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**Press release**

**digitaluk**

## **ONE MILLION TVs NOT READY FOR SWITCHOVER**

*Seven days to prepare for end of analogue era in London*

**More than a million TV sets risk going blank when the London region goes digital in a week's time, Digital UK has warned.**

With just seven days remaining until analogue TV starts being turned off, more than one in ten households still have a television relying on the old signal – accounting for more than a million TVs in the region – according to research. However, the vast majority are now prepared for digital switchover,<sup>1</sup> which is set to be the biggest change to television in the capital for a generation.

Analogue BBC Two will close across the London region on 4 April, followed by all remaining analogue channels on 18 April. Viewers must ensure all their TVs can receive either Freeview, cable or satellite channels, and Freeview viewers need to retune their equipment on both dates.<sup>2</sup>

As part of the change, Freeview coverage will be boosted to reach more than 400,000 viewers who cannot receive it now, putting an end to digital blackspots across the region.

Digital UK, the body in charge of the process, is launching the final stage of an information campaign to ensure people are aware of the change, including large warning messages broadcast on analogue TV channels.

Deborah Bain, London Manager for Digital UK, said: “We know from elsewhere in the country that some people leave it very late to prepare for switchover. Almost any set can be converted to digital, even black and white ones, so now is the time to get ready.

“Most people will find the process straightforward, but some may need a bit of extra help, so we will provide advice and assistance throughout the switchover period.”

Digital UK is offering face-to-face advice through local roadshows and advice points next week. A full list of venues is at [digitaluk.co.uk/londonevents](http://digitaluk.co.uk/londonevents).

Viewers can also check their options for getting digital TV by entering their postcode at [digitaluk.co.uk](http://digitaluk.co.uk), or ringing **08456 50 50 50**.

**- ends; notes follow -**

## Notes to editors:

1. GfK NOP interviewed 305 people in the London TV region on behalf of Digital UK. The survey found:

96% of households in the region now have digital TV on their *primary* set, or have Freeview equipment ready for when the signal is boosted at switchover.

91% of the London TV region's 11.66 million sets are now either connected to digital, or have digital built in. The remaining 9% (1,049,400) of sets are still analogue.

2. **Retuning**

How to retune your Freeview, Top-Up TV or BT Vision equipment:

- Make sure your Freeview TV or box is on and in digital mode. Press 'menu' on your remote control.
- Select 'set up' or 'installation'. If you see picture icons, select the tool box, satellite dish or spanner.
- If you are prompted for a code, try 0000 or 1234.
- Select the full re-tune option. This is sometimes called 'first time installation', 'factory reset', 'default settings' or 'shipping conditions'. Do not select 'channel update' or 'add channels'.
- Press 'OK' if your equipment asks if you want to delete all your channels, don't worry this is normal.
- Channels will automatically be installed. This may take a few minutes and your equipment may shut down and restart.

These instructions are a guide only – each product works slightly differently. For more information on retuning visit [digitaluk.co.uk/retuning](http://digitaluk.co.uk/retuning)

### Regional services

As with analogue terrestrial TV, Freeview signals will overlap in some areas, enabling viewers to receive two or more regional variants of BBC and ITV channels. Most Freeview equipment will automatically load all versions, placing one at the top of the channel list and any additional channels in the 800s. Viewers can prioritise their preferred regional services by completing a 'manual retune'. Alternatively, they can be made easier to find by using the 'favourites' feature on their digital TV or box. Advice on retuning is available at [digitaluk.co.uk/retuning](http://digitaluk.co.uk/retuning) or by ringing 08456 50 50 50.

**Digital TV switchover** is the process of converting the UK's terrestrial television system to digital. Between now and 2012, analogue channels are being switched off region by region and replaced with free-to-air digital TV and radio services (Freeview). Switchover will extend Freeview coverage virtually 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 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, Channel 5 and S4C), 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. More information is available from [helpscheme.co.uk](http://helpscheme.co.uk).

The engineering work for TV switchover is being undertaken by **Arqiva**, as owner and operator of the transmitter network.

**Images** are available to media free of charge at [digitaluk.co.uk/press](http://digitaluk.co.uk/press). Follow us on **Twitter** for live updates on switchover at [twitter.com/DigitalUK](https://twitter.com/DigitalUK).

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