

**STRICTLY EMBARGOED UNTIL:
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Press release

digitaluk

COUNTDOWN BEGINS TO END OF ANALOGUE ERA

The date for the switchover to digital television in the Channel Islands has been announced today, setting out the timetable for the biggest change to broadcasting for a generation.

Switchover will see the four current analogue TV channels switched off permanently on **Wednesday, 17 November 2010**, allowing 50,000 households served by the Fremont Point transmitter group to receive around 15 Freeview digital channels for the first time.¹

Digital UK and the Switchover Help Scheme are preparing to launch a public information campaign to ensure viewers are ready for the change. The campaign, due to kick off in March, will include roadshows, advertising and an information leaflet sent to every home. The Help Scheme will write to eligible older and disabled people offering support in making the switch, including equipment, installation if needed and aftercare.²

Bill Taylor, Digital UK's South West Regional Manager, said: "Today's announcement paves the way for the biggest change in broadcasting in the Channel Islands since the introduction of colour.

"We are preparing for the end of the analogue TV era and the dawn of a fully digital age, in which everyone can enjoy extra choice and easier recording. Digital UK and the Switchover Help Scheme will ensure that people know about this important change and that advice and practical support is available for those who need it."

Viewers can check their options for getting digital TV by using the Digital UK postcode checker at **digitaluk.co.uk** or by ringing the advice line on **08456 50 50 50**.

Get set for switchover with Digital UK's Top Tips:

1. Visit digitaluk.co.uk or ring the advice line on 08456 50 50 50 for more information about digital switchover.
2. Remember the Switchover Help Scheme will offer equipment and practical support to older and disabled viewers. The Help Scheme will write to eligible viewers in the run-up to switchover. Call 0800 408 7654 or visit helpscheme.co.uk for more details.
3. Don't throw out your old TV - almost all analogue sets can be converted with a digital box.
4. Check out the different ways of getting digital TV, including subscription-free options. Digital UK's postcode checker provides details of digital services available in your area.

- ends; notes follow -

Notes to editors

- 1. Extending digital coverage:** Turning off analogue television signals will make digital terrestrial TV (Freeview) available to 97% of homes in the Channel TV region. Viewers will be able to receive around 15 TV channels, including BBC One, BBC Two, ITV, Channel 4 and Five, plus radio and text services via an aerial for the first time.
- 2. The 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

Digital television switchover is the process of converting the 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 to the Channel Islands, and 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, S4C and Teletext), and the digital multiplex operators.

The Switchover Help Scheme is run by the BBC under an agreement with the Channel Islands governments to help older and disabled people make the change to digital TV. More information is available from helpscheme.co.uk.

Images and video clips are available to media free of charge from vismedia.co.uk.

Follow us on Twitter for live updates on switchover: twitter.com/Digit_AI

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