

CUMBRIA SWITCHOVER UNDERWAY

Analogue BBC Two turned off • Freeview viewers required to retune

The digital TV switchover got underway across Cumbria this morning, as analogue BBC Two was turned off at transmitters across the county.

Shortly after midnight, all analogue services and existing low-powered digital services were temporarily switched off at the Caldbeck transmitter and its 48 relays. Analogue BBC Two will remain permanently off.

An improved digital signal is being made available from Caldbeck and relay transmitters, broadcasting the full range of BBC channels in digital form – BBC One, BBC Two, BBC Three, BBC Four, CBBC, CBeebies, BBC News and BBC Parliament. For the first time, Cumbrian viewers served by a relay transmitter will be able to receive digital TV through their aerial (Freeview).

Terrestrial TV services will be off air for some viewers until the first stage of switchover is completed by early evening. Once services are back on air, viewers of Freeview, BT Vision and Top Up TV should retune their boxes.¹

The second stage of switchover takes place on 22 July, when the remaining analogue channels will be switched off permanently. On this date, further Freeview channels from ITV, Channel 4 and Five will also become available from relay transmitters for the first time. Virtually all households in Cumbria will then be able to receive a Freeview signal.

John Askew, Digital UK's Regional Manager for the Border TV region, said this morning: "Cumbria's switchover is underway, and many people are receiving Freeview channels for the first time.

"We're now encouraging viewers who still don't have the necessary equipment to get ready in time for 22 July, when all the analogue channels will be permanently switched off. Anyone who needs advice during this period should contact Digital UK."

Digital UK, the body leading switchover, continues to provide support through local advice points,² as well as its website (digitaluk.co.uk) and helpline (08456 50 50 50). A switchover roadshow is also running today in Carlisle.

The Switchover Help Scheme is still welcoming applications from eligible older and disabled people to get help to convert one television – including a choice of equipment, installation and aftercare. Eligible people who have already converted a TV set without assistance can still apply to convert a second set. Help Scheme engineers will be working in the area over the switchover period to help with retuning and viewers can contact the Help Scheme on 0800 40 85 901.

- ends; notes follow -

Notes to editors

1. To retune your Freeview, Top-Up TV or BT Vision equipment, follow these steps:

Note: These instructions are a guide only – each product works slightly differently. Your instruction manual will explain the process for your particular product. Make sure you do a full retune following the guide below. Some product menus have ‘add channels’ or ‘auto search’ functions which may not restore all channels.

- Switch on your digital box or digital television
- Press ‘menu’ on the remote control
- Select ‘set up’ or ‘installation’ option
- Select ‘first time installation’ option (sometimes called ‘factory reset’, ‘full retune’ or ‘default settings’)
- Press “OK” if your equipment asks if you want to delete all your channels - don’t worry this is normal.
- Channels will be automatically installed. This may take a few minutes; your equipment may shut down and restart.

For more information on retuning visit digitaluk.co.uk/retuning

2 Advice point locations:

Workington	Age Concern St Michael Centre, Station Road
Penrith	Age Concern Eden Resource Centre, Sandgate
Keswick	Skiddaw Hotel, 31 Main Street
Appleby-in-Westmorland	The Riverside Building, Chapel Street
Carlisle	Morton Community Centre, Wigton Road
Kendal	Age Concern Resource Centre, Finkle Street

Advice points open 10am – 4pm, 24-25 June, 22-23 July

(except Kendal, open 24 June and 22 July only)

- **Channel swaps** From today, due to a change in broadcast frequencies, some viewers may find that one of their analogue channels moves to a different button on the remote control. All the analogue channels will be switched off permanently at stage two.

Digital TV switchover is the process of converting the UK’s terrestrial television system to digital. Between now and 2012, analogue channels will be switched off region by region and replaced with free-to-air digital TV and radio services (Freeview). Switchover will extend Freeview coverage to the whole of the UK and free up airwaves for new services such as ultra-fast wireless broadband and mobile television. Digital services are also available via broadband, cable and satellite.

Digital UK is the independent, not-for-profit organisation established in 2005 to lead the implementation of digital switchover. It is jointly owned and funded by the public-service broadcasters (BBC, ITV, Channel 4, Five, S4C and Teletext), and the digital multiplex operators.

The Switchover Help Scheme is run by the BBC under an agreement with the Government to help older and disabled people make the change to digital TV. Every eligible person will be offered practical help to convert one of their TV sets to digital in the run-up to switchover in each region. People are eligible if they are aged 75 years or more, have lived in a care home for six months or more, get (or could get) certain disability benefits, or are registered blind or partially sighted. Most people will be asked to contribute £40 towards the help but for those on certain income-related benefits, it’s free.

Images and video clips are available to media free of charge from vismedia.co.uk.

Follow us on Twitter for live updates on switchover: twitter.com/Digit_AI

Contact

Joe Smithies, Digital UK: 07989 222 696

digitaluk.co.uk/press