

# **NETWORK INSIGHT**

## **Sponsors Workshop**

### **Session 2**

**8 February 2008**

IMW Media Services

## Free to View Digital Sales

<b>DBA/IMcG</b>	<b>Accum Sales</b>	<b>STBs</b>	<b>IDTVs</b>	<b>HD</b>	<b>Accum Homes</b>	<b>Accum Homes %</b>
<b>Dec 05</b>	<b>1.3m</b>				<b>1.2m</b>	<b>15.5</b>
<b>Dec 06</b>	<b>2.3m</b>				<b>2.0m</b>	<b>25.6</b>
<b>Dec 07</b>	<b>4.1m</b>	<b>2.5m</b>	<b>1.6m</b>	<b>50%</b>	<b>3.4m</b>	<b>42.5</b>
<b>UK Ofcom</b>						
<b>Dec 05</b>	<b>10.8m</b>				<b>7.9m</b>	<b>31.7</b>
<b>Sep 06</b>	<b>14.0m</b>				<b>9.3m</b>	<b>36.7</b>
<b>Sep 07</b>	<b>23.0m</b>	<b>15.8m</b>	<b>7.2m</b>		<b>14.0m</b>	<b>54.9</b>

## Other TV Equipment Sales

- **2007** – 0.8 m 4:3 TVs average price \$ 213
  - 1.3 m 16:9 TVs average price \$1,820
  - 0.46 m DVD recorders average price \$ 499
  - 0.06 m VCRs average price \$ 114
- Total** – 2.66 m TV tuner devices sold
- **2007** – 1.826 m free to view digital receivers sold
- **After allowing for ‘throwaways’ probably less unconverted analog tuner TV devices at 31 Dec 07 than 31 Dec 06**
- **2007** – 1.9 m DVD players average price \$ 124

# **Some Things We Don't Know**

- **Digital receiver 'throw away' rate**
- **Homes with multiple digital receiver devices**
- **Analog tuner TV device 'throw away' rate for – TV Sets, VCRs and DVD Recorders**
- **How to convert 650 self help analog transmitter sites and their 2,400 analog transmitters**
- **Where and how many new digital black spot areas there will be**
- **What does 'equal coverage to analog' mean**
- **The role satellite might play in speeding analog switch-off**
- **Notwithstanding the above we do have a switch-off date**



## Conversion of Analog Tuner TV Devices 31 December 2009

- Assume 26 m working analog tuner TV devices now (TV sets, VCRs, DVD recorders) and new sales less than 'throw aways'
- Only STBs and IDDVD recorders can convert them

<b>Devices</b>	<b>Accum Sales</b>	<b>% Broken obsolete</b>	<b>Total operational</b>	<b>Total unconverted</b>	<b>% converted</b>
<b>STB</b>	<b>3.6m</b>	<b>10%</b>	<b>3.24m</b>		
<b>IDDVD Rec</b>	<b>2.0m</b>	<b>Nil</b>	<b>2.00m</b>		
<b>Analog TV<sup>1</sup> Devices</b>		<b>2 m</b>	<b>24m</b>	<b>18.8m</b>	<b>21.8</b>
		<b>4 m</b>	<b>22m</b>	<b>16.8m</b>	<b>23.8</b>
		<b>6 m</b>	<b>20m</b>	<b>14.8m</b>	<b>26.2</b>

<sup>1</sup> Assume 'throw away' rates of 2, 4 and 6 million over the next two years

## Some UK Experience

- **Throw away**
  - 23m DTTB receivers sold
  - 19.4m connected to analog tuner devicesHence 15.6% of sales no longer used
- **Multiple Receivers**
  - 14m DTTB homes
  - 19.4m operational DTTB receiversHence >30% of all DTTB homes > 1 DTTB receiver
- **Total Devices to Converted to digital**
  - 3.4m cable
  - 9.6m BskyB
  - 1.0m FreeSat
  - 19.4m DTTBUK has 100 million TV devices with tuners – about 33% converted
- **Pay & DTTB**
  - 4.7m DTTB homes have pay as well
  - 11.6m homes have payHence 41% pay homes have DTTB as well  
And about 58% DTTB only homes > 1 DTTB receiver