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Press release

digitaluk

## REMEMBER, REMEMBER, THE 6<sup>TH</sup> OF NOVEMBER

*100 days to Scotland's first digital TV switchover*

With 100 days to the start of digital TV switchover in the Scottish Borders, Digital UK is urging viewers to get ready for 6 November.

While eight out of ten households in the region have already converted their main TV to digital, latest research<sup>1</sup> indicates only half of all viewers served by the Selkirk transmitter group can pinpoint the month analogue signals will be switched off.

John Askew, Digital UK's manager for the Border TV region, said: 'Firework night marks the end of analogue in the Scottish Borders. Switchover starts on 6 November. But don't throw that old TV on the bonfire – virtually every set can be converted using a digital box.

'The important thing is to get ready in plenty of time. Converting at the last minute could limit the choice of equipment available and put extra strain on retailers and installers. Anyone who needs advice on switching to digital can visit the Digital UK website or call our helpline on 08456 50 50 50.'

Kicking off the 100 day countdown, Mr Askew was joined by switchover mascot Digit AI for an event held today at Melrose Rugby Football club. Addressing key figures from local government, business and charities, he added: 'With just three months to go until switchover, the programme is on track'.

Other key research<sup>2</sup> reveals:

- 99% of viewers in the Scottish Borders are aware of switchover
- 83% understand their options and know what to do to get ready
- More than half of the 52,000 households affected have already converted every TV to digital

As switchover approaches, Digital UK is stepping up its communications campaign. Following a recent series of roadshows, a detailed 20-page guide to switchover will be delivered to every household in the region and on-screen captions reminding viewers to get ready broadcast on analogue channels. These will be backed up by TV, press and radio advertising, reminding viewers of the date and their option for going digital. The Switchover Help Scheme will also contact those eligible for assistance to convert one TV.

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 the Scottish Borders. A postcode checker on the Digital UK website ([www.digitaluk.co.uk](http://www.digitaluk.co.uk)) can tell viewers which options are available in their area now and after switchover.

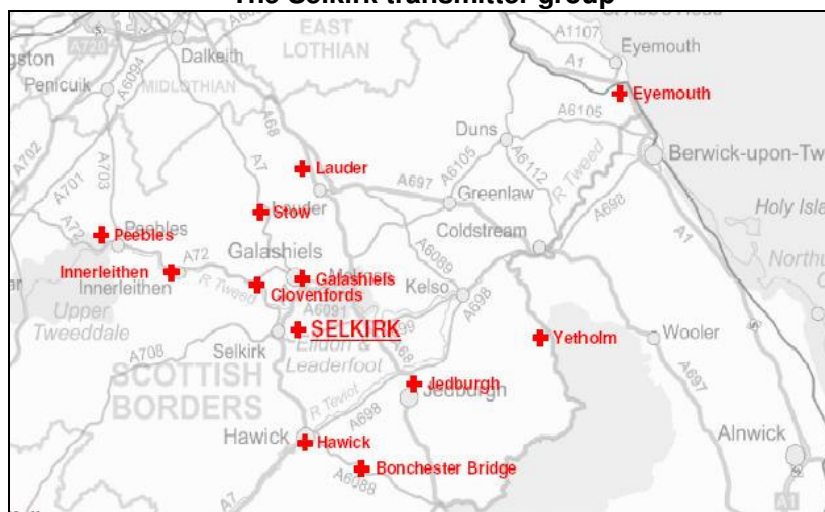
- ends; notes follow -

## Notes to editors

### How switchover will happen:

Switchover at the Selkirk transmitter group will be a two-stage process. In the early hours of Thursday 6 November, analogue BBC Two will be turned off and the first set of Freeview digital channels, including BBC One and BBC Two, will be broadcast to homes throughout the Scottish Borders for the first time. Two weeks later, on 20 November, all remaining analogue channels will be permanently switched off and replaced with their digital equivalents and additional services.

#### The Selkirk transmitter group



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The Selkirk transmitter group comprises a main transmitter and 11 smaller relay transmitters, serving 52,000 homes in the Scottish Borders.

After switchover, virtually all UK households will receive approximately 20 of the most watched free-to-air digital channels and text services. These will include the public service channels BBC One, BBC Two, ITV1, C4 and Five, plus associated digital channels such as ITV2, E4 and BBC Three. Households that receive their television signal from a main transmitter will receive approximately 40 digital channels. These will include Freeview channels plus optional subscription services such as Top Up TV and Setanta Sport.

Viewers can use the postcode checker at [www.digitaluk.co.uk](http://www.digitaluk.co.uk) to check which channels are available in their area.

<sup>1</sup> Source: Digital UK/Ofcom Tracker Survey (Mar-May 2008)

<sup>2</sup> Source: Digital UK/Ofcom Tracker Survey (to March 2008)

**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 under an agreement with the Government to help older and disabled people make the change to digital TV. Every eligible person will be offered practical help to convert one of their TV sets to digital in the run-up to switchover in each region. People are eligible if they are aged 75 years or more, or if they are registered blind or partially sighted. Also eligible are people who get (or could get) attendance or constant attendance allowance, mobility supplement, or disability living allowance. Most people will be asked to contribute £40 towards the help. The service is free for people who are eligible and also get pension credit, income support or income-based jobseeker's allowances.

**Images and video clips** are available to media free of charge from [vismedia.co.uk](http://vismedia.co.uk)

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