
CAMPAIGN LAUNCHES ONE MONTH FROM SWITCHOVER

Digital UK urges people to find out when they switch

Digital UK is launching a national information campaign to promote the digital TV switchover, which starts in just one month's time.

The switch to digital begins in Whitehaven, Cumbria on October 17, before rolling out across the entire country region-by-region over the next few years, finishing in 2012. Every household will need to make sure all their TVs are capable of receiving a digital signal, as part of the biggest change to broadcasting in a generation.

The £8m campaign is the latest phase of Digital UK's national information programme. Since the first promotions launched in summer 2006, awareness of switchover has increased by over a third, to more than eight-in-ten adults. But with only 16% able to say when their region will convert, the new campaign emphasises that people will switch at different times according to where they live.*

The adverts also encourage people to visit digitaluk.co.uk, where a new postcode checker (launches September 19) provides detailed information about when they will switch and what digital services and channels they are likely to receive – right down to an individual address.

Using national and regional television, radio, press and online, the campaign features the switchover robot character Digit AI travelling around the country and helping people to prepare. Media will include:

- Television slots (20"-60") on national channels and regional opt-outs, both BBC and commercial, locally versioned to highlight when switchover will happen in a given region
- Regional press advertising to promote the postcode checker
- Regional commercial radio slots (30"), with AI answering questions in a format designed to explode common myths around switchover
- National press advertising to encourage pre-Christmas shoppers to buy digital TV equipment rather than analogue
- Online advertising on a selection of major sites such as Yahoo!, eBay and Kelkoo

Ford Ennals, Chief Executive of Digital UK, said: "In Whitehaven, where switchover starts next month, 100% of people are aware of the process, and people understand when it will happen. With this campaign we want to achieve similar levels of understanding throughout the UK."

"We also want people to understand that the process happens transmitter by transmitter, over dozens of dates in the coming years. So we now have a postcode checker that can tell people the year it will happen for them."

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The television advert is produced by AMV BBDO and features the classic Harry Nilsson track *Everybody's Talkin'*, a nod to the topicality of switchover as Whitehaven prepares to become the first area in the UK to experience the process. Comedy actor Matt Lucas (*Little Britain*) will resume his role as the voice of Digit AI in the radio adverts.

Other key messages to feature in the campaign as it progresses include:

- **Look for the 'digital tick' logo** when buying any new TV equipment, which means it is designed to work after switchover. National awareness of the tick logo is 66%, but only 33% of adults can explain what it means.
- **Don't forget your recorder.** After switchover, VCRs and analogue DVD recorders will not be able to record one channel while another is being watched. Only 35% of adults are aware of this issue. Viewers are advised to consider a digital TV recorder.
- **No need to buy a new TV.** Virtually every set can be converted for digital, even black and white ones. (These adverts commence in the New Year.)

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Notes to editors

* Figures from the Ofcom/Digital UK Switchover Tracker.

Campaign screen shots available on request

Creative agency for the campaign: AMV BBDO
Media planning and buying: MediaCom
Production company: Outsider
Digit AI animation: The Mill
Audio post-production: The Lab
Online creative: AMV BBDO and Grand Union

TV director: Ric Cantor
Copywriter: Simon Welch
Art Director: Matt Welch
Agency Planners: Kirsty Angus, Will Hodge
Media Planner: Lizzie Nolan
Production Co. Producer: Paul McPadden



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).

Switchover will create a fairer situation in which everyone has access to a choice of affordable digital TV services. Between 2008 and 2012, all 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, a process that will also allow the UK to remain a world leader in broadcasting.

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

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