



On the road to switchover

Report for the year to 31 March 2008



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OUR JOURNEY
HAS BEGUN

Chairman's report

Chairman's report:

Barry Cox



Digital television switchover moved from the drawing board to reality in the last year. On 14 November 2007, the last analogue signals in the borough of Copeland, including the town of Whitehaven on the west Cumbrian coast, were switched off and the digital signals came on stream. Viewers in Whitehaven gained access to the world of multi-channel digital terrestrial television for the first time and, our research shows, liked it.

I am very grateful to our key partners in the Whitehaven switchover – Arqiva, who manage the transmitter, the public service broadcasters who ran captions on-screen for six months before, local retailers, housing organisations and Copeland Council. The Switchover Help Scheme established itself quickly and delivered a strong service to the eligible individuals. We were particularly grateful to our local partners led by Age Concern North West Cumbria, who provided information and advice to those who needed a bit of extra help.

Chairman's report:

Barry Cox

After eight years of planning, digital switchover finally became a reality in 2007

Whitehaven was important for Digital UK because it was the first switchover and because it tested our approach locally and nationally. It was the place where our advertising, publicity, roadshow events, housing and retailing activities, website and call centre, and not least our local team led by John Askew, Regional Manager, came together. I am grateful to our former Chief Executive, Ford Ennals, for his leadership of Digital UK through the first switchover.

The main programme starts in the Selkirk transmitter group area, part of the Border TV region, on 6 November 2008 and rolls out with increasing frequency across four TV regions in 2009. The challenge moves from one transmitter group and 52,000 households in 2008 to 14 transmitter groups and nearly five million households in 2009. The good news for switchover is that consumers and the market are moving our way. At the time of writing, 87% of UK households have already gone digital on their first set.

I would like to thank the Digital UK team for their hard work, professionalism and unstinting commitment to switchover and to welcome my fellow Board member, David Scott, to the role of Chief Executive. He took up the post on 1 February 2008 and inherits an excellent team.



Chief Executive's Executive's report

Chief Executive's report:

David Scott

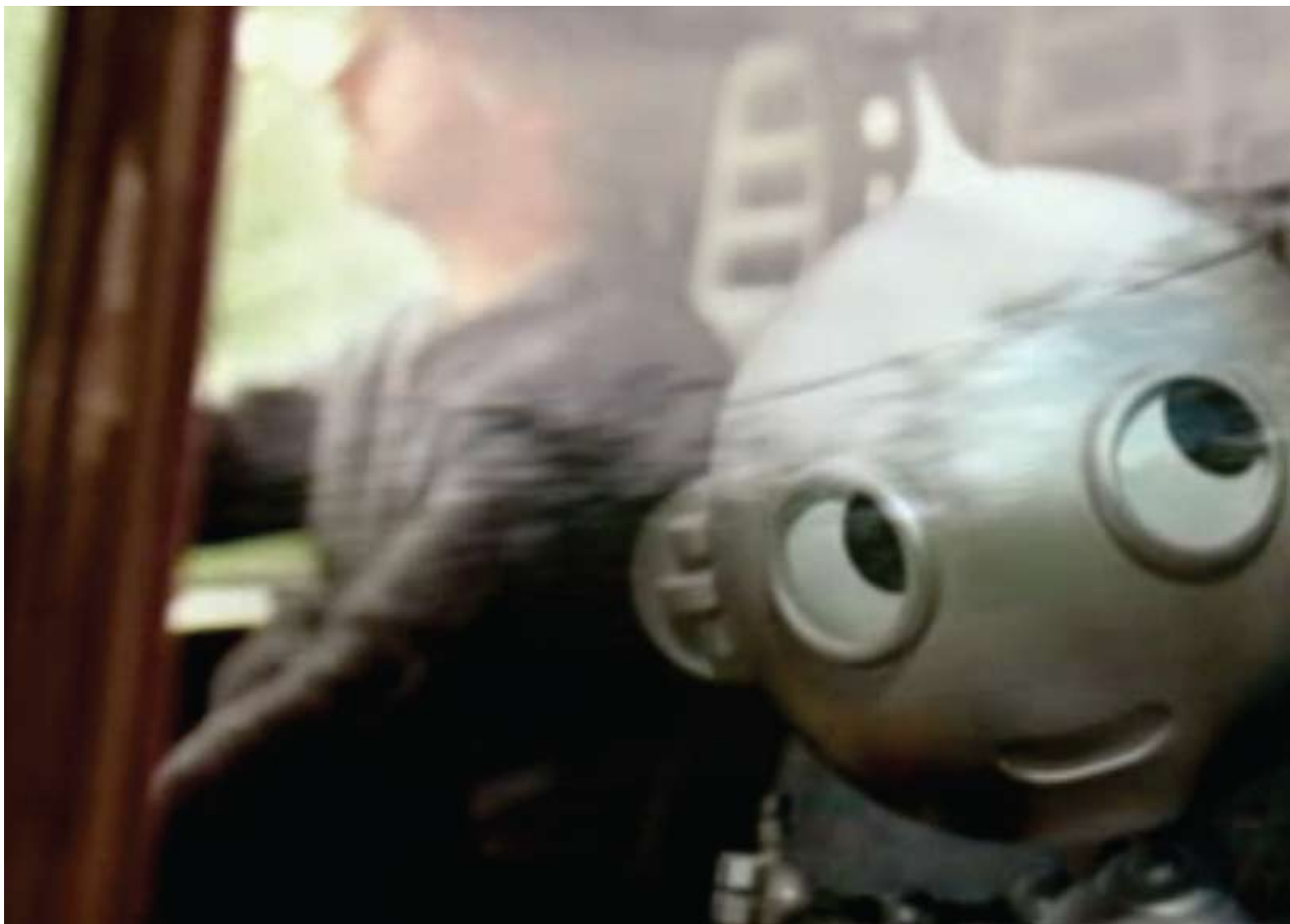


The UK's digital television landscape is a constantly moving picture: by the end of 2007, 87% of households had converted their main set to digital, a 10% rise on the year before, and we are seeing rapid conversion of secondary sets around the home.

Our ongoing research, which tracks nearly two thousand households across the UK, also confirms rapid growth in awareness of digital switchover – now at 90% – and an increasingly widespread understanding of what it means for viewers. However beneath the surface of switchover, there are currents which confirm that there is still a big job to do. Up to half of those interviewed in the first four switchover regions were unsure of the date when analogue services will be switched off in their area. Further, we know that those households yet to convert their main set also tend to have the lowest awareness and understanding of what switchover means. Half of those who are aged 75 or over and nearly two-thirds of those who are entitled to certain disability benefits (those eligible for the Switchover Help Scheme) have significantly lower understanding of what they need to do to prepare.

These underlying conditions combine with the momentum of the switchover programme to present us with some significant challenges during the year ahead. We are busy preparing for a step change in the scale of the switchover programme during 2009, with 14 switchovers for nearly five million households in the Border, West Country, Wales and Granada TV regions. Our priorities are to scale up our communications, organise our staff and resources and to develop the necessary relationships with the broadcasters and platforms, the retail and aerial industries, local government and the voluntary sector. Together with our key partner, the Switchover Help Scheme, we will focus on those households which have yet to switch their first set and on making sure that everyone else knows the date when the analogue signals end in their area.

**WE ARE BUSY
PREPARING FOR
A STEP CHANGE
IN THE SCALE OF
THE SWITCHOVER
PROGRAMME
DURING 2009**



Chief Executive's report:

David Scott

THE UK'S FIRST SWITCHOVER WAS THE MAIN STORY OF LAST YEAR AND HAD A POSITIVE OUTCOME.

Our determination to meet these and other challenges posed by digital television switchover was boosted in 2007 by the successful switchover of 25,000 homes in Whitehaven on the west Cumbrian coast. Albeit on a small scale, Whitehaven showed that our approach works. As Barry Cox makes clear in his introduction, the UK's first switchover was the main story of last year and had a positive outcome. We can say with some confidence that our communication campaign worked well. Viewers found our advertising, leaflets and on-screen captions helpful. Digit Al, the 'digital tick' and our pink branding became increasingly recognisable and popular. Everyone knew switchover was coming and almost everyone was ready on time, some with the help of family, friends and neighbours.

While the Whitehaven switchover provided valuable lessons and evidence that the principle of switchover is achievable, we have devoted considerable energy this year to developing practical tools to ensure the success of the wider programme.

For example, in October 2007, we launched the Digital UK Postcode Checker. This sophisticated database enables the public to establish all the information relevant to *their* switchover. Simply by accessing the digitaluk.co.uk website and typing in their postcode, a viewer can find the name of the television transmitter they are likely to be watching and when it will switch. It also provides details of the Freeview channels they will be able to receive in their area and their other options for getting digital television. During 2007/8, there were over four million uses of this service.

digital 

A product or service that is designed to work before, during and after switchover.

The past year has also seen positive developments with the supply chain. We welcome the agreement reached with retailers to phase out regional sales of analogue TV equipment in the 12 months running up to transmitter switchovers and remain grateful for their help in clearly labelling digital equipment. To assist retailers, we also took the decision to create a retail training force that will ensure shop floor staff are able to provide useful and accurate advice. We remain grateful to the Switchover Supply Chain Group, chaired by Danny Churchill, for its guidance and support.

7 in 10 people understand what the digital switchover means for them



VIEWERS IN WHITEHAVEN ALSO VALUED THE LOCAL DIGITAL UK TEAM AND OUR PARTNERSHIP WITH AGE CONCERN.

Communicating with landlords and tenants is another priority area. In June 2007, we launched the Digital UK property managers' website and followed this with the Homes Set for Digital accreditation scheme for social housing providers in January 2008. Overall, we are confident about the steps the housing sector is taking to prepare itself for switchover in the leading TV regions. Towards the end of the year, we undertook



a range of measures to provide further information and assistance to local authorities with housing, trading standards and planning. We are grateful to the Department of Communities and Local Government, particularly Baroness Andrews, and to the Housing Expert Group for their active support.

One of the important lessons from Whitehaven was the value of face-to-face communication. Our programme of roadshows, featuring trained advisors and practical demonstrations of digital television equipment, proved extremely popular and will be rolled out across the four leading regions this year.

Viewers in Whitehaven also valued the local Digital UK team and our partnership with Age Concern. Together we were able to provide a range of targeted information and advice to consumers outside the Switchover Help Scheme and to run a number of drop-in centres around the switchover dates. In order to establish a similar service in the first four TV regions, we have created a partnership with Digital Outreach, a consortium of charities comprising Age Concern England, Help the Aged, Community Service Volunteers and Collective Enterprises Ltd, which will work closely with local charities and voluntary organisations. The contract was signed in December 2007 and Digital Outreach is already active on the ground in the Selkirk transmitter area, as it will be six months before other switchovers.

The high profile of switchover also makes it a subject of significant public interest. The past year has seen our activity and plans subject to review by various bodies, including the National Audit Office, the Public Accounts Committee and the Office of Government Commerce. We welcome such scrutiny and the resulting positive comments about our work and the progress being made.

Our wider relationships with key opinion formers and decision makers in the UK Government and Parliament and the various national legislatures remain positive and stable, thanks to an active programme of communication and engagement. The governance arrangements put in place at the beginning of the programme work well. We appreciate the dialogue and support from the ministers and the Departments for Culture, Media and Sport; and for Business, Enterprise and Regulatory Reform.

Just over a quarter (27%) know the year when their switchover is happening

THE MEASURES WE ARE
PUTTING IN PLACE WILL
ENSURE DIGITAL UK IS
THE PRIMARY SOURCE
OF INFORMATION.

These positive links were fostered through a programme of events and regular communication. We successfully launched an All Party Group; hosted a reception for MPs at the House of Commons addressed by the Secretary of State for Culture, Media and Sport; published our quarterly newsletter, Get Set; and launched regional versions of our monthly email update, Switchover News, to interested stakeholders. These and other measures we are putting in place will ensure Digital UK is the primary source of information and advice on switchover matters.

In the nations and regions, we added to our strength with the appointment of a National Manager for Scotland, Paul Hughes, in July 2007 and a round of appointments to support the other managers in January 2008. We now have representation in Border, West Country, Wales, Granada and Scotland and will add future representation in later regions approximately two years ahead of switchover.

Looking forward to the year ahead, our challenges are to:

Manage the November 2008 switchover of 52,000 homes in the Selkirk transmitter group serving part of the Scottish Borders.

Continue preparations for switchover in 2009 in West Country, Wales, Granada and the Caldbeck and Douglas transmitter groups serving the rest of Border.

Co-ordinate and manage the conversion of transmitters on time and in sequence including ensuring adequate contingencies are in place to deal with issues such as inclement weather.

Scale up and organise our communications to consumers and stakeholders to address the demands of multiple concurrent switchovers across the country.

Develop our regional and national teams and ensure they have the resources and relationships to help ensure switchovers go smoothly.

Maintain good working relationships with our partners in the switchover project and formalise responsibilities and roles.

In conclusion, I am very conscious from my time as a non-executive board member of Digital UK and now as Chief Executive that none of this would have been possible without the drive and commitment of a lean and highly professional team (47 in post at 31 March 2008). I am grateful to my predecessor, Ford Ennals, my directors and staff, and our partners in the switchover enterprise for their excellent contributions. I believe that we have good reason to be confident and prepared for what lies ahead.

David Scott



All about switchover

get set for digital



All about switchover

What is digital television switchover?

Switchover is the process of converting the UK's terrestrial television system to digital.

Region by region between 2008 and 2012, existing analogue channels (BBC One, BBC Two, ITV1, Channel 4, Five, S4C and Teletext) will be switched to digital versions and broadcast as part of a line-up of up to 40 Freeview services. An initial switchover was successfully completed in the Copeland area of Cumbria, including the town of Whitehaven, in November 2007 to test technical plans and a public information campaign, which is now being rolled out across the country.

9 in 10 people in the UK are aware of the digital switchover



'Travelling AI' TV ad



Whitehaven poster



Roadshow in Whitehaven

Why is it happening?

Limited availability of broadcasting frequencies means that millions of households all over the UK are currently unable to receive Freeview

digital television services through an aerial. Switching off the existing analogue system will free up airwaves, making it possible to extend Freeview coverage to the whole country. Broadcasting in digital format is also more efficient, creating capacity for new services, and will ensure that the UK keeps pace with the many other countries which are switching to all-digital broadcasting.

What does it mean for viewers?

Over recent years, most UK households have chosen to upgrade their main television to receive

digital services via Freeview, satellite or cable. The 13% of households yet to switch to digital and those with analogue secondary sets will need to convert them ahead of switchover in their area. Virtually all televisions, including black and white sets, can be converted by connecting them to a digital box, which can be purchased from around £25 or supplied as part of a subscription TV package. All viewers receiving digital services via Freeview will have to re-tune their digital boxes or IDTVs on their switchover dates.



'Why wait?' TV ad



'Travelling AI' TV ad



Paul Hughes, National Manager, Scotland

What is Digital UK?

digitaluk

Digital UK is the independent, non-profit organisation set up to lead digital television switchover in the UK – the biggest change in broadcasting since the introduction of colour.

The company was founded in April 2005 at the request of the Government, and is owned and jointly funded by the UK's public service broadcasters (BBC, ITV, Channel 4, Five, S4C and Teletext), and multiplex operators SDN and National Grid Wireless.

We're a team which will rise to around 60 staff, some based in central London and others working in the regions and nations. Digital UK's purpose is to implement digital television switchover across the UK, region by region, between 2008 and 2012. As well as co-ordinating the technical process of converting the nation's analogue television transmitter network to digital, we aim to make the public's experience of the process as simple as possible by providing clear and impartial information on what people need to do to prepare for the move to digital TV, and when they need to do it.

As well as communicating directly with the public, Digital UK works closely with a range of stakeholders, including TV equipment manufacturers, retailers, installers, digital platform operators, the Scottish Parliament and the Welsh Assembly, housing providers, local authorities, consumer groups and the voluntary sector, and the media to ensure a smooth transition. Our partners are communications regulator Ofcom, the Department for Culture, Media and Sport (DCMS), the Department for Business, Enterprise and Regulatory Reform (BERR) and the Switchover Help Scheme, a BBC subsidiary set up to provide extra support for those aged 75 and over, registered blind or partially sighted, or eligible for certain disability benefits.

The campaign has got off to a good start, following the successful switchover in the Copeland area of Cumbria, including the town of Whitehaven at the end of 2007. Research at March 2008 indicates 99% of people in the Border TV region, due to start the switch to digital in November 2008, are already aware of the change. Crucially, 87% also know what to do.

Applying key lessons from Copeland, we will now move towards our goal of ensuring universal access to digital television across the UK.



'Travelling A1' TV ad shoot



Digital UK in Whitehaven



Sponsorship of Countdown



All about switchover

The Switchover Help Scheme



The Switchover Help Scheme has been set up by the Government and is run by the BBC. It offers eligible people help to make the switch to digital television on one of their TV sets. Digital UK works closely with the Switchover Help Scheme and also provides national and regional awareness raising communications on their behalf.

People are eligible if they are aged 75 years or more, or if they are registered blind or partially sighted. Also eligible are people who get (or could get) attendance or constant attendance allowance, mobility supplement, or disability living allowance.

It is estimated that about 7 million households in the UK will be eligible for the Help Scheme through the switchover period.

The Help Scheme will be rolled out in each region as switchover approaches. In each ITV region eligibility opens eight months before the first transmitter switches, and ends a month after the last transmitter switch. Every eligible person will be contacted directly at their home in the months running up to switchover in each ITV region, and they can apply for help up to a month after the last transmitter switch in their region.

Those who apply receive a choice of equipment, installation, help with using the equipment, fitting a new dish or aerial, where it is needed to get reception, and after care.

Equipment provided by the Help Scheme such as set-top boxes meets high usability requirements: easy set up/use, access to audio description, subtitles and functional remote control design.

Most people will be asked to contribute £40 to the cost of the Help Scheme. For those eligible people who are receiving income support, the Help Scheme is provided free.

The Help Scheme helped more than 2,600 Copeland residents switch over to digital.

eaga, a leading provider of residential energy efficiency and outsourcing services, has been selected by the BBC as the Help Scheme service provider to deliver the help available under the Help Scheme from ITV Border region onwards.

For more information visit www.helpscheme.co.uk

Coming up ahead

Switchover
Scottish
Borders in
November
2008



Switchover
Border
West Country
Wales
Granada
in 2009



Upgrade
1,150
Transmitters
3 years



Coming up ahead

The timetable and technical task

The twelve months to 31 March 2008 saw further consolidation of the technical planning activities and the second main year of the transmitter re-engineering programme. In addition, switchover dates were announced for the Selkirk, Beacon Hill and Stockland Hill transmitter groups, and the first three transmitters switched successfully in Copeland.

Switchover is happening TV region by TV region, with each region switching over in transmitter groups. As a result, most TV regions have a series of transmitter group switchover dates. The detailed timings for each transmitter group will be announced as the relevant date becomes closer.

What happens at switchover?

For each transmitter group analogue BBC Two will be switched off first, at which point BBC digital services including BBC One and BBC Two will be launched at high power, extending coverage and bringing new services to all viewers watching that transmitter group. At the second stage of switchover, all other analogue services (BBC One, ITV1, Channel 4, Five, S4C, Teletext) will be switched off and replaced by their digital equivalents plus many more digital services.



The switchover schedule

TV region	Transmitter group	Switchover start date	Number of homes
Border		2008/09	322,000
	Selkirk	6 November 2008	52,000
	Douglas	Q2 2009	33,000
	Caldbeck	Q2 2009	237,000
West Country		2009	844,000
	Beacon Hill	8 April 2009	147,000
	Stockland Hill	6 May 2009	218,000
	Huntshaw Cross	1 July 2009	71,000
	Redruth	8 July 2009	130,000
	Caradon Hill	12 August 2009	278,000
Wales		2009/10	1,327,000
	Preseli	Q3 2009	82,000
	Kilvey Hill	Q3 2009	132,000
	Carmel	Q3 2009	114,000
	Llanddona	Q4 2009	114,000
	Moel-y-Parc	Q4 2009	166,000
	Long Mountain	Q4 2009	25,000
	Blaenplwyf	Q1 2010	32,000
	Wenvoe	Q1 2010	662,000
Granada		2009	3,067,000
	Winter Hill	Q4 2009	3,067,000
West		2010/11	743,000
STV North		2010	610,000
STV Central		2010/11	1,745,000
Central		2011	3,818,000
Anglia		2011	1,920,000
Yorkshire		2011	2,690,000
Meridian		2011/12	2,865,000
London		2012	4,901,000
Tyne Tees		2012	1,429,000
Ulster		2012	679,000

The transmitter re-engineering programme

During 2007 the programme of transmitter mast and antenna engineering got into full swing. However, the wettest summer for many years severely hampered progress in some regions as a result of which work had to continue beyond the traditional end of the build season in October. Generally, the programme was designed with a contingency for inclement weather so there is so far no predicted impact on the overall timetable for DSO. Better weather at the start of 2008 has brought the build programme back on track.

Headline activity during 2007/8 included:

Border region	New mast build at Caldbeck, replacement antenna at Cambret Hill.
West Country region	Antenna works at Beacon Hill, Stockland Hill, Redruth, Huntshaw Cross, Caradon Hill.
Wales	Antenna works at Preseli, Kilvey Hill, Carmel, Moel-y-Parc, Llanddona, Arfon, Blaenplwyf, Long Mountain, Wenvoe, Wrexham.
Granada region	Mast strengthening and antenna works at Winter Hill.
STV – North	Mast and antenna works at Rumster Forest, Angus, Durriss, Knockmore.
STV – Central	Commencement of new mast build at Black Hill. Mast strengthening and antenna work at Craigkelly, Darvel.
Yorkshire region	Mast enhancement at Belmont.
Anglia region	Mast enhancement at Sandy Heath.

The scale and complexity of these engineering works and the need to protect staff while working on the masts, requires a planned impact on some existing broadcast services. Television and radio services are being subjected to switching breaks and periods of reduced power which can adversely affect viewers' and listeners' reception. We are grateful to broadcasters (and viewers and listeners) for tolerating these interruptions while this important engineering work is undertaken.

**Whitehaven is
switched over**



Lessons from Copeland

THE COMMUNICATIONS AND PUBLIC INFORMATION CAMPAIGN WHICH DIGITAL UK UNDERTOOK WAS THE BEST I HAVE EVER SEEN. IT WAS INTENSE, IT WAS CLEAR, IT WASN'T PATRONISING... IT SHOULD BE LOOKED UPON BY EXPERT PRACTITIONERS IN ANY KIND OF INDUSTRY OR WALK OF LIFE TO UNDERSTAND HOW TO COMMUNICATE WITH THE PUBLIC IN A TRULY EFFECTIVE WAY.



Jamie Reed MP for Copeland

On 14 November 2007 Whitehaven, Cumbria became the first fully digital town in the UK.

The Whitehaven / Copeland area (of 25,000 homes) was selected as the first to be switched to digital TV. Digital UK announced in 2005 that it was bringing forward this switchover to learn lessons for future regions.

The switchover was a success. The technical work at the transmitter went smoothly, everyone converted for the switchover, and those that needed help were either supported by the Switchover Help Scheme, or supported by Digital UK, retailers, or family and friends. At the first switchover date (17 October) when BBC Two analogue was switched off and some digital terrestrial channels launched, only around 3% of homes had not yet converted. By the second date (14 November) when the remaining analogue channels were switched off and the remaining digital channels launched, fewer than 1% of homes had not converted. Those homes were all well aware of what was happening but had chosen to wait until after the switchover to convert. 40% of analogue homes converted with Sky and the remainder with Freeview. In total 10% of homes were assisted by the Help Scheme, 6% by local retailers, 5% by Digital UK's call centre and drop-in Help Centres, and 5% by family and friends.

Nonetheless some important lessons were learned. There was some disappointment at the three multiplex channel line-up. The Whitehaven area, in common with around 10% of the UK, receives the three public service multiplexes after switchover, but not the three commercial multiplexes. Residents can therefore watch around 20 Freeview channels (including Five) for the first time, but not the full 40 Freeview channels available in most other areas. Digital UK recognises the importance of being very clear about channels made available at switchover in areas like Whitehaven.

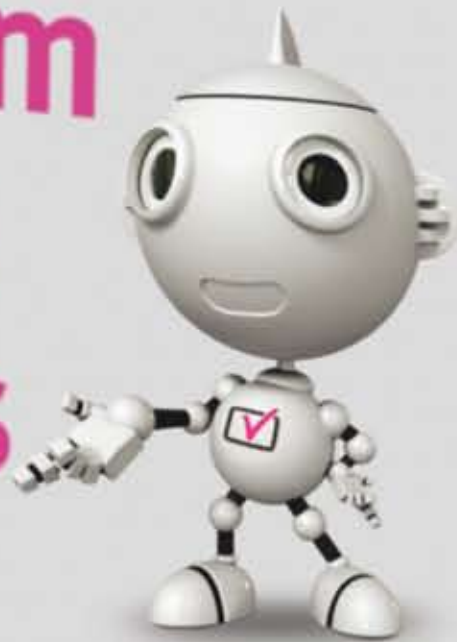
Another lesson related to the four week 'transition period' between the two switchover dates, designed to give people a last chance to prepare for the switchover, but which proved inconvenient or frustrating for some. A shorter 14 day period will be used at the next three switchover locations.

Finally, we learned lessons in relation to social housing readiness. While one local Housing Association had prepared the communal aerial system in plenty of time, it had not left sufficient time to gain access to each of the individual flats to connect them to the system. Some tenants also complained about increases in service charges. A model tenants' consultation, 'Calling All Landlords', has now been launched to provide detailed guidance to landlords.

The full Copeland report was published in April 2008 and can be found at digitaluk.co.uk/press_office

Critical Success Factors	Review	Conclusion
1 To capture learning from the Copeland switchover	A thorough review process, culminating in the Copeland Report in April, has ensured that all learning from the Copeland experience has been absorbed and will inform future planning.	Achieved
2 To switch the transmitter successfully and on time	The technical switchover went smoothly at all three transmitter sites in the area.	Achieved
3 To achieve full awareness of switchover at least 6 months in advance	Universal awareness, with 95% of Copeland residents having heard of the switchover, was achieved from the start of monitoring in Q4 2006, one year before the switchover.	Achieved
4 To ensure that all those applying for assistance from the Switchover Help Scheme were helped by the second switchover on 14 November	At 14 November all those who had applied in full had their digital TV equipment delivered and, where necessary, installed.	Achieved
5 That all those choosing to convert, and not inhibited by other factors, were able to do so by 14 November	Independent research showed that less than 3% of homes were not ready for switchover on the first date (17 October). A very small number (less than 1%) had not converted on the second date, generally because they had chosen to wait.	Achieved

Reports from
the regions
and nations



get set fo

Decaux



Border

Transmitter group	Switchover start date	At 31 March 2008
Selkirk Douglas Caldbeck	6 November 2008 Q2 2009 Q2 2009	Awareness: 99% Understanding: 87% Main set conversion: 83%

Switchover is now very real in the Border region, with Whitehaven and Copeland being the first place in the UK to become all-digital between 17 October and 14 November 2007. These were four anxious weeks, but we need not have worried. There were very few problems and the people of Copeland were well prepared; they had got their equipment and most knew what to do. The local team based at Age Concern in Whitehaven did an excellent job of helping to reassure and inform people ahead of switchover and there was a great range of help and support throughout the four weeks of switchover.

The regional team, Liezl Laidlaw (Scottish Borders), Ivan Kennedy (Dumfries and Galloway and North Cumbria), Sarah Jane Gray (South Cumbria and Isle of Man) are now very busy travelling throughout the region making presentations for all kinds of groups and working with the local authorities, charities and voluntary sector partners. We are now working hard to prepare people in the Scottish Borders for the Selkirk transmitter group switchover in November 2008.

Switchover awareness is almost universal and people are increasingly aware of both the date for switchover and what to do, but there is plenty of work still to do. The Switchover Help Scheme was launched in the Selkirk transmission area on 4 April 2008 and will be providing information to all eligible viewers during the summer. We have begun work with Digital Outreach, the new community outreach programme, which is working with voluntary and charitable sector partners to provide advice to potentially vulnerable people who are not eligible for assistance from the Help Scheme.

After November, our attention will focus on the remaining switches in the Border region, as the transmitters at Caldbeck and Douglas on the Isle of Man all switch between April and June of 2009.

John Askew
Border Manager

In this year's review we cover activities in the areas switching over in the near future: Border, West Country, Wales and Granada

West Country



Transmitter group	Switchover start date	At 31 March 2008
Beacon Hill	8 April 2009	Awareness: 95% Understanding: 79% Main set conversion: 84%
Stockland Hill	6 May 2009	
Huntshaw Cross	1 July 2009	
Redruth	8 July 2009	
Caradon	12 August 2009	

It may be beautiful, but the West Country is a difficult landscape for broadcasters. The five main transmitters need more than a hundred smaller relays to bounce the television signal around the lovely valleys and sea coves of Devon, Cornwall, South Somerset and West Dorset – not forgetting the Isles of Scilly.

Hundreds of communities still cannot receive Five. Many homes in isolated areas have very poor analogue TV reception. Digital TV switchover will mean a quiet revolution in the choice of channels and programmes and in the quality of TV pictures and sound.

However, even in the West Country, more than eight in ten households already receive digital on the main TV. And over 95% of people are aware switchover is on the near horizon.

The past year was all about building strong foundations to make sure everything goes smoothly when we turn off the analogue TV signal between April and September 2009. We started switchover support groups in Devon, Cornwall and Dorset so community leaders can help us identify problems and solve them in good time. We worked hard with charities and local authorities to make sure we understand the particular needs of isolated and vulnerable people.

Hotels, B&Bs and caravan parks need to be ready in good time, for digital TV switchover happens at the height of West Country tourist season next year. Local trading standards officers and police are helping us make sure that rogue traders do not make a quick financial killing out of digital switchover. My colleague Tanya Mills is working with housing associations, care homes, private landlords and university residences to solve the special problems they will face. The growing population of migrant workers from Eastern Europe and Portugal need our help, too.

It's not all about surfing beaches and country cottages. Exeter will be Britain's first digital city; switchover in Plymouth will be a big urban challenge. And for the West Country's community of creative talent who make their living from broadcasting, digital technology is the main highway to a more prosperous future.

Bill Taylor
West Country Manager

Granada



Transmitter group	Switchover start date	At 31 March 2008
Winter Hill	Q4 2009	Awareness: 95% Understanding: 73% Main set conversion: 86%

It's been an eventful year in the North West as digital switchover (which takes place in 2009) becomes imminent. The good news is awareness of switchover in this region is high, at 95%, and we are now working hard to ensure that local people know exactly what they need to do to prepare.

Our working relationships with stakeholders are crucial to how, and whether, digital switchover messages are received and understood. Some of my highlights from the last twelve months include the launch of a public programme of digital surgeries with Age Concern branches in Bolton, Oldham and Stockport; a successful drop-in day for guest house operators in Blackpool (organised with the local tourist board); and open days for tenants delivered alongside the region's major housing providers. All were well attended and really demonstrate the value of a joint approach.

The local media has been equally supportive, with some excellent and lively radio phone-in programmes on BBC Radio Lancashire and BBC Radio Merseyside. ITV's local TV news strand, Granada Reports, has started their countdown to switchover, with a series of informative 'how to' slots fronted by popular presenter, Fred Talbot.

There is still much to do. This is a vast region with over seven million people, which will be switching at the same time, and the year ahead will see us extending our reach into the student and business sectors; talking to advice groups and working closely with the region's tourism industry. One of our aims is to create switchover forums, harnessing expertise and experience from those organisations that can really help us target the hard to reach and ensure our messages are relevant and to the point.

We will also be addressing concerns around consumer protection and how to stop rogue traders in their tracks. Plans are underway for a series of seminars and to raise awareness via the local media. All in all, plenty to keep us occupied in the run up to 2009.

Jo Waters
Granada Manager

Wales

Transmitter group	Switchover start date	At 31 March 2008
Preseli	Q3 2009	<p>Awareness: 92%</p> <p>Understanding: 73%</p> <p>Main set conversion: 88%</p>
Kilvey Hill	Q3 2009	
Carmel	Q3 2009	
Llanddona	Q4 2009	
Moel-y-Parc	Q4 2009	
Long Mountain	Q4 2009	
Blaenplwyf	Q1 2010	
Wenvoe	Q1 2010	

This year we continued the work of creating national links across Wales, followed by opening out the work to a more local level.

This was achieved by working closely across the twenty two authorities in Wales, liaising with local government, voluntary groups and elected members – Assembly Members in particular. With a challenging timetable for switchover across Wales, it is important that we engage with a wide range of organisations – both statutory and community based – to ensure that consumers are aware of the timetable in their area.

Support of organisations, from the broadcasters to the WI, has been great and has helped us enormously in the work of getting our message across. We also launched our newsletter, Switchover News for Wales, which has been pivotal in enabling us to target new partners and to reach organisations and key individuals across the country.

The events and roadshows held over the summer months enabled us to visit towns across the country, targeting both consumers and stakeholders in different areas of Wales. We attended the National Eisteddfod in Mold, where we held a joint meeting for stakeholders with all the broadcasters and Ofcom discussing switchover and its effects on their individual organisations. We also attended the Royal Welsh Agricultural Show in July with ITV Wales, and worked with the BBC Bus on a number of digital days around the country.

We also added to the national team during the year, with the appointment of Angela Jones as the Assistant Manager. Coming from the voluntary sector, Angela leads on housing, working with the voluntary sector and tourism. Another boost at the end of the year was the creation of the Digital UK Wales Office in S4C in Cardiff – a permanent base for the team as we move closer towards switchover.

Gwenllian Carr
Wales Manager

Cymru



Grŵp Trosglwyddydd	Dyddiad cychwyn newid i ddigidol	Ar 31 Mawrth 2008
Preseli	Ch3 2009	<p>Ymwybyddiaeth: 92%</p> <p>Dealltwriaeth: 73%</p> <p>Prif set yn barod: 88%</p>
Mynydd Cilfai	Ch3 2009	
Carmel	Ch3 2009	
Llanddona	Ch4 2009	
Moel-y-Parc	Ch4 2009	
Mynydd Hir	Ch4 2009	
Blaenplwyf	Ch1 2010	
Gwenfô	Ch1 2010	

Eleni, bu'r gwaith o greu cysylltiadau cenedlaethol ar draws Cymru'n parhau, cyn i ni ddechrau gweithredu ar lefel mwy lleol.

Roedd hyn yn gyfle i weithio ar draws y dau ar hugain o awdurdodau lleol yng Nghymru, gan gysylltu'n agos gyda llywodraeth leol, grwpiau gwirfoddol ac aelodau etholedig – yn enwedig Aelodau'r Cynulliad. Gan fod amserlen Cymru ar gyfer y newid i ddigidol yn sialens, mae'n bwysig ein bod yn cydweithio gyda chwmpas eang o sefydliadau – yn statudol a chymunedol – i sicrhau fod pobl yn ymwybodol o'r amserlen yn eu hardal.

Unwaith eto eleni, mae'r gefnogaeth gan bob math o gyrff – o'r darlledwyr i'r WI – wedi bod yn arbennig o dda ac wedi ein helpu i gyfathrebu ein neges. Lansiwyd ein newyddlen, Newyddion Digidol, ddechrau'r flwyddyn ac mae eisoes wedi bod o gymorth wrth i ni dargedu partneriaid newydd a chyrraedd cyrff ac unigolion allweddol ar draws y wlad.

Bu'r daith haf yn llwyddiannus wrth i ni ymweld â threfi ar hyd a lled Cymru, gan dargedu'r cyhoedd a'n partneriaid allweddol. Aethpwyd â stondin i'r Eisteddfod Genedlaethol yn Yr Wyddgrug, lle cynhaliwyd cyfarfod ar y cyd gyda'r holl ddarlledwyr ac Ofcom i drafod y newid i ddigidol. Cawsom gyfle i fynychu'r Sioe Frenhinol gydag ITV Cymru, a bum hefyd yn gweithio gyda Bws y BBC ar gyfres o ddyddiau digidol o amgylch y wlad.

Yn ogystal, ychwanegwyd at dim cenedlaethol Digital UK yng Nghymru gyda phenodiad Angela Jones fel Rheolwr Cynorthwyol. Gyda chefnidir cryf yn y sector wirfoddol, mae Angela'n arwain ar ein gwaith yn y sector dai, cysylltu gyda'r sector wirfoddol a thwristiaeth. Cam arall ymlaen ar ddiwedd y flwyddyn oedd creu swyddfa Digital UK Cymru yn S4C yng Nghaerdydd – cartref parhaol i'r tîm wrth i ni symud yn agosach at y newid i deledu digidol yng Nghymru.

Gwenllian Carr
Rheolwr Cenedlaethol Cymru

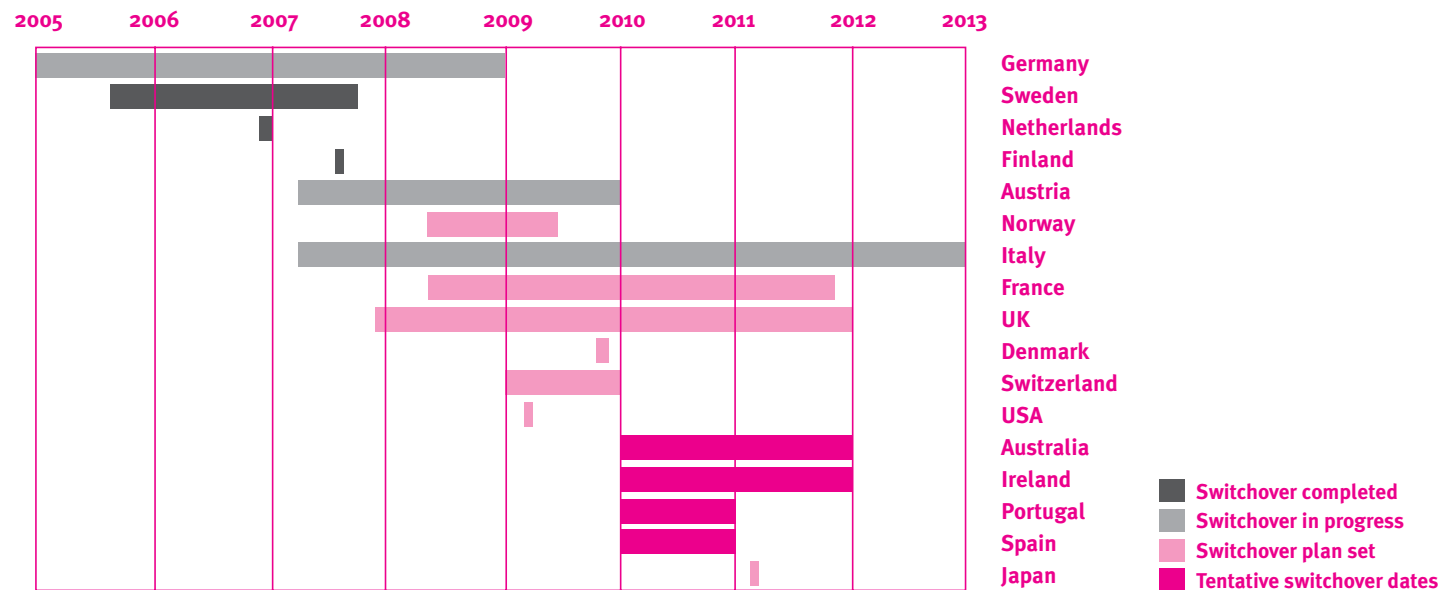
Switchover is a global phenomenon

The UK and the Isle of Man are not alone in switching to digital television – in other countries switchover programmes are also underway.

Switchover is a global phenomenon: more and more countries are switching off their analogue terrestrial TV systems to free up spectrum for additional services.

The Netherlands, Sweden, and Finland have completed their switchover programmes, switching in 2006, 2007 and early 2008 respectively. Austria is due to complete in 2010. The German programme, which began in 2005, will complete in the course of 2008.

Digital UK's network of international contacts share information and experiences of switchover. The Swedish team illustrated the importance of working with local media; the Finnish team ran an effective programme of support and assistance for those in need. International lessons will supplement our own experience of switchover in Copeland, and help shape the future of the Switchover Programme.



Source: Digital UK

Country Update:

Germany	Remain on-track to achieve a 2008 terrestrial analogue switch-off (to be followed by analogue cable switchover to digital)
Sweden	Completed 5 October 2007
Netherlands	Completed analogue switch-off on 11 December 2006
Finland	Analogue terrestrial switched off 31 August 2007; cable switched in February 2008
Austria	Analogue switch-off due to complete 2010
Norway	Will switch-off analogue terrestrial by region between spring 2008 and spring 2009
Italy	Cagliari switched 1 March 2007, programme due to complete 2012
France	Official switchover by region between March 2008 and November 2011; likely to actually start late 2008 or early 2009
Denmark	Have set single switchover date of 1 November 2009
USA	Have set a switchover date of 17 February 2009
Australia	Have set a target switchover timeframe of 2010-2012



Financial report

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Financial Report

This section includes the primary statements extracted from the statutory financial statements for the year ended 31 March 2008. These have been issued with an unmodified audit report by our auditors Grant Thornton UK LLP.

Copies of Digital UK's financial statements are available on request.

Profit and Loss

Digital UK Limited
Company limited by guarantee

Financial statements for the year
ended 31 March 2008

	31 March 2008	31 March 2007
	£	£
Turnover	21,046,773	11,562,680
Cost of sales	(17,860,521)	(8,745,181)
Gross profit	3,186,252	2,817,499
Other operating charges	(3,359,401)	(2,856,278)
Operating loss	(173,149)	(38,779)
Interest receivable	247,408	57,325
Profit on ordinary activities before taxation	74,259	18,546
Tax on profit on ordinary activities	(74,259)	(18,546)
Results for the financial year	-	-

Balance Sheet

Digital UK Limited
Company limited by guarantee

Financial statements for the year
ended 31 March 2008

	31 March 2008	31 March 2007
	£	£
Fixed assets		
Tangible assets	251,231	287,870
Current assets		
Debtors	2,382,875	1,921,334
Cash at bank	3,883,854	4,818,924
	6,266,729	6,740,258
Creditors: amounts falling due within one year	(6,517,960)	(7,028,128)
Net current liabilities	(251,231)	(287,870)
Total assets less current liabilities	-	-
Capital		
Share capital	-	-
Shareholders' funds	-	-

Glossary

Analogue signal

The broadcast signal which delivers four or five (not including other services and regional variations) TV channels to your set via the aerial.

TV region

The region covered by one of ITV's major regional services, for example Border or Granada. The TV regions are defined by the transmission system. In each region this comprises main transmitters (like Crystal Palace) and then a number of smaller relays which feed off the main transmitter.

Digital signal

Television images are sent as compressed data which is then unscrambled by a digital box. The signal is sent by cable, satellite, broadband or through the air to your aerial.

Digital box

Needed for converting existing analogue TV sets to be able to receive digital TV – it unscrambles digital signals and turns them back into sound and pictures. (Also see IDTV)

Digital switchover

The process of switching over the UK's current analogue television broadcasting system to digital, as well as ensuring that people have adapted or upgraded their televisions and recording equipment to receive digital TV.

Digital Television Recorder (DTR)

A digital receiver that is also able to record programmes to a hard drive, sometimes known as a PVR (Personal Video Recorder). A DTR with a built in digital box (tuner) will enable you to watch one programme while recording another, if the television receives its own digital signal.

Digital Terrestrial Television (DTT)

DTT is transmitted through an aerial. In the UK this includes the Freeview service (which includes the terrestrial channels, BBC One, BBC Two, ITV1, Channel 4 and Five) and for an additional monthly subscription Top Up TV.

High Definition Television (HDTV)

HDTV is a new technology that will enable viewers to get higher definition television pictures. HDTV has four times as many pixels (dots on the screen) as standard TV broadcasts, meaning a clearer picture and detail on large-screen TVs. An HD-ready TV is not necessarily a digital TV.

Integrated Digital Television (IDTV)

A TV with a built-in digital receiver which can receive digital terrestrial TV channels through an aerial, with no need for an additional digital box.

Multiplex

Refers to a group of digital programme services delivered in the same space as one analogue TV channel through use of compression.

Platform

A term for the different options for accessing digital TV. There are four platforms for accessing digital TV: through an aerial (DTT), via cable, via satellite or through the internet.

Scart lead

The best way to connect one TV product to another. It connects the picture and stereo sound in one 21-pin plug. Usually used to connect a television with a video or a digital box.

Spectrum

The electromagnetic spectrum is the set of radio frequencies used to transmit television, radio and other forms of electronic communication.

Digital UK Board at 31 March 2008

Chairman **Barry Cox**
Chief Executive **David Scott**

Other Directors:

Caroline Thomson Chief Operating Officer, BBC
Tim Davie Director, Marketing, Communications and Audiences, BBC
Carolyn Fairbairn Director of Group Development & Strategy, ITV
Glyn Isherwood Group Finance Controller, Channel 4
Grant Murray Director of Finance, Five
Arshad Rasul Director of Broadcast & Distribution, S4C
Simon Pitts Controller of Platforms & MD of SDN
John Ward CEO, National Grid Wireless
Mike Stewart Managing Director, Teletext Ltd
Danny Churchill Supply Chain Group Representative
Laurence Harrison Director of Consumer Electronics, Intellect UK





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get set for digital 