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**Press release**

**digitaluk**

## **GET SET FOR THE DIGITAL TV ROADSHOW**

*Switchover advisors to visit 19 places over the next six weeks*

Thousands of viewers can find out more about the UK's switch to digital television as the Digital UK Switchover Roadshow begins a six-week tour of the Border TV region.

Digit AI, the switchover robot, will join the roadshow team as they travel almost 1,000 miles through Scottish Borders, Cumbria, Dumfries & Galloway and the Isle of Man over the coming weeks, offering practical advice on how to get set for digital.

Digital UK's switchover help point will be open to the public for a total of 19 days, stopping at 16 towns, one city, and two festivals – the Isle of Man's Tynwald Day and the Cumberland County Show.

The roadshow kicks off in Duns town square on **Thursday June 5**. John Askew, Digital UK Manager for the Border TV region, will be joined by Digit AI to open the first event. (**Photocall**: details over.)

After Duns, the roadshow will head to other towns served by the Selkirk transmitter group, which will begin the switch to digital on November 6 this year.

It will then head to towns in Dumfries & Galloway, Cumbria and the Isle of Man – all in the Caldbeck transmitter group area, which switches between April and June next year. The full roadshow schedule appears in notes over.

Visitors to the roadshow will have the opportunity to:

- Find out when switchover is happening and the options for going digital
- Learn how older and disabled people can get a TV converted by the Switchover Help Scheme
- Put general or technical questions to Digital UK's specially trained advisors
- Meet Digit AI\* – Digital UK's iconic robot, star of BBC and commercial television

John Askew, Digital UK Manager for the Border TV region, said:

“The whole of the Border TV region, covering more than half a million viewers, will have switched to digital in a little over a year from now. This is a great opportunity for people to meet the team from Digital UK, find out how to prepare and learn what help is available.”

Seventeen per cent of Border viewers have yet to make the switch to digital TV, with one-third of all televisions in the region still analogue\*\*. Anyone unable to attend the roadshow can ring the Digital UK helpline on 08456 505050 or visit [www.digitaluk.co.uk](http://www.digitaluk.co.uk)

**- ends; notes follow -**

## Notes to Editors

**Photocall:** John Askew, Digital UK Regional Manager for Border, and Digit AI, the friendly robot, counting down to switchover. Duns town square at 11:00am, Thursday June 5.

### Where the roadshow will visit

June 5	<b>Duns</b> town square
June 6	<b>Eyemouth</b> car park next to Co-op, town centre *
June 7	<b>Berwick-upon-Tweed</b> Marygate, town centre
June 12	<b>Galashiels</b> Market Square, town centre *
June 13	<b>Peebles</b> Chambers Institute, High Street
June 14	<b>Hawick</b> Morrisons
June 17	<b>Workington</b> outside Argos, town centre *
June 18	<b>Keswick</b> Mute Hall, town centre *
June 20	<b>Barrow-in-Furness</b> town square
June 21	<b>Windermere</b> town centre
June 25	<b>Stranraer</b> South Strand Street, town centre *
June 26	<b>Castle Douglas</b> Tesco *
June 27	<b>Newton Stewart</b> Riverside Car Park, town centre
June 28	<b>Carlisle</b> town centre
July 4	<b>Kendal</b> Market Place, town centre
July 5	<b>Dumfries</b> town centre square
July 6	<b>Ramsey</b> Isle of Man, Shop Rite Car Park
July 7	<b>St John's Hill</b> Isle of Man (Tynwald Day)
July 19	<b>Cumberland County Show</b> , Cumbria

\* Digit AI is not attending these stops.

\*\* Digital UK/Ofcom Switchover Tracker survey (January-March 2008).

### When switchover will happen in Border region

<u>Timing</u>	Switchover area
Nov 6 2008	<b>Selkirk</b> transmitter group, serving Scottish Borders
Apr-Jun 2009	<b>Caldbeck</b> transmitter group, serving Cumbria, Dumfries & Galloway and the Isle of Man

**Digital television switchover** is the process of converting the UK's 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 whole of the UK and free up airwaves for new services such as ultra-fast wireless broadband and mobile television.

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

**The Switchover Help Scheme** is run by the BBC by agreement with Government to offer help to an estimated 7 million households in making the switch to digital television. Every eligible person will be offered practical help to convert one of their TV sets to digital in the run-up to switchover in their television region.

**Images and video clips** are available to media free of charge from [vismedia.co.uk](http://vismedia.co.uk)

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