UNDER EMBARGO until May 4

Press release

digitaluk

DO YOU HAVE THE OLDEST TELLY IN BRITAIN?

Digital UK, the organisation leading the switchover from analogue to digital TV, has launched a nationwide search to find the UK's oldest working television set.

Iain Logie Baird, TV curator at the national media museum and grandson of John Logie Baird (inventor of the first television) will be judging entries from across England, Scotland, Northern Ireland and Wales.

Invented in 1936, televisions became a mainstay in UK living rooms in the 1950s with the arrival of public service broadcasting, and the search is on to find any working sets which date from the 60s, 70s or even earlier.

The owner of the most ancient telly will win the chance to have it upgraded to ensure it's ready for the digital switchover. They will also receive a new Panasonic Viera Plasma TV, home cinema system and a Humax digital receiver and recorder, worth a total of £1,600. Five runners up will each receive a state of the art digital recorder from Humax.

"There is a serious message behind this competition," said Jon Steel of Digital UK. "It is a myth that viewers need a brand new television to make the switch to digital. Even televisions which screened the Queen's Coronation or the first moon landing, can be converted. Switching to digital needn't be costly."

The UK's digital switchover is already underway and is gathering pace. Over five million households will switch this year, including three million in the Granada region in November.

If you think you have a working old set which is in with a chance of winning, send us the make, model and age of your TV, plus a photo of it, by clicking here *blogs.mirror.co.uk/we-love-telly/competitions* or via post to Oldest TV competition, Digital UK, The Met Building, 22 Percy Street, London, W1T 2BU.
(304 words)

- ends; notes follow -

This competition is being run in media partnership with the Daily Mirror's We Love Telly magazine.

Competition Terms & Conditions
1. The competition closes on the May 29 2009.
2. The competition is open only to residents of the UK aged 18 or over.
3. Entries must be received by the closing date and include the entrant's name, address and telephone number. Also the make, model and age of the television.
4. Only televisions that can demonstrably receive and display current television broadcasts are eligible.
5. The winning entry, and runners up, will be based on the date/year of the television's manufacture and in compliance with these rules. Digital UK's decision is final and no correspondence will be entered into.
6. The winner and runners up will be required to take part in post competition publicity and photographs. This is a condition of all entries.
7. Your contact data confidential and will not release it to any other parties without your consent.
8. In the event of a tie, Digital UK will provide a tie break question
9. The competition is aimed at private individuals who use the set domestically. Museum pieces, although of interest, are not in the spirit of the competition and their inclusion will only be at the discretion of the judges.

Digital UK is the independent body implementing the UK's switch to digital television. The company communicates switchover to the public; manages the upgrade of 1,154 transmitters for digital; and works with industry to ensure understanding and support for switchover. Digital UK was set up by the public-service broadcasters, and offers independent switchover advice to the public through its helpline (08456 50 50 50) and website (digitaluk.co.uk).

Switchover will create a fairer situation in which everyone has access to a choice of affordable digital TV services. Between 2008 and 2012, all TV services in the UK will go completely digital, region by region. The UK's old analogue television signal is being switched off and replaced with a digital signal, a process that will also allow the UK to remain a world leader in broadcasting.

Images of switchover and Digital UK are available to media, free of charge, from vismedia.co.uk

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digitaluk.co.uk/press