

## PREPARING INSTALLERS FOR THE FREEVIEW NATIONAL RE-TUNE

- All UK homes with a Freeview TV or box need to re-tune on or after 30 September 2009 to receive all the services available to them.
- The retune will pave the way for Channel Five to become as widely available as the other terrestrial channels at digital television switchover. In the short term, its existing coverage will improve.
- It is also a key step towards preparing for the future launch of Freeview HD.
- The national re-tune is not an analogue switch-off. It is led by Freeview in partnership with the public service broadcasters, and is supported by Digital UK.

Dear Colleague

One of the main lessons learned to date during the switchover to digital TV has been highlighting to viewers the need to re-tune Freeview TVs and boxes from time to time as well as at switchover. Re-tuning is a simple process for many, but can seem confusing for some.

Freeview's recent press release describes the forthcoming national re-tune and associated "Remember to Re-tune" consumer campaign to run in press, with on-screen messages on BBC, ITV, Channel 4 and Five.

On or after 30 September 2009, every UK home with a Freeview TV or box (including BT Vision and Top Up TV recorders) will need to re-tune to continue to receive Five, and other services will move from their current multiplex location to another. This includes Freeview homes in regions that have already completed switchover. Satellite, cable and analogue equipment will not need to be re-tuned. As part of the event, services will vacate Multiplex B to help free it for the launch of HD in the future.

The national re-tune is not an analogue switchoff - it does not involve a move to 8K COFDM-based high power transmission or all muxes moving to 64 QAM mode. The same UHF channels already used for the DTT multiplexes will be used. Consequently existing aerials systems delivering Freeview satisfactorily should be fine.

Some homes in Wales will be in the middle of the switchover process. This is an additional re-tune to those scheduled for switchover, and the retune on 9 September in Wales so that all households in Wales can access S4C. Installers and their retail partners need to prepare for helping their previous, current and future customers having difficulty in running the recommended "first time installation" re-tune procedure on or after the 30 September, as well as for switchover.

Manufacturers are also being encouraged to prepare their call centres for extended hours and higher call volumes that could come from any Freeview home in the UK.

A new website with re-tune guides and an automated helpline are being created to offer consumers help. We will write to you at the beginning of September with more details. The regular installer newsletters will also now feature the national re-tune where relevant.