

October 1, 2007

Press release

digitaluk

---

## NEW SERVICE DELIVERS SWITCHOVER ESSENTIALS

### *Online Postcode Checker launched*

With 16 days to the start of the first digital television switchover in Whitehaven in Cumbria, a new online Postcode Checker has been launched to provide viewers across the UK with essential information about the switch to digital television in their area.

The 'one-stop-shop' service from Digital UK has been designed to provide viewers with details of when they will switch and what digital services and channels they are likely to receive – right down to an individual street. Latest research from Digital UK and Ofcom\* shows that on average only about one in six viewers across the UK know when they will need to make the switch.

The new online service ([www.digitaluk.co.uk](http://www.digitaluk.co.uk)) launches less than one month before the switch to digital begins in Whitehaven, Cumbria on October 17. Switchover will then roll out across the entire country transmitter by transmitter, finishing in 2012.

Key features of the service include:

- Date when switchover is happening by transmitter
- Name of the transmitter from which they are most likely to receive digital TV broadcasts
- Digital platforms e.g. Freeview, Sky, cable or freesat, and channels available to them now, and at switchover
- Likelihood of receiving a good quality Freeview signal now, and at switchover

The Postcode checker is being promoted as part of the latest phase of a new £8m public information campaign featuring the switchover robot character Digit Al travelling around the country and helping people to prepare.

Ford Ennals, Chief Executive of Digital UK, said: "Public awareness and understanding about switchover is generally good but we do want to make sure people know what is happening and especially when it is coming to their area. Thanks to the Postcode Checker we can now provide everyone in the UK with a personalised switchover information service."

**- ends; notes follow -**

## Notes to editors

\* Figures from the Ofcom/Digital UK Switchover Tracker, Q2 2007.

Campaign screen shots available on request.

**Digital UK** is the independent body implementing the UK's switch to digital television. The company communicates switchover to the public; manages the upgrade of 1,154 transmitters for digital; and works with industry to ensure understanding and support for switchover. Digital UK was set up by the public-service broadcasters, and offers independent switchover advice to the public through its helpline (08456 50 50 50) and website ([digitaluk.co.uk](http://digitaluk.co.uk)).

**Switchover** will create a fairer situation in which everyone has access to a choice of affordable digital TV services. Between 2008 and 2012, all TV services in the UK will go completely digital, region by region. The UK's old analogue television signal is being switched off and replaced with a digital signal, a process that will also allow the UK to remain a world leader in broadcasting.

**Images** of switchover and Digital UK are available to media, free of charge, from [vismedia.co.uk](http://vismedia.co.uk)

## Contacts

Jon Steel / Joe Smithies  
020 7462 5428 / 020 7462 5442  
[jon.steel@digitaluk.co.uk](mailto:jon.steel@digitaluk.co.uk) / [joe.smithies@digitaluk.co.uk](mailto:joe.smithies@digitaluk.co.uk)

Rosie Strachan / Kate Brader  
Fishburn Hedges (PR)  
020 7839 4321

**digitaluk.co.uk/press**