+</b>	<b>204</b>	81%	51%	54%	20%	19%	63%	73%	76%	6%	5%	56%	28%	35%	45%	63%
<b>THS - DLA/AA &lt;75</b>	<b>98*</b>	87%	76%	62%	51%	16%	67%	79%	97%	0%		78%	49%	47%	64%	71%

**(3) The Dashboard: By Switchover Segment**

\* Very small base size – data should be viewed as indicative only

\*\* Extremely small base size – data omitted

BASE SIZE	<b>-1- Awareness</b>		<b>-2- Understanding</b>			<b>-3- Pos/neut attitude</b>		<b>-4- Intentions to convert</b>			<b>-5- Conversion</b>				<b>-6- Satisfact'n with digital TV</b>
	-a- Switchover	-b- Logo	-a- What to do for DSO	-b- Update VCRs	-c- Regional Date	-a- Overall opinion	-b- Personal comfort	-a- Convert at least one set	-b- Will not convert any set	-c- Analogue h/holds to cnvrt 12m	-a- Primary set converted	-b- Other sets converted	-c- Full h/hold convrsion	-d- Total TV sets cnvrt	

<b>NATIONAL*</b>	<b>1956</b>	82%	60%	64%	32%	15%	70%	81%	88%	2%	12%	78%	41%	44%	60%	78%
<b>Cultured Conservatives</b>	<b>273</b>	86%	50%	69%	29%	26%	63%	74%	90%	2%	9%	66%	35%	37%	51%	59%
<b>Out-and-About Families</b>	<b>254</b>	86%	63%	66%	30%	26%	64%	83%	91%	1%		86%	43%	46%	61%	81%
<b>Traditionalists</b>	<b>396</b>	87%	60%	56%	29%	27%	57%	68%	89%	2%	13%	68%	35%	37%	52%	69%
<b>TV-Centrics</b>	<b>642</b>	88%	72%	71%	33%	29%	75%	86%	93%	1%	19%	91%	48%	50%	66%	86%
<b>Rolling Stones</b>	<b>151</b>	85%	68%	70%	31%	24%	81%	89%	89%	2%		74%	52%	52%	66%	82%
<b>High-Tech Consumers</b>	<b>240</b>	89%	73%	77%	42%	24%	84%	90%	95%	1%		93%	57%	56%	73%	81%

\*The Ofcom/DUK tracker segmentation uses a separate weighting profile to compare different types of consumers and their attitudes towards digital switchover. For reasons of consistency in the report the overall national figures remain the same as on the previous dashboards.

## Chapter 2

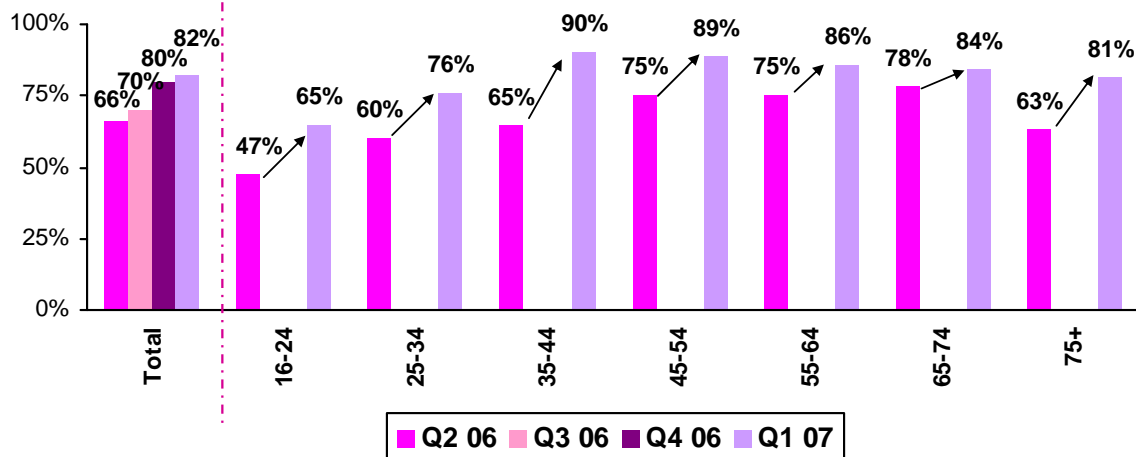
# The Q1 2007 Tracker Results

Over the last year substantial improvements have been made building switchover awareness, logo awareness and a general level of understanding that people will have to take action and upgrade at least one of their television sets to digital. However, with nearly 4.5 million households now within 3 years of switchover, there is a need to develop more detailed understanding of what switchover will entail. Large parts of the population do not know that they will have to upgrade all TV sets, or understand the impact of switchover on analogue recorders, and although most people understand the 2008-2012 timeframe for switchover only 15% know the correct date for their region.

### Switchover Awareness

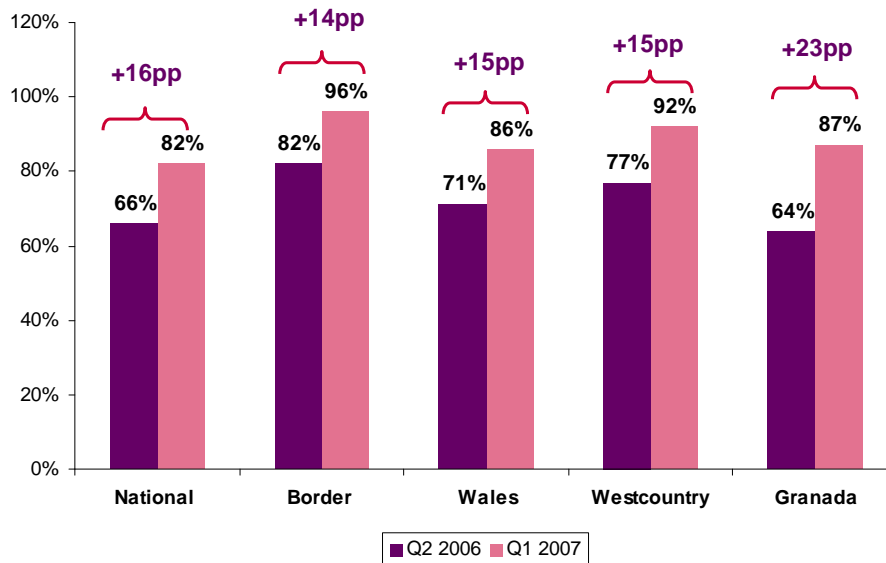
- After the first year of the Ofcom/Digital UK Switchover Tracker substantial improvements have been made building awareness of digital switchover. In Q 1 of this year switchover awareness stood at 82%; a further increase of 2pp compared to the previous quarter. The past year has seen 16pp growth in awareness, driven by Digital UK's campaign activity and those of our industry partners with the largest awareness gains during Q4 2006 following the autumn switchover campaign.
- Levels of awareness have improved amongst all age groups and consumer groups. The largest increases of levels of awareness were achieved amongst low income households (+20pp) and the 75+ age group (+18pp) who now show similar levels of switchover awareness to the population as a whole. In Q1 2007 switchover awareness stands at 79% amongst the low income group and at 81% for the 75+ population. As previously seen, lower levels of switchover awareness remain amongst the youngest age group of 16 to 24 year olds (65%), amongst minority ethnic groups (58% awareness, indicative only) as well as amongst people who speak English as their second language (47% awareness, indicative figures only).
- We have previously noted significant gaps between consumer groups for key metrics including awareness and understanding, but are now encouraged to observe many of these gaps closing. In Q1 2007 both men and women showed identical levels of awareness (82%), whereas in Q2 2006 there had been an 11pp gap between them (women = 61%, men = 72%). Similarly, whereas in Q2 2006 there was an 31pp difference between the least aware age group, 16-24 year olds (47% aware) and the most aware age group, 65 to 74 year olds (78% aware); this gap has now slightly narrowed to just 25pp between 16-24 year olds 65% aware and 35 to 44 year olds who are 90% aware in Q1 2007. We are encouraged that awareness levels of switchover are especially growing amongst the older age groups. By Q1 2007 81% of those 75 years or older were aware of switchover, in line with the nation as a whole (82%) and 65 to 74 year olds showed above average levels of awareness (84%).

**FIGURE 2: DEVELOPMENT OF SWITCHOVER AWARENESS Q2/2006 VS. Q1/2007 BY AGE GROUP**



- Awareness that digital switchover is happening is generally higher in the lead switchover regions Border, Wales, Westcountry and Granada with awareness levels now above 86% in all of those regions. The Border TV region as the first region to switchover in 2008 and 2009 has reached almost universal levels of awareness with 96% of the population aware of the change.

**FIGURE 3: SWITCHOVER AWARENESS Q2/2006 vs. Q1/2007**



- Logo awareness has increased along the same lines as switchover awareness (+15pp from Q2 2006 to Q1 2007). During this last quarter six out of ten people (60%) recognised the digital tick logo.

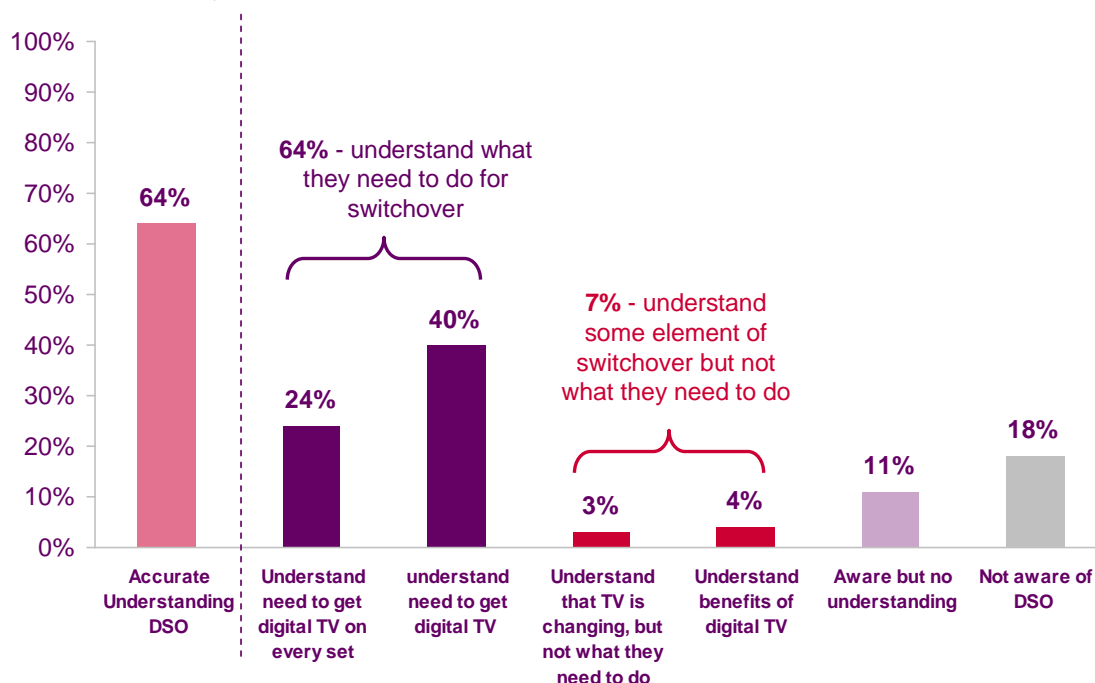
### Understanding of Switchover

- General levels of understanding that people will need to take action and get digital TV for their television has also been growing throughout the last year (+12pp from Q3 2006 to Q1 2007). In Q1 2007 almost two thirds of the population (64%) knew that they had to get some form of digital receiver for at least one of their television sets in order to receive television

after switchover. The pattern of consumer groups showing lower levels of general understanding is similar to those showing lower levels of switchover awareness, e.g. the youngest age groups (47%) and minority ethnic groups.

- Despite reasonably high levels of general understanding, the proportion of people who understand the detail of what they may need to do for switchover is lower. Only about one quarter (24%) of respondents understand without prompting that they will have to upgrade all of their TV sets to digital. When asked directly (prompted) whether people understand that they have to upgrade every TV set, 64% say that they do know this. However this more developed level of understanding is not any higher in the lead switchover regions. On average 63% of people in Border, Wales, Westcountry and Granada say they know that they have to upgrade every TV set for switchover.

**FIGURE 4: Q1 RESULTS FOR UNDERSTANDING OF DIGITAL SWITCHOVER**



- Similarly awareness and understanding of the impact of digital switchover on analogue recording devices (Video Recorders and analogue DVD Recorders) has not grown during the last year (+1pp from Q2 2006 to Q1 2007). During the last quarter about one third (32%) of the population understood that analogue recording devices will lose the ability to independent recording and this figure is no higher in the early switchover regions (31% average for Border, Wales, Westcountry and Granada). Digital UK has developed a communications strategy for the coming year to address this. Further information on the development of the recorders market and how consumers use their recording devices in the home can be found in chapter 3 of this report
- Knowledge of the regional switchover date has increased slowly but steadily throughout the last year, although more significant increases of date awareness can be observed in the early switchover regions where quarterly switchover dates were communicated transmitter by transmitter

in October of last year. Overall 15% of the population could cite their correct switchover date in Q1 2007 compared to only 10% date awareness a year ago. In Border six out of ten understand that their region is switching over to digital in 2008 and 2009 followed by 36% date awareness in Wales, 23% in Granada and 22% in the Westcountry.

### Intentions to convert to digital

- The number of those intending to convert at least one TV set to digital for switchover has held stable during this past year and in every quarter 9 out of 10 people stated that they have a definite plan to convert at least one TV set. In Q1 88% of the population stated that they intend to convert at least one set for switchover.
- Equally the number of 'resisters' who are saying that they will not convert any of their sets to prepare for switchover remained unchanged. For the last 3 quarters only 2% of respondents intended not to convert any of their TV sets to digital. The remaining 10% (between those saying they will definitely convert and those saying they won't) are respondents who say they don't yet know. In Whitehaven no one has said they will not convert for switchover.
- Plans to convert television sets to digital in time for digital switchover are not an indicator for people acting early. The national and the Whitehaven Tracker surveys currently suggest that people will wait until the last minute to take action. Throughout the last year the proportion of analogue households intending to convert within the next year varied between 10% (in Q2 2006) and 16% (in Q3 2006). In Q1 2007 still only 12% of analogue households said they intend to convert at least part of their equipment to digital in the next 12 months. See chapter 4 for estimates of when the residents of Whitehaven will convert to switchover

### Digital TV take-up figures

- The Ofcom/Digital UK Switchover Tracker figures suggested that throughout the last year primary set conversion saw substantial growth up 7pp from 71% to 78% in the 12 months to Q1 2007 - in line with the multichannel TV take up figures published in Ofcom's quarterly Digital TV Progress report and other data sources.
- In this last quarter from January to March 2007 the Switchover Tracker figures for primary set conversion suggested no additional growth on primary sets or subsequent sets – but the Tracker is one of the first sources to be released and we wait to see whether or not this is corroborated by other data sources as they are published. We note that satellite has shown strong growth in the quarter, with Sky reporting 32,000 net additions.
- The Tracker suggests that 41% of additional (second, third, fourth etc.) TV sets (used for watching broadcast television) in UK homes have now been converted to digital. Overall 60% of the TV universe is currently able to receive a digital signal.

### Attitudes to digital switchover

- Throughout the last year attitudes to switchover improved marginally (+4pp) from 66% (Q2/2006) to 70% (Q1/2007) of the population thinking positively or neutral about digital switchover. Most people in fact feel neutral about switchover, and in Q1 2007 46% of the population think that digital switchover is just one of the things that will happen and that they will have to get on with. Positive attitudes towards digital switchover are made up of 17% who think that switchover is good for the UK and 7% who think that switchover is good for them, e.g. getting access to additional channels or improved sound and picture quality.
- Analysis of the last year of switchover tracking results also shows that the proportion of the population who think negatively about switchover and state that people should not be forced to switch is slowly decreasing. It seems that attitudes become increasingly positive or neutral as switchover approaches. In Q 1 of this year 24% of the population thought that switchover was unfair compared to 28% in Q 2 of last year. A graph comparing attitudes towards switchover on a national level to Whitehaven and Border can be found in chapter 4.
- The second measure used to assess attitudes towards digital switchover looks at the personal level of comfort with the actual process of switching over. During the last year eight out of ten people (81% in Q1 2007) said that they were 'OK' with the idea of switchover and did not feel 'threatened or worried' by it, and this figure has held steady for every quarter of results.

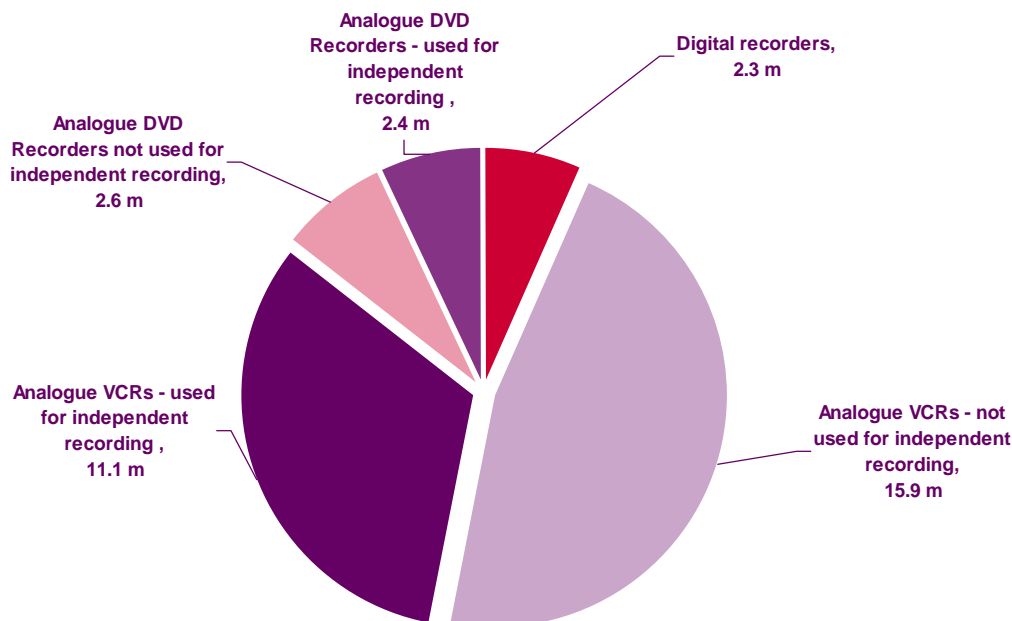
## Chapter 3

# Analogue and Digital Recording Devices

### Ownership of analogue and digital recording devices in UK homes

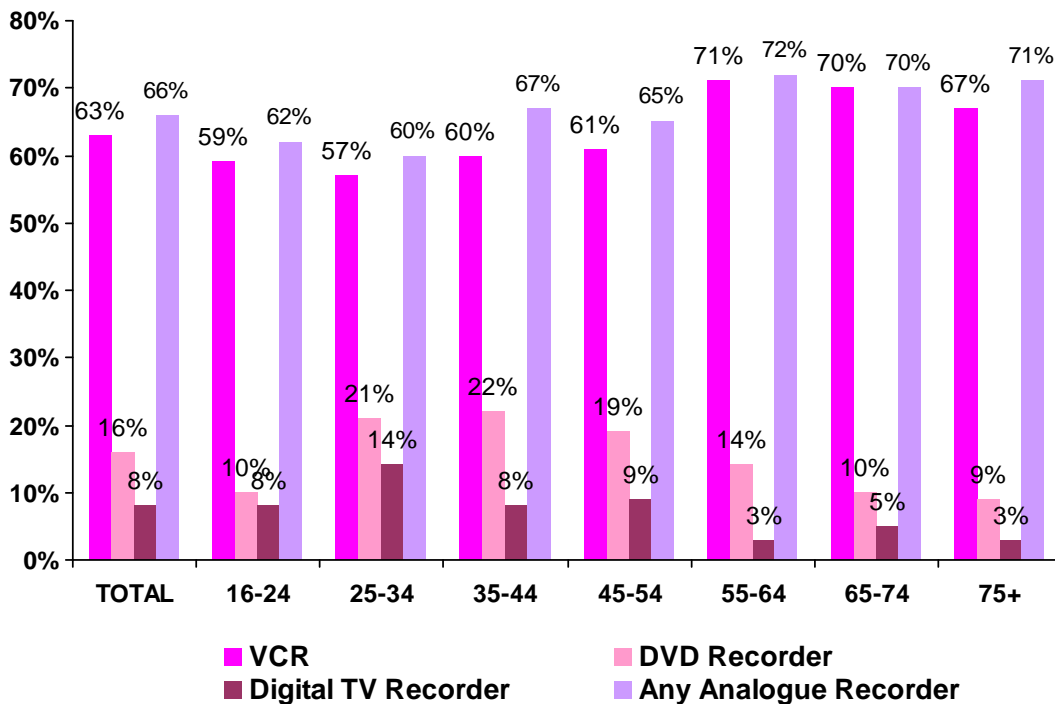
- There are in total around 34.3m recording devices in UK homes, including both analogue Video Cassette Recorders (VCRs), DVD Recorders and digital TV recorders. Of these, we estimate around 2.3 million are Sky Plus, Virgin V+ or Freeview recorders. The majority of the remaining 32 million analogue recording devices are video recorders, 27m VCRs and around 5 million DVD Recorders (DVDR).
- 60% of analogue recorders may not need converting for switchover, because our research suggests that they are not used for independent recording, and are only used for playing back tapes or prerecorded videos – for which purposes they will still be perfectly usable after switchover. That leaves around 40% of analogue recorders (11.1 million VCRs and 2.4 million analogue DVD Recorders) that may need replacing or converting for switchover if viewers wish to retain the ability to record independently of the channel their TV is tuned to.

FIGURE 5: NUMBER OF RECORDERS IN UK TV HOMES (MILLION)



- Overall older respondents are more likely to own and use VCRs, with VCR ownership peaking amongst 55 to 64 year olds (71%), but even 75+ year olds own and use proportionately more VCRs than the population as a whole. Ownership of digital recording devices tend to be the more affluent younger demographic of the population, most commonly between 25 to 54 years old. This makes DTRs also a type of equipment present in some family homes.

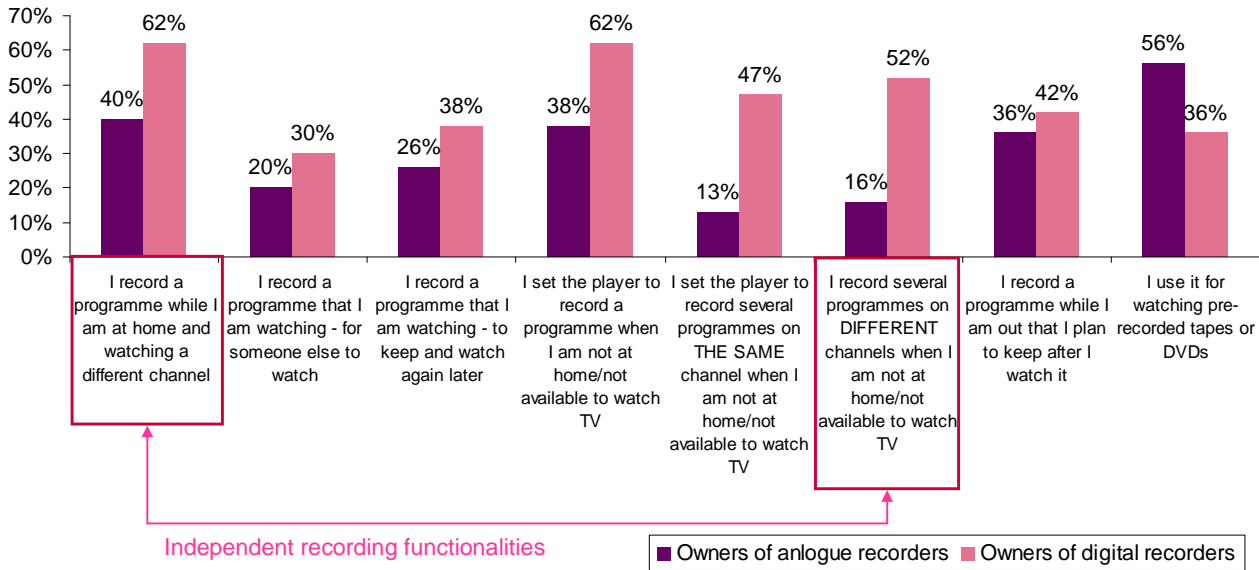
**FIGURE 6: ANALOGUE AND DIGITAL RECORDER OWNERSHIP BY AGE GROUP**



**Use of analogue and digital recording devices in UK homes**

- This quarter’s additional recorders ad hoc module suggests that analogue and digital recording devices are used in different ways. Whilst VCRs and DVD-R users display very similar usage patterns, DTR users take advantage of other functionalities, such as setting the player to record whilst not at home or different channel recording. The most popular function amongst users of VCRs and DVDRs is playing back videos 56% whilst recording whilst DTR owners more commonly use independent recording and recording whilst not at home (both 62%), e.g. through series linking. It is possible that increasing the ease of use, avoiding lengthy programming sessions and the ability to record directly onto a hard drive have impacted positively on this development for digital TV recorders.
- Setting the recorder in advance to record while not at home or available to watch TV is more popular amongst respondents owning and using digital recording (62%) devices than analogue ones (38%). But still more than two thirds (67%) of VCR owners use this functionality once a week or more often.

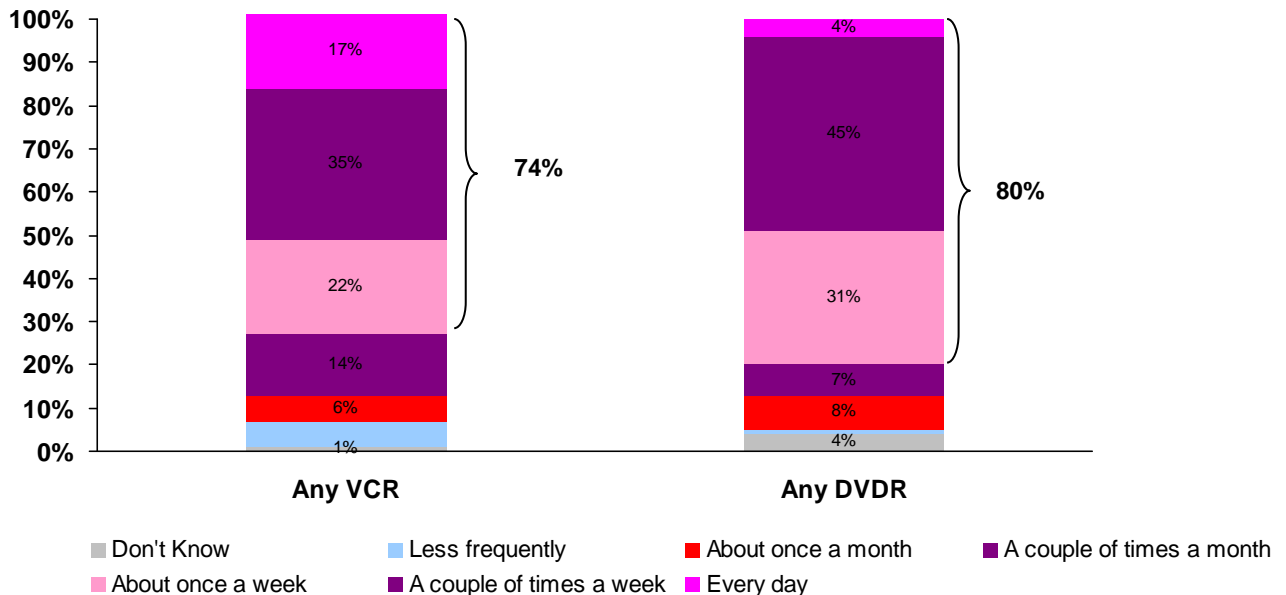
**FIGURE 7: MOST COMMON USE OF ANALOGUE VS. DIGITAL RECORDING DEVICES**



**Independent recording**

- Recording one channel whilst watching another also known as independent recording is amongst the more popular function used by owners of analogue recorders with 4 out of 10 of respondents still using the function. As this functionality will be lost after switchover unless people upgrade their equipment and buy a digital recording device, concern remains that this could impact negatively on digital switchover.
- People who use the independent recording functionality on their VCRs use it very frequently and amongst DVDR users the frequency of independent recording is even higher than amongst VCR owners.

**FIGURE 8: FREQUENCY OF USING INDEPENDENT RECORDING**

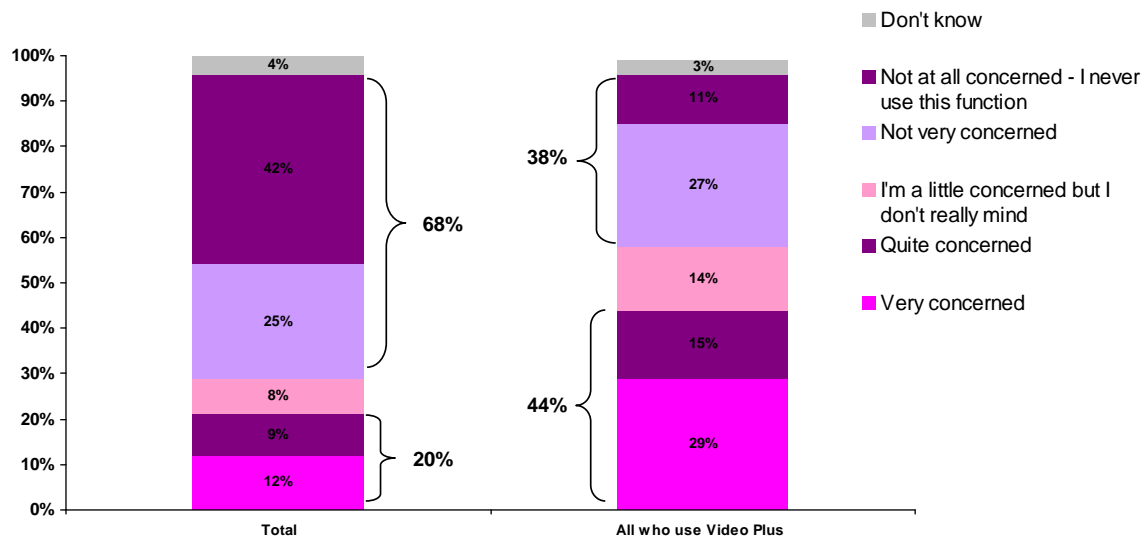




significant number (38%) of owners of analogue recording devices use Video Plus to help them record, and two out of ten use it on a weekly basis.

- When the loss of independent recording and Video Plus was explained to users, many said that they were ‘quite’ or ‘very’ concerned by this. 30% of all analogue recorder owners were concerned by the loss of independent recording, and 20% by the loss of Video Plus.

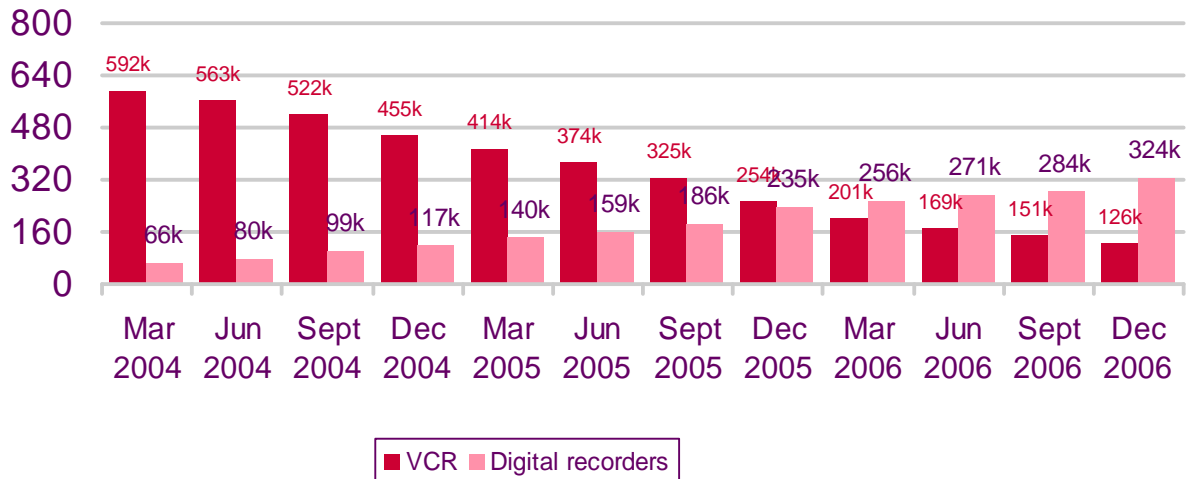
**FIGURE 10: CONCERNS ABOUT LOSING VIDEO PLUS FUNCTIONS**



### The market for digital recorders

- The ad hoc module also explored the market for digital recording devices to understand the likelihood that consumers will upgrade to a digital TV recorder which converts their analogue recorders and television with one piece of equipment to digital, and gives them access to a range of new recording functionalities.
- The past three years have seen steady growth in take-up of digital TV recorders and falling sales of analogue Video Cassette Recorders (VCRs). By the first quarter of 2006, sales of digital TV recorders – including Sky+ subscriptions, cable PVR subscriptions, and sales of DTT recorders and DVD-Recorders with a hard drive – outstripped sales of VCRs. Over the last four quarters, digital TV recorder sales reached an average of more than 280,000 per quarter, compared to 161,000 VCR sales per quarter.

**FIGURE 11: SALES OF ANALOGUE VCRs AND DIGITAL RECORDERS (FOUR-QUARTER ROLLING AVERAGE) (THOUSANDS)**

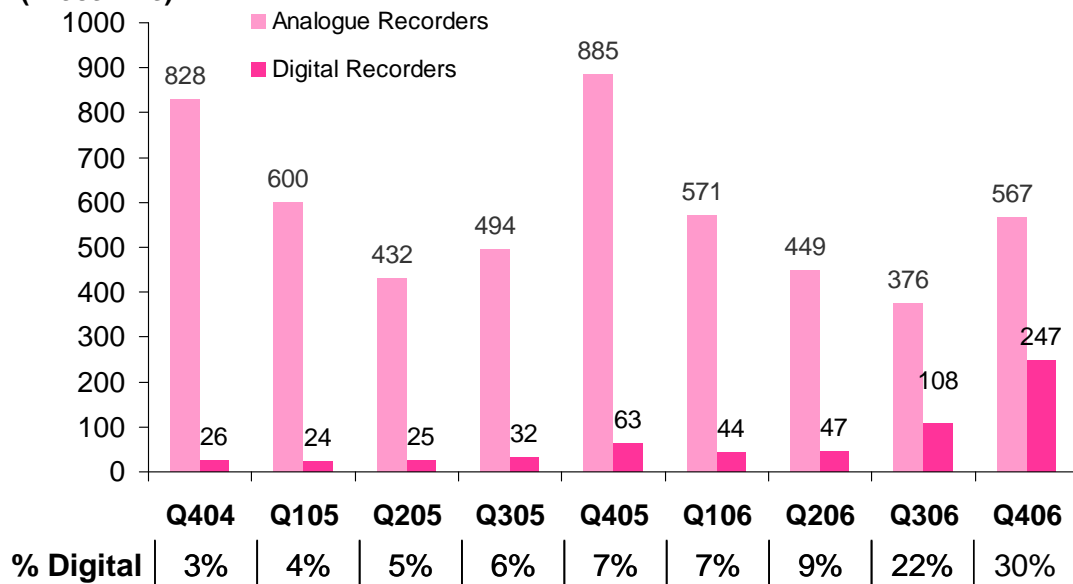


Source: GfK (EPOS data), Sky (includes net Sky+ additions)

- Although digital recorders are proving increasingly popular in the market overall, this is largely driven by subscriptions to satellite and cable services. At the retail level, perhaps surprisingly, sales of digital recorders are still dwarfed by sales of analogue recorders.

**FIGURE 12: QUARTERLY SALES OF ANALOGUE AND DIGITAL TV RECORDERS**

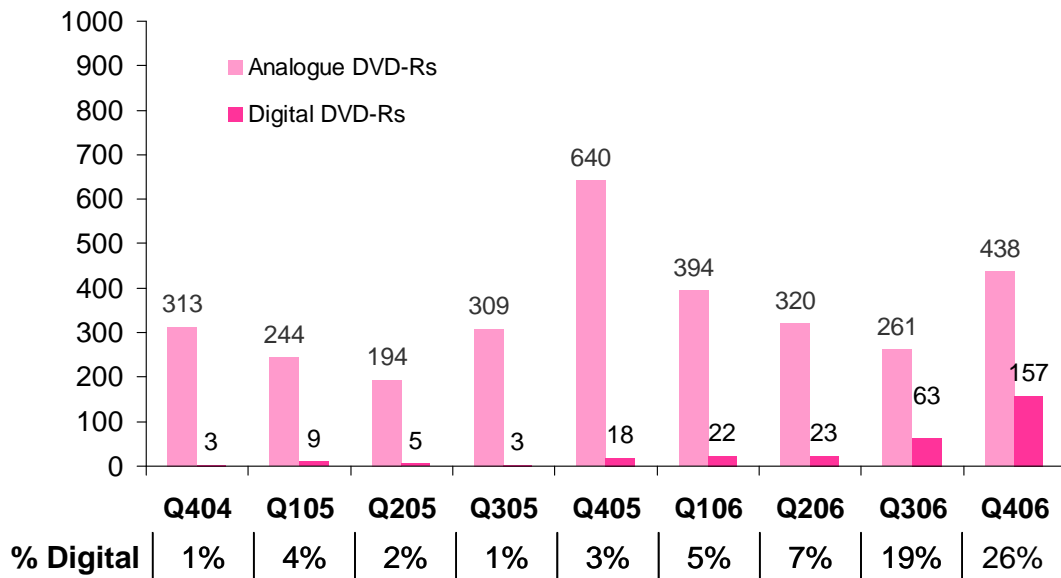
NOTE: ANALOGUE RECORDERS INCLUDE VCRs AND ANALOGUE DVD-Rs; DIGITAL RECORDERS INCLUDE DIGITAL DVD-Rs AND DIGITAL TV RECORDERS  
 (THOUSANDS)



Source: GfK LekTrak Sales Data

- This is due in large part to continued high levels of analogue DVD-R sales. At the end of 2006 still only 26% of DVD-Rs sold had a digital tuner inside, and would therefore be able to 'independently record' after switchover.

**FIGURE 13: QUARTERLY SALES OF ANALOGUE AND DIGITAL DVD-RECORDERS (THOUSANDS)**



Source: GfK LekTrak Sales Data

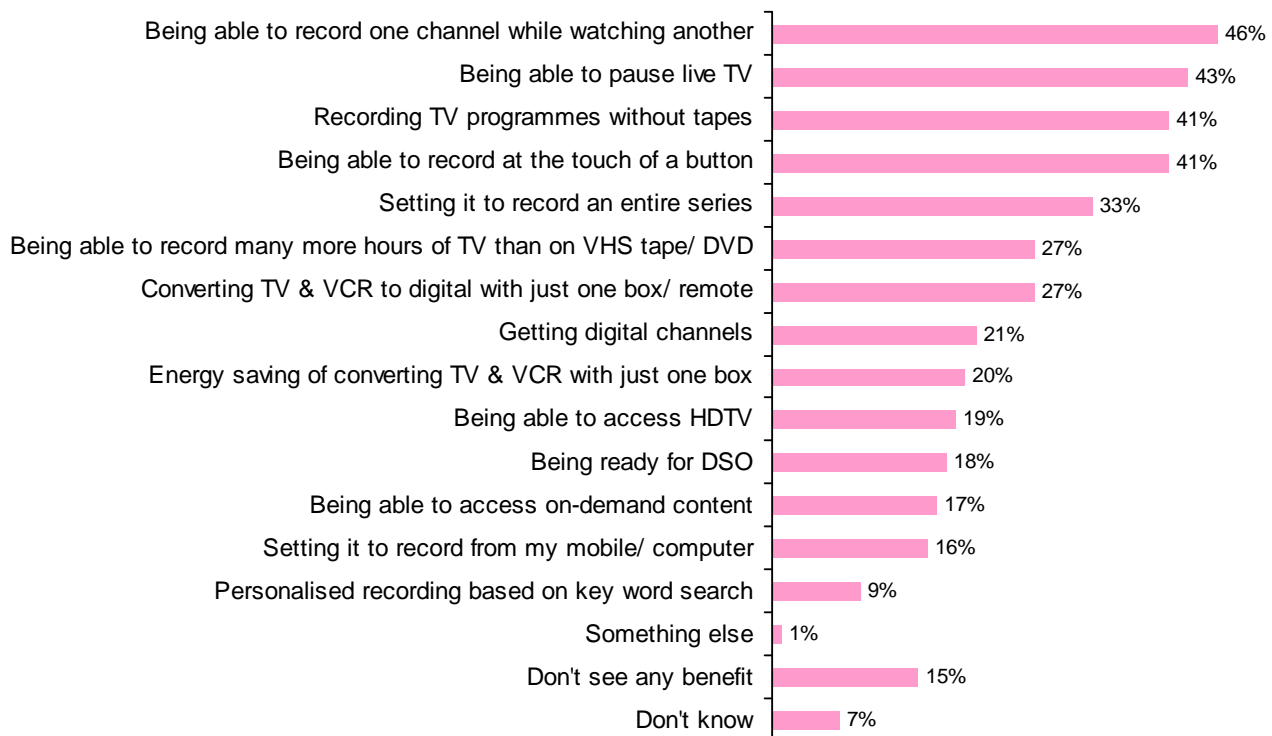
- Digital UK is working with the supply chain to convert DVD-R product lines to digital.
- Growth in the digital recorder market has been driven by the steadily increasing take-up of Sky+ by satellite subscribers and by the launch of new products including Telewest’s HD-compatible recorder, the TV Drive (now marketed by Virgin Media as V+), and by new DTT recorders with enhanced functionality including larger hard drives, full 7-day EPGs and dual or triple tuners. BT’s planned IPTV product, BT Vision, will also include a digital recorder, with a 160GB hard drive and access to a library of on-demand content.
- At the time of writing, prices for DTT recorders start at £99 for a recorder with twin tuners, a 7-day EPG and an 80GB hard disk; standard Sky+ boxes cost £99 for a 20GB box, with £60 installation and free subscription for subscribers to two or more premium channels; and Virgin’s V+ box is HD-compatible TV Drive is available to new customers for £75 and between £10 and £15 per month subscription depending on the package type.
- Freeview announced plans to launch a new digital TV recorder brand in 2006, Freeview Playback, to raise consumer awareness and boost sales of DTT recorders. The Freeview Playback brand is expected to be in the market in summer 2007.
- The recorders module suggests that in Q1 2007 more than half of the population (51%) have heard of digital TV recorders (DTRs) also called Personal Video Recorders (PVR), with awareness higher amongst male, younger and affluent respondents. However, understanding of what a digital TV recorder does is not so well understood. Almost two thirds (68%) of the population claim not to understand what a digital recording device

can do. Even amongst those aware what a DTR is, one third (33%) admit that they do not understand the functionalities of a digital TV recorder.

- Awareness of different types of digital TV recorders is lower than the general level of awareness, with Sky+ by far the highest brand known as a digital recording device (59%) without prompting the respondents and 17% of respondents mentioning Freeview Playback. However, a significant number of respondents associating Video Recorders (VCRs) and DVD Recorders as a digital recorder, although most of those sold are only equipped with an analogue tuner, suggest confusion amongst consumers about this issue.
- Prompted awareness of the digital recording brands currently on the UK market or getting onto the market is significantly higher with more than two thirds of the population aware of Sky+ (71%), followed by Freeview Playback (37%) and Top Up TV Anytime (22%). UK brands which were less recognized are Telewest TV Drive (17%) now marketed by Virgin Media as V+ and BT Vision (10%).
- Despite the lack in awareness and understanding of digital TV recorders, the general concept and especially unique new recording functionalities of digital TV recorders seem to be an appealing product in the eyes of most respondents, following a brief explanation of the product. More than one in four are interested in existing functionalities such as:

Being able to record whilst watching another channel	46%
Being able to pause live TV	43%
Recording TV programmes without tapes	41%
Being able to record at the touch of one button	41%

**FIGURE 14: DRIVERS FOR PURCHASING A DIGITAL TV RECORDER**



- The aspect of converting TVs and VCRs in the home with just one piece of kit (27%), getting access to digital channels (21%) and in general being ready for switchover (18%) seemed less appealing as drivers for purchasing a DTR in the future. Despite generally raising the profile and knowledge of digital TV recorders amongst consumers in the UK market place, the main driver for growing the digital recorders market will be the price for purchasing a digital TV recorder. Falling prices will be the greatest encouragement for consumers to purchase a digital recorder in the future with DTRs sold at comparable prices to DVD recorders to look as an attractive alternative.

### Looking forward on recorders

- Although analogue and digital recording devices have been referenced in all long-form Digital UK communications to date, the switchover campaign was more focused on raising awareness and growing understanding throughout last year. Looking forward Digital UK will start addressing the impact of digital switchover on analogue recording devices as a key issue in its communications and we should see growing levels of awareness amongst the UK population in forthcoming quarters

## Chapter 4

# Update Q1 2007: Whitehaven tracker results

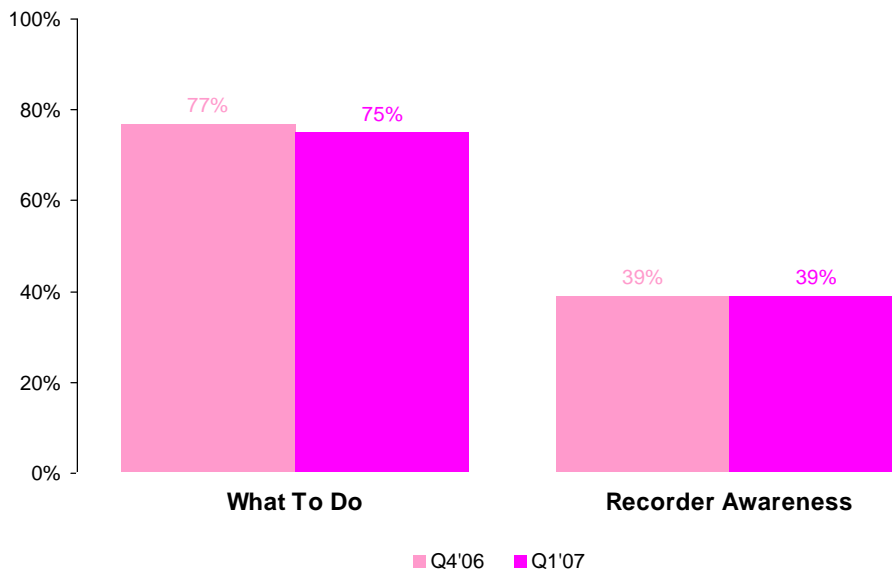
### Summary

- On 15<sup>th</sup> March of this year Digital UK and Shaun Woodward MP announced that Whitehaven would be switching to digital television on 17<sup>th</sup> October 2007. With five months to go before the first analogue channel is switched off we are encouraged that awareness of switchover is now almost universal, at 97%. The area appears to be generally comfortable with switchover, with attitudes improving slightly this quarter and 77% now say they believe switchover is either positive or neutral.
- However there has been no growth in understanding. 75% of residents know what they need to do for switchover, and only 39% are aware of what will happen to their analogue recorders – many seem to not yet comprehend ‘what will happen in practice’.
- More than half (54%) know that switchover will happen between October and December 2007, and in qualitative research and our interactions with the local community we observe a general sense that it will happen “later this year”. Following the date announcement we will now track understanding of the month and day
- 70% of homes in the area are already digital, but conversion appears to have stalled at this level, with no growth in the Q1 2007 conversion figures. No one says they won’t convert for switchover, but we do expect the majority (c.75% of homes with analogue sets) to wait until switchover to convert.
- Most will convert via Freeview: 70% of analogue homes have indicated they will get digital terrestrial, and a further 25% have not yet decided how they will convert.
- This creates pressure at the point of switchover, with a total of 18,500 DTT sales anticipated in the few weeks around switchover. Digital UK and the supply chain are working together to ensure that there is sufficient supply to meet this demand.
- 43% have heard of the Help Scheme (up from 33% at the end of 2006). Whilst most correctly estimate it will be provided to the elderly, one third incorrectly believe low income households will be eligible. At this stage most anticipate the help to be financial assistance and/or provision of a set-top box, rather than practical help.
- Two thirds of residents have no particular concerns about switchover, but cost still tops the list of things people do worry about (19%). A growing number see benefits for raising the profile of the town (35%).

### Universal Awareness – But Limited Understanding

- Awareness of switchover in Whitehaven is almost universal at 97%. This is also the awareness level attained immediately pre-switchover in Sweden, and appears to be a benchmark target for regional pre-switchover awareness.
- The 3% who haven't heard of switchover do not exhibit a very distinct profile, but are slightly more likely to be younger (5% of 16-34s are not aware), older (8% of the 75+ are not aware) or ABC1 (6% are not aware). Lower awareness amongst the youngest and oldest age groups fits with our experience at a national level; ABC1s nationally tend to be more aware (although are less likely to see TV ads and read local paper).
- Despite the high awareness, there has been no growth in understanding of what you need to do at switchover in Whitehaven (get digital TV on every set), and no growth in awareness of analogue recorder issue.

FIGURE 15: UNDERSTANDING IN WHITEHAVEN, Q4 2006 & Q1 2007



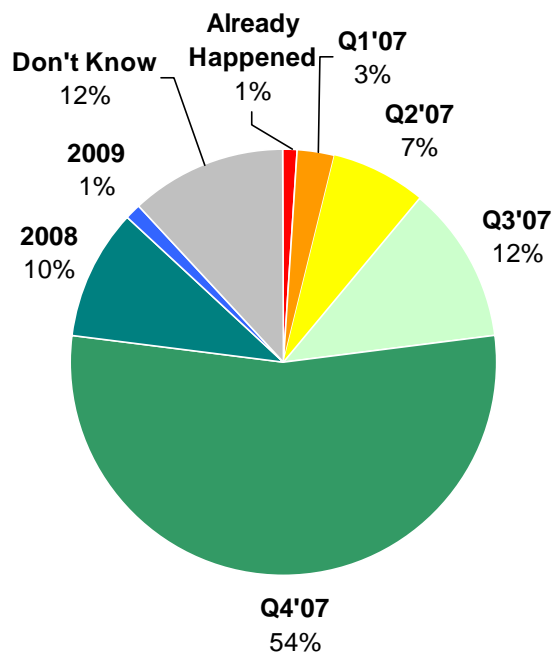
Source: Q1 results Whitehaven tracker survey, 214 respondents

- This observation is supported by qualitative research, which has suggested that whilst almost everyone has heard of switchover, some are “not clear what will happen in practice”. Moreover, there is some evidence that when they learn about the need to convert second sets and recorders this can “surprise and worry”.
- Digital UK has not pro-actively communicated to Whitehaven in the past quarter, and these results show that specific and detailed info is needed (as planned in the two future door-drop leaflets and supplementary press and outdoor advertising).

### Switchover thought to be 'happening later this year'

- There is a general sense that switchover is happening 'at some time later this year': around half of residents (54%) say that switchover is happening at the end of the year – a significant increase from Q4 2006 when only one third (32%) cited Q4 2007.
- Those who cite an incorrect date are likely to think it is happening earlier rather than later.

FIGURE 16: UNDERSTANDING OF THE DATE OF SWITCHOVER IN WHITEHAVEN, Q1 2007



Source: Q1 results Whitehaven tracker survey, 214 respondents

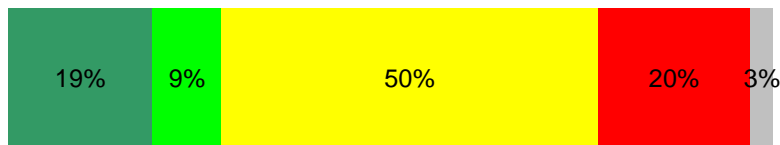
- Following the date announcement on 15th March there are a number of date communications planned, including a countdown billboard at the quayside. From April onwards we will monitor whether residents know the exact month and day switchover is happening.

### Whitehaven is generally comfortable about switchover

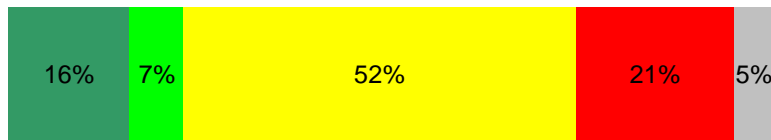
- Attitudes towards switchover are improving, and 77% now think it is either positive or neutral (up from 69% in Q4'06). There is no difference in the views of analogue (78%) vs. digital households (77%).
- Attitudes in Whitehaven compare favourably to those in Border (where 74% feel positive or neutral), and Nationwide (where 70% feel positive or neutral). 20% of Whitehaven residents think that switchover is unfair, under the national average of 24%.

**FIGURE 17: ATTITUDES TOWARDS SWITCHOVER, Q1 2007**

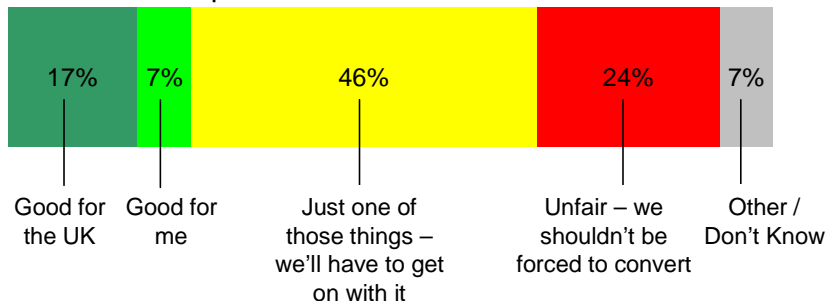
**Whitehaven:** 77% positive/neutral



**Border:** 74% positive/neutral



**National:** 70% positive/neutral



Source: Q1 results Whitehaven tracker survey and Ofcom DUK Switchover tracker national 1954 respondents and Border 325

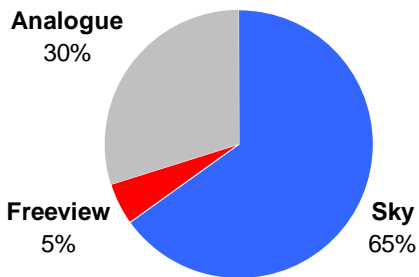
- The area is also generally comfortable with the process they have to go through, with 88% saying they are 'happy', 'ok', or 'not bothered' by it (up from 84% in Q4'06). This also compares favourably to 83% for Border and 81% Nationwide.
- It is encouraging that as switchover nears the population are generally feeling more positive about the process. However we note that 2 in 10 do feel it is unfair, and will continue to closely monitor local public and press sentiment.

**No growth in conversion – leaving 25,000 sets to convert for switchover**

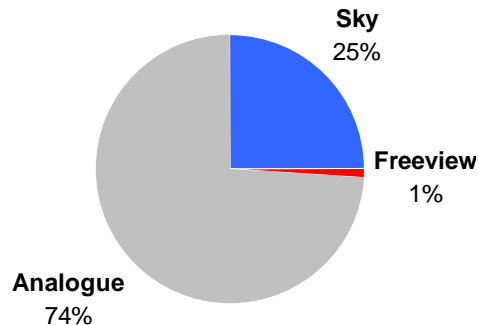
- Primary and secondary set conversion now appears to have stalled, with 70% of first sets and 26% of secondary sets converted and no growth in either figure during Q1 2007. As would be expected the vast majority of existing conversion is via satellite, with a small number able to get digital terrestrial in the north of the switchover area.

**FIGURE 18: PRIMARY AND SECONDARY SET CONVERSION, Q1 2007**

**Primary Set: 70% digital**



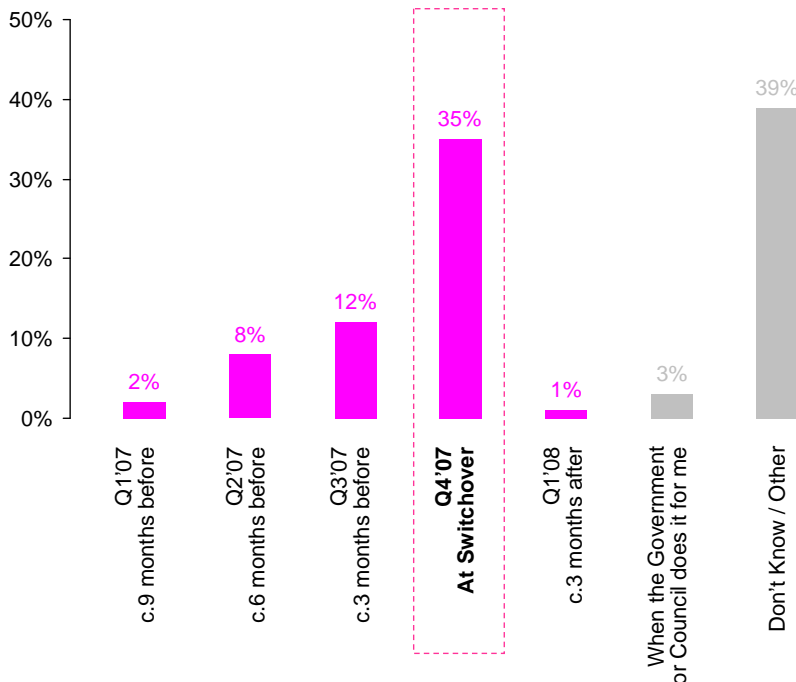
**Secondary Sets: 26% digital**



Source: Q1 results Whitehaven tracker survey, 214 respondents

- Of the 25,000 homes in the area approximately 7,500 (30%) still have an analogue primary set. Of the 26,000 secondary TVs in the area around 19,000 (74%) remain analogue.
- No one has said they will not convert for switchover, and so we anticipate that all 7,500 primary TV sets will be converted. Tracker respondents indicated that c.90% of secondary TVs will also be converted, or 17,300 of the 19,000 televisions. This amounts to approximately 25,000 television sets remaining in the area that will be converted for switchover.
- When asked when they will convert their sets one third (35%) say they will leave it until the point of switchover, and a further 39% don't know when they will convert and could be assumed to also leave conversion until switchover. Digital UK will therefore be planning on the assumption that three-quarters of these TV sets (around 18,500 TVs) will be converted in a relatively short space of time in the few weeks around switchover.

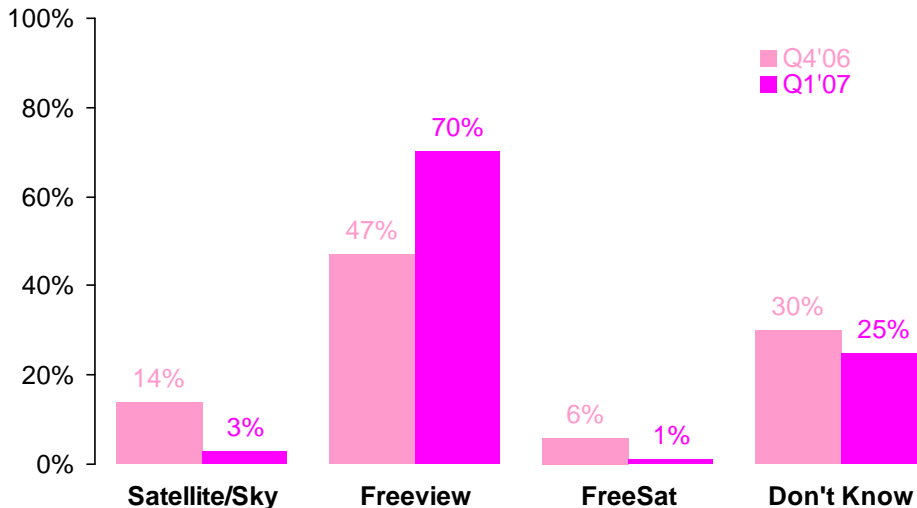
**FIGURE 19: WHEN PLANNING TO CONVERT, Q1 2007**



Source: Q1 results Whitehaven tracker survey, 214 respondents

- When asked which platform they might choose to convert to, the majority (70%) opt for digital terrestrial (Freeview). The proportion naming Freeview as their platform of choice has risen significantly from 47% in Q4 2006. Of those who say they will choose Freeview three-quarters say they will buy a set-top box, and one quarter say they will get an integrated digital television.

**FIGURE 20: SERVICE MOST LIKELY TO UPDATE PRIMARY SET WITH, Q4 2006 & Q1 2007**

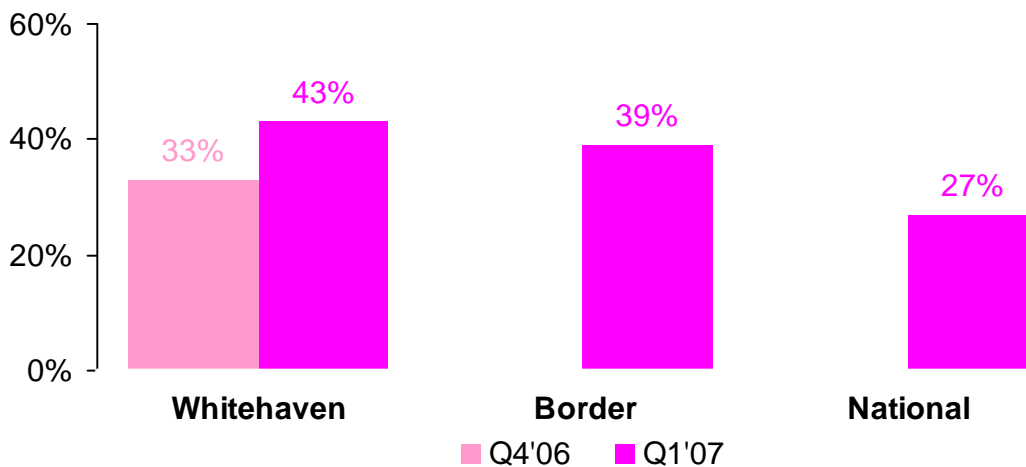


Source: Q1 results Whitehaven tracker survey, 214 respondents

### Growing awareness of the Help Scheme

- There is growing awareness of the Help Scheme in Whitehaven, up from 33% in Q4 2006 to 43%. Of the groups eligible for the Scheme:
  - Almost two thirds (63%) over the over-75s were aware of the help; and
  - 43% of those under 75 on Disability Living Allowance or Attendance Allowance (DLA/AA) were aware of the help.

**FIGURE 21: AWARENESS OF THE DIGITAL SWITCHOVER HELP SCHEME**



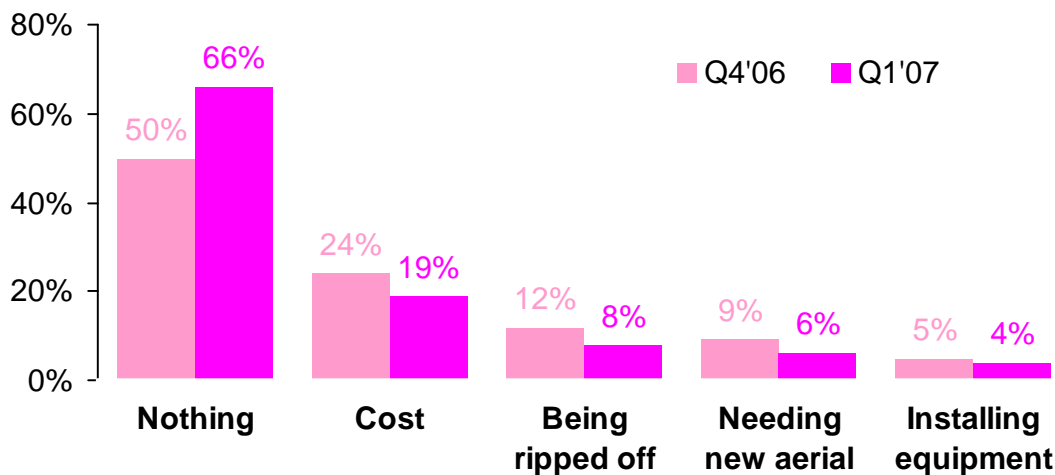
Source: Q1 results Whitehaven tracker survey and Ofcom DUK Switchover tracker national 1954 respondents and Border 325

- Most expect the help to be financial assistance (38% of respondents), and/or provision of a digital box (26%) – few anticipate help with the practicalities of converting (11% thought installation would be provided, only 1% thought that aftercare would be included), which is a core part of the Help Scheme service offer.
- When asked who will be eligible for help the majority (74%) do expect ‘the elderly’ to be offered assistance, but few expect the eligible disabled (14%) and visually impaired (6%) groups to also be eligible. More than a third (35%) wrongly believed that low income households would be helped.
- One third (32%) expected it to be free, over 40% did not know how much it would cost, the remainder generally believed the scheme would cost £30-40.

### Fewer concerns about switchover – but cost remains leading worry

- Two thirds of residents (66%) have no particular concerns about switchover, and all topics of concern are reduced from Q4 2006.
- Where concerns do exist cost and cost-related matters (being ripped off by a retailer or aerial installer) remain the key issues for residents.

FIGURE 22: SWITCHOVER CONCERNS IN WHITEHAVEN



Source: Q1 results Whitehaven tracker survey, 214 respondents

### Next Steps

- Digital UK has two further rounds of direct communications planned for Whitehaven, with a -3 month door-drop leaflet to be delivered in July, and a -1 month reminder leaflet to be delivered in September. In these the focus will be on developing detailed understanding of practicalities of switching over (second sets, recorders, aerials etc.).
- The continued need to communicate the exact date to the town will be delivered in the direct communications as well as in press and on a countdown billboard in the town centre.

- Digital UK is working with the supply chain to ensure that local retailers and the platforms are ready for the demand surge likely at the point of switchover.
- Finally, we will begin to monitor the impact of the analogue service captions which launch on 8<sup>th</sup> May warning people that switchover is happening and they will need to prepare for it.

## Chapter 5

# IN FOCUS: Tenants and switchover

## *Results of the tenants' survey*

- Different property types and property ownership and management status add complexity to the switchover conversion challenge. Shared or unclear responsibilities between the tenant and the owner of the property, as well as the possible need to convert or upgrade existing communal aerial systems which serve more than one unit in a block of flats, can complicate the switchover process for consumers. Digital UK's Housing and Property workstream liaises nationally and in the lead regions with Housing Associations, Local Authorities and private landlords' bodies to raise awareness of these issues, encourage early action and to develop additional information materials providing advice to tenants and landlords. Current activity mainly focuses on the first six switchover regions, Border, Wales, Westcountry, Granada, Scottish and West because housing tenure in flats impacts on the perceived urgency to take early action in preparation for switchover in regions where switchover is not happening until 2012.
- The switchover tracker survey informs this activity by providing insight into the various housing sectors and Digital UK has monitored progress throughout the last year. Main areas for concern have been the private rental sector and flat dwellers in general, as these groups are consistently showing below average levels of switchover awareness and primary set conversion compared to those parts of the population who own their properties outright and those living in houses.<sup>1</sup>

### Growth in awareness and understanding of digital switchover

- Most recent figures for Q1 2007 indicate that digital switchover awareness is currently highest amongst people owning their property outright (87%) and lowest amongst flat dwellers (67%) and the renting sector (73%). Differences in awareness are less pronounced between renters from different landlords, e.g. switchover awareness is at 73% amongst those renting privately and at 72% amongst people renting from a social landlord during this last quarter.

---

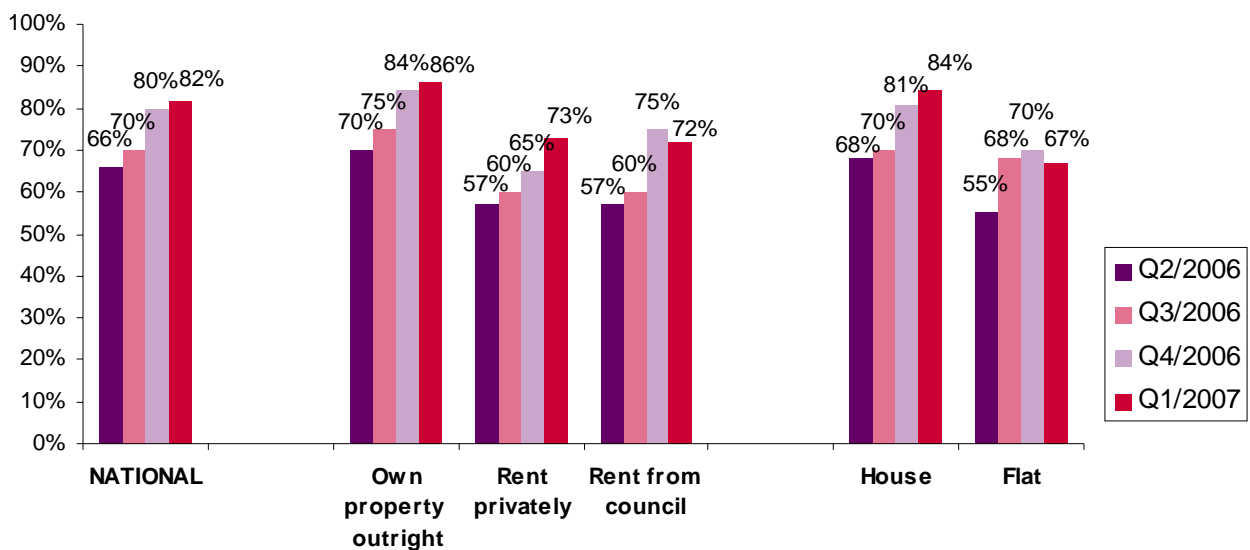
<sup>1</sup> The current household weighing profile used for TV set conversion results takes into account household size in the UK, but does not aim to represent all types of property ownership levels (owned outright, rented from social landlord or from a private landlord) or property types (houses vs. flats). DUK are currently exploring to develop separate weighting profiles to represent those proportions in the UK population better.

**FIGURE 23: Q1 2007 SWITCHOVER AWARENESS AMONGST TENANTS AND HOME OWNERS**

	<b>Awareness (%)</b>
People living in houses	84%
People living in flats	67%
People renting privately	73%
People renting from the Council or Housing Association	72%
People owning their property outright	87%

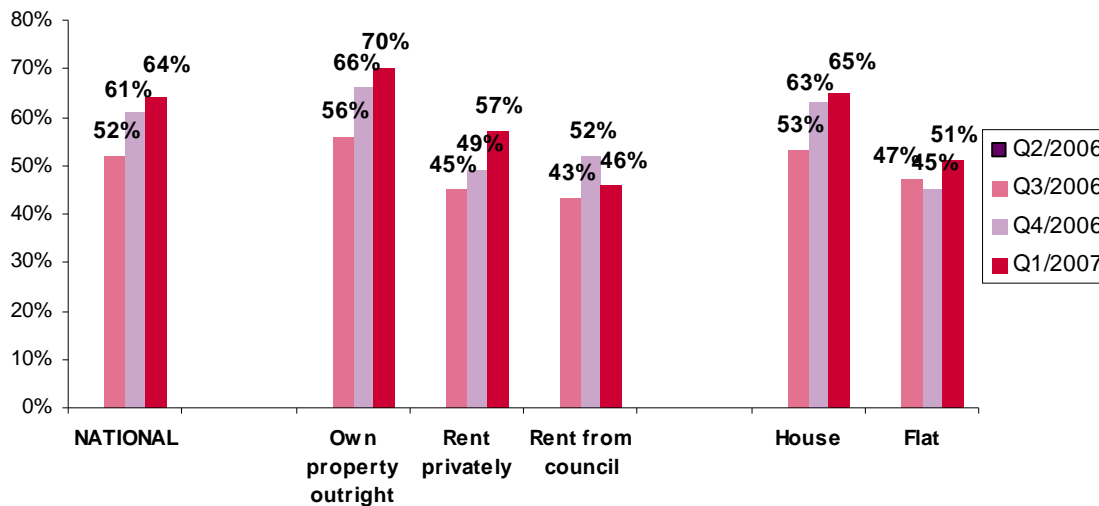
- The past year of switchover communication have had a significant impact amongst all of these groups, with an average 15pp increase in switchover awareness

**FIGURE 24: AWARENESS GROWTH FROM Q2 2006 TO Q1 2007**



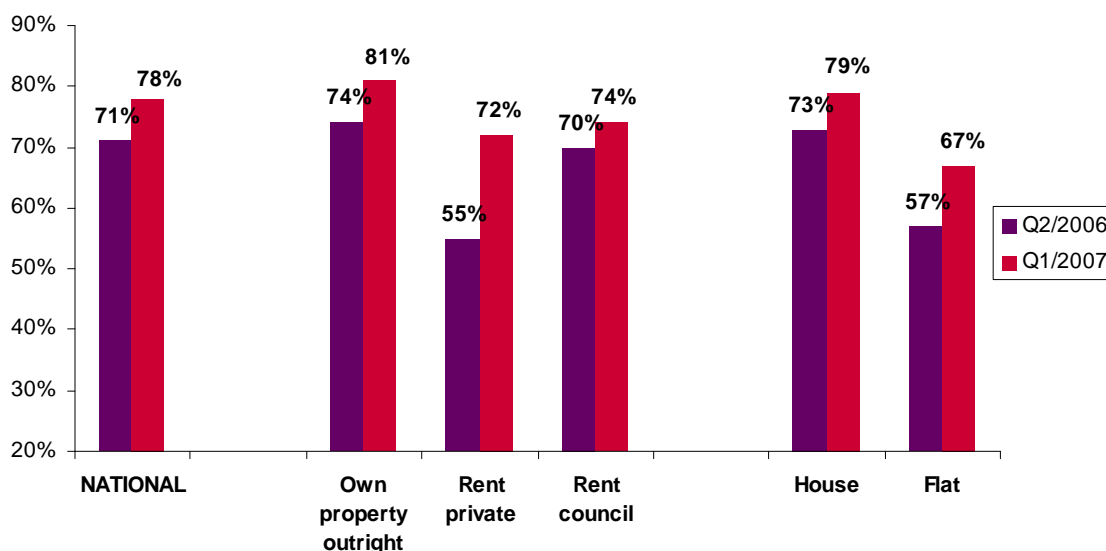
- Further improvements have been made in building levels of understanding of what to do for digital switchover. The private rental sector in particular has moved along the same lines as the nation as a whole (64% understanding), showing a 12pp growth of understanding what to do for digital switchover over three quarters (up from 45% in Q3 2006 to 57% in quarter 1 2007).
- Other groups trailing on the understanding metric are tenants in social housing (46%) and those living in flats (51%). Levels of understanding in those groups have only improved 3 or 4pp over the last year compared to UK wide 12pp growth. Renters and flat dwellers had lower starting points for levels of understanding than the nation as a whole, and as a result of slower growth amongst these groups the gap has been widening over the last year highlighting the need for further targeted communications to these groups.

**FIGURE 25: UNDERSTANDING CHART GROWTH Q3 2006 TO Q1 2007**



- Although attitude levels remained stable for all groups relevant to the Housing and Property workstream throughout last year, the groups consistently least positive towards digital switchover and least comfortable with the process as a whole are the same groups which also show lower levels of understanding. The Q1 switchover tracker results suggest that 59% of those renting from a social landlord and 63% of those living in flats feel positive or neutral about digital switchover. This compares to 70% of the UK population. People renting from the council are also showing lower levels of personal comfort with the switchover process with just above 70% of that group giving positive or neutral feedback about the change (73%) compared to UK wide with more than 80%.
- Primary set conversion and conversion of subsequent sets has increased considerably amongst all of the groups relevant to the housing and property workstream. Quarter on quarter analysis shows major improvements especially amongst flat dwellers (67% had digital TV on their main set in Q1) and private renters (72% had digital TV on their main set in Q1) with increases between 10 and 17pp within the last year. This brings main set conversion levels of these groups closer to the UK national average for primary set conversion of 78% in Q1.

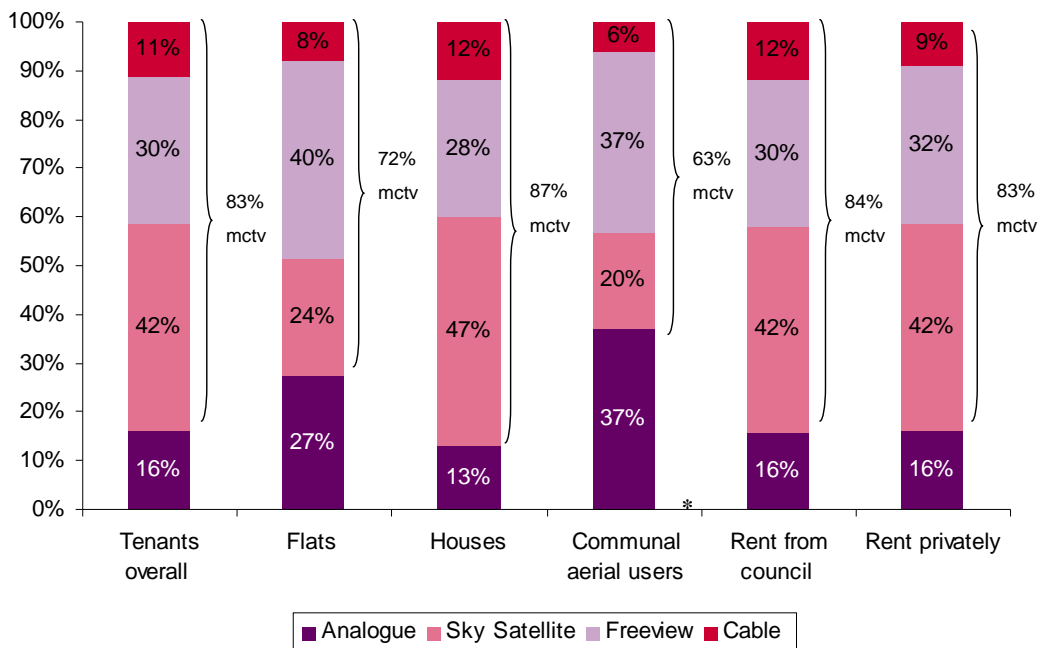
**FIGURE 26: PRIMARY SET CONVERSION GROWTH Q2 2006 TO Q1 2007**



**The switchover situation of tenants: Results from the Tenants’ survey**

- In order to gain more insight into some of the barriers tenants encounter when preparing their television equipment for digital switchover and to identify potential barriers for digital TV take up, Digital UK re-contacted a group of 477 tenants who previously completed the Ofcom/Digital UK tracker survey during last year. Respondents of this additional survey were re-contacted by phone for a 15 minute interview between 13th February to 9<sup>th</sup> March 2007. The issues covered were
  - (i) digital TV conversion amongst communal aerial users,
  - (ii) tenants’ experiences with getting their preferred television service,
  - (iii) understanding whether tenants and landlords are discussing, or have ever discussed digital switchover and aerial upgrades.
  
- Building on the indication of progress highlighted in the analysis of the tracker results above, the re-contact survey also returned encouraging results. Digital TV take up for main TV sets amongst those re-contacted showed an overall high level of 83% compared to an average of 73% main set conversion amongst renters on the national tracker in Q1 2007. However indicative results suggest that digital TV conversion amongst communal aerial users remains at a lower level (63%), impacting in lower levels of digital television conversion amongst flat dwellers in general which is consistent with the switchover tracker results.

**FIGURE 27: MAIN SET CONVERSION FROM TENANTS’ SURVEY**

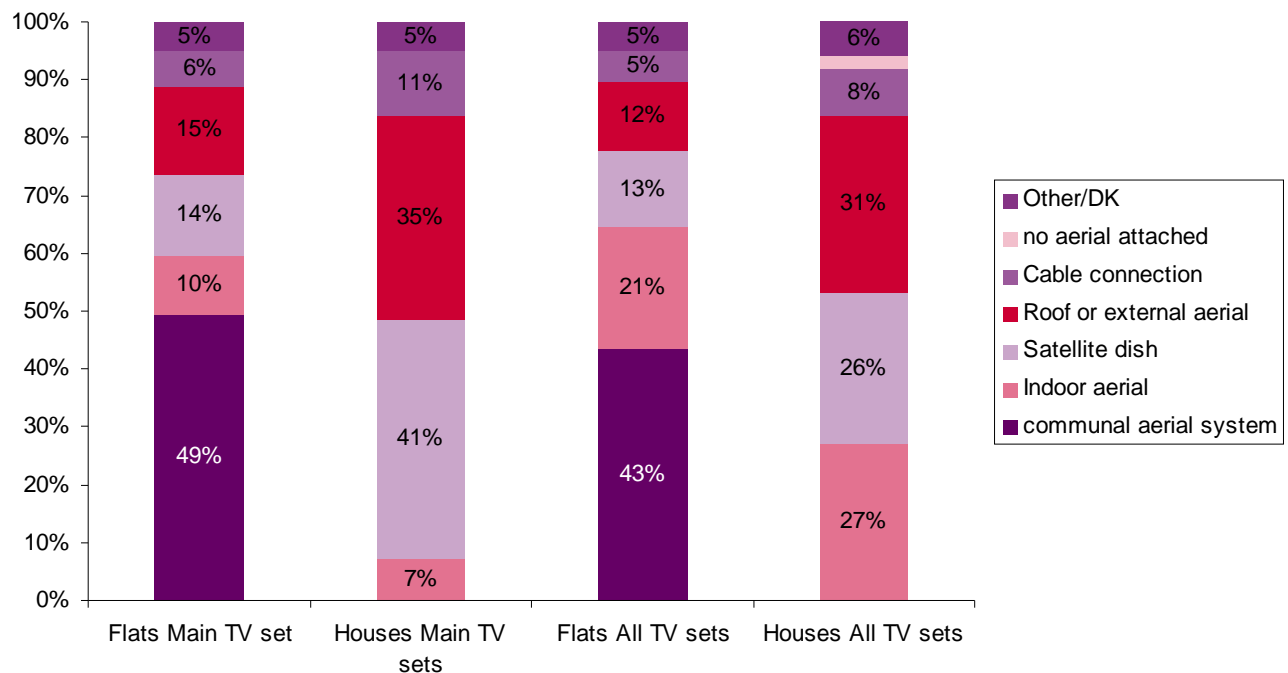


Source: Digital UK Tenants’ survey February 2007  
 n flats =107; n house = 370; n private landlord = 143; n rent from council =334; n communal aerial system = 51 (indicative results only)

- The survey also suggests that only half of people living in flats currently depend on communal aerial systems to receive a signal on their main TV sets. This proportion decreases to only 20% of subsequent sets in flats

connected to a communal aerial system and could be due to an insufficient number of aerial leads available in the flats to connect additional TV sets. It also seems quite common (for 11% of all flat dwellers) to have a communal aerial system available in the flat but the tenant decides not to use it, because it did not give them access to the TV platform they want to use or they have encountered problems with it in the past. This highlights the reliance of flat dwellers on other aerial systems, especially indoor aerials, of which according to an early Ofcom report 50% may not work at switchover.

**FIGURE 28: MOST COMMON AERIAL SYSTEMS FROM TENANTS' SURVEY SUMMARY**



Source: Digital UK Tenants' survey February 2007

- However, only a minority of tenants (16%) have ever encountered problems receiving their preferred TV service in the past and most of the problems were related to common problems such as coverage or old equipment that needed to be replaced. There was no widespread dissatisfaction or concern amongst tenants about their ability to get digital TV.
- Only a very small number of respondents (3%) have been contacted by their landlord or contacted their landlord themselves about work that needs to be done to the aerial system. Most of these discussions were initiated through general maintenance work and preparations for digital switchover were not always the main reasons for discussing aerial work with the landlord. Nevertheless, indicative results suggest that conversations about aerial upgrade work were more frequent amongst tenants using communal aerials.
- This also highlights the need for further active switchover communications to tenants, lettings agents and housing associations as currently planned by Digital UK in the first 6 regions, aimed to

encourage landlords and tenants to discuss the possible need to upgrade or convert existing aerial systems to digital.

- The tenants' survey will be conducted on a regular basis every 6 months by Digital UK and the next wave should show increasing levels of contact between landlords and tenants about digital television switchover in the lead regions.

**FIGURE 29: DIGITAL UK TENANT'S LEAFLET**



**Chapter 6**

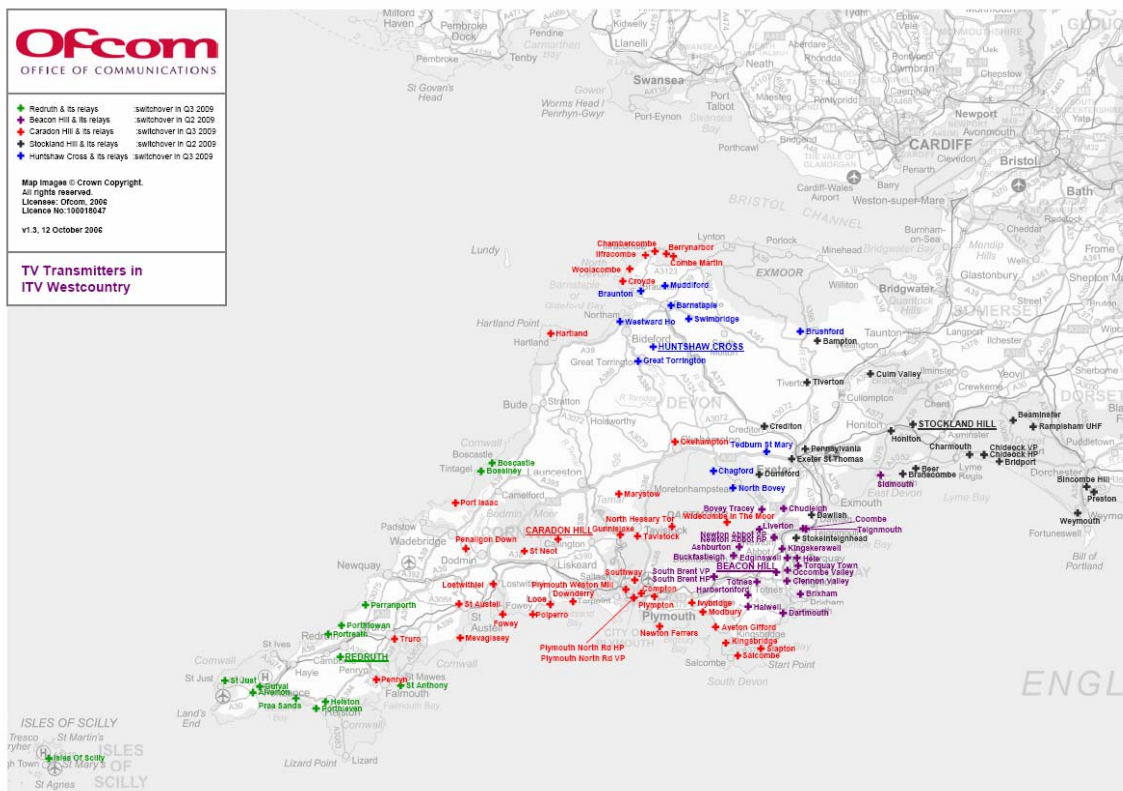
# IN FOCUS: Westcountry

- This section looks specifically at Switchover issues among consumers living in the Westcountry.

## Introduction to the Westcountry

- The Westcountry TV region covers Cornwall, Devon, the Isles of Scilly, south-west Somerset and west Dorset.

**FIGURE 30: WESTCOUNTRY TRANSMITTER MAP**



The Westcountry will be the second region to convert after Border. The 5 main transmitters in the area and their 105 relays switch during 2009:

- Q2 2009:
  - Beacon Hill (23 relays) serving south Devon; including Plymouth
  - Stockland Hill (21 relays), serving south-west Somerset, parts of west Dorset and south-east Devon, including Exeter

- Q3 2009:
  - Huntshaw Cross (10 relays) serving north Devon
  - Redruth (13 relays) serving west Cornwall and the Isles of Scilly
  - Caradon Hill (38 relays) serving much of Cornwall and Devon, including Plymouth
- The region has one of the lowest levels of current DTT coverage of any UK TV region.

### Ownership of digital TV, awareness of switchover

- Despite limited DTT coverage digital TV take-up stood at 81% in Q1 2007, marginally ahead of for the UK as a whole (78%). DTT penetration is actually higher in the Westcountry (42%) than for the rest of the UK (31%). Secondary set conversion was ahead of the rest of the country (47% vs. 41%).
- In Q1 switchover awareness in the region was 92% (second highest to the Border region at 96%).

### Understanding of digital switchover

- Respondents who were aware of the term ‘digital TV switchover’ were further asked what digital TV switchover meant to them in order to gauge understanding. 78% of Westcountry respondents were able to respond correctly stating any of the following – 14 percentage points above the average for the UK and the highest of any switchover region.
  - I will need to get digital TV on every set*
  - I need to get digital TV*
- Date understanding was still some way behind Border, with only 22% knowing that the region was switching in 2009.

**FIGURE 31: CORRECT SWITCHOVER DATE KNOWN**

	<b>Correct switchover date known</b>
	<b>%</b>
All UK adults aware of their own switchover date (n=1956)	15
Border (n=325)	60
Westcountry (n=311)	22
Wales (n=319)	36
Granada (n=311)	23

- It appears from the figures above that the Westcountry (along with Granada) still has low understanding of the switchover date amongst all the earlier switching regions. However 40% of respondents who mentioned an incorrect date mentioned a date that was in fact earlier than the actual date.

### Attitudes towards digital switchover

- The Westcountry is relatively accepting of switchover, having a higher than average view of switchover (76% positive or neutral compared to a 70% national average).

**FIGURE 32: ATTITUDES TOWARDS DIGITAL SWITCHOVER IN THE WESTCOUNTRY**

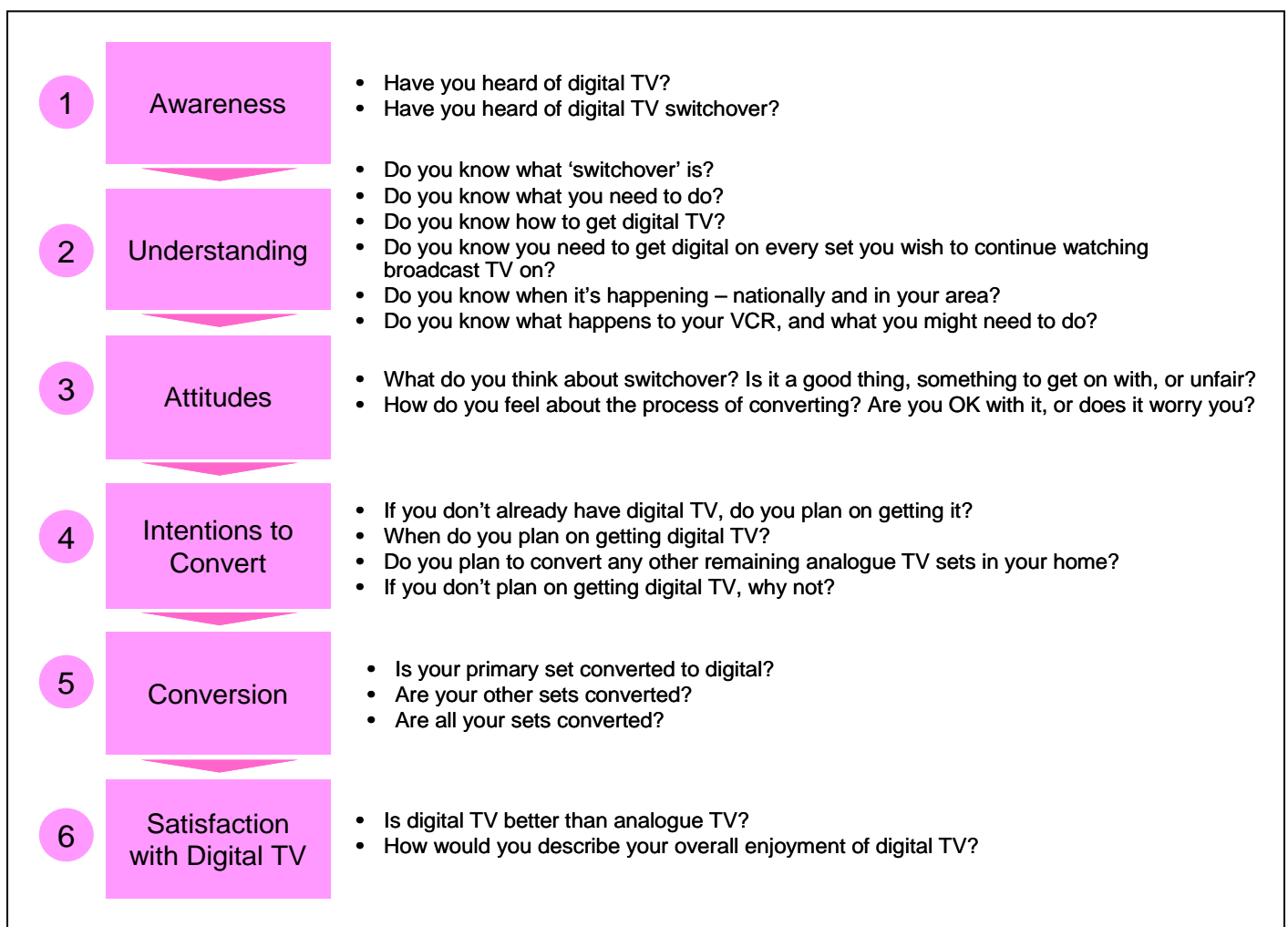
	<b>Overall Opinion: positive/neutral</b>	<b>Personal Opinion: positive/neutral</b>
(Net positive/neutral response)	%	%
All adults (n=1956)	70	81
All Westcountry adults (n=311)	76	81

- Respondents were asked the following question:  
*‘Q Which of the following statements best describes what you think about switchover’*  
*Switchover is good for the UK*  
*Switchover is just one of those things, and we’ll have to get on with it*  
*Switchover is unfair; we shouldn’t be forced to convert to digital*
- Westcountry individuals had higher net positive or neutral responses (76%) on this question than the total UK population (70%) – Westcountry figure up by 4 percentage points from Q4.
- When asked about their personal opinion of the switchover process, there was no difference between the Westcountry and total UK scores (both 81%).

## APPENDIX ONE: About the Switchover Tracker

- On 3 April 2006 Ofcom and Digital UK launched a continuous tracking study, the 'Switchover Tracker', to monitor the UK's conversion to digital television for switchover. More than 8,300 households were surveyed, face-to-face during 2006 and more than 9,000 households will be surveyed in 2007. The quarterly results are used as the key tool by which progress towards switchover is assessed.
- The questionnaire is designed to track the following six dimensions:

FIGURE 33 – THE SIX MEASURES ON THE OFCOM & DIGITAL UK SWITCHOVER TRACKER



- The Tracker is conducted in all switchover regions, and samples are boosted in each region three years out from switchover. In 2006 Border, Westcountry, Wales and Granada were boosted to each achieve at least

300 respondents per quarter. From April 2007 onwards two additional regions West and Scottish TV region receive an additional boost to enable monthly reporting. The remaining regions are sampled in line with their proportion of the national population<sup>2</sup>.

- The sample includes the full range of consumer groups, including those who may have some difficulty with switchover, including: older people, people with disabilities, those in rural areas, black and minority ethnic groups people living on their own and those living in different types of property e.g. rented accommodation (private or social housing), and in multiple-dwelling units. See the Glossary at Appendix Two for a full explanation of these terms.
- The sample also includes those who will, at switchover, be eligible for the Digital Switchover Help Scheme: the over 75s and the severely disabled (those on Disability Living Allowance, Attendance Allowance, or the registered blind or partially sighted).

### The Dashboards

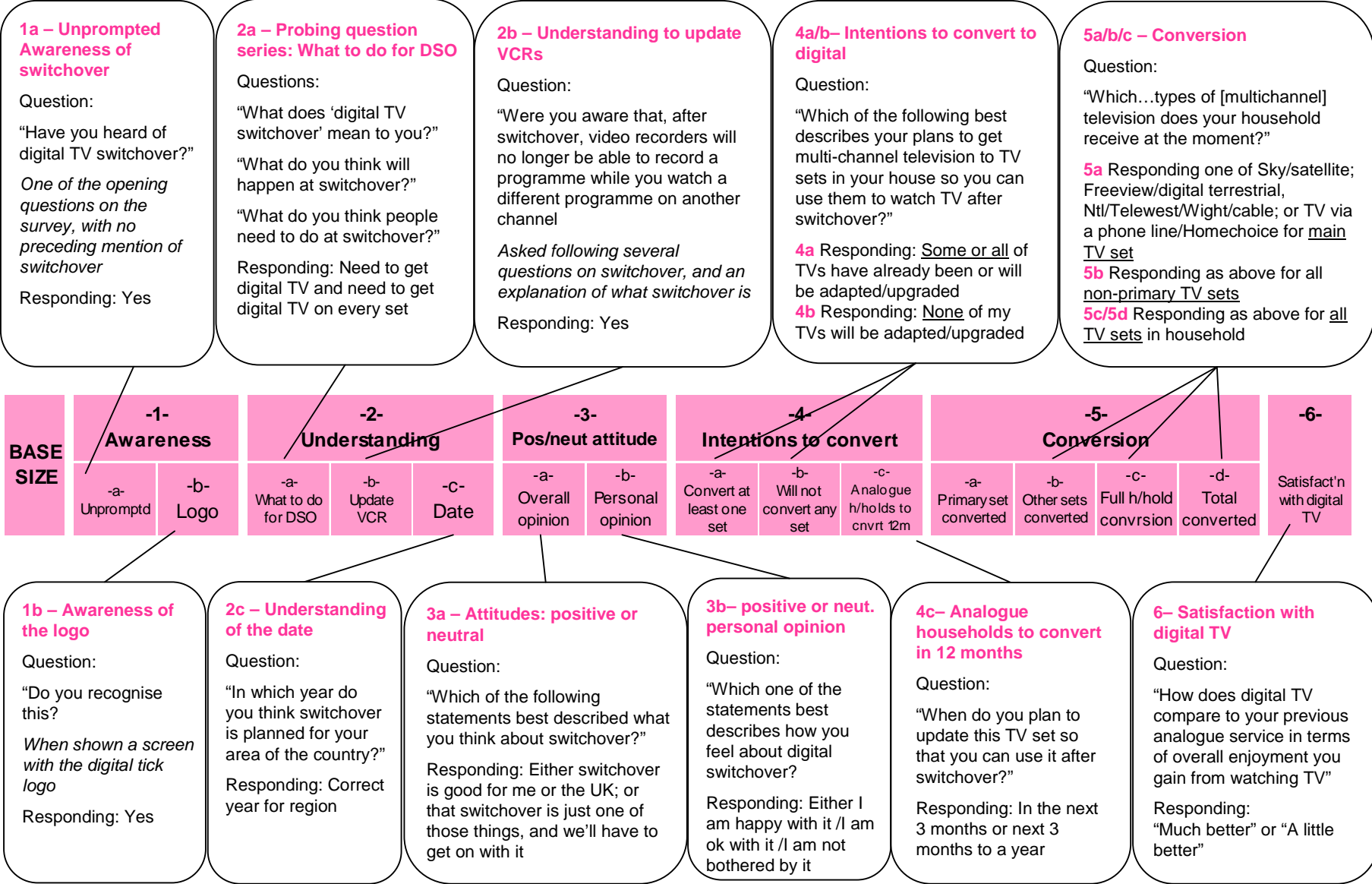
- Summary Tracker results are provided in the ‘dashboards’ of progress towards switchover:
  - (1) The Dashboard: By Regions – which summarises results of each of the key metrics for each of the switchover regions, and at a national level
  - (2) The Dashboard: By Consumer Groups – which provides key metrics for different consumer groups including standard demographic breakdowns but also with a focus on hard to reach groups (see Appendix Two for a Glossary explaining the consumer group terms)
  - (3) The Dashboard: By Segment - showing tracking metrics for the six switchover segments (see Q3 Switchover Progress Report for detailed description of these segments)

The key metrics listed across the top row of the dashboard relate to the most important questions on the Tracker that act as a guide to progress. The actual questions they represent are explained on the diagram on the following page.

---

<sup>2</sup> Note that Ulster, as the smallest region in population terms (other than Border, which is being heavily boosted), does not currently collect enough surveys each quarter to report on a quarterly basis. Data for Ulster will be provided every six months, and the region, like all others, will be boosted three years out from switchover.

**FIGURE 34 – EXPLANATION OF THE ‘KEY METRICS’ SHOWN ON THE TRACKER DASHBOARDS**



## The Tracker Module

In addition to the standard question set described above, each quarter the Tracker will have a sub-set of questions on a current topic. The topic for Q1 2007 tested use of analogue and digital recording devices and explored the potential for the digital recorders market. The module for Q2 2007 will be on a mix of collection of issues, including energy efficiency, 3 and 6 Mux coverage, disposal of TV sets and recording devices after switchover and awareness of the set top aerial problem.

## Tracker Methodology

The Ofcom & Digital UK Switchover Tracker Survey is conducted by GfK NOP using a face-to-face CAPI (computer assisted personal interviewing) methodology.

### Sample Sizes

During Q1 2007 the Tracker interviewed 1956 households:

- 652 in January
- 647 in February; and
- 657 in March.

The total Tracker sample for the first year will be approximately 8,400 interviews.

### Regional Sample Sizes

The Tracker will boost each switchover region three years out from its switchover date (as regional communications and support activity commences) to a minimum of 300 per quarter to enable detailed analysis of those regions.

During the first year this means that Border, Westcountry, Wales and Granada will achieve c.300 interviews per quarter, or 1,200 interviews each over the course of the year.

All other regions will be sampled in proportion to their percentage of the total UK population. Due to their size Central and London will register over 100 interviews per quarter; all others should register the minimum reporting requirement of 50 interviews (below which data is considered unreliable and will not be listed), except Ulster, where only 24 interviews per quarter will be achieved. Until Ulster is boosted (in 2009) data for this region will be reported every six months.

National data is weighted to reflect the regions in their correct incidence (age, gender and social class), ensuring that data from any one boosted region does not skew the national picture.

## Consumer Group Sample Sizes

The Tracker currently uses standard demographic quotas to achieve a sample that is representative of the UK as a whole (see below).

### *Sampling Method*

The sample selection uses a Random Location sample design, utilising census data and the current Postal Address file to generate street listings and quota sheets for interviewers. Postcode sectors are used to determine sample points within each ITV region.

The sample of 16+ adults is divided with quotas on age, gender and working status, to reflect the demographic profile of each ITV region.

Interviews for each wave take place at addresses from those supplied (constituency name and sample number are recorded on each script in order to monitor quotas), with each wave of interviews spread evenly across four weeks of fieldwork.

To ensure consistency with trend data, the sample design is the same across all waves.

### *Post-survey weighting*

Given that the sample is controlled by quotas, the final demographic profile should be fairly close to that of the target population. However, the sample is examined post fieldwork to ensure that the profile is as it should be. The sample will, if necessary, be weighted in order to ensure that it is representative in terms of known population data on age, sex, social class.

Several different weighting factors are used depending on the particular population that is being investigated. Quota's and one set of weights are set at the individual level. Within face-to-face interviewing, it is given that the fewer people in the household, the less likely they are to be home and available to be interviewed. Therefore a household weighting factor (which in addition to matching the national profile also corrects for number of people in household) is used to achieve an accurate reading of household measures, such as number and type of televisions within the household.

Furthermore, separate individual and household weights are applied to the segmentation model. Quotas by segment are not possible, and so these additional weights correct for differences in the demographic composition of each segment. This allows for comparability over time, and ensures that differences in measures within segment over time are not down to differing segment profiles.

## APPENDIX TWO: Glossary of Terms

ABC1	Higher socioeconomic groups [higher (A) intermediate (B) or junior (C1) managerial, professional or administrative occupations or students]
C2DE	Lower socioeconomic groups [skilled (C2) and semi or unskilled manual workers (D), pensioners, the retired and casual workers (E)]
Rural	Those living in areas with population density of less than 3 people per hectare
Urban	Those living in areas with population density of more than 3 people per hectare
Low Income	Those on less than 60% of national median income; less than £13,500 p.a.
BME	Black and minority ethnic groups
Non-English	Those whose first language is not English
Disabled	Those citing health problems or disabilities that mean they have difficulties with everyday tasks
Need assistance	Those living alone with terrestrial on any set who would neither install Freeview themselves, nor ask someone in their house for help
Hard to reach	Those under the age of 75 in the following groups: 65-74, Low income, BME, Non-English, Disabled (but not receiving DLA/AA), those living in rural areas, and those with terrestrial on any TV set who are not sure who they would ask for help with installing Freeview
Living on Own	Those living in single person households
Disabled DLA/AA	Disabled people on Disability Living Allowance or Attendance Allowances (and therefore eligible for the Targeted Help Scheme)