**Technical evaluation of Digital Interactive Television Pilot**

[**http://www.gov.scot/Publications/2006/01/12104731/6**](http://www.gov.scot/Publications/2006/01/12104731/6)(Scottish government)

According to latest OFCOM statistics and operators results, By 30 June 2005 digital TV penetration was estimated to have reached 15.7m or 63.0% of UK households, up from 61.9% at 31 March 2005. The number of digital television households grew by almost 298,000 during the quarter, increasing digital penetration by 1.1% points.

Marketing to the older generation still remains an issue. Awareness of DTV has improved, however being aware and comprehending the message is very different.

While marketing for DTV has already increased, it remains largely focused on younger communities of viewers better placed to understand the messages being delivered.

Much more has to be done to market effectively to the older generation. This is particularly pertinent when many of the older generation have higher disposable income than younger people. A recent report on the UK's wealth levels published by the Future Foundation and Inscape, indicates the 'grey pound' is becoming ever more powerful.