

## Choice Exercise 1

In the following exercise you will be offered a series of situations, in each of which you will have two options to choose between:

- Your household's existing TV system and channels
- Your household's existing TV system and channels PLUS an extra package of channels and TV equipment

The TV services will be described in terms of the following characteristics:

Channels:

- Either your existing package of channels; or
- your existing package of channels PLUS 30 new channels offering a variety of new programming:
  - 9 Entertainment channels
  - 7 Lifestyle channels
  - 5 News & documentaries channels
  - 6 Music channels
  - 2 Kids channels
  - 1 Sport news channel (NOT one of the channels included in premium channel packs)

Picture Quality: See Show card 1

Sound Quality: See Show card 1

Mobility: See Show card 1

Interactivity: See Show card 1


PC Services: See Show card 1



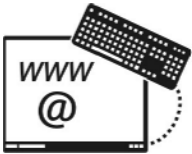
Extra monthly costs: The amount per month (if any) that you will have to pay for the additional channels and any additional rental equipment, on top of the standard TV licence fee and your current monthly subscriptions where applicable.




In cases where DVD / cinema picture quality or surround sound is offered and you do not currently have a widescreen TV or a sound system that can convey surround sound, an optional upgrade to such a TV system will be covered by the monthly fee. The rental company would hold your present TV set as a deposit for the duration of the contract (minimum 1 year).





In each case you will be asked to state which option you would choose for your main TV set, if you were to face this choice in real life, and if these were the only options available. Please state your choice using the scale at the bottom of the page.





Please ask the interviewer to explain if there is anything that is not clear to you. You may find it helpful to keep the show cards to hand while you do the choice exercise.





		EXISTING SYSTEM OF TV CHANNELS & EQUIPMENT			EXTRA PACKAGE OF TV CHANNELS & EQUIPMENT				
Channels		As Now						Channels	
Picture Quality		As Now			Cinema / DVD			Picture Quality	
Sound Quality		As Now			As Now			Sound Quality	
Mobility		None			None			Mobility	
Interactivity		As Now			None			Interactivity	
PC Services		As Now			None			PC Services	
Extra monthly cost		£0			£3			Extra monthly cost	
Which one would you choose?		ONLY EXISTING TV SYSTEM				ADD EXTRA TV PACKAGE			Which one would you choose?
		Definitely	Possibly	Can't Choose		Possibly	Definitely		







		EXISTING SYSTEM OF TV CHANNELS & EQUIPMENT			EXTRA PACKAGE OF TV CHANNELS & EQUIPMENT				
Channels		As Now						Channels	
Picture Quality		As Now			Cinema / DVD			Picture Quality	
Sound Quality		As Now			Surround Sound			Sound Quality	
Mobility		None			 Urban Areas			Mobility	
Interactivity		As Now			None			Interactivity	
PC Services		As Now						PC Services	
Extra monthly cost		£0			£7			Extra monthly cost	
Which one would you choose?		<b>ONLY EXISTING TV SYSTEM</b>				<b>ADD EXTRA TV PACKAGE</b>			Which one would you choose?
		Definitely	Possibly	Can't Choose		Possibly	Definitely		






		EXISTING SYSTEM OF TV CHANNELS & EQUIPMENT			EXTRA PACKAGE OF TV CHANNELS & EQUIPMENT				
Channels		As Now						Channels	
Picture Quality		As Now			Cinema / DVD			Picture Quality	
Sound Quality		As Now			Surround Sound			Sound Quality	
Mobility		None			 Urban Areas			Mobility	
Interactivity		As Now			 Camera Angles			Interactivity	
PC Services		As Now			None			PC Services	
Extra monthly cost		£0			£15			Extra monthly cost	
Which one would you choose?		<b>ONLY EXISTING TV SYSTEM</b>				<b>ADD EXTRA TV PACKAGE</b>			Which one would you choose?
		Definitely	Possibly	Can't Choose		Possibly	Definitely		



		EXISTING SYSTEM OF TV CHANNELS & EQUIPMENT			EXTRA PACKAGE OF TV CHANNELS & EQUIPMENT				
Channels		As Now						Channels	
Picture Quality		As Now			Cinema / DVD			Picture Quality	
Sound Quality		As Now			As Now			Sound Quality	
Mobility		None			 Anywhere			Mobility	
Interactivity		As Now			 Camera Angles			Interactivity	
PC Services		As Now						PC Services	
Extra monthly cost		£0			£30			Extra monthly cost	
Which one would you choose?		<b>ONLY EXISTING TV SYSTEM</b>				<b>ADD EXTRA TV PACKAGE</b>			Which one would you choose?
		Definitely	Possibly	Can't Choose		Possibly	Definitely		

		EXISTING SYSTEM OF TV CHANNELS & EQUIPMENT			EXTRA PACKAGE OF TV CHANNELS & EQUIPMENT				
Channels		As Now						Channels	
Picture Quality		As Now			As Now			Picture Quality	
Sound Quality		As Now			As Now			Sound Quality	
Mobility		None			None			Mobility	
Interactivity		As Now			 Voting  Camera Angles			Interactivity	
PC Services		As Now						PC Services	
Extra monthly cost		£0			£15			Extra monthly cost	
Which one would you choose?		<b>ONLY EXISTING TV SYSTEM</b>				<b>ADD EXTRA TV PACKAGE</b>			Which one would you choose?
		Definitely	Possibly	Can't Choose	Possibly	Definitely			

		EXISTING SYSTEM OF TV CHANNELS & EQUIPMENT			EXTRA PACKAGE OF TV CHANNELS & EQUIPMENT				
Channels		As Now						Channels	
Picture Quality		As Now			As Now			Picture Quality	
Sound Quality		As Now			As Now			Sound Quality	
Mobility		None			 Urban Areas			Mobility	
Interactivity		As Now			 Voting  Camera Angles			Interactivity	
PC Services		As Now			None			PC Services	
Extra monthly cost		£0			£30			Extra monthly cost	
Which one would you choose?		<b>ONLY EXISTING TV SYSTEM</b>				<b>ADD EXTRA TV PACKAGE</b>			Which one would you choose?
		Definitely	Possibly	Can't Choose		Possibly	Definitely		

		EXISTING SYSTEM OF TV CHANNELS & EQUIPMENT			EXTRA PACKAGE OF TV CHANNELS & EQUIPMENT				
Channels		As Now						Channels	
Picture Quality		As Now			As Now			Picture Quality	
Sound Quality		As Now			As Now			Sound Quality	
Mobility		None			 Urban Areas			Mobility	
Interactivity		As Now			 Voting  Camera Angles  Gaming			Interactivity	
PC Services		As Now						PC Services	
Extra monthly cost		£0			£3			Extra monthly cost	
Which one would you choose?		<b>ONLY EXISTING TV SYSTEM</b>				<b>ADD EXTRA TV PACKAGE</b>			Which one would you choose?
		Definitely	Possibly	Can't Choose	Possibly	Definitely			

		EXISTING SYSTEM OF TV CHANNELS & EQUIPMENT			EXTRA PACKAGE OF TV CHANNELS & EQUIPMENT				
Channels		As Now						Channels	
Picture Quality		As Now			As Now			Picture Quality	
Sound Quality		As Now			As Now			Sound Quality	
Mobility		None			 Anywhere			Mobility	
Interactivity		As Now			 Voting  Camera Angles  Gaming			Interactivity	
PC Services		As Now			None			PC Services	
Extra monthly cost		£0			£7			Extra monthly cost	
Which one would you choose?		<b>ONLY EXISTING TV SYSTEM</b>				<b>ADD EXTRA TV PACKAGE</b>			Which one would you choose?
		Definitely	Possibly	Can't Choose		Possibly	Definitely		

		EXISTING SYSTEM OF TV CHANNELS & EQUIPMENT			EXTRA PACKAGE OF TV CHANNELS & EQUIPMENT				
Channels		As Now						Channels	
Picture Quality		<div style="border: 1px solid black; padding: 5px; text-align: center;">As Now</div>			<div style="border: 1px solid black; padding: 5px; text-align: center;">As Now</div>			Picture Quality	
Sound Quality		<div style="border: 1px solid black; padding: 5px; text-align: center;">As Now</div>			<div style="border: 1px solid black; padding: 5px; text-align: center;">As Now</div>			Sound Quality	
Mobility		None			 Anywhere			Mobility	
Interactivity		As Now			None			Interactivity	
PC Services		As Now			None			PC Services	
Extra monthly cost		£0			£0			Extra monthly cost	
Which one would you choose?		<b>ONLY EXISTING TV SYSTEM</b>				<b>ADD EXTRA TV PACKAGE</b>			Which one would you choose?
		Definitely	Possibly	Can't Choose		Possibly	Definitely		

## Choice Exercise 2

Please imagine the following situation. You have recently moved house into your present home and are considering your household's TV needs. You have brought your existing TV sets and other audio-visual equipment with you, but there is not currently any cable connection or satellite dish installed. All other details about your household are the same as now, including the standard TV reception, and whether it is possible to pick up digital TV or to get cable or satellite installed (if in doubt about a particular type of TV, please assume that it IS available).

You will be offered a series of choices between alternative TV services for your main TV set. These may differ from those that are currently on the market in a number of ways:

- Installation cost;
- Channel packs available;
- Monthly subscription cost;
- Availability and cost of premium channel packs.

The characteristics of the different TV services that will not vary are shown on Show Card 2 and Show Card 3.

In each case you will be asked to state which type of TV connection you would choose:

- Digital Terrestrial
- Satellite
- Cable
- Standard TV
- No TV

Depending on which of these basic options you choose, you may also be asked:

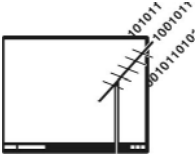
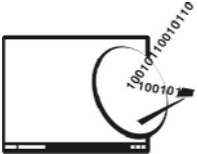

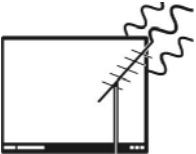
- if you would subscribe to the basic subscription channels (see Show Card 4);
- if you would add any premium channels (see Show Card 5); and
- how many stand-alone channels (see Show Card 5) you would add, and how much this would cost

Please ask the interviewer to explain if there is anything that is not clear to you. You may find it helpful to keep the show cards close to hand while you do the choice exercise.

Choice Exercise 2

Question 1

(2)

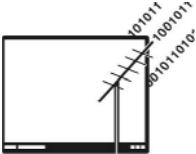
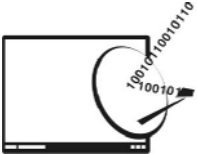

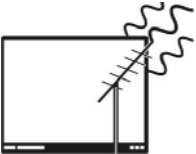
Characteristics of the options available		Digital Terrestrial	Satellite	Cable	Standard TV	No TV
1: Essentials and Free To Air	TV Signal					
	Free to Air channels	Pack 1: 5 Pack 2: 25 Installation cost (lasts 10 years) £50	Pack 1: 5 Pack 2: 25 £100	£50	Pack 1: 5 £0	
2: Subscription Channels	Basic Subscription Channels	Pack 3: 30	Pack 3: 30 Pack 4: 40 Pack 5: 50	Pack 1: 5 Pack 2: 25 Pack 5: 50		
	Monthly Cost of Basic Subscription	£10	£25	£20		
3: Optional Premium	Monthly cost of premium channels	Sports 5 channels Movies 10 channels Sports + Movies 20 channels	£15 £20 £25	£15 £20 £25		
	Stand-alone channels (see Show Card 5)		Available	Available		

What would you choose?	Choices	Digital Terrestrial	Satellite	Cable	Standard TV	No TV
	(1): Free to Air channels only			N/A		
	(2): Basic subscription					
	(3): (2) + Premium channels and / or + Stand-alone channels	+ +£	+ +£	+ +£		

Choice Exercise 2

Question 2

(2)

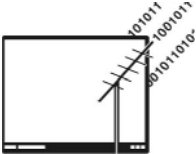
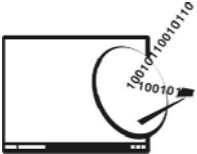

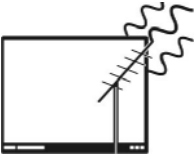
Characteristics of the options available		Digital Terrestrial	Satellite	Cable	Standard TV	No TV
1: Essentials and Free To Air	TV Signal					
	Free to Air channels	Pack 1: 5 Pack 2: 25 Installation cost (lasts 10 years) £75	Pack 1: 5 Pack 2: 25 £125	£50	Pack 1: 5 £0	
2: Subscription Channels	Basic Subscription Channels	Pack 3: 30	Pack 3: 30 Pack 4: 40 Pack 5: 50	Pack 1: 5 Pack 2: 25 Pack 3: 30 Pack 4: 40		
	Monthly Cost of Basic Subscription	£10	£20	£15		
3: Optional Premium	Monthly cost of premium channels	Sports 5 channels £15 Movies 10 channels £20 Sports + Movies 20 channels £25	£15 £20 £25	£15 £20 £25		
	Stand-alone channels (see Show Card 5)	Available	Available	Available		

What would you choose?	Choices	Digital Terrestrial	Satellite	Cable	Standard TV	No TV
	(1): Free to Air channels only			N/A		
	(2): Basic subscription					
	(3): (2) + Premium channels and / or + Stand-alone channels	+ +£	+ +£	+ +£		

Choice Exercise 2

Question 3

(2)

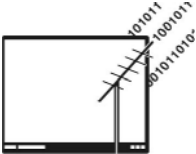
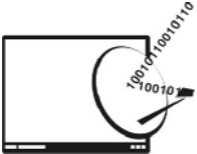

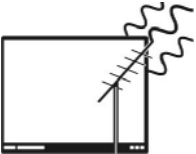
Characteristics of the options available				Digital Terrestrial	Satellite	Cable	Standard TV	No TV
1: Essentials and Free To Air	TV Signal							
	Free to Air channels			Pack 1: 5 Pack 2: 25 Installation cost (lasts 10 years) £100	Pack 1: 5 Pack 2: 25 £75	£50	Pack 1: 5 £0	
2: Subscription Channels	Basic Subscription Channels			Pack 3: 30	Pack 3: 30 Pack 4: 40 Pack 5: 50	Pack 1: 5 Pack 2: 25 Pack 3: 30		
	Monthly Cost of Basic Subscription			£10	£30	£25		
3: Optional Premium	Monthly cost of premium channels	Sports	5 channels	£5	£15	£15		
		Movies	10 channels	£10	£20	£20		
		Sports + Movies	20 channels	£15	£25	£25		
	Stand-alone channels (see Show Card 5)			Available	Available	Available		

What would you choose?	Choices			Digital Terrestrial	Satellite	Cable	Standard TV	No TV
	(1):	Free to Air channels only				N/A		
	(2):	Basic subscription						
	(3):	(2) + Premium channels and / or + Stand-alone channels		+ +£	+ +£	+ +£		

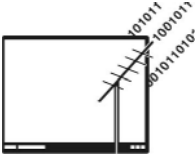
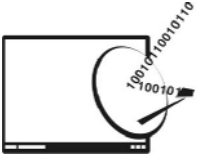

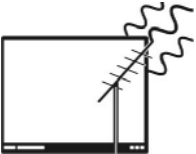
Choice Exercise 2

Question 4

(2)

Characteristics of the options available				Digital Terrestrial	Satellite	Cable	Standard TV	No TV
1: Essentials and Free To Air	TV Signal							
	Free to Air channels			Pack 1: 5 Pack 2: 25 Installation cost (lasts 10 years) £50	Pack 1: 5 Pack 2: 25 £75	£75	Pack 1: 5 £0	
2: Subscription Channels	Basic Subscription Channels			Pack 3: 30	Pack 3: 30 Pack 4: 40	Pack 1: 5 Pack 2: 25 Pack 5: 50		
	Monthly Cost of Basic Subscription			£15	£25	£15		
3: Optional Premium	Monthly cost of premium channels	Sports	5 channels	£5	£15	£15		
		Movies	10 channels	£10	£20	£20		
Sports + Movies		20 channels	£15	£25	£25			
Stand-alone channels (see Show Card 5)				Available	Available	Available		

What would you choose?	Choices			Digital Terrestrial	Satellite	Cable	Standard TV	No TV
	(1):	Free to Air channels only				N/A		
	(2):	Basic subscription						
	(3):	(2) + Premium channels and / or + Stand-alone channels		+ +£	+ +£	+ +£		

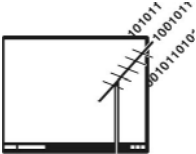
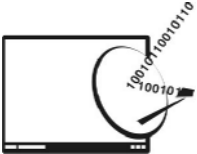

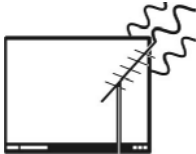
Characteristics of the options available		Digital Terrestrial	Satellite	Cable	Standard TV	No TV
1: Essentials and Free To Air	TV Signal					
	Free to Air channels	Pack 1: 5 Pack 2: 25 Installation cost (lasts 10 years) £75	Pack 1: 5 Pack 2: 25 £100	£75	Pack 1: 5 £0	
2: Subscription Channels	Basic Subscription Channels	Pack 3: 30	Pack 3: 30 Pack 4: 40	Pack 1: 5 Pack 2: 25 Pack 3: 30 Pack 4: 40		
	Monthly Cost of Basic Subscription	£15	£20	£25		
3: Optional Premium	Monthly cost of premium channels	Sports 5 channels Movies 10 channels Sports + Movies 20 channels	£15 £20 £25	£15 £20 £25		
	Stand-alone channels (see Show Card 5)	Available	Available	Available		

What would you choose?	Choices	Digital Terrestrial	Satellite	Cable	Standard TV	No TV
	(1): Free to Air channels only			N/A		
	(2): Basic subscription					
	(3): (2) + Premium channels and / or + Stand-alone channels	+ +£	+ +£	+ +£		

Choice Exercise 2

Question 6

(2)

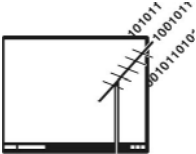
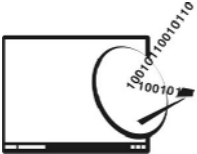

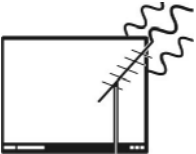
Characteristics of the options available		Digital Terrestrial	Satellite	Cable	Standard TV	No TV
1: Essentials and Free To Air	TV Signal					
	Free to Air channels	Pack 1: 5 Pack 2: 25 Installation cost (lasts 10 years) £100	Pack 1: 5 Pack 2: 25 £125	£75	Pack 1: 5 £0	
2: Subscription Channels	Basic Subscription Channels	Pack 3: 30	Pack 3: 30 Pack 4: 40	Pack 1: 5 Pack 2: 25 Pack 3: 30		
	Monthly Cost of Basic Subscription	£15	£30	£20		
3: Optional Premium	Monthly cost of premium channels	Sports 5 channels £15 Movies 10 channels £20 Sports + Movies 20 channels £25	£15 £20 £25	£15 £20 £25		
	Stand-alone channels (see Show Card 5)	Available	Available	Available		

What would you choose?	Choices	Digital Terrestrial	Satellite	Cable	Standard TV	No TV
	(1): Free to Air channels only			N/A		
	(2): Basic subscription					
	(3): (2) + Premium channels and / or + Stand-alone channels	+ +£	+ +£	+ +£		

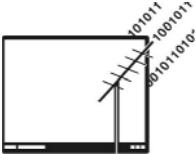
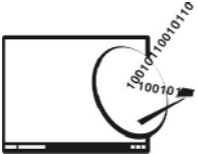

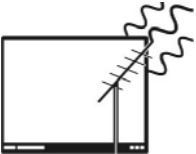
Choice Exercise 2

Question 7

(2)

Characteristics of the options available				Digital Terrestrial	Satellite	Cable	Standard TV	No TV
1: Essentials and Free To Air	TV Signal							
	Free to Air channels			Pack 1: 5 Pack 2: 25 Installation cost (lasts 10 years) £50	Pack 1: 5 Pack 2: 25 £125	£100	Pack 1: 5 £0	
2: Subscription Channels	Basic Subscription Channels				Pack 3: 30 Pack 4: 40 Pack 5: 50 Pack 6: 50	Pack 1: 5 Pack 2: 25 Pack 5: 50		
	Monthly Cost of Basic Subscription				£25	£25		
3: Optional Premium	Monthly cost of premium channels	Sports	5 channels	£15	£15	£15		
		Movies	10 channels	£20	£20	£20		
		Sports + Movies	20 channels	£25	£25	£25		
	Stand-alone channels (see Show Card 5)			Available	Available	Available		

What would you choose?	Choices			Digital Terrestrial	Satellite	Cable	Standard TV	No TV
	(1):	Free to Air channels only				N/A		
	(2):	Basic subscription						
	(3):	(2) + Premium channels and / or + Stand-alone channels		+ +£	+ +£	+ +£		

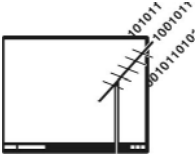
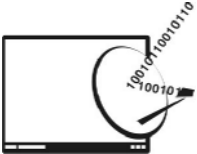

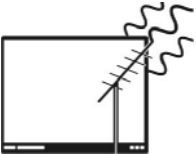
Characteristics of the options available				Digital Terrestrial	Satellite	Cable	Standard TV	No TV
1: Essentials and Free To Air	TV Signal							
	Free to Air channels			Pack 1: 5 Pack 2: 25 £75	Pack 1: 5 Pack 2: 25 £75	£100	Pack 1: 5 £0	
2: Subscription Channels	Basic Subscription Channels				Pack 3: 30 Pack 4: 40 Pack 5: 50 Pack 6: 50 £20	Pack 1: 5 Pack 2: 25 Pack 3: 30 Pack 4: 40 £20		
	Monthly Cost of Basic Subscription							
3: Optional Premium	Monthly cost of premium channels	Sports	5 channels	£5	£15	£15		
		Movies	10 channels	£10	£20	£20		
		Sports + Movies	20 channels	£15	£25	£25		
	Stand-alone channels (see Show Card 5)			Available	Available	Available		

What would you choose?	Choices			Digital Terrestrial	Satellite	Cable	Standard TV	No TV
	(1):	Free to Air channels only				N/A		
	(2):	Basic subscription						
	(3):	(2) + Premium channels and / or + Stand-alone channels		+ +£	+ +£	+ +£		

Choice Exercise 2

Question 9

(2)

Characteristics of the options available		Digital Terrestrial	Satellite	Cable	Standard TV	No TV
1: Essentials and Free To Air	TV Signal					
	Free to Air channels	Pack 1: 5 Pack 2: 25	Pack 1: 5 Pack 2: 25		Pack 1: 5	
	Installation cost (lasts 10 years)	£100	£100	£100	£0	
2: Subscription Channels	Basic Subscription Channels		Pack 3: 30 Pack 4: 40 Pack 5: 50 Pack 6: 50	Pack 1: 5 Pack 2: 25 Pack 3: 30		
	Monthly Cost of Basic Subscription		£30	£15		
3: Optional Premium	Monthly cost of premium channels		£15 £20 £25	£15 £20 £25		
	Sports 5 channels Movies 10 channels Sports + Movies 20 channels					
	Stand-alone channels (see Show Card 5)		Available	Available		

What would you choose?	Choices	Digital Terrestrial	Satellite	Cable	Standard TV	No TV
	(1): Free to Air channels only			N/A		
	(2): Basic subscription					
	(3): (2) + Premium channels and / or + Stand-alone channels	+ +£	+ +£	+ +£		