

Submission 23

I am a recent switcher to Digital Television.

I have noticed a disturbing trend among retailers regarding information for the consumer regarding Digital Broadcast in Australia.

I believe this would fall under the category of:

- Options for further encouraging consumer interest in the uptake of digital television.

Two things I have noticed in the retail area I believe are having significant impact on the uptake of digital TV.

1. The sudden recent influx of cheap imported TVs that still use the analogue standard and no recognition of the fact that they will no longer receive a signal once the analogue system is turned off. Indeed a vast number of people I have spoken to since I move to digital have no idea that the analogue system is due to close in 2008.

2. The retail and advertising focus on DVD recorders for home use rather than on Hard Disc Drive based PVRs.

They both do the same things, just one works with digital and the other with analogue.

Why the promotion of all the benefits of Time Slip and Chase Play etc for the analogue systems rather than the same features on a digital one?

It is my belief that electronics retailers are deliberately focussing on the analogue products, pushing them hard just so they can turn around and sell a whole new lot of gear again in 2008.

It is my opinion that these are the major factors (esp. #2) for the small uptake of digital TV

When 90 of the advertising space in electronics catalogues from Harvey Norman, Good Guys etc are taken up with analogue focussed products, where is the consumer to get his/her information about the benefits of Digital? It is all about what is being promoted at the retail level as any quick look at a Harvey Norman catalogue will tell you.

Hoping this helps you with your enquiry.

Regards,

Shane Kerr