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**Ofcom - UHF Strategy Conjoint DTT JB:11432**

Table 1  
Standard definition channels

Base:All respondents in segment 1 & 2

	Sex		Age								Social Class						Region												
	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-34	55+	AB	C1	C2	DE	ABC1	C2DE	East Midlands	East of England	London	North East	North West	South East	South West	Wales	West Midlands	Scotland	Northern Ireland	Yorkshire & Hum	
Unweighted base	<b>1115</b>	493	622	122	194	220	263	231	85	316	316	269	385	191	239	654	430	86	102	112	44	118	137	132	47	117	88	17	96
Base	<b>25544</b>	12532	13012	3210	4724	3866	4984	3546	5214	7934	8760	5713	7450	5160	6405	13163	11565	1942	2247	2280	953	2845	2969	3542	943	2628	2075	435	2254
Importance	<b>16.77</b>	16.73	16.80	20.98	19.16	18.02	16.56	13.23	13.67	19.90	13.49	16.63	17.65	16.21	16.39	17.21	16.31	15.57	16.10	17.12	15.91	17.08	18.14	17.77	17.39	16.90	18.72	14.37	13.03
10 channels	<b>1.23</b>	1.24	1.23	1.05	1.23	1.37	1.49	0.92	1.23	1.16	1.10	1.42	1.22	1.12	1.00	1.31	1.05	1.19	1.60	0.97	1.19	1.29	1.46	0.96	0.53	1.49	0.91	1.72	1.41
50 channels	<b>6.55</b>	6.78	6.33	8.25	8.25	7.59	5.93	4.55	5.16	8.25	4.91	6.28	6.95	6.90	6.02	6.66	6.41	5.70	5.71	7.09	6.35	6.64	7.14	6.59	6.29	6.28	8.18	6.68	5.65
100 channels	<b>9.34</b>	9.33	9.36	12.19	10.35	9.55	9.31	7.51	7.78	11.10	7.67	9.26	9.91	8.79	9.46	9.63	9.16	8.73	8.75	9.88	8.89	9.64	9.64	10.57	10.53	9.19	10.52	7.00	6.55

**Ofcom - UHF Strategy Conjoint DTT JB:11432**

Table 1  
Standard definition channels

Base:All respondents in segment 1 & 2

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	<b>1115</b>	603	512	428	568	424	123	353	436	199	4	232	341	542	663	155	297
Base	<b>25544</b>	16527	9017	9670	15515	7588	2441	7875	10193	4945	91	5748	7847	11949	15515	3406	6623
Importance	<b>16.77</b>	14.98	20.04	18.15	15.05	19.98	17.68	16.59	16.61	16.98	13.50	15.54	16.51	17.52	17.55	17.64	14.47
10 channels	<b>1.23</b>	1.24	1.22	1.23	1.19	1.13	1.84	1.08	1.36	0.85	5.20	1.46	1.33	1.06	0.99	0.75	2.06
50 channels	<b>6.55</b>	6.05	7.48	7.09	6.06	7.56	6.58	6.63	6.59	6.40	3.39	6.72	6.28	6.65	6.60	8.33	5.54
100 channels	<b>9.34</b>	8.06	11.68	10.25	8.17	11.65	9.61	9.11	9.25	9.87	3.82	8.05	9.07	10.14	10.41	9.22	6.90

**Ofcom - UHF Strategy Conjoint DTT JB:11432**

Table 1  
Standard definition channels

Base: All respondents in segment 1 & 2

	Q94a			Q94b			Urban/Rural			Q17										
	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these	
Unweighted base	<b>1115</b>	147	407	561	351	411	353	1056	40	19	630	214	447	263	27	111	39	540	578	146
Base	<b>25544</b>	3409	9184	12952	8594	8919	8031	24042	1069	432	14123	4499	9665	5188	642	2493	933	11517	12403	3639
Importance	<b>16.77</b>	14.24	16.86	17.36	14.86	18.06	17.36	16.76	17.13	16.12	17.63	17.70	17.88	19.81	15.78	17.40	16.26	17.33	17.64	14.62
10 channels	<b>1.23</b>	1.81	1.26	1.06	1.31	1.29	1.08	1.23	1.29	1.55	0.96	0.98	0.96	0.99	2.58	1.05	0.78	0.96	0.92	1.75
50 channels	<b>6.55</b>	5.49	6.18	7.10	5.61	7.14	6.91	6.53	7.04	6.49	7.00	6.98	7.03	7.85	6.27	7.21	6.71	7.01	6.99	5.12
100 channels	<b>9.34</b>	6.91	9.64	9.77	8.23	9.96	9.84	9.35	9.41	8.83	10.18	10.28	10.23	11.56	7.74	9.49	9.41	9.95	10.13	7.80

**Ofcom - UHF Strategy Conjoint DTT JB:11432**

Table 2  
High definition channels

Base:All respondents in segment 1 & 2

	Sex		Age								Social Class						Region												
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-34	55+	AB	C1	C2	DE	ABC1	C2DE	East Midlands	East of England	London	North East	North West	South East	South West	Wales	West Midlands	Scotland	Northern Ireland	Yorkshire & Hum
Unweighted base	<b>1115</b>	493	622	122	194	220	263	231	85	316	316	269	385	191	239	654	430	86	102	112	44	118	137	132	47	117	88	17	96
Base	<b>25544</b>	12532	13012	3210	4724	3866	4984	3546	5214	7934	8760	5713	7450	5160	6405	13163	11565	1942	2247	2280	953	2845	2969	3542	943	2628	2075	435	2254
Importance	<b>10.73</b>	11.61	9.88	12.27	11.43	10.66	10.18	8.88	10.97	11.77	10.13	11.09	10.91	10.57	10.01	10.99	10.26	10.91	10.63	11.43	12.15	11.40	11.40	10.35	10.10	11.08	9.95	9.32	9.02
5 channels	<b>2.03</b>	1.66	2.38	2.07	2.10	2.71	1.79	1.94	1.73	2.08	1.82	1.83	2.13	1.73	2.14	2.00	1.96	1.30	1.88	1.99	2.53	2.22	2.29	1.95	1.88	2.27	2.30	1.75	1.84
10 channels	<b>2.19</b>	2.45	1.94	3.19	2.07	2.62	2.36	1.58	1.61	2.52	1.60	2.06	1.89	2.53	2.22	1.97	2.36	2.56	2.22	2.24	2.03	2.69	2.73	1.79	1.65	2.29	1.87	2.39	1.49
40 channels	<b>5.69</b>	6.61	4.80	6.37	6.28	4.46	5.10	4.92	6.72	6.32	5.99	6.39	5.88	5.52	4.96	6.10	5.21	6.00	5.90	6.16	6.62	5.89	5.58	5.89	5.38	5.52	5.05	4.46	4.95

**Ofcom - UHF Strategy Conjoint DTT JB:11432**

Table 2  
High definition channels

Base:All respondents in segment 1 & 2

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	<b>1115</b>	603	512	428	568	424	123	353	436	199	4	232	341	542	663	155	297
Base	<b>25544</b>	16527	9017	9670	15515	7588	2441	7875	10193	4945	91	5748	7847	11949	15515	3406	6623
Importance	<b>10.73</b>	9.13	13.66	11.72	9.19	13.39	12.23	9.81	11.10	10.63	13.57	9.40	10.29	11.65	10.56	13.00	9.95
5 channels	<b>2.03</b>	2.22	1.68	1.96	2.20	1.63	2.17	1.99	2.13	1.78	4.25	2.32	2.04	1.89	2.04	1.27	2.40
10 channels	<b>2.19</b>	2.06	2.43	2.35	2.00	2.52	2.36	2.34	2.16	1.88	5.20	1.98	2.13	2.33	1.75	3.58	2.49
40 channels	<b>5.69</b>	4.39	8.05	6.52	4.51	7.90	6.27	4.92	5.90	6.22	4.40	4.47	5.43	6.44	5.83	7.40	4.48

**Ofcom - UHF Strategy Conjoint DTT JB:11432**

Table 2  
High definition channels

Base:All respondents in segment 1 & 2

	Q94a			Q94b			Urban/Rural			Q17										
	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these	
Unweighted base	1115	147	407	561	351	411	353	1056	40	19	630	214	447	263	27	111	39	540	578	146
Base	25544	3409	9184	12952	8594	8919	8031	24042	1069	432	14123	4499	9665	5188	642	2493	933	11517	12403	3639
Importance	10.73	8.50	10.17	11.71	9.73	10.42	12.13	10.79	9.30	10.95	11.58	13.36	11.96	13.83	14.62	14.56	13.25	11.87	11.49	9.53
5 channels	2.03	2.63	2.25	1.71	2.25	2.10	1.72	2.03	2.06	1.72	1.81	1.46	1.63	1.50	2.73	1.39	1.45	1.61	1.78	2.49
10 channels	2.19	1.90	2.00	2.40	1.93	2.11	2.55	2.20	1.96	2.27	2.25	2.55	2.18	3.05	4.05	3.23	3.54	2.24	2.28	1.80
40 channels	5.69	3.44	5.28	6.57	4.79	5.45	6.92	5.73	4.64	6.08	6.51	8.04	7.02	7.89	7.96	8.45	7.56	6.85	6.36	4.71

**Ofcom - UHF Strategy Conjoint DTT JB:11432**

Table 3  
Premium content

Base:All respondents in segment 1 & 2

	Sex		Age								Social Class						Region												
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-34	55+	AB	C1	C2	DE	ABC1	C2DE	East Midlands	East of England	London	North East	North West	South East	South West	Wales	West Midlands	Scotland	Northern Ireland	Yorkshire & Hum
Unweighted base	1115	493	622	122	194	220	263	231	85	316	316	269	385	191	239	654	430	86	102	112	44	118	137	132	47	117	88	17	96
Base	25544	12532	13012	3210	4724	3866	4984	3546	5214	7934	8760	5713	7450	5160	6405	13163	11565	1942	2247	2280	953	2845	2969	3542	943	2628	2075	435	2254
Importance	30.35	29.55	31.13	23.01	26.68	28.47	33.25	36.01	32.98	25.20	34.21	30.71	29.53	31.33	30.47	30.05	30.85	31.74	32.18	28.99	28.81	30.06	29.10	29.53	30.22	29.42	29.15	33.88	34.29
None	16.64	15.95	17.29	10.95	12.92	14.24	18.85	21.48	19.87	12.12	20.52	16.91	15.61	17.64	16.87	16.17	17.21	18.36	16.45	14.94	14.71	16.63	15.11	16.83	16.73	16.15	16.14	19.07	19.71
20 extra for £15 per month	11.56	10.65	12.44	8.79	10.88	12.30	12.84	12.90	11.22	10.03	11.90	11.52	11.84	11.58	11.58	11.71	11.58	12.40	13.00	11.15	12.41	11.26	12.25	10.63	10.91	11.38	10.46	12.81	12.06
50 Extra for £40 per month	1.98	2.63	1.34	3.13	2.67	2.50	1.59	1.01	1.29	2.85	1.18	2.19	2.22	1.66	1.65	2.21	1.66	1.11	3.08	3.06	2.67	1.70	2.12	1.32	2.32	1.55	2.04	2.90	1.90



**Ofcom - UHF Strategy Conjoint DTT JB:11432**

Table 3  
Premium content

Base:All respondents in segment 1 & 2

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	1115	603	512	428	568	424	123	353	436	199	4	232	341	542	663	155	297
Base	25544	16527	9017	9670	15515	7588	2441	7875	10193	4945	91	5748	7847	11949	15515	3406	6623
Importance	30.35	32.17	27.03	28.68	32.02	27.54	28.53	30.04	30.79	31.01	22.70	31.48	31.09	29.33	31.04	27.04	30.46
None	16.64	19.36	11.64	14.43	19.22	12.03	14.54	16.92	16.98	16.56	14.10	18.65	17.64	15.01	17.28	14.92	16.02
20 extra for £15 per month	11.56	10.84	12.88	11.70	10.87	12.87	11.94	11.16	11.75	11.75	5.26	10.74	11.75	11.84	11.75	10.50	11.69
50 Extra for £40 per month	1.98	1.08	3.63	2.74	1.09	3.63	2.50	1.73	1.74	2.61	1.79	1.11	1.55	2.68	1.81	1.70	2.52

**Ofcom - UHF Strategy Conjoint DTT JB:11432**

Table 3  
Premium content

Base:All respondents in segment 1 & 2

	Q94a			Q94b			Urban/Rural			Q17										
	Total	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these
Unweighted base	<b>1115</b>	147	407	561	351	411	353	1056	40	19	630	214	447	263	27	111	39	540	578	146
Base	<b>25544</b>	3409	9184	12952	8594	8919	8031	24042	1069	432	14123	4499	9665	5188	642	2493	933	11517	12403	3639
Importance	<b>30.35</b>	33.80	30.41	29.41	32.68	29.29	29.04	30.35	30.47	30.17	29.92	28.05	29.58	26.28	30.83	28.01	29.21	29.96	29.82	30.35
None	<b>16.64</b>	20.10	17.04	15.44	18.86	16.28	14.65	16.60	16.66	18.69	15.84	13.42	15.15	11.00	14.85	13.79	12.23	15.74	15.48	17.76
20 extra for £15 per month	<b>11.56</b>	12.20	11.44	11.49	12.20	11.05	11.45	11.62	11.01	9.66	11.79	11.68	12.01	12.08	10.04	11.38	10.19	12.03	12.17	10.69
50 Extra for £40 per month	<b>1.98</b>	0.90	1.84	2.36	1.23	1.84	2.93	1.98	2.59	0.12	2.27	3.55	2.83	4.03	4.57	3.52	6.07	2.37	2.25	1.72

**Ofcom - UHF Strategy Conjoint DTT JB:11432**

Table 4  
Record

Base:All respondents in segment 1 & 2

	Sex		Age								Social Class						Region												
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-34	55+	AB	C1	C2	DE	ABC1	C2DE	East Midlands	East of England	London	North East	North West	South East	South West	Wales	West Midlands	Scotland	Northern Ireland	Yorkshire & Hum
Unweighted base	1115	493	622	122	194	220	263	231	85	316	316	269	385	191	239	654	430	86	102	112	44	118	137	132	47	117	88	17	96
Base	25544	12532	13012	3210	4724	3866	4984	3546	5214	7934	8760	5713	7450	5160	6405	13163	11565	1942	2247	2280	953	2845	2969	3542	943	2628	2075	435	2254
Importance	18.31	18.10	18.51	16.40	19.24	19.07	16.72	17.79	19.96	18.09	19.08	18.29	18.34	18.35	18.42	18.32	18.39	19.43	17.69	17.90	16.88	16.98	17.21	18.88	18.71	18.16	18.88	19.50	20.27
Free box	10.18	10.07	10.30	7.54	10.34	10.85	9.10	10.60	11.93	9.21	11.39	10.22	9.98	10.36	10.44	10.09	10.40	10.63	10.10	9.65	7.21	8.85	9.52	10.61	11.11	10.24	10.97	9.94	12.17
Option to buy special box £50	6.71	6.35	7.05	5.58	8.39	6.19	6.22	6.46	6.88	7.25	6.71	6.63	7.18	6.57	6.51	6.94	6.54	7.57	5.93	6.35	6.64	6.23	6.37	7.27	6.39	6.30	7.03	7.14	7.48
Special box £10 per month	1.46	1.62	1.32	3.38	1.01	1.65	1.33	0.87	1.09	1.97	1.00	1.53	1.23	1.32	1.58	1.36	1.46	1.27	1.78	1.85	2.19	1.64	1.46	1.43	1.49	1.83	1.11	1.63	0.42

**Ofcom - UHF Strategy Conjoint DTT JB:11432**

Table 4  
Record

Base:All respondents in segment 1 & 2

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	<b>1115</b>	603	512	428	568	424	123	353	436	199	4	232	341	542	663	155	297
Base	<b>25544</b>	16527	9017	9670	15515	7588	2441	7875	10193	4945	91	5748	7847	11949	15515	3406	6623
Importance	<b>18.31</b>	19.51	16.12	17.17	19.55	16.06	17.42	19.11	18.37	17.40	16.59	19.97	18.28	17.53	17.75	17.14	20.23
Free box	<b>10.18</b>	11.47	7.82	9.15	11.50	7.94	8.78	10.90	10.22	9.66	9.45	11.52	10.45	9.37	9.92	8.56	11.64
Option to buy special box £50	<b>6.71</b>	6.99	6.18	6.22	7.00	6.16	6.51	6.85	6.88	6.26	4.40	7.43	6.68	6.38	6.42	6.11	7.69
Special box £10 per month	<b>1.46</b>	1.10	2.14	1.85	1.12	1.91	2.29	1.45	1.21	1.58	3.44	1.04	1.17	1.87	1.48	2.51	0.89

**Ofcom - UHF Strategy Conjoint DTT JB:11432**

Table 4  
Record

Base:All respondents in segment 1 & 2

	Q94a			Q94b			Urban/Rural			Q17										
	Total	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these
Unweighted base	1115	147	407	561	351	411	353	1056	40	19	630	214	447	263	27	111	39	540	578	146
Base	25544	3409	9184	12952	8594	8919	8031	24042	1069	432	14123	4499	9665	5188	642	2493	933	11517	12403	3639
Importance	18.31	19.45	18.50	17.87	19.26	18.22	17.40	18.29	18.28	19.34	17.91	17.48	17.45	16.58	15.01	16.50	16.89	17.71	17.75	19.04
Free box	10.18	11.53	10.29	9.76	11.14	10.02	9.35	10.17	9.83	11.58	9.77	9.02	9.40	7.73	6.49	8.35	7.31	9.48	9.50	10.90
Option to buy special box £50	6.71	6.70	6.59	6.79	6.76	6.87	6.47	6.68	7.33	6.83	6.86	6.47	6.52	6.59	4.57	6.34	6.67	6.78	6.82	6.43
Special box £10 per month	1.46	1.26	1.41	1.56	1.25	1.45	1.71	1.49	1.04	0.99	1.45	2.17	1.60	2.31	3.72	2.35	2.91	1.44	1.54	1.37

**Ofcom - UHF Strategy Conjoint DTT JB:11432**

Table 5  
Watch from library

Base:All respondents in segment 1 & 2

	Sex		Age								Social Class						Region												
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-34	55+	AB	C1	C2	DE	ABC1	C2DE	East Midlands	East of England	London	North East	North West	South East	South West	Wales	West Midlands	Scotland	Northern Ireland	Yorkshire & Hum
Unweighted base	1115	493	622	122	194	220	263	231	85	316	316	269	385	191	239	654	430	86	102	112	44	118	137	132	47	117	88	17	96
Base	25544	12532	13012	3210	4724	3866	4984	3546	5214	7934	8760	5713	7450	5160	6405	13163	11565	1942	2247	2280	953	2845	2969	3542	943	2628	2075	435	2254
Importance	12.54	12.38	12.70	13.72	12.03	13.70	12.06	12.44	11.97	12.71	12.16	12.03	12.36	12.31	13.39	12.22	12.91	12.19	12.79	12.17	12.12	12.96	12.63	12.47	13.13	13.08	12.04	11.54	12.29
7 days catch up	5.52	5.52	5.52	5.04	5.54	5.67	5.00	6.00	5.85	5.34	5.91	5.07	5.30	5.48	6.26	5.20	5.91	6.12	4.97	4.69	4.14	5.56	5.19	6.30	5.64	6.12	5.09	4.38	5.97
30 days catch up	5.90	5.62	6.18	5.41	5.13	6.91	5.93	5.91	6.13	5.25	6.04	5.86	5.62	5.86	6.35	5.72	6.13	6.01	6.46	5.67	6.03	6.28	5.79	5.77	6.71	6.12	5.03	4.90	5.44
30 days catch up plus library £5 per month	1.47	1.66	1.29	2.84	1.49	1.37	1.61	1.16	0.76	2.04	0.92	1.33	1.70	1.52	1.28	1.54	1.39	0.61	1.68	1.73	1.82	1.58	1.78	1.06	1.60	1.28	1.68	2.30	1.54

**Ofcom - UHF Strategy Conjoint DTT JB:11432**

Table 5  
Watch from library

Base:All respondents in segment 1 & 2

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
Unweighted base	1115	603	512	428	568	424	123	353	436	199	4	232	341	542	663	155	297
Base	25544	16527	9017	9670	15515	7588	2441	7875	10193	4945	91	5748	7847	11949	15515	3406	6623
Importance	12.54	12.81	12.06	12.38	12.75	12.17	12.43	12.69	12.30	12.81	16.27	11.96	12.54	12.83	11.85	14.37	13.23
7 days catch up	5.52	6.24	4.20	4.75	6.16	4.40	4.92	5.64	5.51	5.65	4.13	5.74	5.83	5.21	5.55	4.94	5.73
30 days catch up	5.90	6.14	5.48	5.68	6.14	5.56	5.49	5.97	5.75	6.23	10.29	5.59	6.06	5.95	5.09	8.08	6.69
30 days catch up plus library £5 per month	1.47	1.03	2.27	2.06	1.04	2.11	2.18	1.39	1.38	1.43	1.07	1.12	1.08	1.90	1.48	1.56	1.39

**Ofcom - UHF Strategy Conjoint DTT JB:11432**

Table 5  
Watch from library

Base:All respondents in segment 1 & 2

	Q94a			Q94b			Urban/Rural			Q17										
	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these	
Unweighted base	1115	147	407	561	351	411	353	1056	40	19	630	214	447	263	27	111	39	540	578	146
Base	25544	3409	9184	12952	8594	8919	8031	24042	1069	432	14123	4499	9665	5188	642	2493	933	11517	12403	3639
Importance	12.54	13.54	12.54	12.29	12.45	12.56	12.62	12.53	12.68	13.29	12.11	12.92	12.38	12.02	12.43	12.34	12.97	12.39	12.32	13.10
7 days catch up	5.52	6.65	5.66	5.12	5.85	5.46	5.22	5.50	5.90	5.68	5.15	5.03	5.31	4.09	5.03	4.23	4.33	5.14	5.22	5.78
30 days catch up	5.90	6.72	5.98	5.64	6.20	5.65	5.88	5.91	5.09	7.50	5.59	5.96	5.84	5.58	5.42	5.80	5.88	5.90	5.89	6.47
30 days catch up plus library £5 per month	1.47	0.76	1.42	1.69	1.03	1.65	1.74	1.46	1.78	1.31	1.57	1.96	1.56	2.25	1.99	2.22	2.98	1.62	1.48	1.33



**Ofcom - UHF Strategy Conjoint DTT JB:11432**

Table 6  
Search

Base:All respondents in segment 1 & 2

	Sex		Age								Social Class						Region												
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-34	55+	AB	C1	C2	DE	ABC1	C2DE	East Midlands	East of England	London	North East	North West	South East	South West	Wales	West Midlands	Scotland	Northern Ireland	Yorkshire & Hum
Unweighted base	1115	493	622	122	194	220	263	231	85	316	316	269	385	191	239	654	430	86	102	112	44	118	137	132	47	117	88	17	96
Base	25544	12532	13012	3210	4724	3866	4984	3546	5214	7934	8760	5713	7450	5160	6405	13163	11565	1942	2247	2280	953	2845	2969	3542	943	2628	2075	435	2254
Importance	11.30	11.63	10.98	13.63	11.45	10.09	11.22	11.65	10.45	12.33	10.94	11.24	11.22	11.22	11.32	11.23	11.28	10.16	10.60	12.39	14.12	11.52	11.52	11.01	10.44	11.34	11.25	11.39	11.09
Basic guide	4.75	4.57	4.94	5.57	5.19	3.82	4.85	5.30	4.08	5.35	4.58	4.77	4.76	4.78	4.62	4.76	4.69	4.23	4.13	5.10	5.13	4.95	4.79	4.68	4.97	5.15	5.14	4.18	4.47
Interactive guide	5.54	6.14	4.96	7.50	4.44	4.31	5.70	6.31	5.55	5.68	5.86	5.46	5.32	5.23	5.98	5.38	5.64	4.82	5.09	5.80	7.91	5.14	5.60	5.58	4.67	5.80	5.65	5.88	5.69
Advanced navigation £3 per month	1.25	1.16	1.34	1.15	1.71	1.88	1.00	0.60	1.11	1.49	0.90	1.25	1.27	1.42	1.07	1.26	1.23	1.40	1.28	1.69	1.54	1.82	1.21	0.76	1.20	1.06	0.82	0.88	1.28

**Ofcom - UHF Strategy Conjoint DTT JB:11432**

Table 6  
Search

Base:All respondents in segment 1 & 2

	Segments			Freeview			Receiving Freeview service				Number of TV sets in H/H			Better Freeview service			
	Total	Segment 1	Segment 2	Segment 3	On main set	On secondary set	Planning to get	Through a set-top box	Part of an integrated TV set	Both	Don't know	1	2	3+	Improving Freeview services	Improving mobile broadband services	No preference
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Base	25544	16527	9017	9670	15515	7588	2441	7875	10193	4945	91	5748	7847	11949	15515	3406	6623
Importance	11.30	11.41	11.08	11.89	11.44	10.87	11.72	11.76	10.84	11.18	17.37	11.65	11.28	11.14	11.25	10.81	11.67
Basic guide	4.75	4.77	4.73	4.64	4.73	4.68	5.13	5.04	4.65	4.26	9.17	5.13	4.65	4.64	5.07	3.51	4.65
Interactive guide	5.54	5.96	4.76	5.64	6.05	4.64	5.08	5.94	5.23	5.66	10.06	5.73	5.74	5.31	5.57	4.62	5.94
Advanced navigation £3 per month	1.25	1.00	1.72	1.73	0.96	1.66	1.82	0.94	1.31	1.35	0.59	1.21	1.15	1.34	0.99	2.44	1.26

**Ofcom - UHF Strategy Conjoint DTT JB:11432**

Table 6  
Search

Base:All respondents in segment 1 & 2

	Q94a			Q94b			Urban/Rural			Q17										
	Total	1-3	4-6	7-10	1-3	4-6	7-10	Urban	Rural	Not defined	A High definition ready television	A set top box enabling you to view HD channels	A Digital Video Recorder (DVR) system	Video on demand through the TV	3D TV	Internet services and apps accessed through the TV	Ultra high definition TV	Interactive and red button services	Catch-up TV	None of these
Unweighted base	1115	147	407	561	351	411	353	1056	40	19	630	214	447	263	27	111	39	540	578	146
Base	25544	3409	9184	12952	8594	8919	8031	24042	1069	432	14123	4499	9665	5188	642	2493	933	11517	12403	3639
Importance	11.30	10.46	11.51	11.37	11.02	11.44	11.44	11.28	12.14	10.13	10.86	10.48	10.75	11.48	11.32	11.20	11.42	10.73	10.99	13.36
Basic guide	4.75	4.31	5.14	4.60	4.69	4.86	4.70	4.76	4.97	4.17	4.52	4.36	4.39	4.63	4.89	4.55	5.40	4.35	4.55	5.88
Interactive guide	5.54	5.43	5.46	5.62	5.58	5.52	5.50	5.51	6.38	4.87	5.14	4.83	5.11	5.03	5.33	5.10	4.49	5.23	5.39	6.62
Advanced navigation £3 per month	1.25	1.27	1.11	1.35	1.08	1.30	1.38	1.25	1.04	1.66	1.35	1.27	1.24	1.83	1.76	1.56	2.08	1.26	1.26	1.36