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Press release

Digital UK heralds “golden age of TV”

Ford Ennals, CEO of Digital UK, heralded a “golden age of television” as he addressed the Voice of the Listener and Viewer (VLV) conference on the switch to digital television at the Scottish Parliament in Edinburgh.

Ford gave the VLV a progress report on the activities of Digital UK, discussing areas such as public awareness of digital switchover, the communication programme and providing assistance for vulnerable groups.

“Most people are now aware of digital switchover but many do not fully understand it,” Mr Ennals said. “We have a long way to go and our job is to clarify where there is confusion, and reassure where there is concern.

“The story of UK television is derived from restless and relentless change. Television has never stood still. Today we are continuing that tradition and embarking on the true golden age. Digital TV is better TV, and it is only just beginning.”

Other speakers at the conference include Dr Hugh Mackay, Senior Lecturer of the Open University; Professor Vincent Porter, member of the VLV board and its representative on the Ministerial Consumer Expert Group on Digital Switchover; and Trisha McAuley, Head of Corporate Resources, Scottish Consumer Council.

Ford is a frequent visitor to Scotland to discuss high level issues about switchover with civil servants in the Scottish Parliament and key national consumer groups, to raise awareness and encourage the departments to plan for switchover.

Mr Ennals added: "It is appropriate for Scotland to be at the forefront, because it was Scotsmen who started it all. It was 130 years ago that Alexander Graham Bell filed his first patent for the telephone, and 80 years ago that John Logie Baird first demonstrated TV broadcasting."

The Voice of the Listener & Viewer (VLV) represents the citizen and consumer interest in broadcasting, and works for quality and diversity in British broadcasting.

The conference is run in association with Napier University and the Royal Society for the Encouragement of Arts, Manufacturers & Commerce.

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***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***

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