

Submission 24

Yeah just with the slow take up of digital tv, I suspect there are many reasons for it. Here are some examples

1. The outright purchase of a digital TV is expensive. Sometimes its 2-4 times expensive compared to an analogue TV, is Digital TV 2-4 times better than analogue TV.
2. Even if people use their existing analogue TV, they will have to fork out on average \$200 for the set top box, find somewhere to put it as not everyone has a cabinet for their TV etc and a spare powerpoint to plug it in (which may mean buying another powerboard because they may already have the powerboard full from DVD player, VCR, TV, powered antenna, lamp or gaming console).
3. The population is aging as as we all know not all of them are a fan of new technology (try getting one to program a VCR).
4. Not everyone is into the latest appliance. With the rise in the cost of living many people don't have the spare cash to buy a digital TV or set top box. They have more important things to worry about like paying off the increasing home loans as an example. On one hand the government is bitching about the rising personal credit card debt people have but on the other they expect people to either find cash or put themselves into even more personal credit card debt just so the Government can have people on digital TV by 2008.

Thank you for allowing me to say my piece.