

20 December 2010

Press release

digitaluk

YORKSHIRE'S LOVE OF TV TO BE IMMORTALISED BY SWITCHOVER POET

Del Boy falling through the bar in *Only Fools and Horses* has been revealed as Yorkshire's favourite ever TV moment, in a survey to mark the countdown to the big digital switchover next year.

The research¹, conducted for Digital UK, will be used to inspire the first poem by Ian McMillan, the region's official switchover bard, to be unveiled in January.

As we all settle down for our Christmas viewing, Ian is also calling on viewers to continue to lend a hand by submitting their own TV memories, from their first sighting of Emley Moor to their favourite on-screen moment. Those who fancy themselves as a literary whizz can even submit their own switchover poems. Digital UK will publish the best online.

The poll revealed people in Sheffield and Scunthorpe to be the region's soap addicts, who love nothing more than settling down with the Barlows and the Mitchells on *Coronation Street* and *Eastenders*. Those in York and Leeds would rather opt for reality shows, such as *Come Dine With Me* and *The Apprentice*.

In the three hours a day, on average, that people in the city sit in front of the box, they are also partial to a bit of local drama. Yorkshire's top five shows with their roots firmly in the region are:

1. Emmerdale
2. Open All Hours
3. Countdown
4. Last of the Summer Wine
5. Fat Friends

Geordie lads Ant and Dec were revealed as the TV stars most likely to be welcomed into a Yorkshire living room, followed by car-mad Yorkshireman Jeremy Clarkson and *X Factor* presenter Dermot O'Leary. While Noel Edmonds and *Dragon's Den* presenter Evan Davis would have them reaching for the remote.

John Askew, Digital UK's manager for the Yorkshire TV region, said: "The survey has produced some great facts about what people in the region love about TV – despite him being from Peckham, it seems even us Yorkshire folk can't resist Del Boy's charm!

"With Ian's help we'll make sure everyone is ready for switchover and that they don't miss out on all those future golden TV moments."

Starting from August 2011, switchover will see the five analogue TV channels switched off permanently and the Freeview digital service boosted to reach virtually all households in the Yorkshire TV region. Thousands of homes previously in digital black spots will be able to receive Freeview channels for the first time.

Suggestions and poems can be emailed to digitaluk@brassagency.com or submitted by calling 0113 220 0595.

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¹Research conducted by online global research website OnePoll.com, sample size 1,031.

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.

Images are available to media free of charge at digitaluk.co.uk/press

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

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