



3 January 2006

Press release

DIGITAL UK APPOINTS MEDIACOM

Digital UK, the independent, not-for-profit company co-ordinating digital television switchover, has appointed MediaCom as its long term media agency.

Announcing the decision, Beth Thoren, Digital UK Director of Communications, said: "We are delighted to be working with MediaCom. It was a very competitive pitch and a difficult decision but MediaCom had an edge in strategic thinking which, coupled with their passion for TV, will help us increase awareness and understanding of digital switchover as we ramp up our activity."

Digital UK's marketing activity began in September 2005 when Tessa Jowell, Secretary of State for Culture, Media and Sport announced the timetable for digital television switchover in the UK region by region between 2008 and 2012. Media agency, PHD, was recruited on a short-term contract to help deliver a national and regional campaign up to Christmas.

Digital UK's contract with MediaCom is for four years. The company's budget for media over the period is likely to be in the region of £20m.

Nick Lawson, Chief Executive of MediaCom said: "We are very proud to be working on the most important TV project of our generation."

This year will see the first public communications campaign that will run on both BBC and commercial channels to inform the public about the switch to digital television. Digital UK will also launch further regional communications campaigns in West Country, Wales and Granada.

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Notes to Editors

About switchover

Switchover will make it fairer, as more people will be able to access more digital services than they can today. Currently, 1 in 4 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

- more -

About Digital UK

Digital UK was launched in September 2005 and is an independent, not-for-profit organisation that is co-ordinating the UK's switchover to digital television. 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 and support for 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 the BBC, ITV, Channel 4, five, S4C and Teletext;
- The digital terrestrial multiplex operators Crown Castle and SDN; plus
- Two Representative Director positions representing 'The Supply Chain Group' (manufacturers, retailers and aerial installers).

It is wholly funded by its board members the public service broadcasters (BBC, ITV, Channel 4, five, S4C, Teletext), and the digital terrestrial multiplex operators (Crown Castle and SDN).

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***For more information about Digital UK and the switchover to digital TV, visit
www.digitaluk.co.uk or call Digital UK's information line - 0845 6 50 50 50***

get set for digital 