



A fifth of Britons plan to reduce spending on TV channels

Freeview could be the winner as credit-crunched consumers make savings

London 21st October 2008. Findings from Continental Research published today reveal the impact the credit crunch is having on consumer expenditure on additional TV services, such as movie and sports channels. According to the online survey of 1,022 people, 18% plan to reduce their spending on TV channels over the next 12 months and 6% have now decided not to sign up to additional services as a direct result of concerns about the economic slowdown (see chart).

The results, published in 'TV 3.0: The Digital and Internet TV Report' are bad news for the subscription-based TV channels, who are already taking a financial hit from declining advertising revenues.

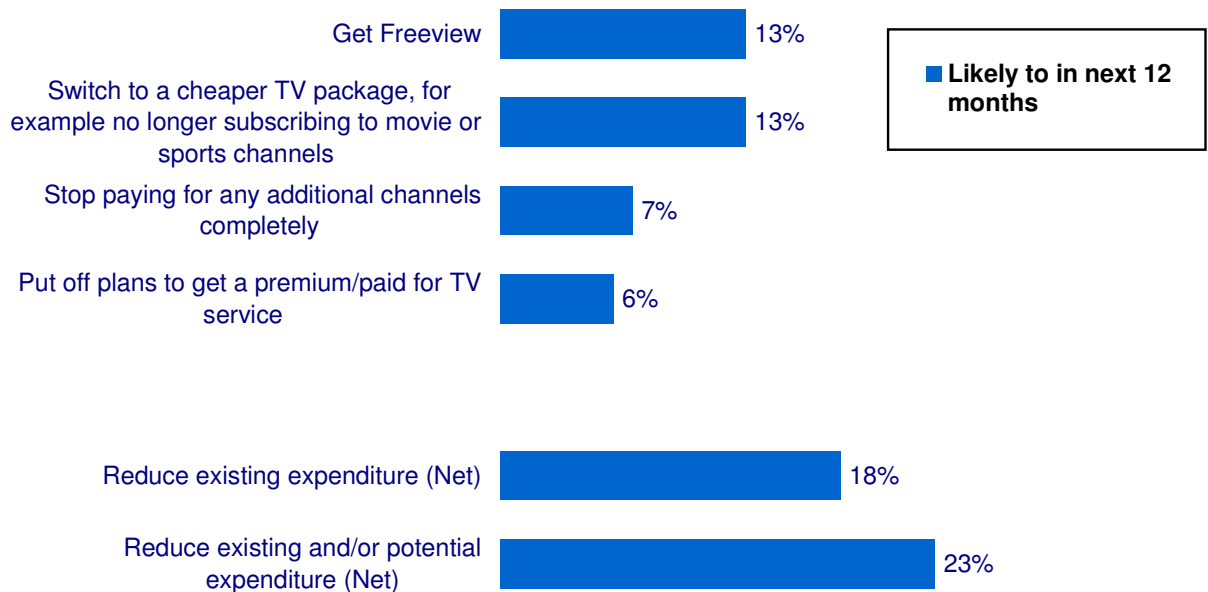
In this environment, Freeview comes out as a real hit with cash-strapped TV fans. 15% have already got Freeview as a result of their concerns about an economic downturn, and 13% plan to get it in the next year for the same reason.

Tim Barber, Associate Director at Continental Research says "One of the truisms about how consumers respond to a challenging economy is that they go out less and therefore by implication spend more time at home, watching TV. What is interesting about this research is that it suggests many people are looking to save money yet further by cutting back on their monthly subscriptions for additional TV channels and services.

The research suggests that one of the reasons is the availability of free content. With video and TV available free over the internet, and the

comparative ease and low cost of obtaining Freeview, there is an alternative - albeit without some of the premium content of the paid-for channels. Our research suggests Freeview is going to benefit from consumer worries about the credit crunch at the expense of some of the paid-for services. With new ways of watching TV now available, the credit crunch could actually be the impetus that causes a significant change in peoples' viewing behaviour.”

Which if any of these do you think you are likely to do within the next 12 months (to reduce your expenditure on TV services) as a result of worries about the economic downturn?



Source: Continental Research

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Note to editors:

The research in this press release was conducted online with 1,022 people in August 2008. The results are representative of all UK adults aged 16+. The findings are published in "TV 3.0: The Digital and Internet TV Report" the latest report from Continental Research, which also examines consumers' usage of VOD, IPTV and TV via mobile phone.

Continental has produced annual reports on the Internet, Digital TV and Mobile Phone markets for over a decade.

About Continental Research

Continental Research is a full service market research agency based in London, specialising in media, advertising and Internet & telecoms research. Continental has produced reports on the Internet, mobile phones and digital TV for over a decade. The reports are based on consumer data and ultimately it is the consumer who decides whether new technologies and services whither away or flourish and even change the world we live in.

The company was acquired by BDRG, a leading full service market research agency specialising in hotels, finance, travel and tourism and mobile telephony at the beginning of 2008. www.continentalresearch.com