



**10 April 2006**

**Press release**

## **DIGITAL UK APPOINTS GEKKO FOR FIELD MARKETING**

Digital UK, the company co-ordinating the switch to digital television, has appointed the UK's leading technology field marketing agency Gekko to coordinate an in-store information and training programme for digital TV installers, retailers, rental companies and consumer groups.

Digital switchover involves upgrading the current television broadcasting system to digital, and ensuring that everyone has adapted their television and recording equipment to receive digital TV.

From 24 April 2006, Gekko will provide specialist training for installers and retailers of digital TV components, as well as helping to raise in-store consumer awareness of the implications of switchover, which begins in the Borders TV region in 2008.

"This is a truly exciting opportunity for Gekko," said Daniel Todaro, the company's Managing Director. "The switch to digital is the most significant advancement in TV since the advent of colour. Ensuring all parties, including retailers and installers, are adequately trained and informed of their responsibilities in the lead up to switchover is a huge responsibility, and one we are proud to be a part of."

"It is vital that the transition from analogue to digital television across the UK is seamless," added Ian Adams, Head of Business Development, Digital UK.

"Switchover is a huge logistical undertaking that affects every television home in the UK. Gekko's proven ability to deliver field marketing for the technology sector will ensure that we utilise all key channels to the consumer, and help make the transition to digital a success."

## **Notes to Editors:**

### **About Switchover**

Switchover will mean more people will be able to access more digital services than they can today. Currently, one in four UK households cannot get the full range of digital TV services available free through an aerial, and the Government wants everyone to have a choice of affordable digital TV options. Only switchover can change this. Switchover starts in each of the television regions throughout the UK in the following years:

2008: Border

2009: West Country; Wales; Granada

2010: Grampian, West; Scottish

2011: Central; Yorkshire; Anglia

2012: Meridian; Carlton/LWT; Tyne Tees; Ulster

### **About Digital UK**

Digital UK was formed in September 2005 as an independent, not-for-profit organisation to lead the UK's switchover to digital TV. Its main responsibilities are:

- Co-ordinate the technical roll-out of digital terrestrial television across the UK, region by region, to a timetable agreed by Government.
- Communicate with the public about digital switchover to ensure everyone knows what is happening, what they need to do, and when.
- Liaise with TV equipment manufacturers, retailers, digital platform operators and consumer groups to ensure understanding of the switchover programme.

Digital UK was set up at the Government's request, in recognition of the fact that switchover would require cross-industry co-ordination. The company is headed by Ford Ennals (Chief Executive) and Barry Cox (Chairman) and its board members are:

- The public service broadcasters BBC, ITV, Channel 4, five, S4C and Teletext;
- The digital-terrestrial multiplex operators NGW and SDN; plus
- Two Director positions representing 'The Supply Chain Group' (manufacturers, retailers and aerial installers).

Digital UK is wholly funded by its board members.

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**For more information about Digital UK and the switchover to digital TV, visit [www.digitaluk.co.uk](http://www.digitaluk.co.uk) or call our information line - 0845 6 50 50 50**

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