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It's not true that 53% of UK households have switched to digital TV. They haven't switched; they've introduced. My home has digital cable which provides one feed into my house. We continue to use analogue all the time so that our three TVs and three VCRs can show and record different material at the same time. How are we going to achieve the same through digital alone?

Consider our options: We could introduce more cable or even satellite feeds but this is expensive and the equipment takes up space. We could use Freeview boxes but again there are cost and space problems. We could replace all our current TVs and VCRs with digitally enabled ones but the cost is daunting. It's likely that only the wholesale change option will allow me to set timed recordings from a range of channels.

If my household is typical in facing a cost of arguably £500 to continue to do after 2010 what we do now, across 20 million households this grosses to £10 billion. I suggest that very many households will be unable to afford the move even if the electronics industry can meet the demand. And the government won't afford it either.