

March 4 2008

Press release

The logo for Digital UK, with the word "digital" in black and "uk" in pink.

NINE OUT OF TEN NOW AWARE OF SWITCHOVER

Nine out of ten adults are aware of digital television switchover, according to new research from Digital UK and Ofcom published today.

The Digital UK/Ofcom Tracker Survey at December 2007 indicates national awareness of switchover has reached 89%, up from 66% at the beginning of Digital UK's public information campaign in May 2006.

The figure rises to 96% in the Border TV region, which is set to start the switch at the Selkirk transmitter on November 6. Around three-quarters of those served by it could also pinpoint the exact date analogue transmissions will be turned off at the mast and replaced with a digital signal.

Following the successful switchover in Whitehaven, Cumbria, the research also shows more people than ever are relaxed about switchover. Nationally, 86% of those interviewed were comfortable with the move to digital TV.

The release of the figures coincides with the launch of a new national TV advertising campaign running in March. The new advert, entitled 'Skip', reassures viewers that almost any analogue set can be converted for switchover using a digital box.

Other key findings revealed:

- 76% of people are now aware of the 'digital tick' logo, which identifies equipment ready for the digital switchover, up from 65% in previous research.
- Eight out of ten viewers in the West Country, Wales and Granada TV areas are already comfortable with switchover, due to start in these regions in 2009.
- More than half (53%) of those interviewed had converted every TV in their home, rising to 57% in the Selkirk transmitter area.
- 43% understood that video recorders were also affected by the switch to digital television (up from 32%).
- Viewers in London have the lowest awareness levels, at just 77%.

David Scott, Chief Executive of Digital UK, said: 'This latest research is further evidence that viewers across the UK are embracing and enjoying digital TV. More than three-quarters of the UK's 60 million television sets are now ready for digital broadcasts.'

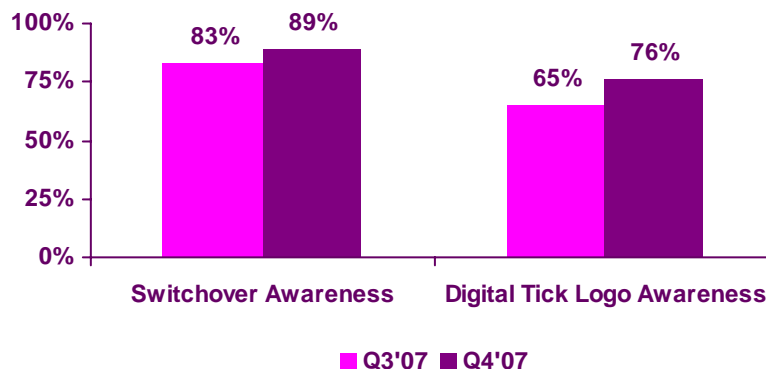
'Our figures show there's some work to be done with raising awareness around converting video recorders, and about the date of switchover in each region. Anyone uncertain about these or other switchover issues can call our helpline, which advises thousands of people every month, or visit our website.'

- ends; notes follow -

Notes to editors

Digital UK/Ofcom Switchover Tracker Survey

Digital UK publishes quarterly results of joint research carried out with Ofcom measuring switchover awareness and other key indicators. Figures quoted are from the survey carried out between 1 October and 21 December 2007. Sample size was 2,830 adults.



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

Contacts

Chris Cain
020 7462 5442
chris.cain@digitaluk.co.uk

Fishburn Hedges (PR)
Rosie Strachan, Kate Brader
020 7839 4321

digitaluk.co.uk/press