



14 February 2006

Press release

DIGITAL UK APPOINTS GRAND UNION FOR DIGITAL MARKETING

Digital UK, the independent, not-for-profit company leading digital television switchover has appointed Grand Union as its long term internet and digital marketing agency.

Grand Union has won a three year contract for the ongoing design and development of Digital UK's website, www.digitaluk.co.uk, which provides the public with independent information and advice on preparing for switchover. It will become a key component of Digital UK's public communications campaign which launches in May. The campaign, which will run across television, radio and print, has been timed to coincide with increased interest in digital television ahead of this summer's football World Cup.

Immediate priorities for Grand Union will be to build the website's specialist areas dealing with regional information and to enhance the site's postcode checker, which allows people to find out what digital television services are available in their area. This will support Digital UK's roll out of communications and the switchover process itself which will take place region by region between 2008 and 2012.

Another key element of Grand Union's brief is to develop specialist areas of the website for trade – retailers in particular. This will complement a national retailers' accreditation scheme which allows retailers to use a digital "tick" logo which shows customers which products and services are designed to work through switchover.

Announcing the decision, Beth Thoren, Digital UK's Director of Communications, said: "The web will be a crucial part of our campaign. Grand Union really impressed us with their combination of creativity and clear grasp of the unique challenges we face in leading every UK household through the process of switchover."

Matt Nicholls from Grand Union said: "This is fantastic win for us and an exciting challenge for Grand Union. Our goal, and that of Digital UK, is to provide people with the best and most-user friendly access to information that will help them through switchover. We're looking forward to being part of this unique project that will benefit every household in the UK."

Notes to Editors

About switchover

Switchover will make it fairer, as more people will be able to access more digital services than they can today. Currently, 1 in 4 UK households cannot get the full range of digital TV services available free through an aerial and the Government wants everyone to have a choice of affordable digital TV options. Only switchover can change this.

Switchover starts in each of the television regions throughout the UK in the following years:

2008: Border

2009: West Country; Wales; Granada

2010: Grampian, West; Scottish

2011: Central; Yorkshire; Anglia

2012: Meridian; Carlton/LWT; Tyne Tees; Ulster

more

About Digital UK

Digital UK was launched in September 2005 and is an independent, not-for-profit organisation that is co-ordinating the UK's switchover to digital television. Its main responsibilities are:

- Co-ordinate the technical roll-out of digital terrestrial television across the UK, region by region, to a timetable agreed by Government.
- Communicate with the public about digital switchover to ensure everyone knows what is happening, what they need to do, and when.
- Liaise with TV equipment manufacturers, retailers, digital platform operators and consumer groups to ensure understanding of and support for the switchover programme

Digital UK was set up at the Government's request, in recognition of the fact that switchover would require cross-industry co-ordination. The company is headed by Ford Ennals (Chief Executive) and Barry Cox (Chairman) and its board members are:

- The public service broadcasters the BBC, ITV, Channel 4, five, S4C and Teletext;
- The digital terrestrial multiplex operators Crown Castle and SDN; plus
- Two Representative Director positions representing 'The Supply Chain Group' (manufacturers, retailers and aerial installers).

It is wholly funded by its board members the public service broadcasters (BBC, ITV, Channel 4, five, S4C, Teletext), and the digital terrestrial multiplex operators (Crown Castle and SDN).

About Grand Union

- Grand Union is a leading integrated communications agency, specialising in digital media
- Established in 2000 and based in Notting Hill, Grand Union is one of the UK's Top 10 digital marketing agencies
- Clients include Abbey, Britvic, Dixons, Friends Provident, Tango, Unilever, cahoot, The Link, Tetley, Nestle, Robinsons, Fruit Shoot and bmibaby
- As part of its overall offering, in 2005 Grand Union launched Hubbub, one of the UK's leading Branded Content agencies.

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***For more information about Digital UK, please contact
Adam Murray at freud communications on 020 7580 2626 or at adam.murray@freud.com***

***For more information about the switchover to digital TV, visit www.digitaluk.co.uk or call
Digital UK's information line - 0845 6 50 50 50***

***For more information about Grand Union, please contact Matt Nicholls on 020 7908 0700 or
e-mail mattn@thegrandunion.com***

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