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Press release

digitaluk

TV SWITCHOVER CAMPAIGN LAUNCHES

Countdown to end of analogue era for 50,000 households

The public information campaign to help viewers in the Channel Islands prepare for the digital TV switchover was launched today.

In just six months' time on **Wednesday 17 November**, analogue terrestrial TV services for 50,000 households will be permanently switched off allowing Freeview digital channels to be broadcast for the first time. Viewers watching via an aerial will need to convert their TV to digital to continue receiving television.¹ Digital UK and the Switchover Help Scheme will support viewers across the Channel Islands as they prepare for the biggest change to TV for a generation.

Digital UK's Regional Manager Bill Taylor and campaign mascot Digit AI launched the campaign with school children at Castel Primary School on Guernsey, who have already been learning about the digital switchover. The campaign will comprise:

- **On-screen messages:** analogue viewers will soon start seeing special messages covering part of their screens. They will increase in size and frequency as the switchover gets closer.
- **The Switchover Help Scheme** will be writing to older and disabled people offering them practical help to switch one TV to digital, including equipment, installation and aftercare.
- **Advertising:** there will be extensive local advertising on TV, radio and in local newspapers.
- **Roadshows:** the switchover roadshow will tour the Channel Islands stopping at a number of locations, offering face-to-face advice and practical demonstrations of digital TV equipment.
- **Guide to switchover:** a few months before switchover, all households will be sent a detailed guide, including advice on retuning Freeview equipment.
- **Charity partnerships:** Age Concern Jersey and Guernsey Citizens Advice Bureau are working with Digital UK and the Help Scheme to offer extra information and support to viewers who need it.

The Digital UK website and advice line (details below) can also provide viewers with all they need to know about the switchover in their area. Satellite and cable services are not affected by switchover.

After switchover, virtually all households in the Channel Islands will be able to receive Freeview digital channels for the first time. Viewers who get their TV signal from the Fremont Point transmitter (on Jersey) or one of its seven local relay transmitters across the Islands will see their choice of terrestrial channels increase from four to around 15.

Bill Taylor, Digital UK's South West Regional Manager said: "We are starting the final countdown to a fully digital TV system for the Channel Islands. The benefits will be felt by hundreds of thousands of viewers who will be able to receive free-to-air digital TV via an aerial for the first time. Over the coming months we will be making plenty of information available and working with the Switchover Help Scheme to ensure viewers know where to turn for advice."

- Digital UK: 08456 50 50 50, digitaluk.co.uk
- Switchover Help Scheme: 0800 408 7654, helpscheme.co.uk

- ends; notes follow -



How the on-screen messages will appear (wording will vary).

Hi-res download of this image available from www.vismedia.co.uk

- 1. Getting digital TV:** Analogue viewers will need to convert their TV to digital to continue watching programmes after switchover. Virtually any TV, even black and white ones, can be converted using a digital box. Anyone buying new TV equipment should look for the 'digital tick' logo, which identifies products designed to work before, during and after switchover. Digital TV services are already available via satellite and cable.
- 2. Extending digital coverage:** Turning off analogue television signals will make digital terrestrial TV (Freeview) available to 97 per cent of homes in the Channel TV region. Viewers will be able to receive around 15 TV channels, including BBC One, BBC Two, Channel Television, Channel 4 and Five, plus radio and text services via an aerial for the first time.
- 3. The Switchover Help Scheme:** People aged 75 and over, eligible for certain disability benefits, registered blind or partially sighted or living in care homes are entitled to practical help from the BBC-run Switchover Help Scheme. For £40, they will be given equipment to switch one TV per household to digital. They will be able to have that equipment installed if they want it, a demonstration of how it works and a number to call while they get used to things. If they're eligible and also on income-related benefits, the help will be free. Everyone eligible will be contacted directly before switchover. More information is available on 0800 408 7654 and online at helpscheme.co.uk. Eligible people in the Channel Islands will be offered freesat equipment and installation as standard.
- 4. Roadshows:** A complete list of upcoming switchover roadshows is available at digitaluk.co.uk/channelislandevents

Digital television switchover is the process of converting the terrestrial television system to digital. Between now and 2012, analogue channels will be switched off region by region and replaced with free-to-air digital TV and radio services (Freeview). Switchover will extend Freeview coverage to the Channel Islands, and the whole of the UK, and free up airwaves for new services such as ultra-fast wireless broadband and mobile television. Digital services are also available via broadband, cable and satellite.

Digital UK is the independent, not-for-profit organisation established in 2005 to lead the implementation of digital switchover. It is jointly owned and funded by the public-service broadcasters (BBC, ITV, Channel 4, Five and S4C), and the digital multiplex operators.

The Switchover Help Scheme is run by the BBC under an agreement with the Channel Islands governments to help older and disabled people make the change to digital TV. More information is available from helpscheme.co.uk.

Images and video clips are available to media free of charge from vismedia.co.uk.

Follow us on Twitter for live updates on switchover: twitter.com/Digit_AI

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