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Press release

digitaluk

ANALOGUE HOMES URGED: DON'T MISS THE BOAT

One week before switchover completes, 500 homes still to convert

With one week remaining until the UK's first digital switchover completes in Whitehaven, around 500 households in the area still need to purchase equipment to receive a digital TV signal.

Research by Digital UK,¹ the body in charge of switchover, indicates that the number of homes in Whitehaven still to prepare for digital is fast declining.

Digital UK is urging those who still need equipment to get it before next Wednesday (November 14), when the remaining analogue TV signals are permanently switched off in the area. The research also suggests:

- 96% of people are aware that switchover began on October 17. That is when the BBC2 analogue signal was turned off, and the first group of digital channels became available through an aerial in Whitehaven
- 77% of secondary TV sets have now been converted to digital

Sarah-Jane Gray, Regional Liaison Manager for Digital UK, said:

"We're pleased that hundreds more homes have got the equipment they needed since switchover began last month.

"We don't want anyone to go without TV for a minute, so our message to the remaining few is: 'Don't miss the boat. Get set for next week, when Whitehaven goes completely digital.'"

- ends -

¹ GfK NOP interviewed 108 adults (16+) for Digital UK and Ofcom, between October 17 and November 1.

Digital UK is the independent body implementing the UK's switch to digital television. The company communicates switchover to the public; manages the upgrade of 1,154 transmitters for digital; and works with industry to ensure understanding and support for switchover. Digital UK was set up by the public-service broadcasters, and offers independent switchover advice to the public through its helpline (08456 50 50 50) and website (digitaluk.co.uk).

Images of switchover and Digital UK are available to media, free of charge, from vismedia.co.uk

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