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Leichtman Research Group

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AWARENESS OF THE DIGITAL TV TRANSITION IS GROWING

But Few Understand or Care about the Impact of the Digital Transition

Durham, NH – November 19, 2007 – New consumer research from Leichtman Research Group, Inc. (LRG) found that 43% of adults in the United States have heard of the digital TV transition that will take place on February 17, 2009 – up from 33% a year ago. However, few actually understand, or even care about, how the digital transition will affect their household.

LRG's research found that among those who have heard of the digital transition:

- 37% strongly agree that they understand how the digital transition will affect their household
- 35% strongly agree that they care about how the digital transition will affect their household

These findings are based on a survey of 1,300 households throughout the United States, and are part of LRG's study, *HDTV 2007: Consumer Awareness, Interest and Ownership*.

Other findings include:

- LRG estimates that there are about 35 million television sets in households that currently do not subscribe to a multi-channel video provider (and a similar number of over-the-air only television sets in multi-channel video households). Among the group of non-subscribers to a multi-channel video service – who will be most impacted by the digital transition – overall, 19% are both aware of the digital transition and strongly agree that they understand how the digital transition will affect their household
- 56% of those in households with an annual income of over \$75,000 say that they have heard of the digital transition – compared to 36% of those in households with an annual income under \$75,000

“February 17, 2009 is now less than fifteen months away, yet the majority of Americans remain in the dark about the consequences of the digital TV transition that will occur on that day,” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc. “With tens of millions of TV sets currently receiving only analog broadcast TV, much work will need to be done over the next fifteen months to build awareness of the digital transition and drive whatever consumer action is needed to prepare for it.”

About Leichtman Research Group, Inc.

Leichtman Research Group, Inc. (LRG) specializes in research and analysis on broadband, media and entertainment industries. LRG combines on-going surveys and analysis with years of hands-on industry experience to provide companies with a richer understanding of the potential impact and adoption of new products and services. For more information about LRG, please call (603) 397-5400 or visit www.LeichtmanResearch.com.

HDTV 2007: Consumer Awareness, Interest and Ownership is based on a telephone survey of 1,300 adults age 18+ from throughout the continental US that was conducted in September-October 2007. The random sample of respondents was distributed and weighted to best reflect the demographic and geographic make-up of the US. The overall sample has a statistical margin of error of +/- 2.7%.

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