

START DATE FOR SCOTLAND'S TV SWITCHOVER

- *Historic change will begin on November 6 2008, end in 2011*
- *Information to be sent to every Scottish home*

Scotland will begin the switch to digital television on November 6 next year, it was announced today by Digital UK, the body leading the process.

Television viewers across Scotland are being urged to get set for the change through a national campaign launched in Glasgow today. Over the coming weeks, every home in Scotland will be sent information explaining that switchover is a rolling process, carried out by TV transmitter. To find out when they switch and what digital options are available, right down to their address, people can visit a new postcode checker at digitaluk.co.uk.

Scottish Borders will become the first area to switch when analogue TV signals are turned off from the Selkirk transmitter next November and replaced with a stronger digital signal. The process will continue with south-west Scotland in 2009, and most other parts of Scotland in 2010. It will conclude with the Black Hill transmitter area, which includes Glasgow, in 2011. (See full timetable over.) The whole UK is following a similar process between now and 2012.

Switchover means that all 5m TV sets in Scotland will need to be able to receive a digital signal, either through an aerial (Freeview), satellite, cable or broadband. Over half of sets being sold at the moment are already digitally enabled and all other TVs can be converted (even old black and white ones) with a set-top-box.

By turning off analogue TV it will be possible to boost the digital (Freeview) signal to reach the one-in-five Scottish homes which cannot receive it now.

Digital UK and the switchover mascot Digit Al were joined in Glasgow today by Johnny Beattie, John Mackay, Heather ('The Weather') Reid and Andrea Brymer to kick-start a three-year campaign to encourage viewers in the STV Central and STV North regions to find out more about the switch from analogue to digital.

Digital UK provides impartial advice through its Scotland-based helpline (08456 50 50 50) and website (digitaluk.co.uk). It has also launched a major advertising and marketing campaign in local press to raise awareness across the country.

Paul Hughes has been appointed Digital UK National Manager for Scotland to oversee the campaign in the STV Central and STV North areas. Paul will lead the programme at a number of levels, from keeping viewers informed to ensuring public bodies are prepared for the change. There will also be a Digital Switchover Help Scheme (see over) to assist those most in need.

- more -

Paul Hughes said: "Around 80% of Scots already have some form of digital television, but only around half of all TVs in the home are converted. So it's a huge challenge to complete switchover in Scotland between 2008 and 2011. Some people will find the process easier than others, and there will be special help for those who need it most.

"Switchover is happening throughout the UK and across the world, so it's an essential change to keep Scotland at the forefront of broadcasting. The end result will be the world-class broadcasting system that Scottish viewers deserve."

- ends -

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).

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.

To ensure that everyone can benefit from digital TV, there is a **Digital Switchover Help Scheme** for people who need it most. Around seven million households with a member who is over 75, severely disabled, blind or partially sighted will qualify for special help to convert one television set. The help carries a £40 fee – except for the poorest eligible households, for whom it is free. Eligible households will be contacted in advance of switchover.

Images of switchover and Digital UK are available for media to download at vismedia.co.uk

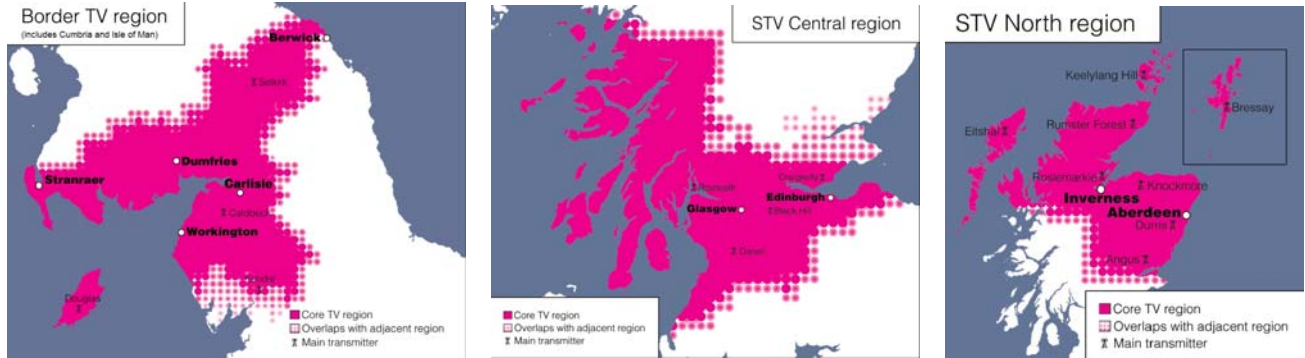
Contacts

John MacNeil
Weber Shandwick
0131 556 6649 / 07770 886 928
jmacneil@webershandwick.com

Alison Shaw
Weber Shandwick
01224 806 600
ashaw@webershandwick.com

digitaluk.co.uk/press

Switchover in Scotland: by transmitter, between 2008 and 2011



Transmitter group and area	TV region	Switchover timing
Selkirk	Border	November 6 2008
Caldbeck *	Border	Q2 2009
Angus	STV North	2010
Rosemarkie	STV North	2010
Knockmore	STV North	2010
Eitshal	STV North	2010
Durriss	STV North	2010
Bressay	STV North	2010
Rumster Forest	STV North	2010
Keelylang Hill	STV North	2010
Craigkelly	STV Central	2010
Darvel	STV Central	2010
Rosneath	STV Central	2010
Black Hill	STV Central	2011

* Caldbeck also serves Cumbria and the Isle of Man