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Press release

digitaluk

## HALF OF UK HOMES READY FOR SWITCHOVER

Half of all UK households have now converted all their TVs to digital, according to research published today.

The Ofcom/Digital UK Tracker survey also shows a steady increase in public awareness and understanding of switchover, which begins in Whitehaven, Cumbria in October and then rolls out across the entire country, finishing in 2012. Every household will need to make sure all their TVs are capable of receiving a digital signal when analogue services are closed down.

The survey of more than 2,400 households found:

- **50%** of households surveyed reported that all their television sets were digital <sup>1</sup>
- **87%** of respondents were aware of switchover, the highest level recorded to date
- **66%** understood how to prepare for switchover, up 25 percentage points year-on-year

The report follows publication in June of Ofcom's latest digital television progress report showing more than four out of five homes had digital television. Multichannel conversion was 81.7% and digital TV penetration (excluding analogue cable) stood at 80.5%. For the first time, Ofcom reported that more than half of all TV sets in the UK (51%) are now digital.

Read the full Ofcom/Digital UK Tracker report at [www.digitaluk.co.uk/en/tracker](http://www.digitaluk.co.uk/en/tracker)

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### Notes to editors

1. Ofcom estimates there are approximately 60m televisions currently in use in the UK. The average UK household has 2-3 television sets.

**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)).

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