



30 July 2007

Is The UK A Square-Eyed Nation?

To celebrate the launch of a new digital TV channel, *National Lottery Xtra*, The National Lottery has undertaken a state-of-the-nation report on TV ownership, which reveals that a third of the UK population (33%) could not live without their telly.

The research, conducted by Ipsos MORI¹, shows how the TV has become the UK's most essential household item and a crucial part of home life – ahead of PCs (21%), games consoles (14%) and hi-fis (13%). A third of respondents (34%) typically watch four or more hours of TV a day and almost half (47%) own three or more sets – that equates to around 66 million televisions² in those households alone!

Scooping a £2 million lottery win would see households embracing the 'MTV Cribs' lifestyle, with 7% choosing to watch TV in the bathroom and 7% opting to buy an outside screen in the garden. In fact, 29% of people say they would have four or more TV sets in the home if they won £2 million. A lottery win would also enable families to end the long running row over who has control over the TV remote – 32% would buy everyone in their household their own TV to avoid arguments over what people want to watch.

Despite these clashes over the evening's viewing, many people see the TV as a unifying force in the home – 32% of those surveyed think watching TV is one of the few times their family sits down together. Given its importance, nearly a third (31%) would consider spending £2,000 or more on the main TV in their house if they hit the jackpot, with 16% investing over £3,000 on making it the focus of their living room.

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The research findings mirror the shopping patterns of real-life lottery millionaires, who rank the TV or home cinema system among their top 10 purchases after their win.

Lotto jackpot winner, Roy Gibney (53) from Grimsby, won £7.5 million in 1998 and invested in the ultimate luxury bedroom television. His TV slides out from the base of his king-size bed at the touch of a button. Andrea Holmes (30) from Devizes, Wiltshire, won £2 million in 2002 and now watches TV from the luxury of her bath – while globe-trotter, Ron Ullah (61) from Essex, who scooped £5.1 million in 2002, has two TVs in the brand new Winnebago he had imported from the USA. Sharon Creighton (42) from Stevenage, splashed out on eight Bang and Olufsen luxury TVs just after winning £8.8 million in 2005 – that's one for every million she won!

National Lottery Xtra will be available through 'Showcase', Top Up TV's exclusive free-to-view TV service and will give viewers exclusive behind-the-scenes access to the lottery, insights into the lives of lottery millionaires, and will take a closer look at some of the thousands of projects that have benefited from the £20 billion raised for Good Causes through The National Lottery.

A National Lottery spokesperson said: "Over 10,000 people have won a share of a Lotto jackpot and the National Lottery Xtra service is a great opportunity to give viewers a chance to go behind-the-scenes and find out what really happens when you win.

"Out of every £1 spent on the lottery, 28p goes to the Good Causes and our research shows players want to know about the impact their money has made. National Lottery Xtra will feature projects from across the UK that have benefited from the £20 billion raised for Good Causes to date. As well as the latest news updates from lottery HQ, information will also be available on how to play the wide range of National Lottery games."

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All viewers with a Top Up TV+ DTR (Digital TV recorder) will be able to access 'Showcase' through the specially-designed electronic programme guide, whether they subscribe to pay content or just use it as a Freeview DTR³. The content is downloaded to the box, so it is available to watch at any time and will be updated on a weekly basis.

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**For further information, please contact:
Camelot Press Office: 020 7632 5711**

Notes to Editors:

- Camelot Group plc is the licensed operator of The National Lottery® and is committed to raising money for the Good Causes designated by Parliament. Camelot is not responsible for distributing or awarding these funds
 - To date, over £20 billion has been raised for Good Causes by The National Lottery, and more than 250,000 individual awards have been made across the UK – the biggest programme of civic and social regeneration since the 19th Century. The National Lottery has given away over £29 billion in prizes and created more than 2,000 millionaires or multi-millionaires since launch in 1994
 - Camelot runs one of the most cost-efficient lotteries in the world, with around 5% of total revenue taken in operating costs. At 40% of total sales (28% to the Good Causes and 12% in lottery duty to the Government), Camelot returns a higher proportion of lottery revenue back to society than any other lottery operator in the world. National Lottery retailers receive 5% of total revenue in commission, and 50% of sales is paid out to players in prizes
 - Camelot is committed to the highest standards in player protection and social responsibility in both the retail and interactive environments. The National Lottery website, Sky Active and Play By Text services have been accredited by GamCare, the UK's national centre for information, advice and practical help regarding the social impact of gambling – while Camelot's approach to game design, test purchasing and retailer vigilance campaigns ensures player protection at retail. Camelot is ranked first in the leisure sector in Business in the Community's 2007 Corporate Responsibility Index
 - For further information on Camelot, The National Lottery and its games, please visit the following websites: www.camelotgroup.co.uk and www.national-lottery.co.uk
 - Players of all National Lottery games must be aged 16 or over
 - The crossed fingers logo is the registered trademark of the National Lottery Commission.
1. *The research was conducted by Ipsos MORI among 1,028 UK adults, interviewed by telephone between 6 and 8 July 2007. Data are weighted to match the national profile.*
 2. *Based on 47% of the UK adult population (47 million) multiplied by three TV sets per household (66,270,000– source: Census Day 2001 (29 April).*
 3. *Freeview is a separate free digital TV service which does not require a monthly subscription. Freeview is not operated by Top Up TV.*