

# switchovernews

Your monthly briefing from **digitaluk**  
in the Channel Islands

**MAY 2010**

The latest news about digital television switchover



## TV SWITCHOVER CAMPAIGN LAUNCHES

I am writing to update you on the public information campaign to help viewers in the **Channel Islands** prepare for the digital television switchover. Digital UK and the Switchover Help Scheme will support viewers as they prepare for the biggest change to TV for a generation, which takes place in six months' time.

Transmitter group	Area served	Switchover
Fremont Point	the Channel Islands	17 November 2010

The campaign will comprise:

**Advertising:** Extensive local advertising will appear on TV, radio and local newspapers

**Switchover Help Scheme ([helpscheme.co.uk](http://helpscheme.co.uk)):** The Help Scheme is coming and will write directly to everyone aged 75 and over and eligible disabled people to offer them practical help. It is important that people respond to receive help. For £40 (or free for those on income related benefits), eligible people will be offered practical help to switch one TV set to digital. For more information about the Switchover Help Scheme, please contact the Help Scheme Regional Manager for the Channel Islands, Caroline Byng on 07950 306930 or by email [caroline.byng@bbc.co.uk](mailto:caroline.byng@bbc.co.uk)

**On-screen messages:** Captions will start appearing soon on analogue TV screens warning viewers they need to get ready for digital switchover. The messages increase in size and frequency as the switchover gets closer.

**A consumer guide:** During the summer, every household will be sent a detailed switchover guide, which includes advice on retuning Freeview equipment.

**Charity partnerships:** Both Digital UK and the Help Scheme are working with Age Concern Jersey and Guernsey Citizens Advice Bureau, which have been contracted to deliver extra information and advice to viewers who need it.

**Roadshows:** The switchover roadshow will be touring dozens of locations offering viewers face-to-face advice and demonstrations of digital TV.

I will keep you updated on the latest campaign developments, but as always, I would be delighted to meet you to discuss any aspect of Digital UK's work at your convenience. Please contact me if I can be of any help.

Best wishes,

## **YOUR DIGITAL UK REGIONAL MANAGER**



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Digital UK is the not-for-profit organisation leading the UK's switch to digital television in the Channel Islands on 17 November 2010. To find out more visit [www.digitaluk.co.uk](http://www.digitaluk.co.uk)

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