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Press release

**DIGITAL UK APPOINTS FISHBURN HEDGES AS SOLE PUBLIC RELATIONS
AND PUBLIC AFFAIRS CONSULTANCY**

Digital UK has appointed Fishburn Hedges as its sole retained public relations and public affairs consultancy after a competitive pitch, it was announced today. Fishburn Hedges was previously retained as Digital UK's public affairs consultancy.

Digital UK is the industry funded body tasked with leading the UK's switch from analogue to digital television, a process that is taking place region by region from 2008-12. A not-for-profit company, its key responsibilities include communicating with the public, co-ordinating technical works and working with retailers and manufacturers.

Previously, DUK had two agencies, one covering public affairs and the other covering public relations. After a competitive pitch, Digital UK has consolidated its communications with one integrated agency, Fishburn Hedges.

Jon Steel, Head of Media Relations at Digital UK, said:

"As last week's report from the Culture Media and Sport Select Committee emphasised, effective communication will be critical to the success of switchover. We are launching our first national public information campaign on May 5 and will be stepping up our activity in the first regions to switch – Border, Wales and West Country.

"We have chosen Fishburn Hedges as our integrated public relations and public affairs consultancy having seen a range of strong presentations from others. Fishburn Hedges has advised extremely effectively on our public affairs and I'm sure, having seen their ideas, they will prove equally impressive in public relations."

Rachel Jones, Director of Fishburn Hedges, said:

"We are delighted to have won this major integrated brief against stiff competition. Digital switchover is one of the most challenging briefs around and we are looking forward to working with Digital UK during the next few years."

- Ends -

For further information:

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- More -

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

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).

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

get set for digital 