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Press release

DIGITAL UK APPOINTS RAPIER FOR DIRECT MARKETING

Digital UK, the independent, not-for-profit company co-ordinating digital television switchover, has appointed Rapier as its long term direct marketing agency.

Rapier has won the four-year account worth £7m. It will be responsible for key elements of Digital UK's public communications campaign, in particular meeting Digital UK's objective to deliver two information leaflets to each household in every television region prior to switchover.

Immediate targets for Rapier will be the creation of leaflets for households in Border TV region, Westcountry and Wales, with delivery expected to take place in Spring 2006.

Digital UK's marketing activity began in September 2005 when Tessa Jowell, Secretary of State for Culture, Media and Sport announced the timetable for digital television switchover in the UK region by region between 2008 and 2012.

Announcing the decision, Jane Ostler, Digital UK's Head of Marketing, said: "Direct communications to every UK household are crucial so that people understand what they need to do to prepare for digital switchover. Rapier came up with some insightful ways to complement our information campaign. We're delighted to be working with them"

Jonathan Stead, Chief Executive of Rapier said: "This is a really significant and challenging role that is central to communicating the switchover process which will benefit every household in the UK. We're looking forward to being part of this momentous project."

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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

- more -

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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***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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