



Info pack offers advice

Digital UK has developed a new Community Pack designed to help third-sector organisations explain digital television switchover and the Switchover Help Scheme to their communities. The information pack contains a DVD with films that can be shown at public meetings, as well as leaflets and posters which can be printed from an enclosed CD-ROM. Two thousand packs have already been sent out in the West Country TV region, the next to switch to digital.



New site explains all

Digital UK has redesigned its website at www.digitaluk.co.uk. The new site makes it even easier to get set for digital, with pages for each TV region and details of local events. Viewers can also find retailers with trained digital advisors in their area. And the ever popular postcode checker, which tells viewers when their home is due to switch and explains options for going digital, is now available on every page. A new guide to digital TV recording is also available on the site.

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Your Digital UK contact

Digital UK has appointed regional and national managers to lead preparations for digital TV switchover across the UK. See page 4 for your local contact.

Get Set

The newsletter from digitaluk – leading the digital TV switchover

Stores improve their switchover advice

Electrical retailers are giving better advice on digital television switchover to shoppers following a series of measures introduced by Digital UK. According to mystery shopping research conducted by GfK NOP, more than seven stores in 10 (71 per cent) are now providing accurate advice on switchover, up four percentage points on an earlier study last May.

More than four stores in five (81 per cent) are now discussing switchover, up eight percentage points, while a big improvement has been made in the proportion of stores correctly explaining the impact of switchover on video recorders, with 42 per

cent giving correct advice, up 14 percentage points. The research shows Digital UK's Approved Digital Advisor ('Ask Digital') retail training scheme, and the appointment of Retail Support Teams in Border, West Country and Wales have helped improve advice given to consumers. Stores in Wales made the greatest leap, with 79 per cent now able to explain the various ways of getting digital television, up 17 percentage points.

Set up with field marketing agency Gekko, Retail Support Teams will now be introduced in other regions ahead of switchover. A team is about to start in the Granada TV region.



Retail initiatives are improving customer service



18m sets still analogue

Nearly one-third of the UK's 60 million television sets are still analogue, according to research for Digital UK. While most viewers have converted their main set to receive digital channels via Freeview, satellite or cable, there are still around 18 million analogue TVs in use, 30 per cent of the total.

The research found that homes in Tyne Tees, STV Central and Meridian television regions topped the digital conversion league while the lowest proportion of sets ready for switchover are in STV North, Yorkshire and Anglia.

David Scott, Chief Executive of Digital UK, commented: "While nearly nine-out-of-ten homes have switched to digital on their main TV, it's no coincidence that many of the places lagging behind in the conversion of all sets are those where Freeview services are currently patchy.

"The good news is that switchover will allow us to boost Freeview signals so they reach virtually all households, offering many viewers more choice in how to get digital TV."

Areas to switch in 2009

	STAGE ONE	STAGE TWO
BORDER		
Caldbeck	24 June	22 July
Douglas	18 June	16 July
WEST COUNTRY		
Beacon Hill	8 April	22 April
Stockland Hill	6 May	20 May
Huntshaw Cross	1 July	29 July
Redruth	8 July	5 Aug
Caradon Hill	12 Aug	9 Sep
WALES		
Kilvey Hill	12 Aug	9 Sep
Preseli	19 Aug	16 Sep
Carmel	26 Aug	23 Sep
Llanddona	21 Oct	18 Nov
Moel-y-Parc	28 Oct	25 Nov
Long Mountain	4 Nov	3 Dec
Remaining transmitters		Jan-Mar, 2010
GRANADA		
Winter Hill	4 Nov	2 Dec

Full details on local events are available at the 'When do I switch' section at www.digitaluk.co.uk