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Press release

digitaluk

CAPTIONS SIGNAL END OF ANALOGUE TV

Captions reminding viewers to get ready for digital switchover will appear on televisions in the Scottish Borders for the first time from May 6, 2008. Homes served by the Selkirk transmitter group still watching analogue services in the Border TV region will see the on-screen messages six months before these signals are switched off and replaced with Freeview channels.

The captions, lasting one minute, will appear on BBC One, BBC Two, ITV1, Channel 4 and Five during programmes over a two-week period. They will advise viewers:

'If you can see this, your TV will be affected by the switchover on 6th November. Questions? Call Digital UK on 0845 234 0388'

The captions will be repeated three months and one month before switchover, increasing in size and frequency. They will occupy a full quarter of the screen in the final run up to the switch.

John Askew, Digital UK's Border TV Regional Manager, said: "Research has shown that captions are a very effective way to target those viewers who will be directly affected by a switchover. Anyone in the Border TV region who sees these on their sets needs to take action to ensure they can continue to receive programmes once analogue transmissions are switched off."

The Digital UK/Ofcom Tracker Survey (October – December '07) found that while most viewers in Scottish Borders are aware of digital switchover, less than 10% could name the day it would start in their area. Other findings revealed:

- 94% were 'personally comfortable' with the move to digital TV
- 90% knew what to do to continue watching TV after switchover
- 84% had already converted or upgraded their main set to digital
- Less than half (43%) were aware that analogue recorders are also affected*

To continue watching TV via an aerial after switchover, viewers will need to convert their television using a digital box or upgrade to a fully digital model. Subscription and non-subscription digital TV services are also available via satellite in Scottish Borders. A postcode checker on the Digital UK website (www.digitaluk.co.uk) can tell viewers which options are available in their area now and after switchover.

- ends; notes follow -

The Selkirk transmitter group switchover will be a two-stage process, starting on November 6 and finishing on November 20, 2008.

* Analogue recorders will still be able to play tapes and discs but will need to be connected to either a digital box or digital television in order to record programmes after switchover. They will only be able to record the digital channel being watched. Digital recorders with a 'twin-tuner' allow users to watch one channel while recording another.

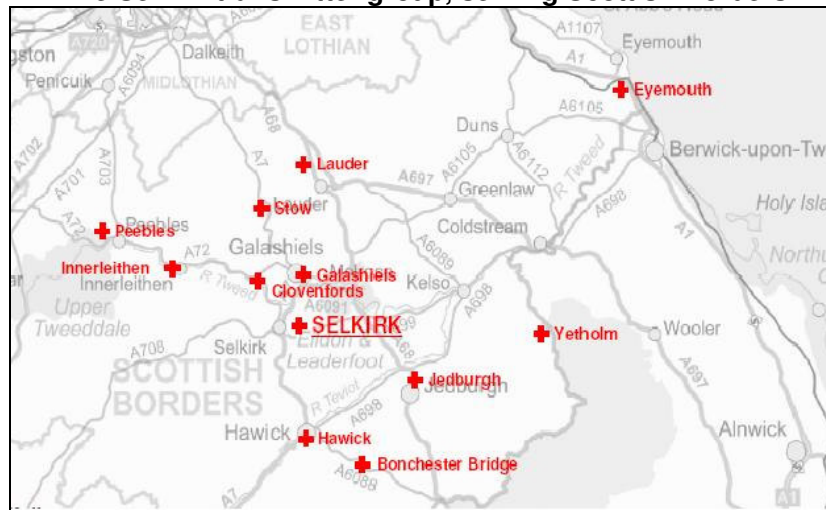
Example caption: high-resolution version available on request



If you can see this, your TV will be affected by the switchover on 6th November. Questions? Call digitalUK on 0845 234 0388

Original image © BBC

The Selkirk transmitter group, serving Scottish Borders



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Digital Television 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 to the whole of the UK and free up airwaves for new services such as ultra-fast wireless broadband and mobile television.

Digital UK is the independent, not-for-profit organisation established in 2005 to implement 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 at the request of the Government to offer help to an estimated 7 million households in making the switch to digital television. Every eligible person will be offered practical help to convert one of their TV sets to digital in the run-up to switchover in their television region.

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

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