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**Press release**

**digitaluk**

## **SHETLAND WAKES TO A DIGITAL DAWN**

*Viewers need to retune Freeview equipment to receive all channels*

**All analogue TV channels in Shetland were switched off for good today, signalling the dawn of an all-digital era for 9,000 households.**

Shortly after midnight, analogue BBC One, STV, Channel 4 and Five were turned off permanently at the Bressay transmitter group, enabling extra channels to be broadcast from eight local relay transmitters serving thousands of homes.

The changes also affect existing Freeview viewers who may find some of their channels missing this morning. The services have moved to new frequencies and can be restored by retuning Freeview TVs and boxes.<sup>1</sup>

Digital UK, which has co-ordinated the switch, and the Switchover Help Scheme are today running advice points and a roadshow to provide support for viewers who need it. The Help Scheme is still open to applications from older and disabled viewers who may qualify for help including a choice of equipment, installation and aftercare.<sup>2</sup>

John MacNeil, Digital UK's Assistant National Manager for the North, said: "This is an historic day for TV in Shetland as we say goodbye to the old analogue system forever. Viewers have responded extremely well and many are enjoying the benefits of digital TV for the first time.

"As with any change on this scale, some people may need a bit of extra help so we and the Help Scheme are on hand to give advice and assistance to those who may need it."

Digital UK is providing support through local advice points, its website ([digitaluk.co.uk](http://digitaluk.co.uk)) and an advice line (08456 50 50 50). A switchover roadshow is also running today in Lerwick.

**- ends; notes follow -**

## Notes to editors

### 1. How to retune your Freeview, Top-Up TV or BT Vision equipment:

- Switch on your digital box or digital television
- Press 'menu' on the remote control
- Select 'set up' or 'installation' option
- Select 'first time installation' option (sometimes called 'factory reset', 'full retune' or default settings')
- Press "OK" if your equipment asks if you want to delete all your channels - don't worry this is normal
- Channels will be automatically installed. This may take a few minutes; your equipment may shut down and restart

These instructions are a guide only – each product works slightly differently. For more information on retuning visit [digitaluk.co.uk/retuning](http://digitaluk.co.uk/retuning)

- ### 2. Switchover Help Scheme:
- People aged 75 and over, eligible for certain disability benefits, registered blind or partially sighted or living in care homes are entitled to practical help from the BBC-run Switchover Help Scheme. For £40, they will be given equipment to switch one TV per household to digital. They will be able to have that equipment installed if they want it, a demonstration of how it works and a number to call while they get used to things. If they're eligible and also on income-related benefits, the help will be free. Everyone eligible will be contacted directly before switchover. More information is available on 0800 408 7654 and online at [helpscheme.co.uk](http://helpscheme.co.uk).

**Digital TV switchover** is the process of converting the UK's terrestrial television system to digital. Between now and 2012, analogue channels will be switched off region by region and replaced with free-to-air digital TV and radio services (Freeview). Switchover will extend Freeview coverage virtually to the whole of the UK and free up airwaves for new services such as ultra-fast wireless broadband and mobile television. Digital services are also available via broadband, cable and satellite.

**Digital UK** is the independent, not-for-profit organisation established in 2005 to lead the implementation of digital switchover. It is jointly owned and funded by the public-service broadcasters (BBC, ITV, Channel 4, Five and S4C), and the digital multiplex operators.

**The Switchover Help Scheme** is run by the BBC under an agreement with the Government to help older and disabled people make the change to digital TV. More information is available from [helpscheme.co.uk](http://helpscheme.co.uk).

**Images and video clips** are available to media free of charge from [vismedia.co.uk](http://vismedia.co.uk).

**Follow us on Twitter** for live updates on switchover: [twitter.com/Digit\\_AI](https://twitter.com/Digit_AI)

### Contact:

Natalie Buxton

Weber Shandwick

T: 01463 716739

E: [nbuxton@webershandwick.com](mailto:nbuxton@webershandwick.com)

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