

Harvey Norman

Digital Conversion Seminar

**18th August 2008
Gary Brown**

Agenda

- Introduction
- Market trend by category
- New Products
- Consumers
- Summary

Market Trends

Category	Units	Value	Growth V LYR
4:3 Analogue TV	627,400	\$124.6M	-37.20%
16:9 Analogue TV	18,801	\$9.8M	-72.30%
LCD TV	1,100,000	\$1.7BN	57%
Plasma TV	454,000	\$975M	10%
TTL Panel	1,600,000	\$2.67BN	20%
STB - SD	395,000	\$30.1M	-33%
STB - HD	116,000	\$22.6M	-54.30%
STB - TTL	512,000	\$52.7M	-44%
PVR - SD	28,200	\$12.6M	-10.40%
PVR - HD	23,500	\$13.8M	-51.30%
PVR - TTL	51,750	\$26.4M	-30.10%
DVD HDD Rec	242,679	\$131.9M	2%

Source GFK - Figures – FYR 07/08

New Products

- Launch of HD DVD HDD and Blu –ray HDD recorders with integrated HD tuners will help grow DVD recorder category.
- Launch of Foxtel HD+ has fed hunger for more native HD content
- Launch of TiVO digital recorder will initially grow the PVR category by up to 70 – 80%



Consumers

- Think 16:9 or SD is digital
- Confused about access to HD channels
- Somewhat motivated by unique content on HD channels, e.g – Golf only on HD
- Hungry for more native HD content
- Clarification of different digital grades – SD V HD

Summary

- HD products are dominating the Visual business
- Market driven by both HD experience & native HD content
- Digital needs to be available to more households – non metro regions
- HD panel penetration now 34% homes

THANK YOU

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