

## Submission 2

The Secretary  
Inquiry into the uptake of digital TV  
The House of Representatives Standing Committee on Communications Committee  
Parliament House, Canberra ACT 2600.

Dear Sir/Madam

I believe the primary reason why people are not taking up Digital TV is people don't perceive that there are any additional benefits.

Aside from the recently released ABC2 digital station, if you don't count Widescreen, there are few incentives for people to spend the extra to buy a Digital Box

My suggestion would be to lift the restriction on Multi channeling on the Commercial Networks, so that they can deliver different programming simultaneously. This in my opinion would drastically lift the uptake of Digital TV.

I believe that when the Commercial Networks have the ability to Multi channel, this more than anything else will increase the uptake of Digital.

I am confident that the Commercial Networks would be able to structure their multi-channeling with the appropriate demographics in mind to maximize their viewer numbers and of course advertising dollar. An example of this might be sport on one channel and on another channel, entertainment to cater for the "non sports mad"

I would also suggest too that the prices of Boxes are a factor. When I bought my first box in 2001 I paid \$699 I just purchased my 7<sup>th</sup> Box for \$149.00. Prices of the technology are reducing. I imagine they will be "next to nothing" in 2008. This would greatly increase uptake towards 2008.

John White  
17 March 2005