

Digital TV: Public opinion survey

Prepared for: S&T
Prepared by: Puls d.o.o
Date: 07/04/2008



Table of contents



- Introduction
- Awareness
- Understanding of digital switchover
- Attitudes towards digital switchover
- Intention to switch
- Already converted customers
- Conclusions and Recommendations

Introduction

Background/Objectives

- To provide baseline information on the current awareness of and familiarity with digital standard introduction in 2012 among Croatian population
- To get insight in general attitudes towards new standard and opinion on such policy
- To screen, describe, explore and define current experience with digital signal reception and equipment needed in Croatian households
- To explore future plans and intentions related to obtaining of TV set equipment needed for digital signal reception
- To facilitate integration of results and reporting in order to plan and design information strategies and to make further launching and implementation more efficient

Methodology

- Data collection method: telephone interviewing (CATI)
- Fieldwork: March 14th till March 17th 2008

Sample

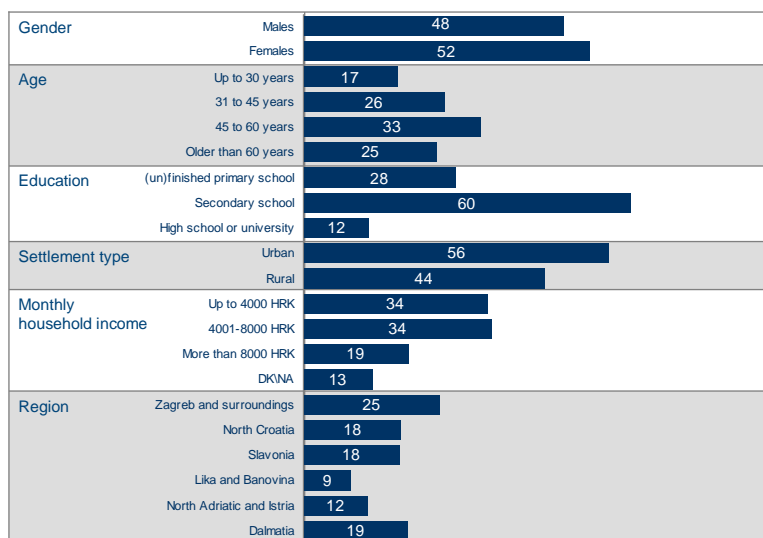
- Sample size: 1000 respondents
- Sample type: national representative, 16 to 85 years of age

Digital TV, March 2008

3

Demographic characteristics

In %



Digital TV, March 2008

Base (Total sample): 1000

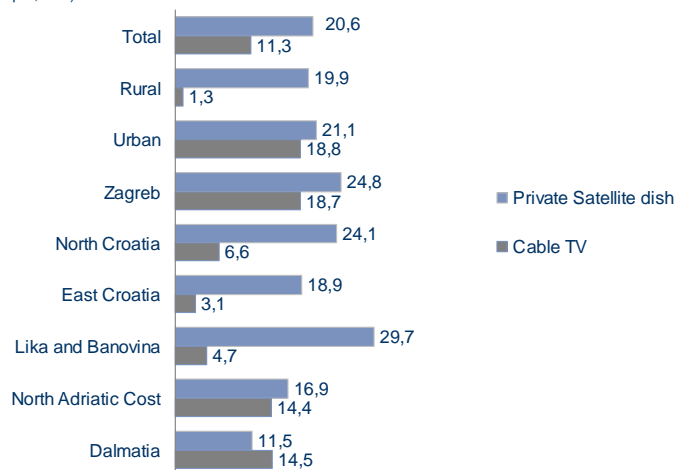
4

Possession of private satellite dish and Cable TV in household by settlement type and region

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Source: Puls Omnibus
(February 2007; F2F national representative sample, 15+)

In %



Digital TV, March 2008

Base (National representative sample): 1000
Possession of private satellite dish and Cable TV in household

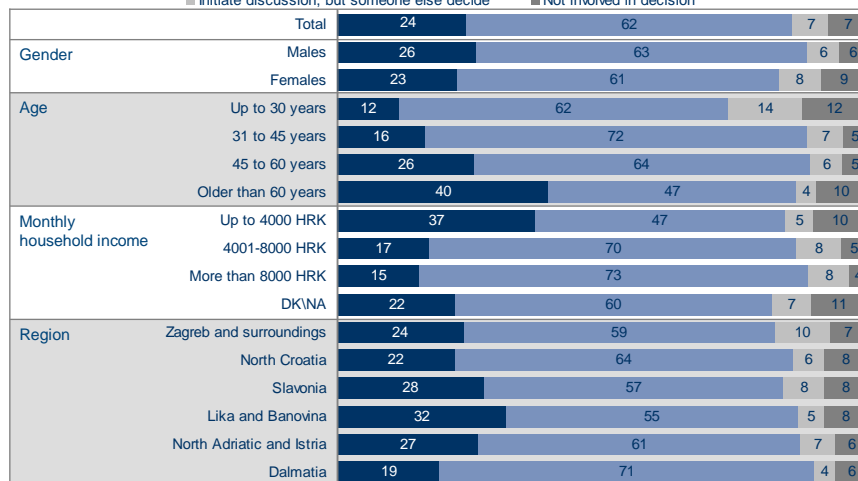
5

Role in TV obtaining

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In the majority of households decisions regarding TV obtaining are made by all household members.

In %



Digital TV, March 2008

Base (Total sample): 1000
S2: Role in obtaining TV set in the household.

6

Table of contents

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- Introduction
- **Awareness**
- Understanding of digital switchover
- Attitudes towards digital switchover
- Intention to switch
- Already converted customers
- Conclusions and Recommendations

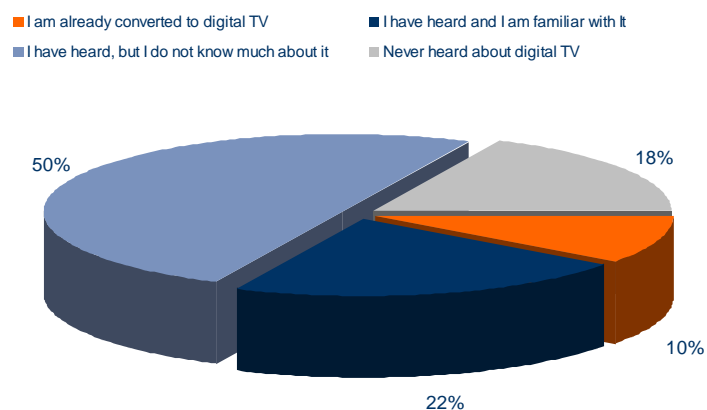
Digital TV, March 2008

7

Familiarity with "Digital TV" concept

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82% of Croatian population have heard of digital television. Among them, 10% are already converted, but 50% do not have clear idea about the concept.



Digital TV, March 2008

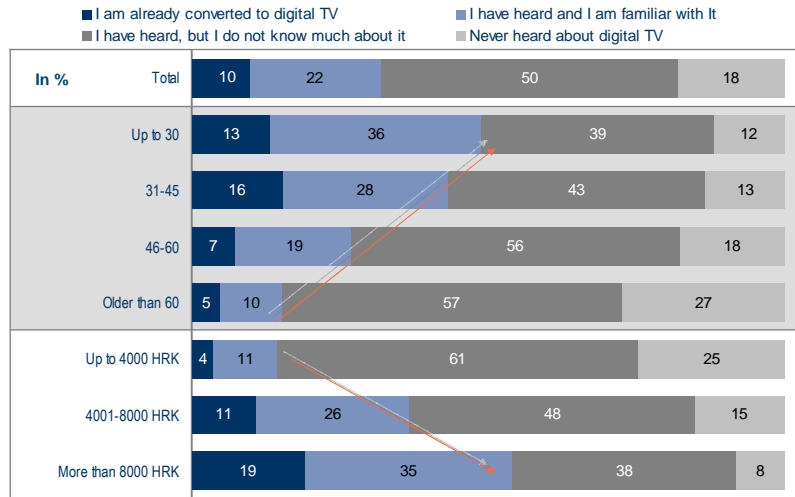
Base (Total sample): 1000
A1: Familiarity with digital TV idea

8

Familiarity with "Digital TV" concept by age and household income



Digital television is more known among younger population (up to 45 years) and persons whose household income exceeds 8000 HRK per month.



Digital TV, March 2008

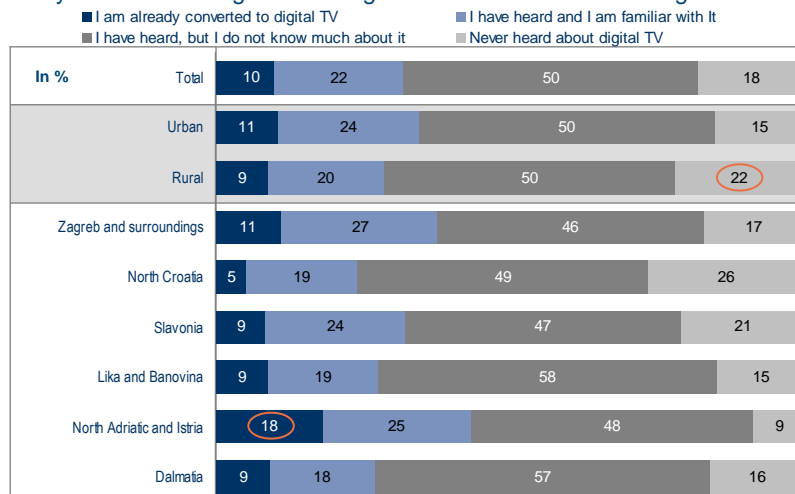
Base (Total sample): 1000
A1: Familiarity with digital TV idea

9

Familiarity with "Digital TV" concept by settlement type and region



Urban population and citizens settled in North Adriatic/Istria and Zagreb regions are more familiar with digital television concept. The proportion of households already converted to digital TV is higher in North Adriatic/Istria region.



Digital TV, March 2008

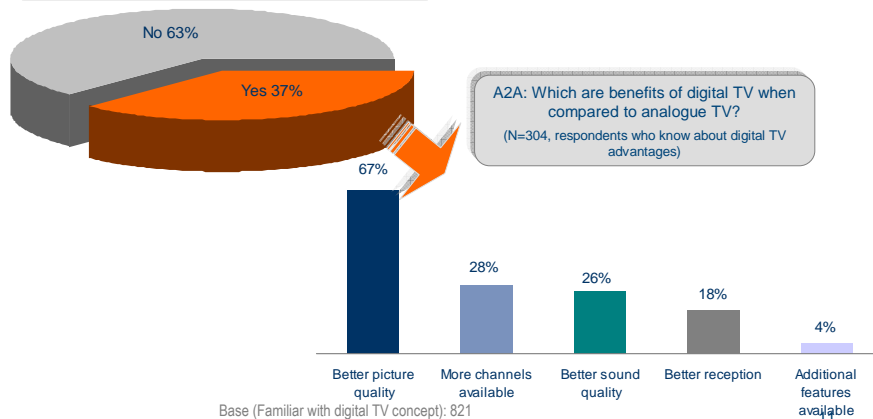
Base (Total sample): 1000
A1: Familiarity with digital TV idea

10

Awareness of digital TV advantages

Around one third of population familiar with digital TV concept are informed about its advantages over analogue TV, while the most frequently mentioned benefit is better picture quality.

A2: Do you know which are the benefits of digital TV?
(N=821, respondents familiar with DTV concept)

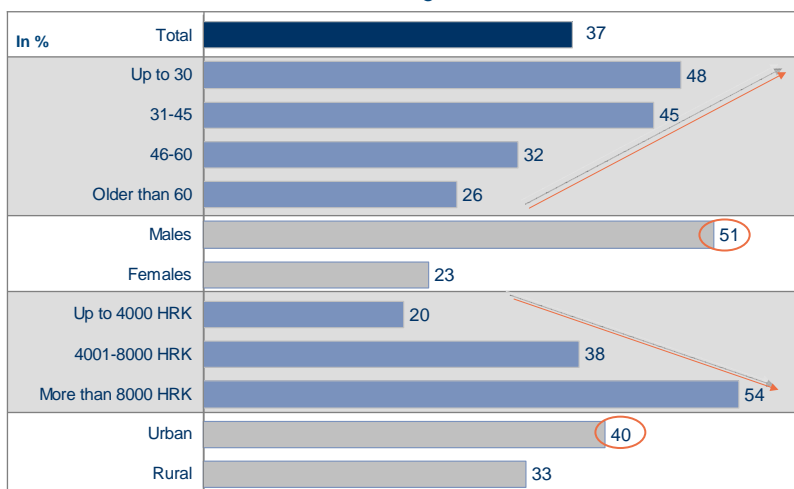


Digital TV, March 2008

Base (Familiar with digital TV concept): 821
A2: Do you know which are the benefits of digital TV?

Awareness of digital TV advantages by demographic characteristic

Young population, males and persons with higher household income who live in urban areas are better informed about digital TV benefits.



Digital TV, March 2008

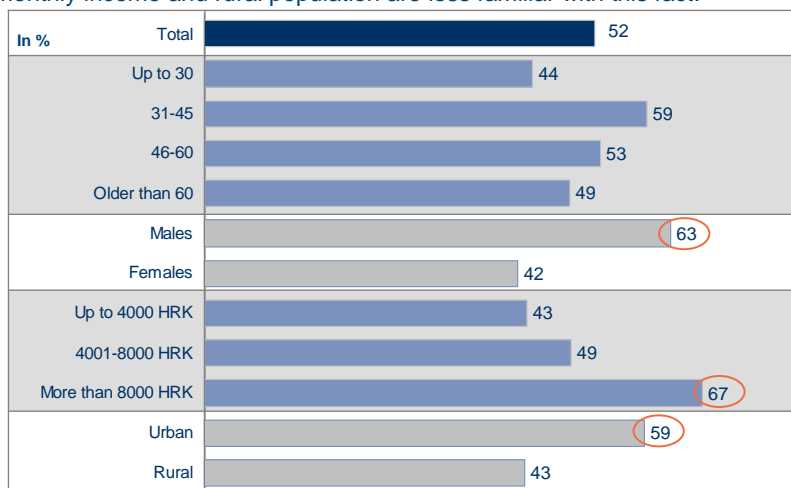
Base (Familiar with digital TV concept): 821
A2: Do you know which are the benefits of digital TV?

12

Familiarity with digital switchover before 2012



52% of Croatian population have heard of digital switchover before 2012. Population up to 30 years of age, females, persons who have up to 8000 HRK monthly income and rural population are less familiar with this fact.



Digital TV, March 2008

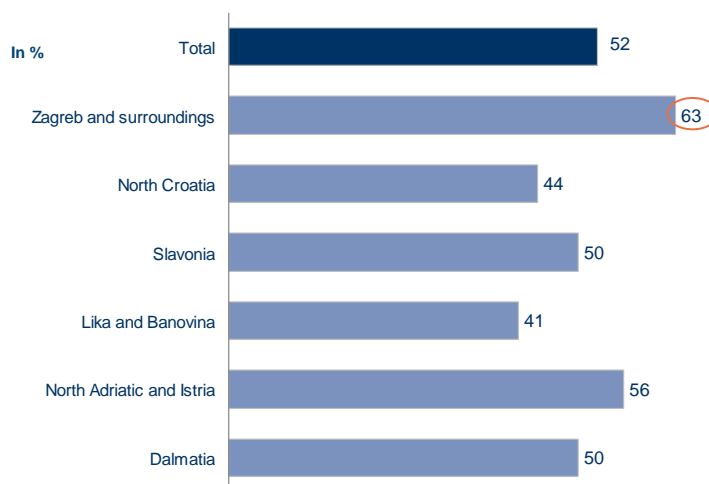
Base (Familiar with digital TV concept): 821
A3: Do you know of digital switchover before 2012?

13

Familiarity with digital switchover before 2012 by region



Population of Zagreb and surroundings is better informed about digital switchover before 2012 in comparison to other Croatian regions.



Digital TV, March 2008

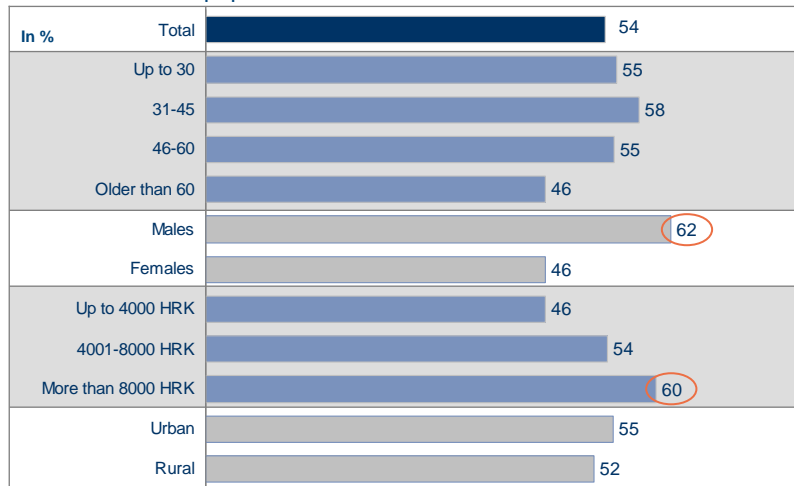
Base (Familiar with digital TV concept): 821
A3: Do you know of digital switchover before 2012?

14

Familiarity with availability of digital TV in some areas of Croatia



54% of Croatian population familiar with digital TV concept are aware of digital broadcasting availability in some Croatian areas. Again, males and 'higher household income' population are better informed.



Digital TV, March 2008

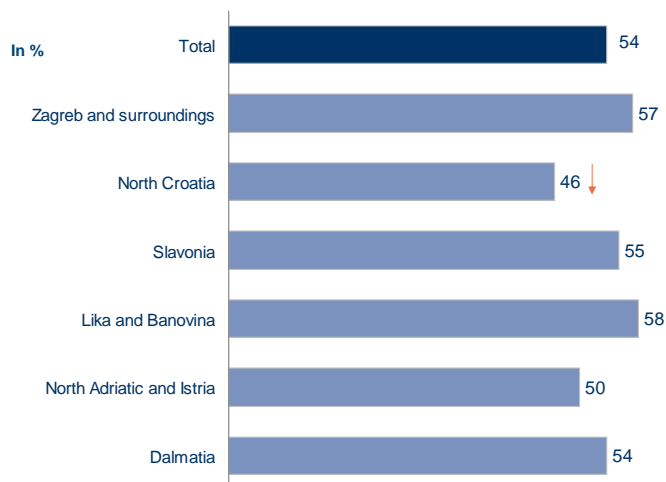
Base (currently non-converted who are familiar with digital TV concept): 721
A4: Do you know that digital TV is already available in some areas of Croatia?

15

Familiarity with availability of digital TV in some areas of Croatia by region



Population of North Croatia is less informed about availability of digital TV in Croatia in comparison with average (54%).



Digital TV, March 2008

Base (currently non-converted who are familiar with digital TV concept): 721
A4: Do you know that digital TV is already available in some areas of Croatia?

16

The familiarity with HDTV, Interactive TV and Mobile TV

Mobile TV is the most recognizable concept (among 71% of Croatian population), but at the same time only 12% know more about it. Interactive TV is the least known, followed by HDTV concept. The young, males and Zagreb area population is more familiar with all three concepts.

■ I have heard and I know about it ■ I have heard, but I do not know much about it ■ Never heard about it



Digital TV, March 2008

Base (Familiar with digital TV concept): 821
A5/A6/A7 – Have you heard of HDTV/Interactive TV/ Mobile TV

17

Table of contents

- Introduction
- Awareness
- **Understanding of digital switchover**
- Attitudes towards digital switchover
- Intention to switch
- Already converted customers
- Conclusions and Recommendations

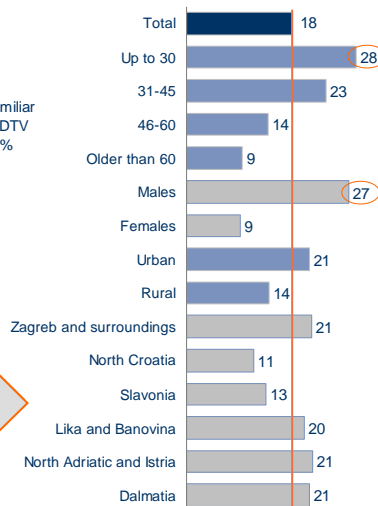
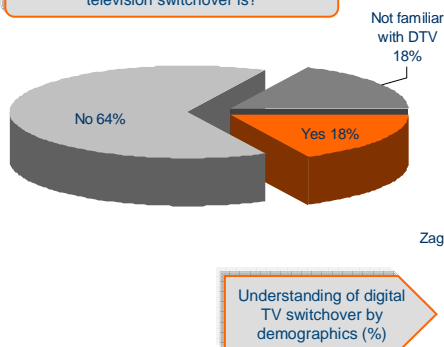
Digital TV, March 2008

18

Understanding of digital TV switchover

Population aged up to 30 and males are informed about digital TV switchover better than others.

U1: Do you know what analogue to digital television switchover is?



Digital TV, March 2008

Base (Total sample): 1000

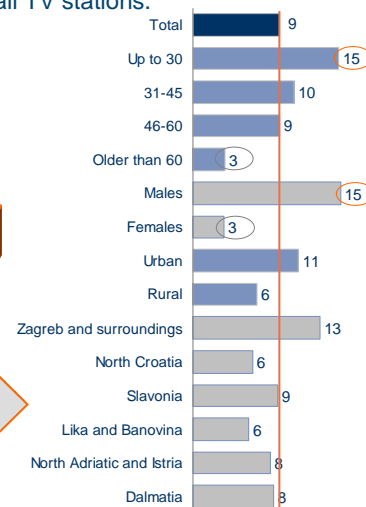
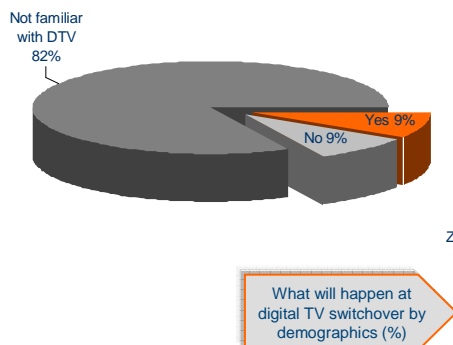
U1. Do you know what analogue to digital television switchover is?

19

What will happen at digital TV switchover

Only 9% of population know what will happen at switchover. Compared to others, population aged up to 30 and males are better informed about conversion to digital broadcasting at all TV stations.

U2: Do you know what will happen at switchover?



Digital TV, March 2008

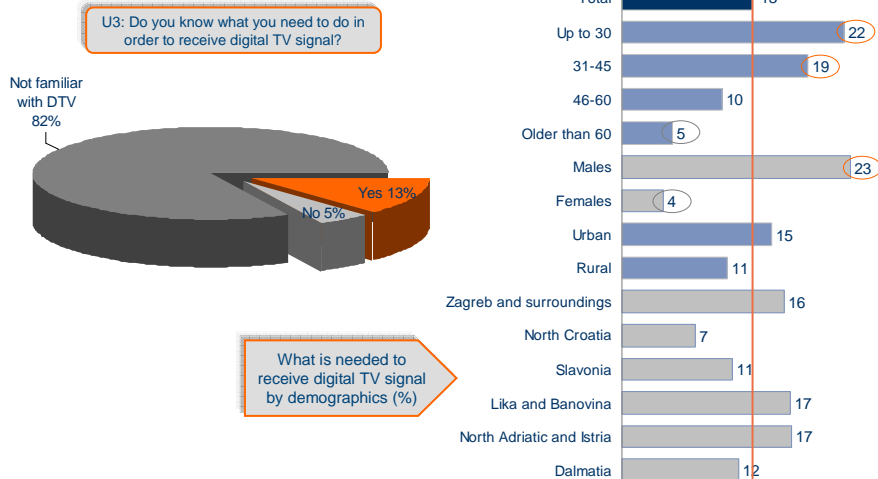
Base (Total sample): 1000

U2. Do you know what will happen at switchover?

20

What is needed to receive digital TV signal

13% of population know what they need to do in order to receive digital TV signal. Males and the population aged up to 46 are more familiar with the preconditions for receiving digital.

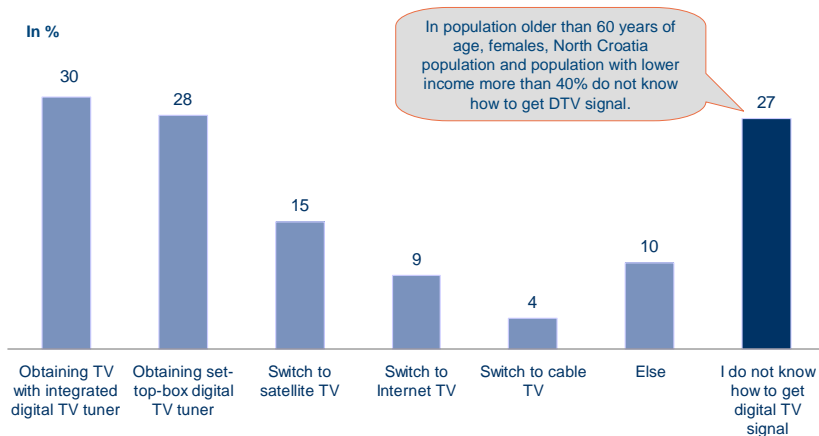


Digital TV, March 2008

21

Do you know how to get digital TV signal?

Nearly one third of respondents who are familiar with DTV switchover are not sure what they have to do in order to get it. More popular solutions for receiving digital signal are obtaining TV with integrated DTV tuner or set-top-box.



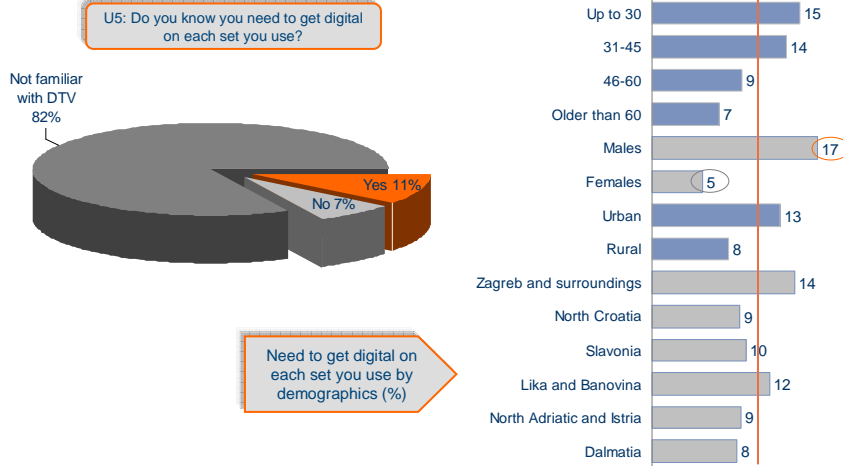
Digital TV, March 2008

Base (Familiar with digital TV switchover): 177
U4. Do you know how to get digital TV signal?

22

The awareness of need to get digital on each set used

11% of population are informed that they have to convert all TV sets to get digital TV signal. Again, males are better informed.



Digital TV, March 2008

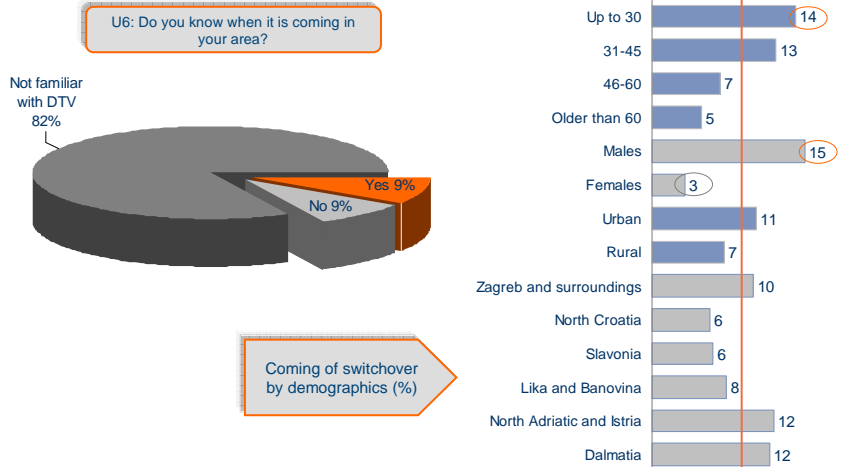
Base (Total sample): 1000

U5. Do you know you need to get digital on each set (TV, DVD recorder) you use?

23

The arrival of switchover

9% of population know when switchover is going to be activated in their area. Aged up to 30 population and males are more familiar with timing.



Digital TV, March 2008

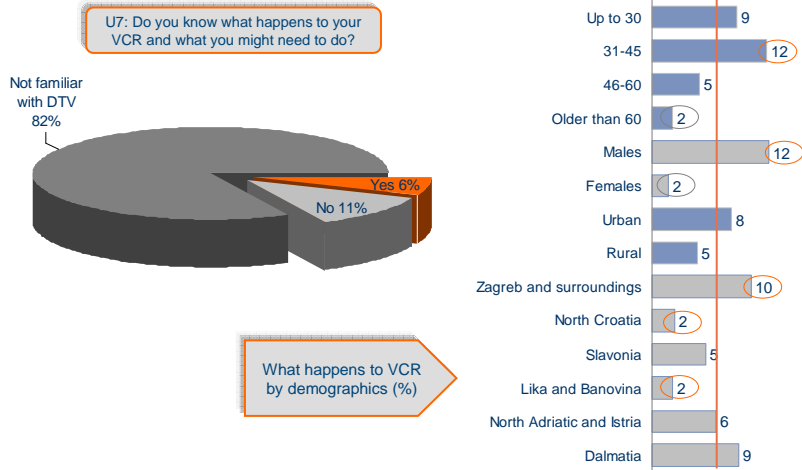
Base (Total sample): 1000

U6. Do you know when it is coming in your area?

24

What happens to VCR?

Only 6% of Croatian population are willing to convert their VCR to use it for digital TV signal recording.



Digital TV, March 2008

Base (Total sample): 1000

U7. Do you know what happens to your VCR and what you might need to do?

25

Table of contents

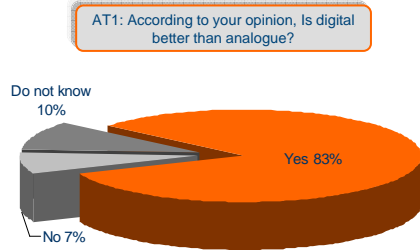
- Introduction
- Awareness
- Understanding of digital switchover
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Digital TV, March 2008

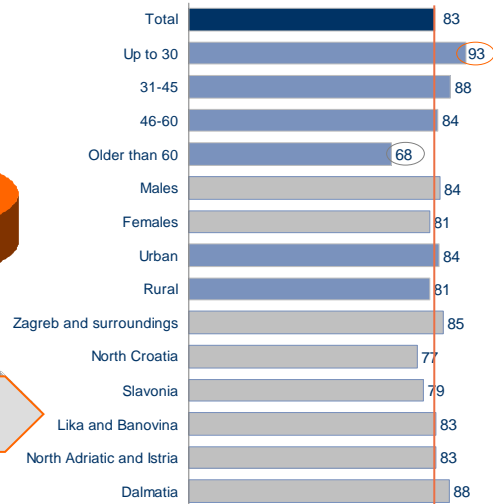
26

Is digital better than analogue?

83% of population consider digital signal better than the analogue.



Digital is better than analogue by demographics (%)



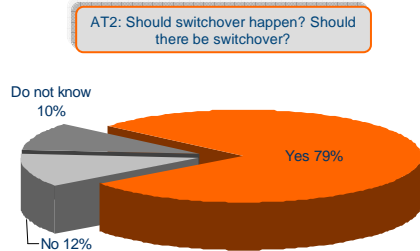
Digital TV, March 2008

Base (Total sample): 1000
AT1. According to your opinion, is digital better than analogue?

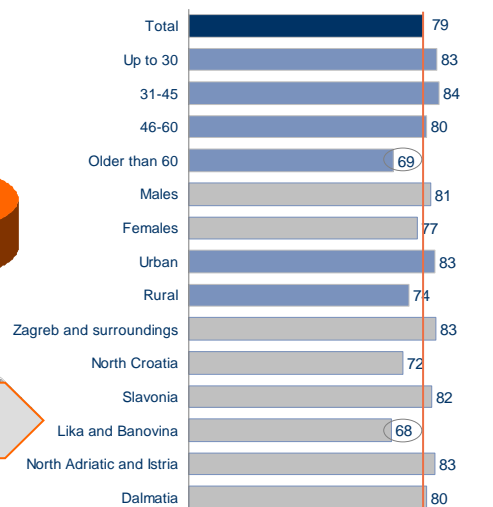
27

Should switchover happen?

79% of population approve digital switchover.



Should switchover happen by demographics (%)



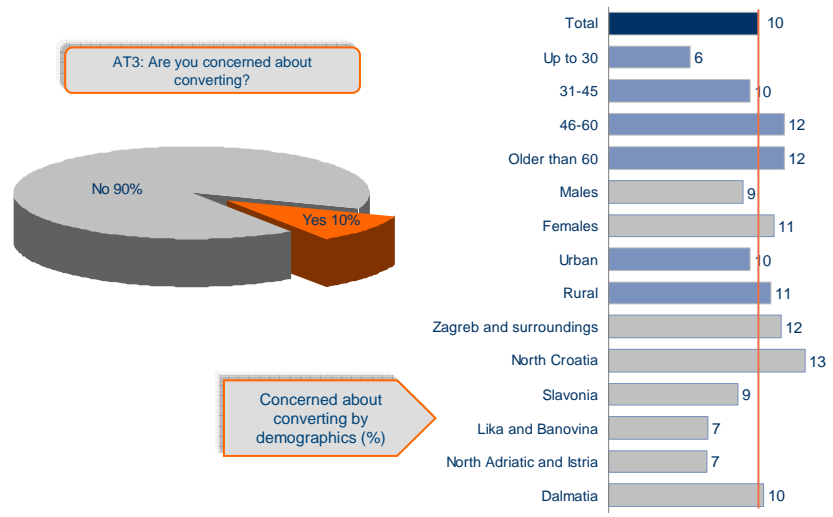
Digital TV, March 2008

Base (Total sample): 1000
AT2. Should switchover happen? Should there be switchover?

28

Concerned about converting

Every tenth Croatian citizen is concerned about the converting.

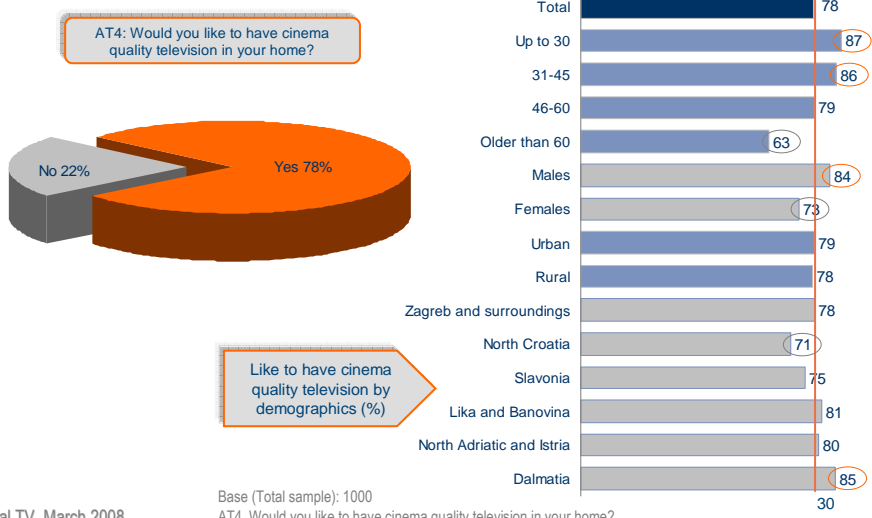


Digital TV, March 2008

Base (Total sample): 1000
AT3. Are you concerned about converting?

Attractiveness of cinema quality television

As expected, more than three quarters of population would like to have cinema quality TV in their home. The popularity of this concept is more prominent among population younger than 46 years, males and inhabitants of Dalmatia.

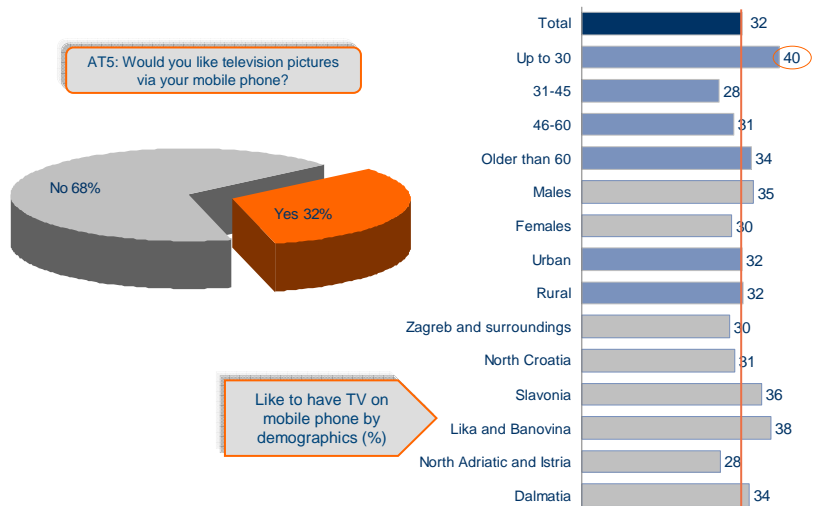


Digital TV, March 2008

Base (Total sample): 1000
AT4. Would you like to have cinema quality television in your home?

Attractiveness of mobile TV

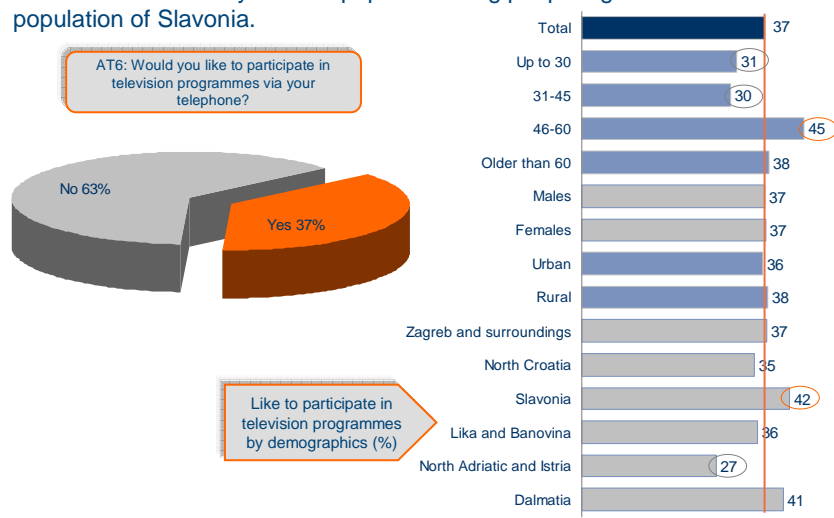
Mobile TV is attractive for one third of population, particularly the young.



Digital TV, March 2008 Base (Total sample): 1000 AT5. Would you like television pictures via your mobile phone? 31

Attractiveness of participation in television programmes

37% of population find participation in TV programmes via phone to be attractive. This activity is more popular among people aged 46 to 60 and the population of Slavonia.



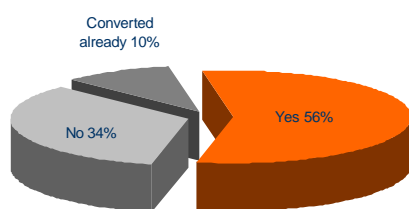
Digital TV, March 2008 Base (Total sample): 1000 AT6. Would you like to participate in television programmes via your telephone? 32

Table of contents

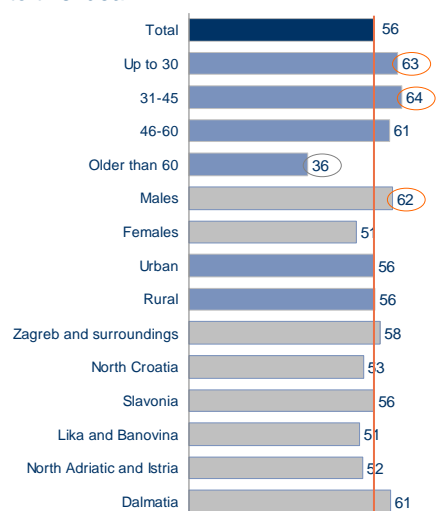
- Introduction
- Awareness
- Understanding of digital switchover
- Attitudes towards digital switchover
- **Intention to switch**
- Already converted customers
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Plan to get digital TV

56% of total population plan to obtain digital TV in their homes. People aged up to 45 and the males are more inclined to this idea.

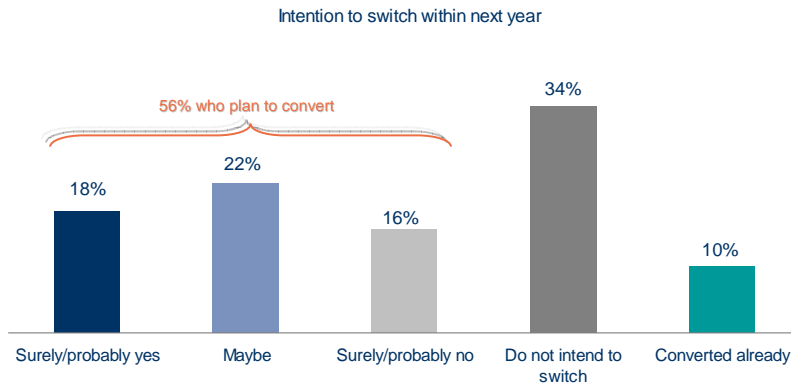


Intention to switch to digital by demographics (%)



Plan to get digital TV within next year

In addition to 10% already converted citizens, additional 18% intend to convert within next year. The proportion of possible next year converters is higher among higher income population.



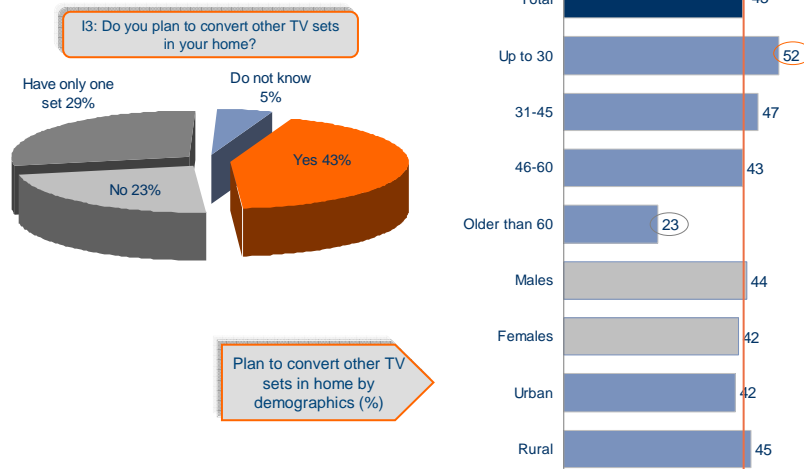
Digital TV, March 2008

Base (Total sample): 1000
I2 - Do you plan to get digital TV within next year?

35

Plan to convert other TV sets in home

The majority of those who intend to convert to digital within the next year claim that they are going to convert their other TV sets, too.



Digital TV, March 2008

Base (Not-converted respondents who intend to convert within the next year): 367
I3 - Do you plan to convert other TV sets in your home?

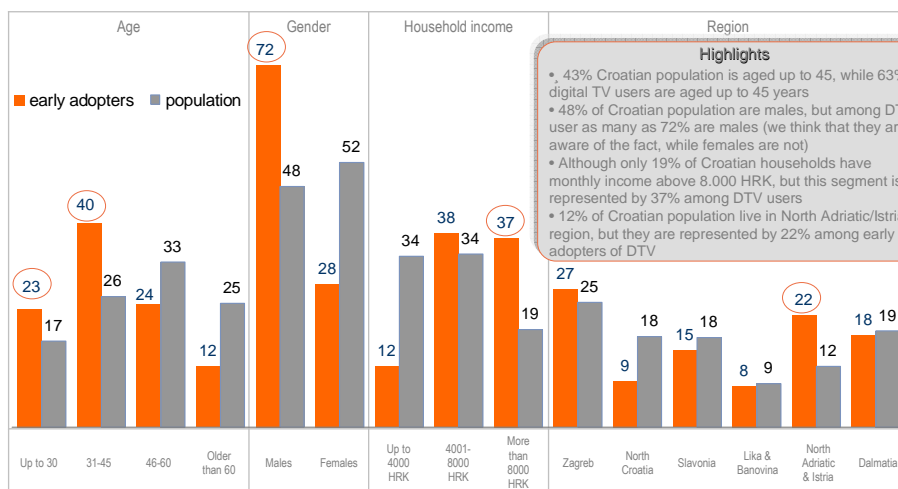
36

Table of contents

- Introduction
- Awareness
- Understanding of digital switchover
- Attitudes towards digital switchover
- Intention to switch
- **Already converted customers**
- Conclusions and Recommendations

Comparison of demographic characteristics of population and DTV early adopters

When compared to population distribution of different demographic segments, proportionally more people aged up to 45 years, males, higher income households, and those living in North Adriatic and Istria region were found among early adopters of digital TV.



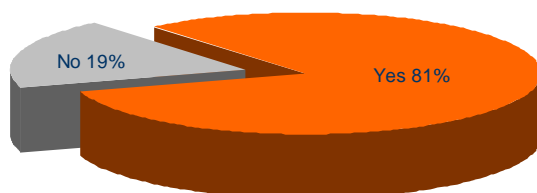
Highlights

- 43% Croatian population is aged up to 45, while 63% digital TV users are aged up to 45 years
- 48% of Croatian population are males, but among DTV user as many as 72% are males (we think that they are aware of the fact, while females are not)
- Although only 19% of Croatian households have monthly income above 8.000 HRK, but this segment is represented by 37% among DTV users
- 12% of Croatian population live in North Adriatic/Istria region, but they are represented by 22% among early adopters of DTV

Converted TV sets

81% of those who have already converted to digital converted their primary set.

C1: Is your primary set converted to digital?

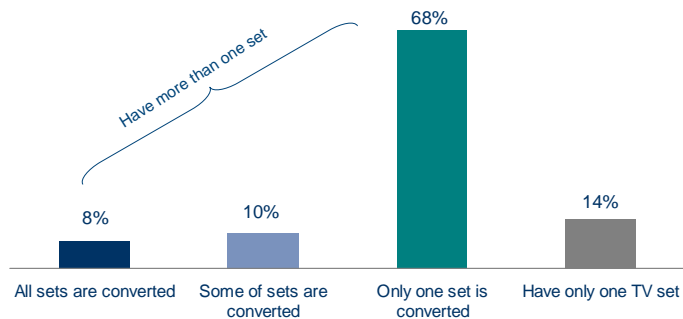


Base (Already converted respondents): 99
C1 - Is your primary set converted to digital?

Converted TV sets

Only 8% of converted households have converted all TV sets in their home (14% have just one TV set).

C2-C3: Are your other/all sets converted?



Base (Already converted respondents): 99
C2-C3: Are your other/all sets converted?

Table of contents



- Introduction
- Awareness
- Understanding of digital switchover
- Attitudes towards digital switchover
- Intention to switch
- Already converted customers
- **Conclusions and Recommendations**

Digital TV, March 2008

41

Conclusions



- 82% of Croatian population have heard of digital television, but 50% are not familiar with the concept. Namely, 18% understand what analogue to digital television switchover really is and only 11% know that they have to prepare all TV sets to get digital TV signal.
- Generally, the awareness of DTV is more present among the young, males and people live in North Adriatic-Istria region. It is not surprising, since the penetration of DTV in North Adriatic-Istria region is higher than in other parts of Croatia (18% in comparison to 10% Croatian average).
- Although the majority of population claims that they have heard of DTV, only 37% know about its benefits, mostly about better picture quality.
- More than a half of those who have heard for DTV, claim that they know about digital switchover announced for 2012, but only 10% of population find switchover disturbing and even less are informed about timing of DTV coming to their area.
- In order to prepare themselves for DTV switchover, the majority plan to obtain TV with integrated DTV tuner or set-top-box, while solutions like cable, satellite or IPTV are less popular.
- Already converted mainly own converted primary set, and only rare among them have converted all TV sets by now.
- It can be concluded that the young, males and population with higher household income are better equipped and prepared to adopt digital TV technology.

Digital TV, March 2008

42

Recommendations

- According to this survey results only 10% of Croatian population is converted to digital. Although that fact does not look prominent when compared with advanced market like UK (+ 80% households able to receive digital, either using digital receivers (integrated or external) or via cable, satellite or IPTV), we consider current knowledge about Digital TV switchover satisfactory at the awareness level. In addition, there is a relatively high interest in digital signal using, but when talking about details regarding the issue it is obvious that additional public campaign is needed in order to increase understanding and acceptance in terms of active participation in the process of switching (obtaining and converting devices).
- In spite of relatively low familiarity with DTV concept, and especially DTV switchover coming 2012, attitudes towards digital broadcast launching is generally positive which can be seen from several facts:
 - The vast majority consider that switchover welcome
 - More than 80% of Croatian population consider digital signal better than analogue
 - Nearly 80% would like to have cinema quality TV in their home
 - The majority of currently non-converted population plan to obtain digital TV in their homes, but relatively low proportion plan to do it within the year
- On the other hand, only 6% of Croatian population are informed that they will need to convert their VCRs to digital, around one third are interested in Mobile TV (33%) and similarly the same proportion are interested in interactive TV (37%).
- According to our opinion it would be desirable to:
 - organize promotional campaigns in the media, especially TV campaigns and programs, educational workshops and seminars, roundtables
 - inform about 2012 deadline
 - inform about devices needed – explanation of all alternatives in order to enhance choice and reduce financial costs
 - promote digital broadcasting benefits, especially "like a cinema quality" since it seems to have rather high drawing power
 - it would be advisable to support implementation of digital TV through different programs of official subsidies similar to those offered in Istria (within ISTRAdigital project) or in other countries, e.g. Austria where vouchers for the equipment were given out, too.

Digital TV, March 2008

43

Ideae Via Facti
marketing & public opinion research

- Methodology and Data analysis
- Significance testing legend
- Questionnaire

Sampling procedure

- Computer system used for telephone interviewing (CATI) continuously manages the sample allocation, and maintains active control for quota realization in the manner which assures that the results are representative for the targeted population. Representativeness of the sample was granted by two-dimensional stratification (two-stage stratification) concerning:
 - 6 traditional regions defined as sum of existing Counties (in that way we assure classification of units of choice concerning principle of exhaustion and elimination)
 - Size of settlement (4 sizes: up to 2.000 residents, 2.001- 10.000 residents, 10.001 – 100.000 residents and more then 100.000 residents)
- **Target person** in household (age span 16 to 85 years of age) was choosing by using "last birthday method"
- **Main source of information for framing the sample** is official results: "Results from Census of Population, Households and Dwellings, 31st March 2001. Central Bureau of Statistics".
- **Population coverage:** 85 – 90% of Croatian population aged 16 to 85 (according to our recent data fixed line penetration is between 85 to 90%)
- **Response rate: 27%**

Sampling error

- For questions with alternative answers and equal proportions of samples (e.g. 50% respondents uses a service, 50% do not use) on which 1000 respondents has answered, with presumption that distribution of estimators is normal one and with 95% level of confidence, **largest margin of error equals 3.2%**.

Weighting procedure

- Due to the smaller discrepancies between sample and population parameters, results were weighted according to age, education and region.


Appendix: Significance testing legend

Significance testing is an important indication when comparing results whether the difference is perhaps due to this random variation or whether it is "significant". In this report, the results are compared with average results (the score of total sample in particular question) and marked as either significantly higher or lower. For example:

Example Statement	Average	Males	Females
	50	62	44

 Significantly **higher** than population result at 95% confidence level

 Significantly **lower** than population result at 95% confidence level

 Trend of differences (e.g. the young seems to be better informed)

Appendix: Questionnaire

Section	Question
Awareness.	A1. Have you heard of digital TV? A2. Do you know it will bring better quality and more channels? A3. Do you know of digital switchover before 2012? A4. Do you know that digital TV is already available in some areas of Croatia? A5. Have you heard of High Definition television? A6. Have you heard of interactive television? A7. Have you heard of digital television on mobile phones?
Understanding.	U1. Do you know what analogue to digital television switchover is? U2. Do you know what will happen at switchover? U3. Do you know what you need to do in order to receive digital TV signal? U4. Do you know how to get digital TV signal? U5. Do you know you need to get digital on each set (TV, DVD recorder) you use? U6. Do you know when it is coming in your area? U7. Do you know what happens to your VCR and what you might need to do?
Attitudes.	AT1. According to your opinion, is digital better than analogue? AT2. Should switchover happen? Should there be switchover? AT3. Are you concerned about converting? AT4. Would you like to have cinema quality television in your home? AT5. Would you like television pictures via your mobile phone? AT6. Would you like to participate with television programmes via your telephone e.g. by voting in entertainment shows?
Intentions to Convert.	I1. Do you plan to get digital TV? I2. Do you plan to get digital TV within next year? I3. Do you plan to convert other TV sets in your home?
Converted already.	C1. Is your primary set converted to digital? C2. Are your other sets converted? C3. Are all your sets converted?
Demographic questions	Role in obtaining TV in HH, Age, Gender, Education, HH income, Settlement size, Settlement type, Region