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Press release

A MILLION SET TO CONVERT TO DIGITAL TELEVISION FOR THE 2006 WORLD CUP

One million households plan to convert to multi-channel before the World Cup, research from Digital UK reveals today.

On the day after the Department of Culture, Media and Sport announced the 'landmark' figure that 70% of households in the UK have at least one set equipped to receive digital broadcasts¹, a BMRB survey conducted by Digital UK² shows that 15%, or just over one million of the remaining 7.5million households which have not yet converted, plan to do so before the World Cup.

The BMRB survey also shows a further 16% of the current non-digital households intend to convert in the next 12 months, a trend that could see the 'landmark' 70% penetration figure rise to an estimated 80% by this time next year.

Research regarding awareness of digital switchover showed that it has increased from 85% in November 2005³ to 88% in March 2006 in the Border region. The Border region is the first to switch over in 2008 and the communications campaign run by Digital UK has been active in that region since November 2005. The national awareness figure is 66%, up from 61% in November 2005.

Ford Ennals, Chief Executive of Digital UK said: "It's great news that more than a million people plan to go digital ahead of this summer's World Cup. It's the first time that the majority of homes will be watching the tournament on digital which clearly enhances people's overall enjoyment of television."

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¹ Expected research from Ofcom

² BMRB survey undertaken by Digital UK 3-5 March. Sample size – 1,000 adults

³ BMRB survey undertaken by Digital UK November 2005

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

Notes to editors:

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).

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