

For Immediate Release

Digital Television Service Tops Customer Satisfaction Ratings

TORONTO (July 16, 2003) – Canadians in digital households served by Direct-to-Home (DTH) or Digital Cable services are more likely to express high levels of satisfaction with their service provider than those in analog cable households. These results are among the findings in the *TV & Cable/DTH Monitor*, released as part of an independent consumer trend study on technology, media and entertainment conducted by [Solutions Research Group Consultants Inc. \(SRG\)](#).

The study found that over half, 53%, of DTH subscribers were “very” satisfied with their service provider. Digital Cable came in second with 46% saying they are “very” satisfied. Cable subscribers with analog service expressed lower satisfaction levels in comparison: only 37% said they are “very” satisfied.

“There are two key reasons for the difference in satisfaction between the digital and analog options. DTH and Digital Cable customers actually pay more for television than their analog counterparts but feel they are getting very good value for the dollar. A family can double the number of channels they receive without doubling their monthly cost. In addition, digital services offer flexibility and advanced convenience features not found on analog,” said Kaan Yigit, a Partner with SRG and the Study Director.

Among other findings of the study:

- The DTH provider Bell ExpressVu ranks number one in customer satisfaction ratings among Canada’s major television distributors.
- Digital households have tripled in the past three years, now representing 34% of Canadian households in 2003 (20% DTH and 14% digital cable). 50% of Canadian households still have analog cable.
- The typical DTH household spends \$55 on television services monthly and receives over 100 channels. A Digital Cable household spends \$60 for just over 90 channels. In comparison, those in analog households report spending \$40 per month for less than 50 channels received on average.
- Digital households are wired in other respects as well – they are more likely to have PCs, DVD players, video game systems and digital cameras.
- The leading *diginets* identified as favourites in digital households on an unaided basis are: MTV Canada, Lonestar, Animal Planet, Court TV, BBC Canada, Action, Raptors TV, Scream, Deja View and National Geographic.

“The phenomenal growth of digital households promises great opportunity for the entertainment business – digital households are affluent and are more likely to have tech-savvy teens and demonstrate greater willingness to spend additional money on new channels and services,” said Yigit.

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The information for this release comes from the 2003 edition of *IN THE NAME OF COOL*, an independent consumer trend study on technology, media and entertainment. The study is based on a scientific telephone survey of 1,500 Canadians, aged 12 and older in February 2003. The sample for the study statistically reflects the regional and age/sex composition of the Canadian population. The results of the survey are accurate to ± 2.5 points for the population as a whole, 19 times out of 20.

Along with its 1996, 1998 and 2000 editions and the 2001 update, *IN THE NAME OF COOL* represents the most comprehensive independent consumer trend study on technology, media and entertainment in Canada, with over 7,500 detailed interviews conducted over a 7-year period. The emphasis of the 2003 edition is on interactive and digital technologies.

This is the fourth of a series of data releases from the study. Upcoming releases will cover trends in *Music, Radio* and *Entertainment Retail*. For more information on this or past releases, go to www.inthenameofcool.com or www.srgnet.com

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