

EIGHT IN TEN AWARE OF SWITCHOVER

Eight in ten UK adults are now aware of digital TV switchover, according to research from Digital UK and Ofcom published today [Monday].

National awareness of switchover rose from 70% to 80% in the three months to December 31, according to the quarterly Ofcom/Digital UK Switchover Tracker (Q4 06). Digital UK launched the second wave of its national switchover information campaign in October.

Awareness is generally highest in the first regions to switch, with 91% now familiar with switchover in Border and West Country. The biggest leap in awareness occurred in the Granada TV region (71% to 87%), following Digital UK's first regional campaign in that area, also launched in October.

People's knowledge of their regional switchover date remains low in areas where Digital UK's regional communications work has yet to begin. The national average for date awareness rose from 8% to 11% nationally. But knowledge of the date is higher in the earlier regions to switch, with 57% of those in Border aware that their region will go all-digital in 2008-2009.

Date awareness has increased the most in Wales (15% to 28%) and Granada (8% to 19%), areas where Digital UK has recently targeted communications to increase date understanding.

Other highlights from the Tracker include:

- Highest level of awareness (95%) was recorded in Whitehaven, which switches this October
- National awareness of the 'digital tick' logo increased from 51% to 58%
- Proportion feeling comfortable with the switchover process climbed from 79% to 82%

For more detailed results from the Tracker, please contact Digital UK below.

- end -

About Digital UK

Digital UK is the independent, not-for-profit organisation leading digital television switchover in the UK. The company manages the upgrading of the UK's 1,154 television transmitters for digital; explains switchover to the public; and works with industry to ensure understanding and support for switchover. Digital UK is funded by the public-service broadcasters and multiplex operators. Our consumer helpline is 08456 50 50 50. For press pack and material visit digitaluk.co.uk/press.

About switchover

Starting in 2008 and ending in 2012, TV services in the UK will go completely digital, region by region. The UK's old analogue television signal is being switched off and replaced with a digital signal. This will create a fairer situation in which everyone has access to a choice of affordable digital services. Switchover will also allow the UK to remain a world leader in broadcasting.

Contact

Joe Smithies
020 7462 5442
joe.smithies@digitaluk.co.uk

Jon Steel
020 7462 5428
jon.steel@digitaluk.co.uk