

## **NEW SWITCHOVER CHIEF APPOINTED**

Digital UK, the organisation co-ordinating the national switch to digital television, announced today (Dec 19) that David Scott has been appointed company Chief Executive.

Mr Scott, who will take up his post in February 2008, will be in overall charge of the switchover programme which will see analogue terrestrial television signals phased out region by region, starting in the Scottish Borders in November 2008 and completing in 2012. He takes over from current Chief Executive, Ford Ennals, who has led Digital UK since it was established in 2005. Mr Ennals is to leave the company at the end of January to take up a role with the Nike Group in America.

Mr Scott, 53, was a member of the original management team which launched Channel 4 in 1982. He joined the channel as Controller of Finance and went on to hold the posts of Director of Finance, Managing Director and Deputy Chief Executive. Mr Scott left Channel 4 in 2005 though has continued to represent the company on the board of Digital UK and other industry bodies since that time.

Announcing Mr Scott's appointment, Digital UK Chairman Barry Cox said: "I'm delighted that David is taking on leadership of this important national project. He has been closely involved in switchover, both during his time at Channel 4 and more recently on the board of Digital UK. His understanding of the unique challenges of this project, combined with his many years of wider broadcasting experience will ensure the process continues to be expertly managed and viewers are kept well informed."

David Scott said: "Delivering digital television switchover is probably one of the most exciting and challenging roles in UK broadcasting. It will change forever the television landscape and the viewing experience for millions of households and ensure everyone can share in the benefits of digital TV."

"Switchover got off to a good start in the lead switchover area of Whitehaven last month. My top priority will be to lead the Digital UK team in making sure we and our partners deliver an equally smooth and successful switch to digital television in every part of the country."

**- ends; notes follow -**

## Notes to editors

**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](http://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](http://vismedia.co.uk)

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