

Digital Terrestrial Television

Wave Four Presentation

June 2008

By



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S8 - 939

1. Introduction

- Digital Terrestrial Television (DTT) is currently being rolled out **throughout Europe** as a replacement for analogue TV.
- In August 2006, The Department of Communications, Marine and Natural Resources commissioned Amárach Research to conduct a trial of DTT.
- The purpose of the trial is to bring **momentum** to the transition to digital terrestrial broadcasting and to test and **trial various aspects** of the service. In doing so, the trial aims to identify issues associated with a national rollout and **provide information**, which will help find solutions to these issues.

2. Aims & Objectives of the Trial

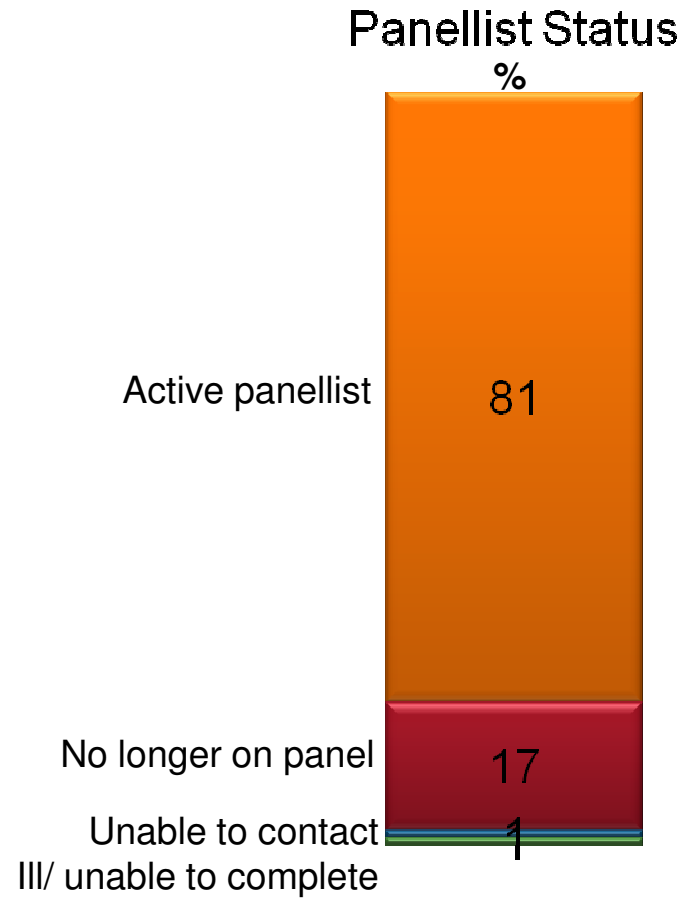
- The aims and objectives of the trial are to:
 - Introduce the **concept of DTT** to Ireland
 - **Test the feasibility** of developing a national DTT platform in Ireland and to test the attractiveness of services that could be provided.
 - Assess the **impact** of DTT on users
 - Provide opportunities for **new and novel content** provision
 - Show how content could be enhanced for added user benefit
 - Explore content that can be used across a range of other digital broadcasting platforms, not just DTT.
 - Evaluate **technology issues** associated with DTT, including reception quality, indoor and outdoor reception, spectrum planning and coverage, HDTV and receiver technologies.
 - Explore issues surrounding a **progression towards analogue** switch off.

3. Methodology

To meet the objectives of this research a **dual methodological** approach was taken.

- The first stage of the research was **qualitative** in nature, designed to provide a **fundamental understanding** and resonance of the various issues, attitudes, behaviours and perceptions among the study target audiences. The findings of the qualitative research **provided a benchmark** for current behaviour and issues among viewers of analogue, cable/ MMDS and satellite television.
- The panel was recruited using **face-to-face** interviews. At this stage of the research classification information was captured in addition to information about television viewing in each of the households.
- **Three subsequent waves** of research were conducted following placement of the DTT boxes. These measured: usage of additional features; radio usage; repertoire of channels watched; problems experienced and overall satisfaction with the trial.

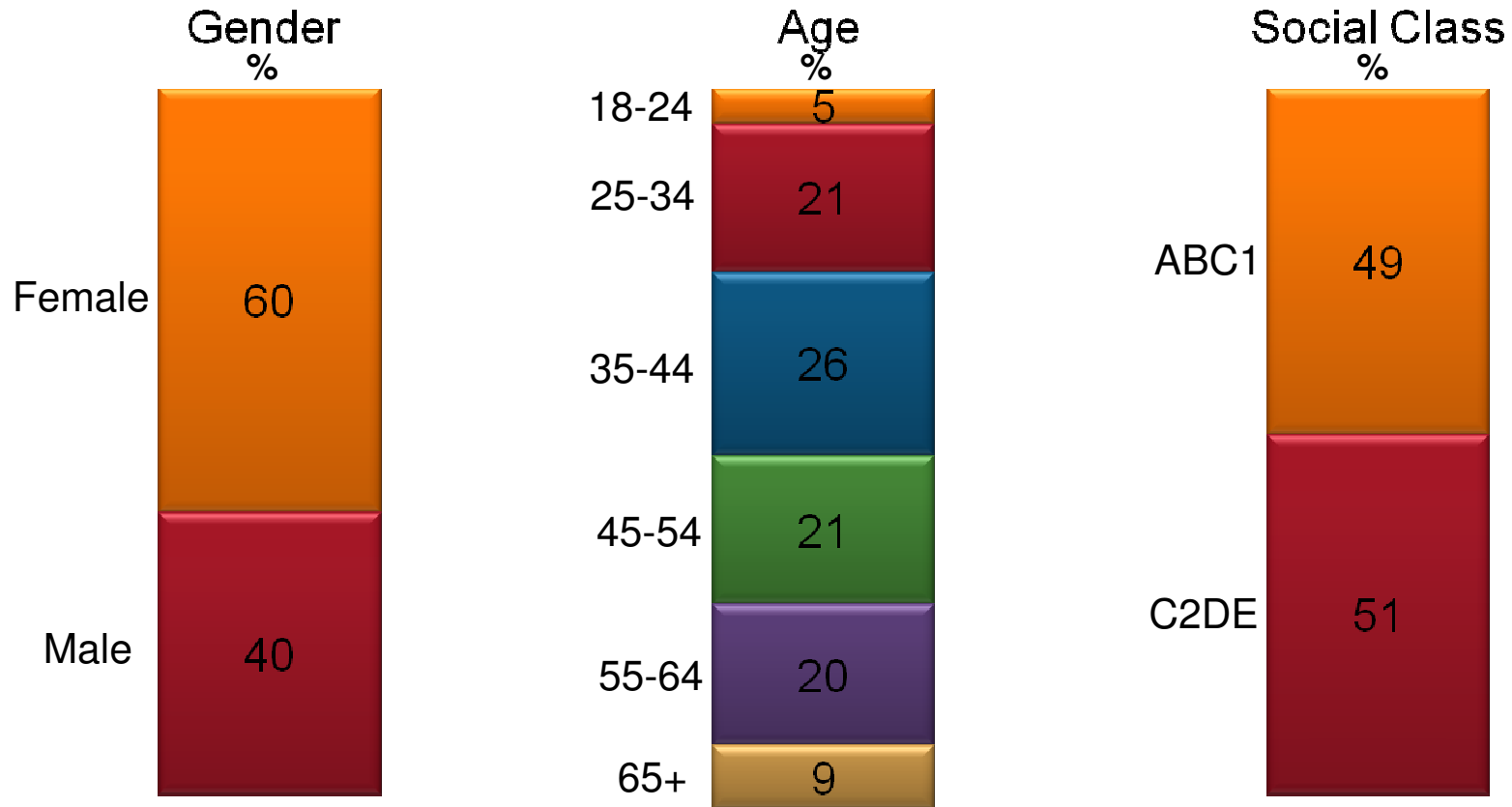
Trial Participation



Four in five panellists remained active on the panel over the 18 months of the trial

Panellist Profile

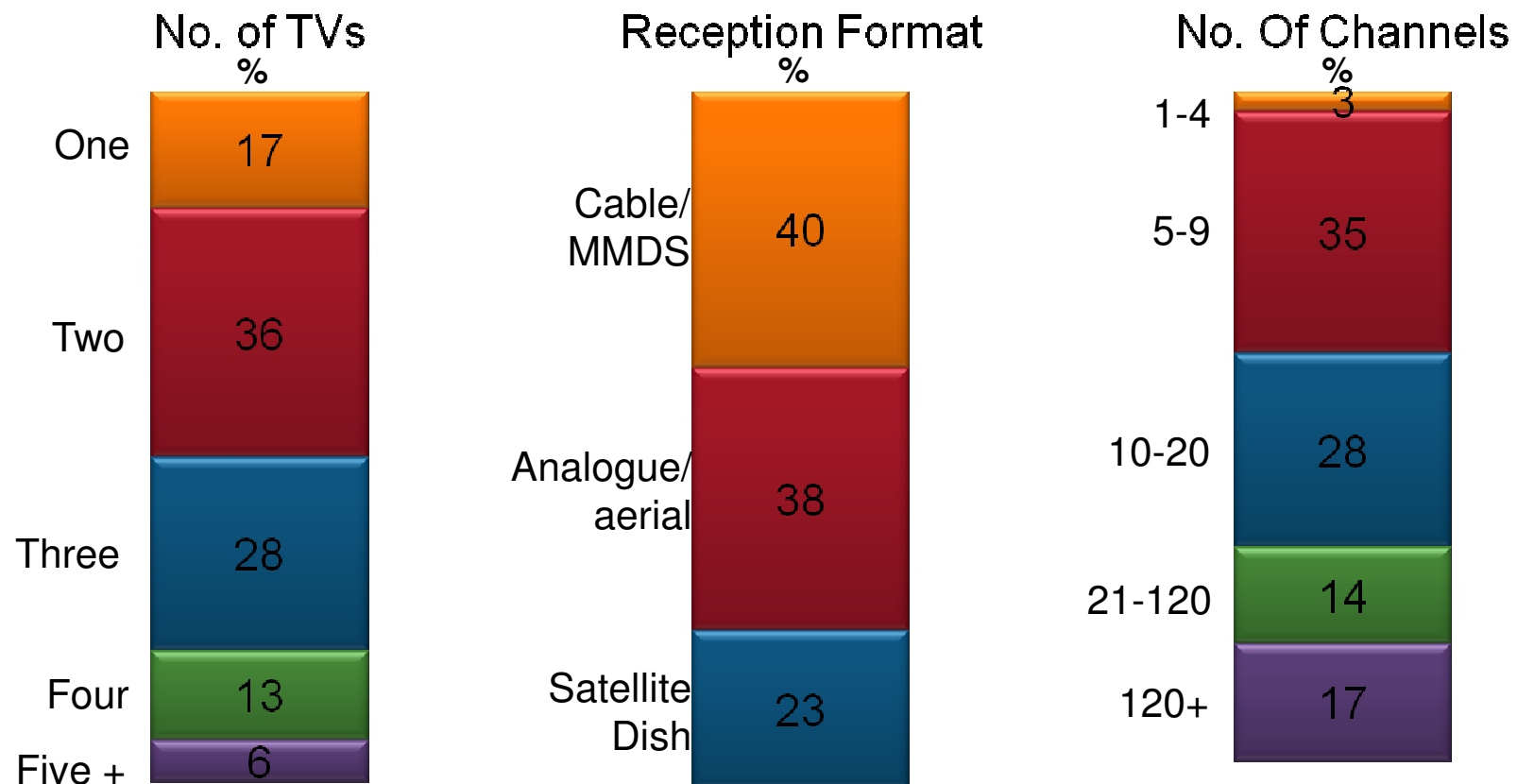
Base: All Panellists Wave 1 (N=500)



Quotas were set to ensure a balanced sample.

Pre-trial Television Status

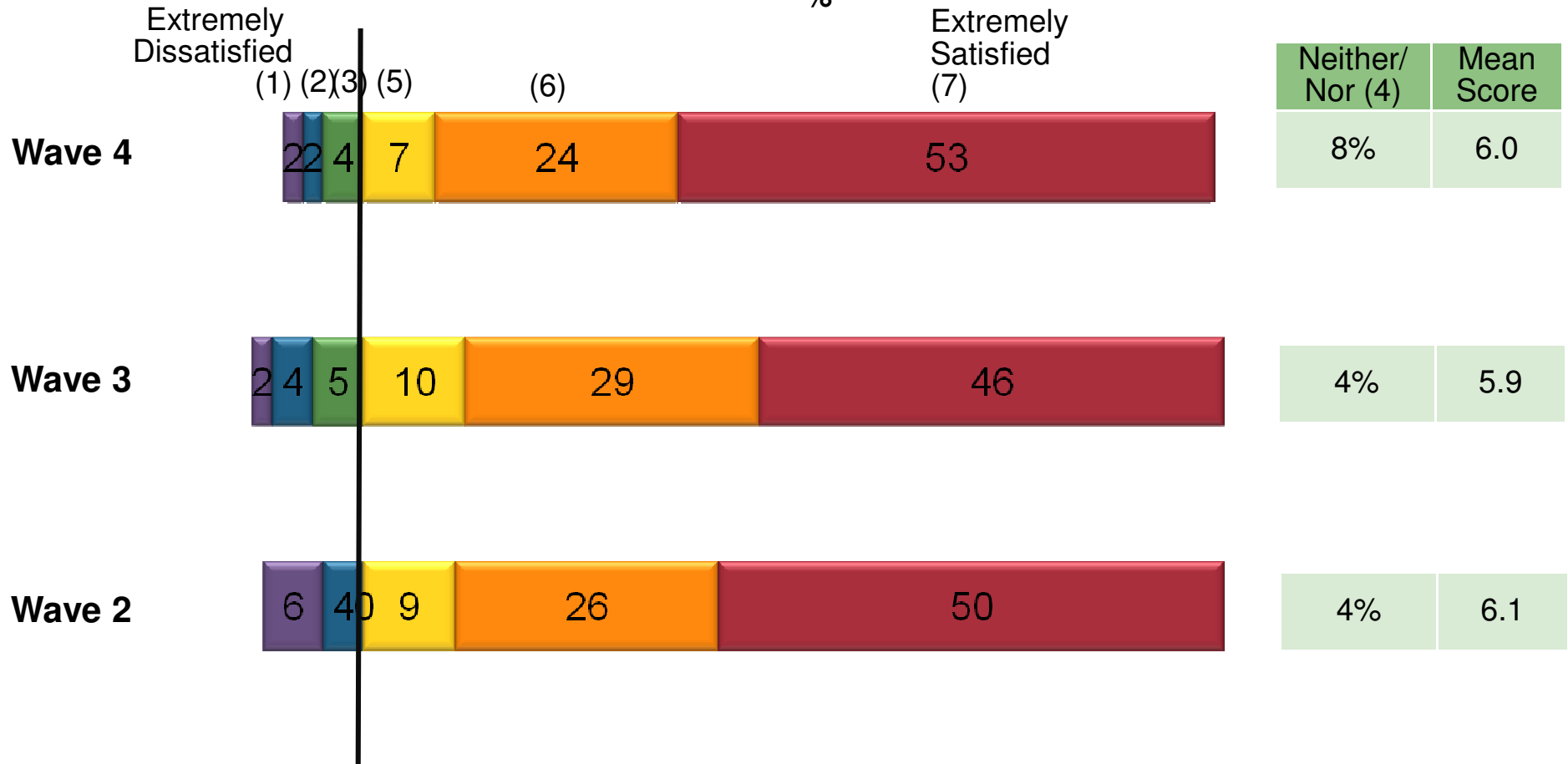
- Wave 1 of the research was designed to establish television ownership (number/ type of sets), television usage, reception format, and channels watched. Panellists were recruited at this stage of the research.



Over four-fifths of the sample has at least one television in their home.

Satisfaction with Trial

Base: All Active Panellists
%



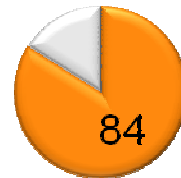
Satisfaction with the trial is consistently high across the three waves of research.

W.2 (N=501)
W.3 (N=452)
W.4 (N=407)

Rationale for Satisfaction/ Dissatisfaction

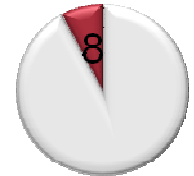
Base: All Active Panellists

Satisfied
%

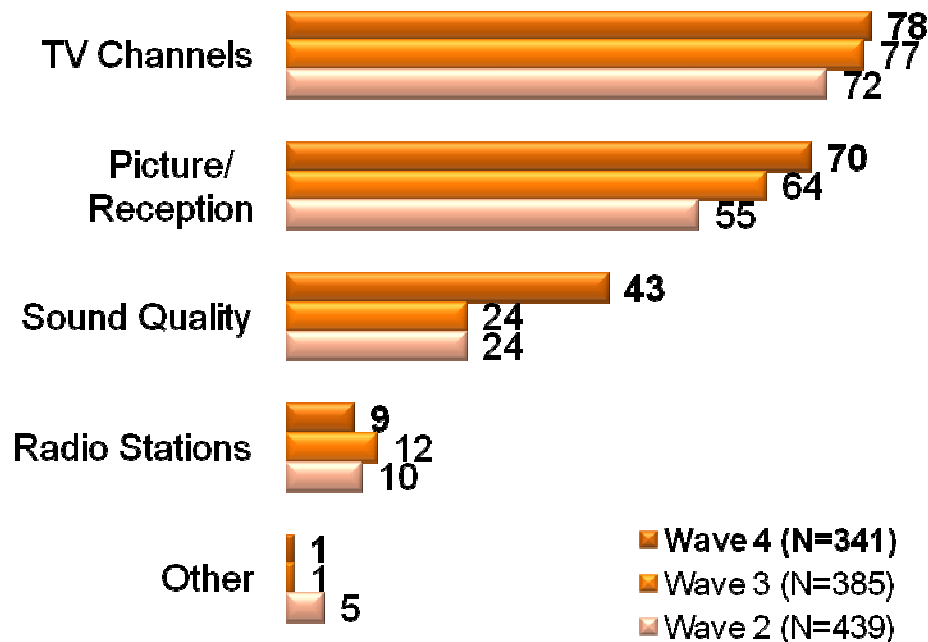


(W.2 = 85%)
(W.3 = 85%)

Dissatisfied
%



(W.2 = 7%)
(W.3 = 6%)



Amongst the small number who are dissatisfied the primary reasons for dissatisfaction are:

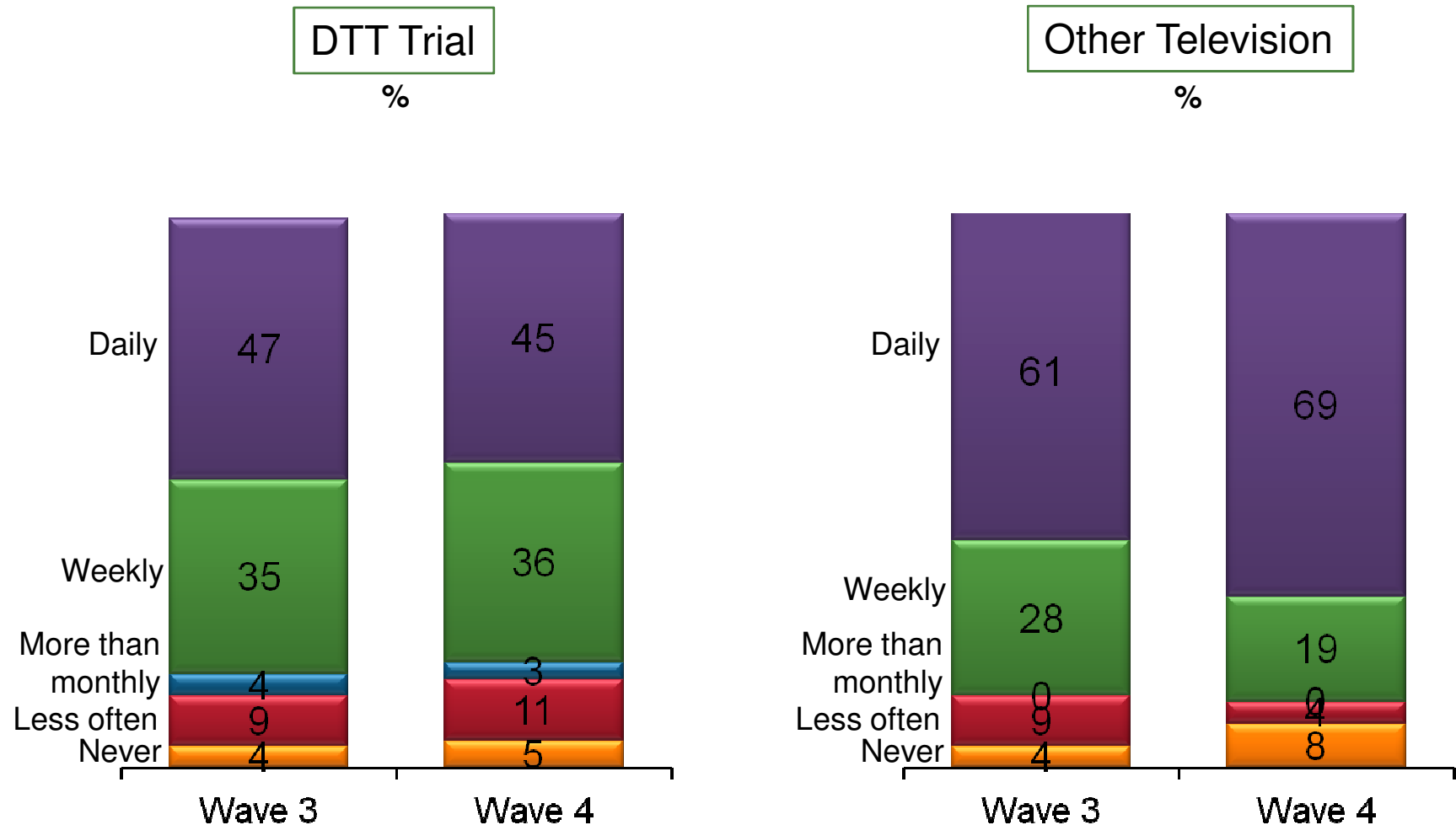
- Picture/ Reception quality
- Television channels
- Problems with the box
- Sound quality

■ Wave 4 (N=35)
■ Wave 3 (N=47)
■ Wave 2 (N=37)

TV Channels and the quality of the picture and reception are the main reasons for satisfaction with the trial. Rationale for dissatisfaction is poor picture and reception or dissatisfaction with the channels available. Issues surrounding reliability of the box also lead to dissatisfaction.

Frequency of Watching

Base: All Active Panellists



Half of the panellists watch DTT daily and a further one in three watch it weekly. While incidence of watching television on another set is high, this is largely amongst those who watch their DTT trial on a TV set other than their main one.

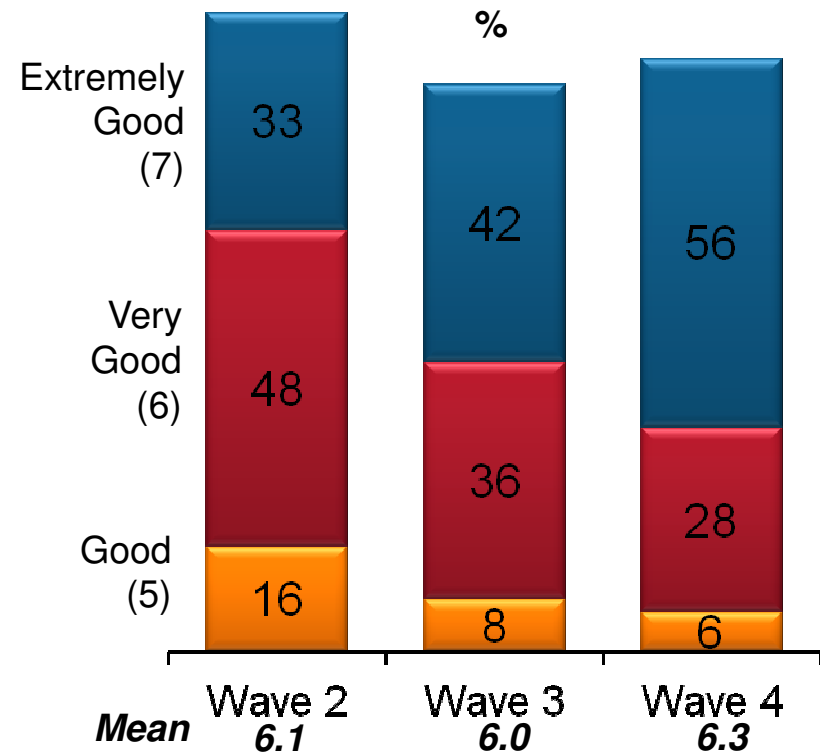
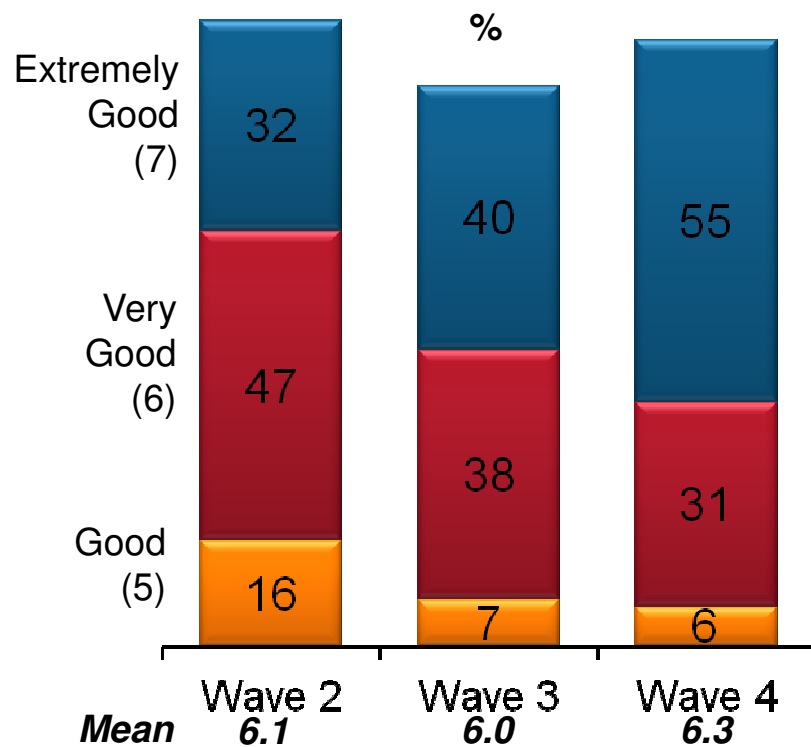
W.3 (N=452)
W.4 (N=407)

Quality Ratings

Base: All Active Panellists

Quality Of Sound

Quality Of Picture



W.2 (N=501)
W.3 (N=452)
W.4 (N=407)

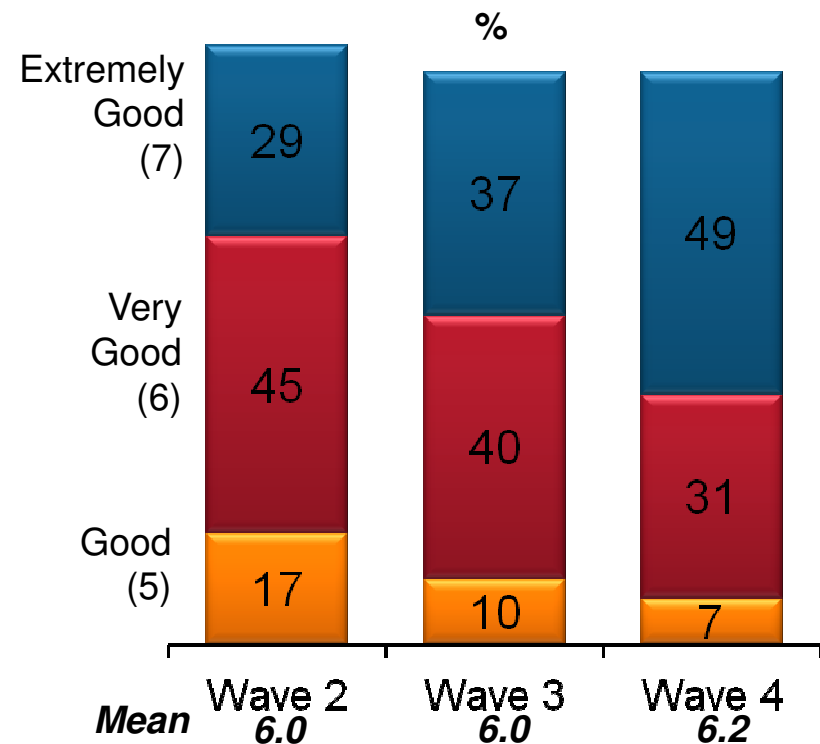
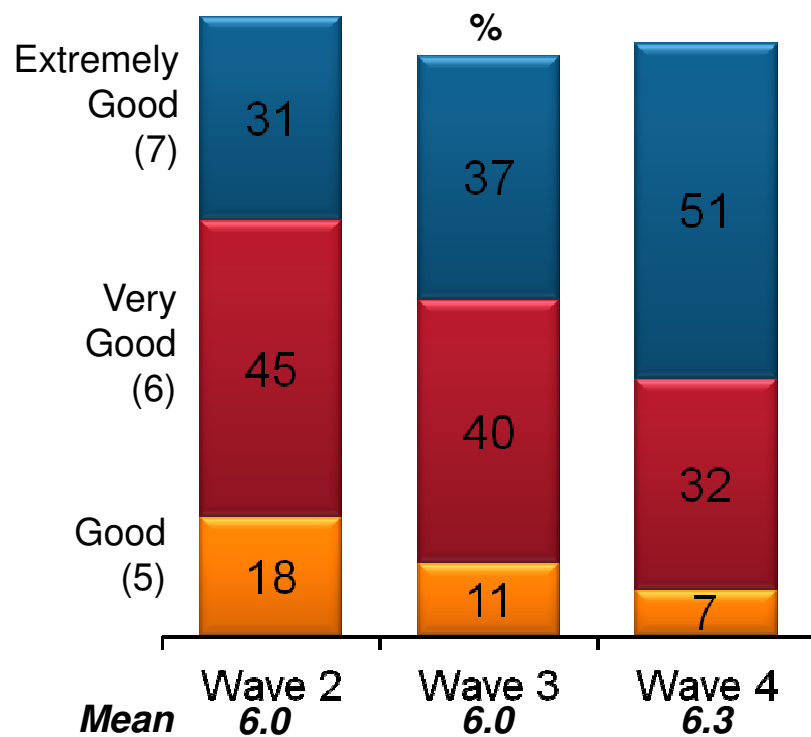
Sound and picture quality were rated highly consistently across the trial

Navigation Ratings

Base: All Active Panellists

Remote Control

Switching Channels

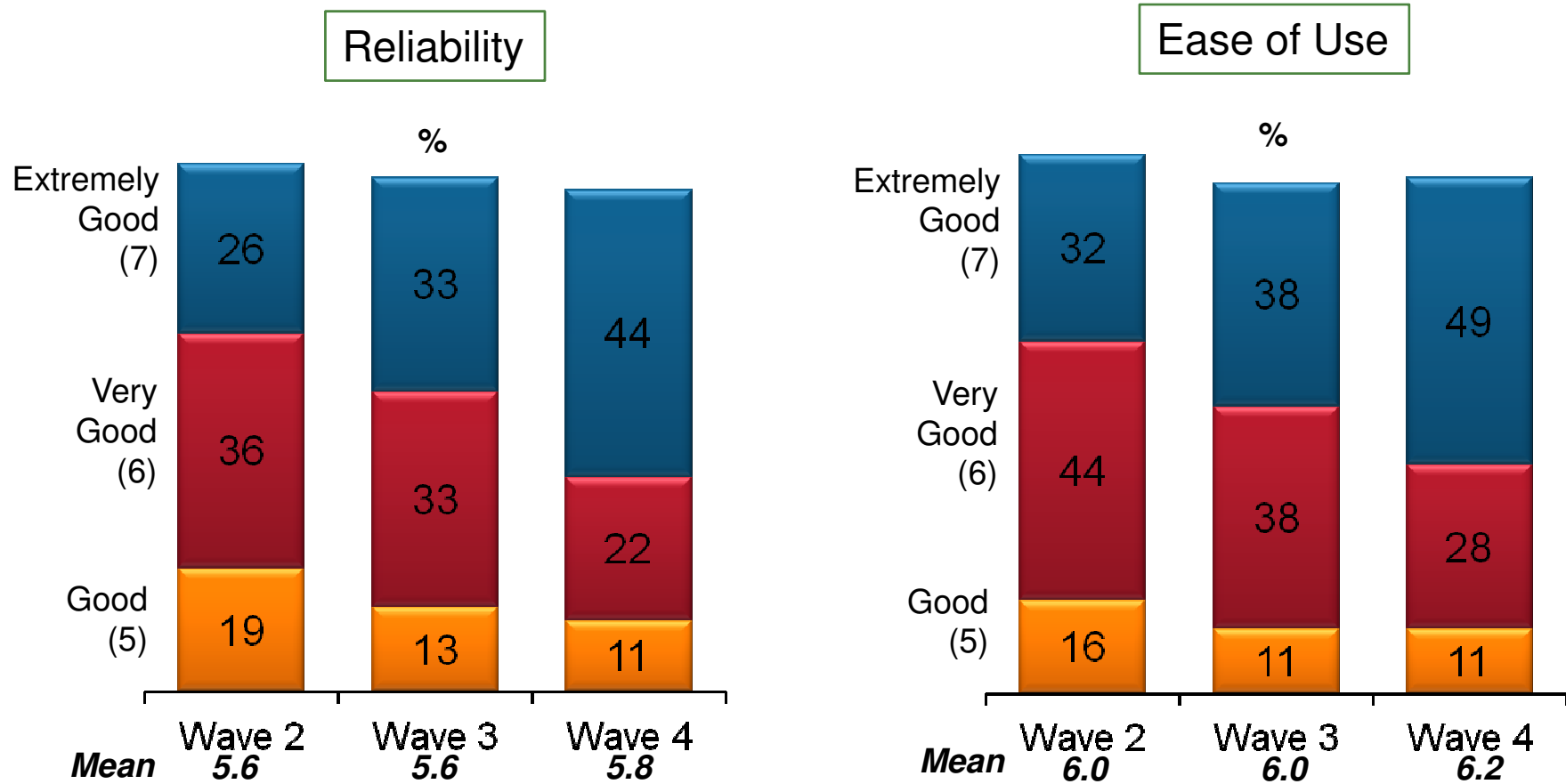


W.2 (N=501)
W.3 (N=452)
W.4 (N=407)

The remote control and switching channels were rated highly consistently across the trial

Ease and Reliability Ratings

Base: All Active Panellists

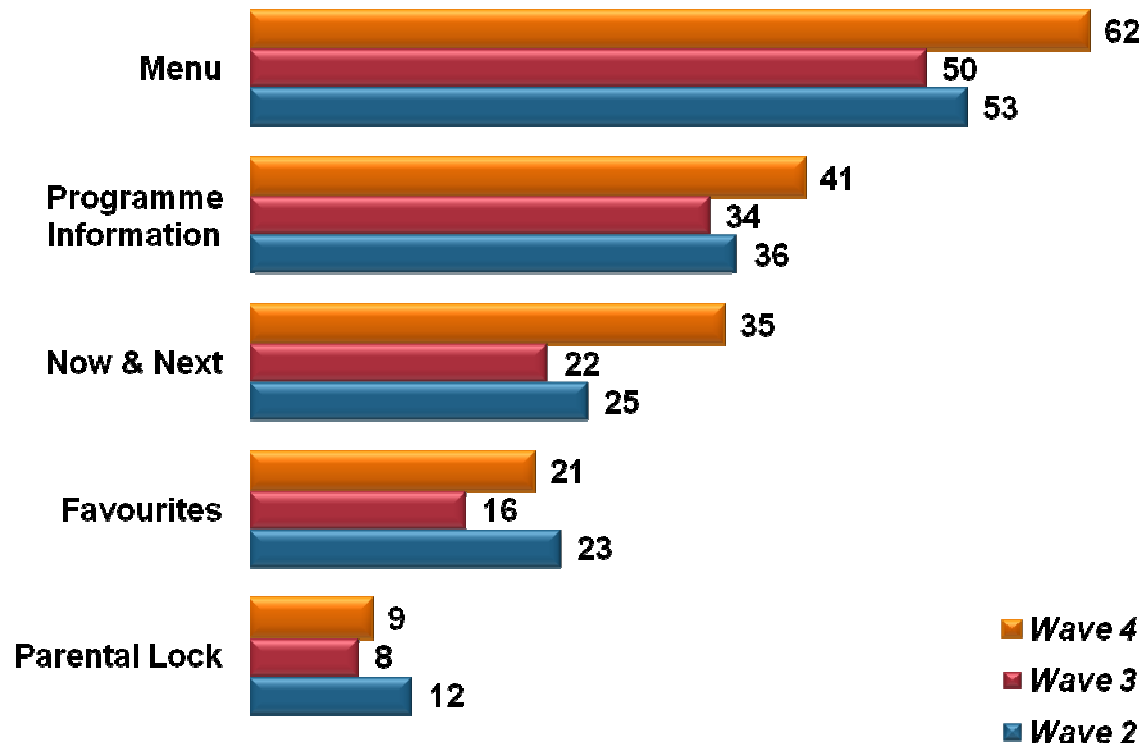


Despite receiving marginally lower ratings than quality, sound and ease of use – reliability continues to be rated highly across the trial.

W.2 (N=501)
W.3 (N=452)
W.4 (N=407)

Usage of Trial Functions

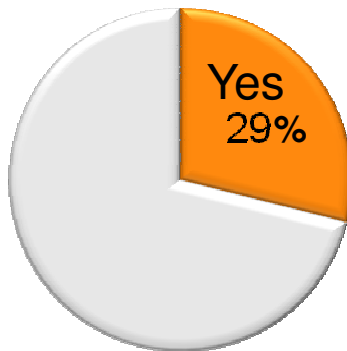
Base: All Active Panellists



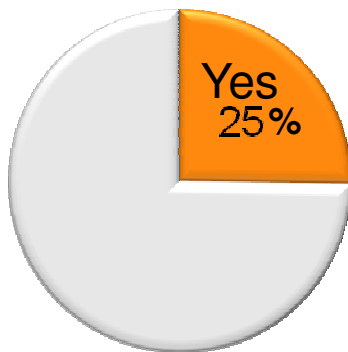
The menu function was the most used function across all waves of the research. Those who were overall satisfied with the trial; and those who experienced no problems were most likely to use these functions. Those who used the functions rated them highly when asked in Wave 2.

Radio Listenership & Ratings

Wave 4

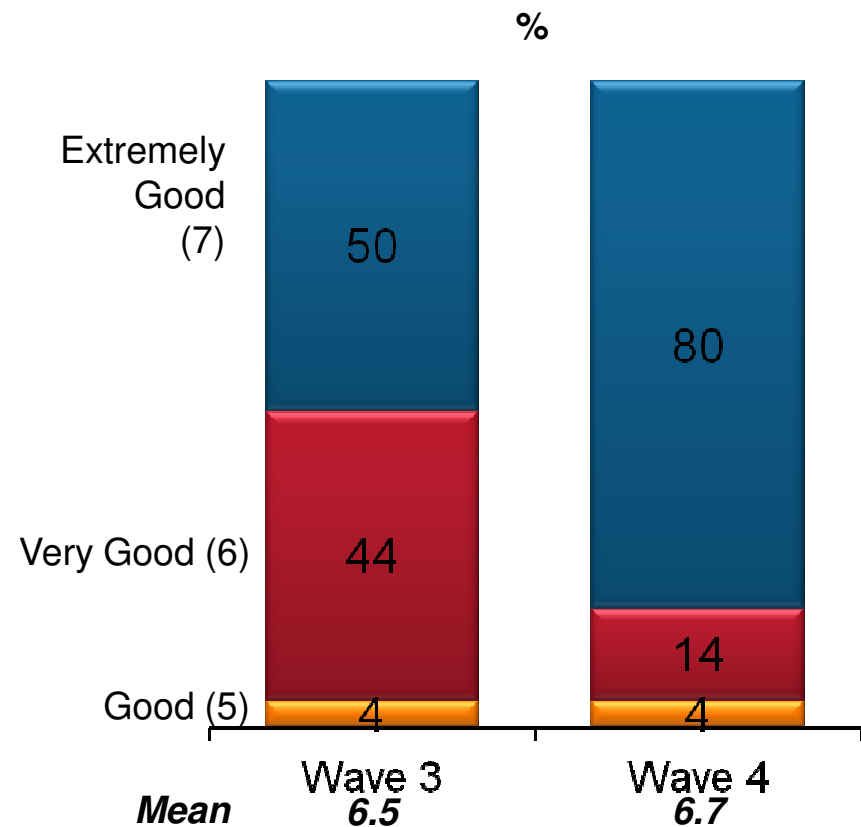


Wave 3



Quality Of Sound

Base: All who have listened to radio



Radio listenership increased moderately in Wave 4 of the trial. In wave 4 the majority of radio listeners rate quality of sound as “Extremely Good”. Those who are using the DTT trial in a bedroom or kitchen are more likely to listen to the radio on the trial.

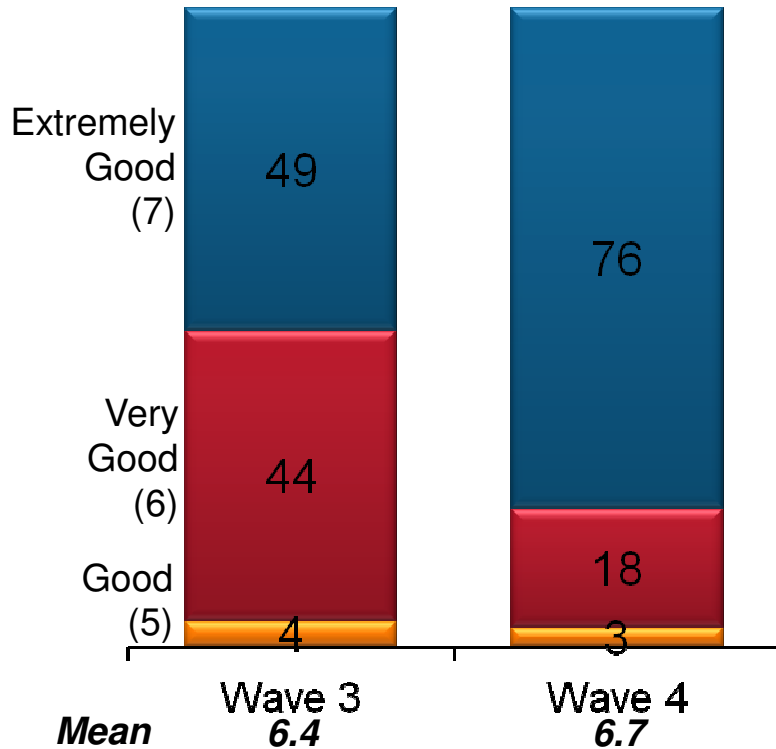
W.3 (N=111)
W.4 (N=118)

Radio Listenership & Ratings

Ease of Use

Base: All who have listened to radio

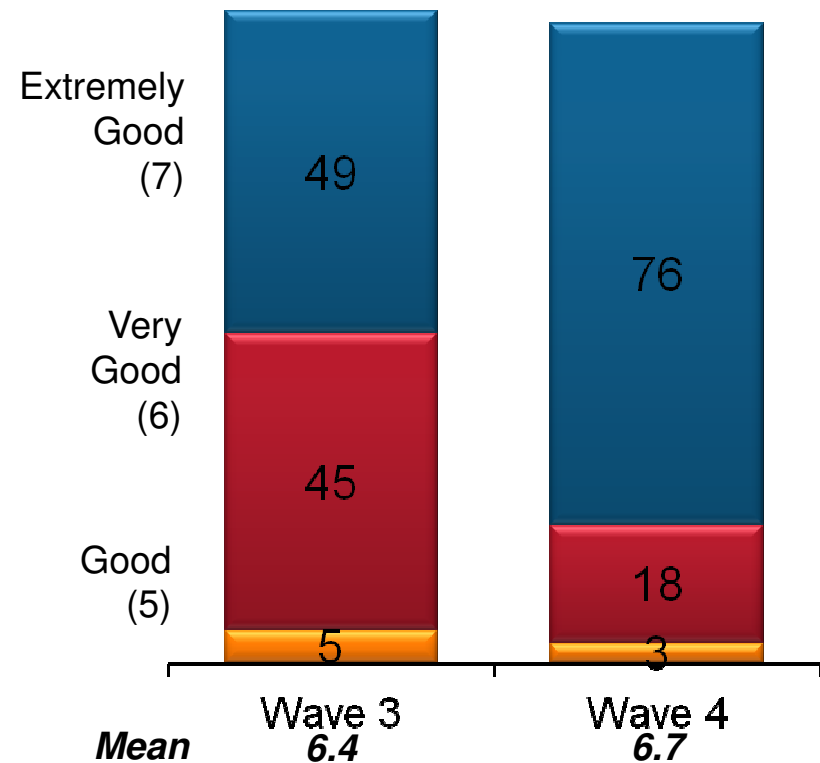
%



Reliability

Base: All who have listened to radio

%



W.3 (N=111)
W.4 (N=118)

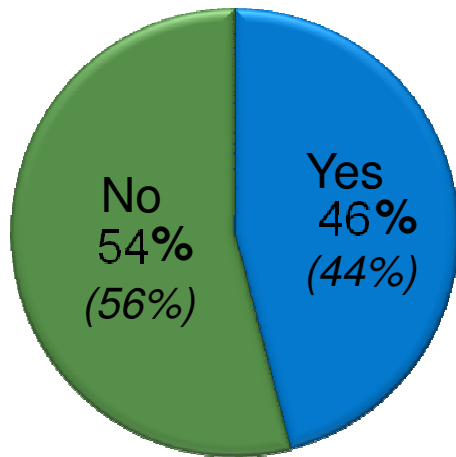
Radio listeners rate ease of use and reliability very highly. Particularly in Wave 4 they are rated as “Extremely Good”.

Problems with Set-Top Box

Experienced Problems?

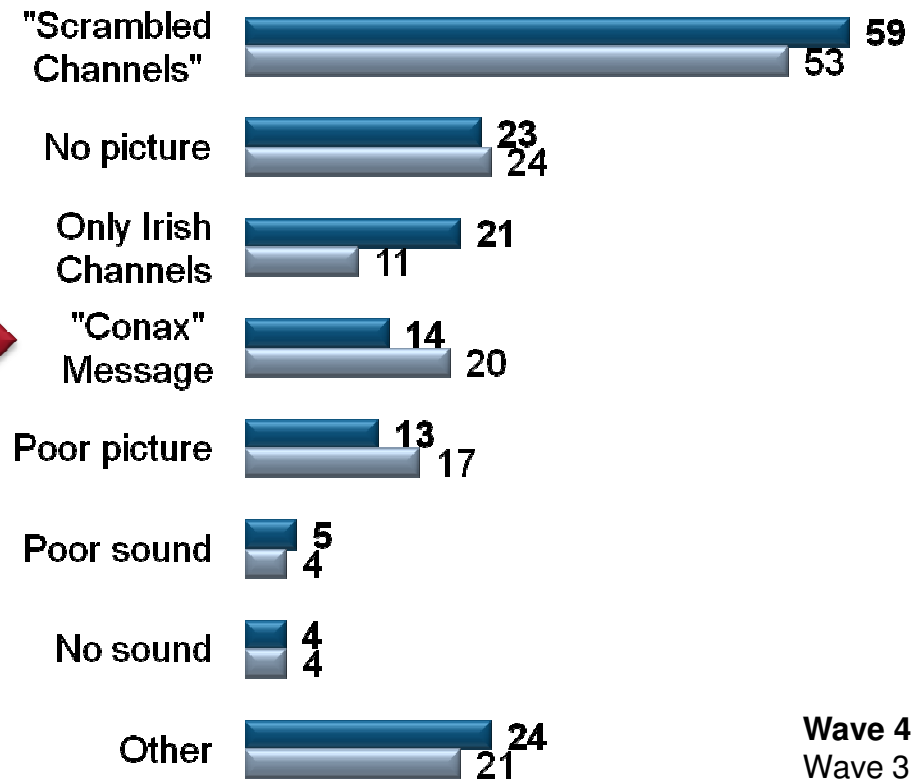
Base: All Active Panellists

Wave 4 (N = 407)
Wave 3 (N = 452)



Problems Experienced

Base: All who have experienced problems
%



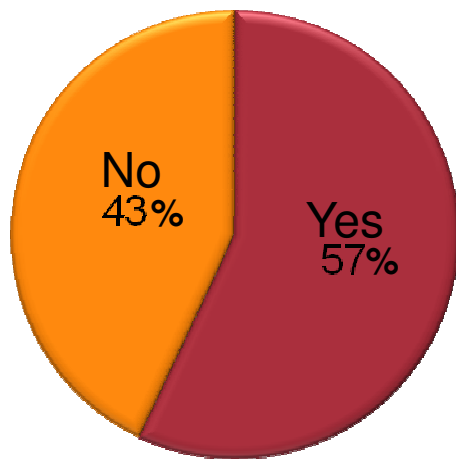
Wave 4 (N = 188)
Wave 3 (N = 197)

Almost half of respondents have experienced box-related problems over the course of the trial, with scrambled channels being the most prevalent problem.

Improvements Going Forward

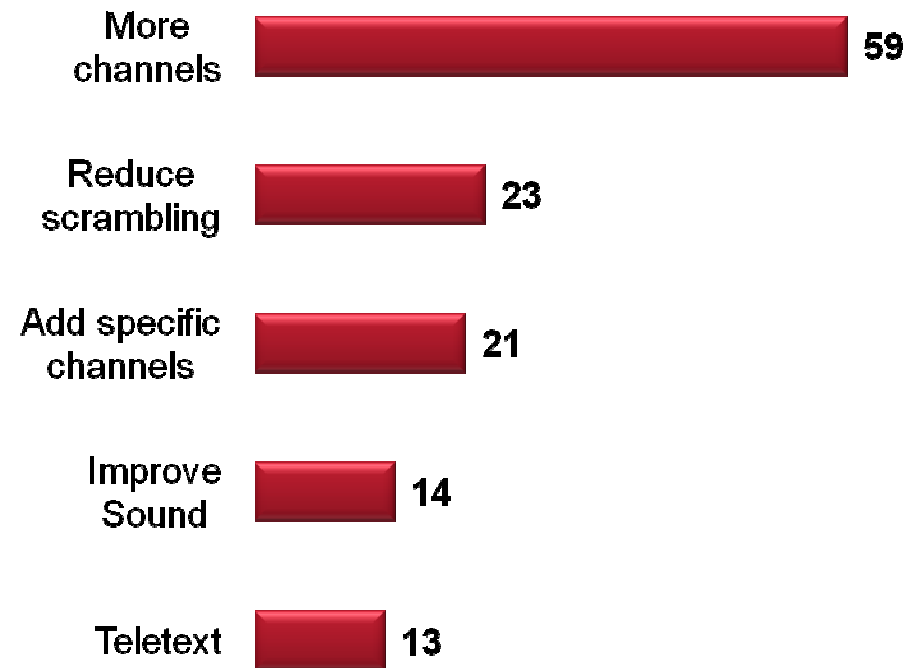
Would improvements be made?

(Base: All Active Panellists N=407)



Improvements that would be made

(Base: All who would make improvements N=234)
%

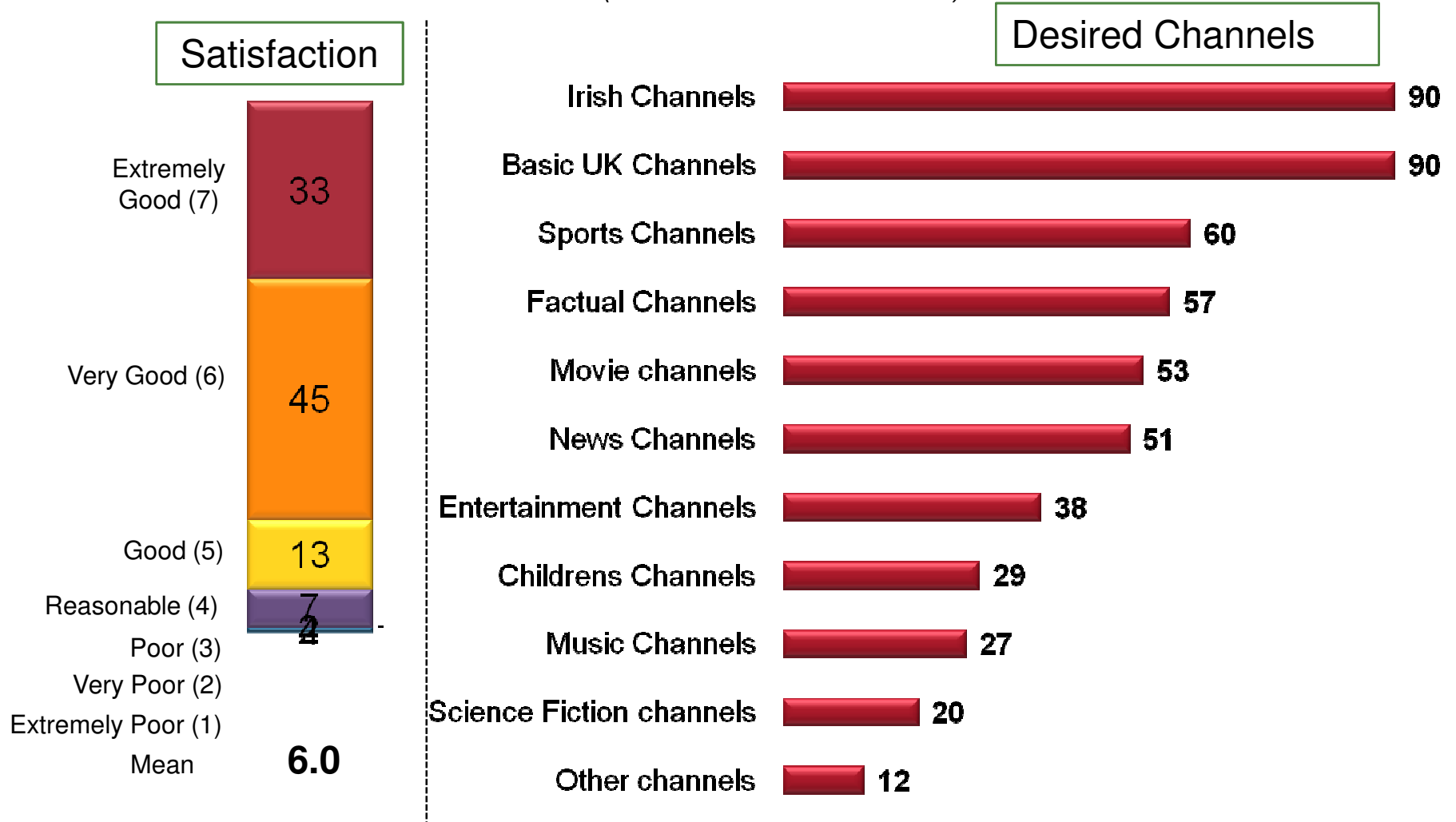


Wave 4 (N = 188)
Wave 3 (N = 197)

More than half of the panel would make improvements to the current service. The majority of these would like to see more channels. Scrambling of channels once again proves that it is an issue with a quarter of people wanting to make improvements citing this as the thing they would improve.

Satisfaction with Current DTT package and Desired Channels

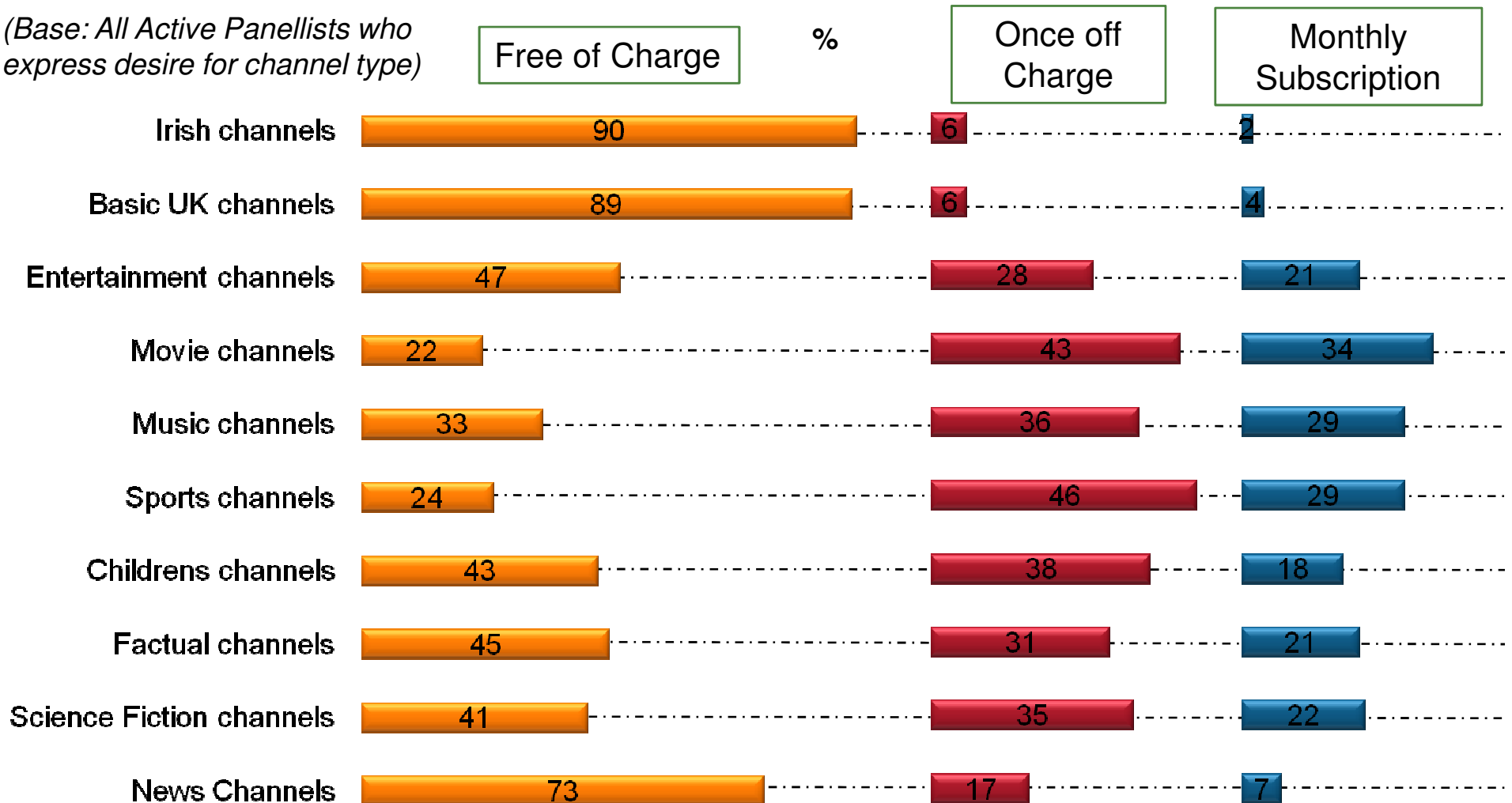
(Base: All Active Panellists)



When asked 91% of the panel felt that the current package as it stands is a good one. A wide range of channels are desired, however, the desire for basic UK channels is very strong.

Payment Expectations

(Base: All Active Panellists who express desire for channel type)



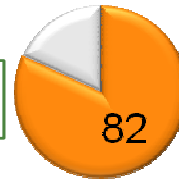
Irish and basic UK channels (BBC1, BBC2, Channel 4) are expected to be free of charge. The panellists expect to have to pay for movie channels, music channels and sports channels

Recommending The Service

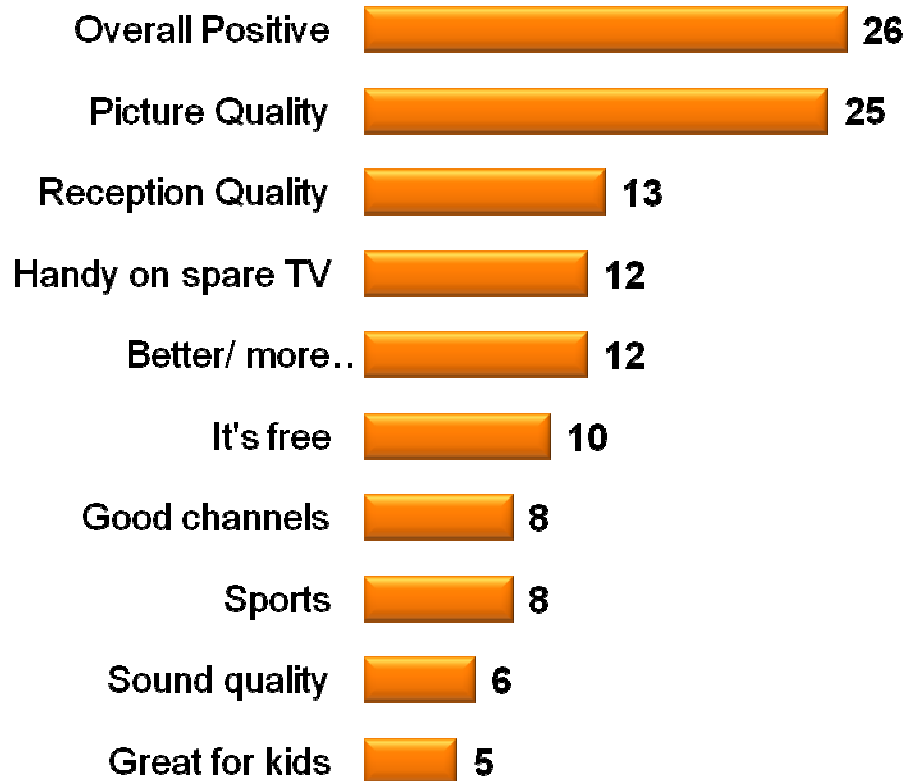
Base: All Active Panellists

Would Recommend

%



(Base: All who would recommend N=335)

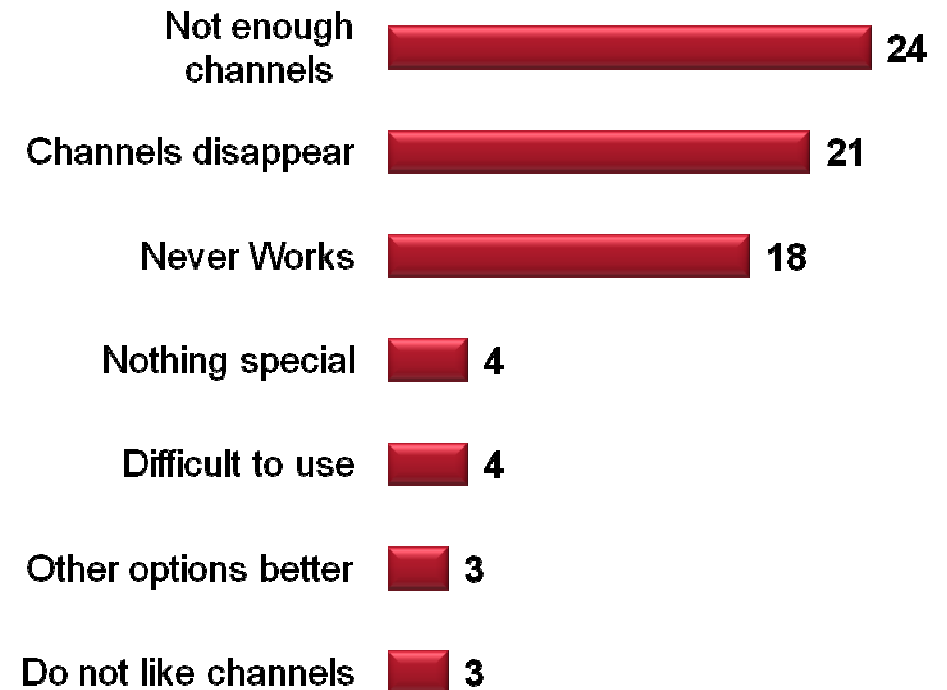


Would Not Recommend

%



(Base: All who would not recommend N=72)



Four-fifths of respondents would recommend this service to a friend citing overall positive comments (e.g. – “It is great”) and quality of picture and reception as the main reasons for recommending it.

Insights & Implications

| Insight | Implication |
|--|---|
| <p>In the final wave of the trial four in five panellists were active panellists. Those who came off the panel cited ongoing Set Top Box problems as the primary reason</p> | <p>For a smooth and positive transition towards digital television it is imperative that set top boxes are reliable and do not experience the same scrambling issues experienced in this trial.</p> |
| <p>The majority of panellists are satisfied with their experience of the trial. The main reasons for satisfaction were quality of sound and picture and the extra channels available</p> | <p>The improved quality of picture and sound are key advantages of DTT over analogue and should be communicated clearly.</p> |

Insights & Implications

| Insight | Implication |
|--|--|
| Panelists desire a wide range of channels – with a particular desire for UK basic channels such as BBC1, BBC2, UTV and Channel 4. | It is important that people will be able to receive the channels they are currently receiving, with additional channels viewed as being an additional bonus. |
| The desire to customise their ideal package is strong. | People will need to be offered flexible choices in terms of content. |
| Pricing is a sensitive issue, with panelists stating that they expect Irish channels and UK channels to be available free of charge. | Pricing will need to be competitive to other options available on the market and the benefits of DTT will need to be clearly defined. |