

## IN THE BORDER TV REGION:

### SWITCH IN TIME IN 2009

Digital Switchover continues in the Border TV region in the summer of 2009. In just over four months time, on 24<sup>th</sup> June, the Caldbeck main transmitter and all its relays start the switchover process.

### HOW ARE WE DOING?

	Awareness	Understanding	Conversion	
			Primary set	All sets
<b>Q4 2008</b>	98%	81%	83%	69%
<b>Q3 2008</b>	98%	81%	81%	67%
<b>+/-</b>	0	0	+2	+2

As you can see from the table, awareness of switchover is virtually universal and understanding of what to do is at a very high level. Four out of five homes have converted at least their main television and seven in ten have converted all of their tvs.

### WORKING TOGETHER

The Digital UK Border team continues to work with communities across the region. Together with Digital Outreach and the Switchover Help Scheme, we have been developing partnerships with local authorities, charities and voluntary organisations to provide advice, reassurance and help for everyone who needs it.

### YOUR COMMUNITY NEEDS YOU

To make sure that everyone in your community gets the help and advice they need, we need YOU. You don't need to be a technical expert and we can provide all the information and training you will need. If your organisation could help with this, or to volunteer some of your time, please e-mail us at [border@digitaluk.co.uk](mailto:border@digitaluk.co.uk) or telephone us on 08456 50 50 50

### EVENTS IN MARCH

Date	Time	Town	Venue
<b>Tue 3rd March</b>	10 - 12	Haltwhistle	Methodist Church Hall in Centre of Town
<b>Wed 4th March</b>	10 - 4	Carlisle	Lanes Shopping Centre
<b>Thu 5th March</b>	10 - 4	Penrith	Library Meeting Room
<b>Tue 17th March</b>	10 - 4	Keswick	Booths
<b>We 18th March</b>	10 - 4	Kirkby Stephen	Masonic Hall, North Road
<b>Thu 19th March</b>	10 - 4	Kendal	Westmorland Shopping Centre
<b>Tue 24th March</b>	10 - 4	Castle Douglas	Town Hall
<b>We 25th March</b>	10 - 4	Stranraer	Library
<b>Thur 26th March</b>	10 - 12	Newton Stewart	Somerfield
	2 - 4	Whithorn	Venue TBC

## **IN THE UK:**

### **SOUTH COAST ANALOGUE CHANNEL FIVE TO BE SWITCHED OFF**

The analogue Channel Five service in the south coast area will be switched off next month as part of a reorganisation of TV signals in the Meridian TV region. The changes, due to take place on Wednesday, 25 March, 2009, will affect households in parts of Hampshire, east Dorset, West Sussex and the Isle of Wight. Viewers will need to switch to digital TV to continue receiving Five.

On the same day, existing digital terrestrial TV channels will move to new frequencies. An estimated 500,000 homes served by the Rowridge transmitter group will need to retune their Freeview, Top-Up TV or BT Vision equipment in order to continue receiving all available channels. The move is necessary to protect digital services from interference during switchovers in neighbouring areas of the UK and France.

### **THREE MONTHS TO THE UK'S FIRST DIGITAL CITY**

Exeter will become the first city in the UK to switch to digital television, and Digital UK is urging viewers to get ready for the historic change. The Stockland Hill transmitter group, serving over 200,000 households in Exeter, parts of Devon, Somerset and Dorset, will switch to digital on 6 and 20 May, 2009.

Bill Taylor, Digital UK's manager for the South West, kicked off the three-month countdown with local rugby heroes the Exeter Chiefs during an event held at Sandy Park Stadium. Latest research indicates that virtually all viewers in the West Country TV region are aware of switchover and 86 per cent of households have already converted their main TV to digital.

### **CHANNEL ISLANDS GET SET TO GO DIGITAL**

The Channel Islands will switch to digital television in November 2010, Digital UK has announced. Switchover will make digital TV via an aerial (Freeview) available on the islands for the first time. Households in the Channel Islands are served by the Fremont Point transmitter group, which will switch from analogue to digital in a two-stage process. The exact dates of switchover will be announced nearer the time.

### **HELP SCHEME OFFERS FREEVIEW AS STANDARD IN WALES AND GRANADA**

People in Wales and the Granada TV region eligible for the Switchover Help Scheme will be offered Freeview equipment to convert one TV to digital. For a subsidised cost of £40, eligible older and disabled people will be offered a Freeview set-top box, an aerial upgrade if needed, installation and a demonstration of how to use the equipment, and a help line to ring for advice while they get used to it. Eligible people on income benefits will get the help free. People unable to receive digital television through an aerial will be offered Freesat from the BBC and ITV on the same terms.

Other options will also be available through the Help Scheme, some at extra cost. A Freeview set-top box emerged as the most cost effective offer following a formal bidding process. For more information on the Help Scheme, click [here](#).

### **DIGITAL SALES UP DESPITE THE DOWNTURN**

Sales of digital TV equipment are soaring despite the credit crunch as viewers swap nights out for in-home entertainment. Latest figures reveal more than 900,000 Freeview+ recorders have now been sold, up 118% compared to December last year. Sky has also seen an increase in sales, gaining 171,000 new subscribers in the final quarter of 2008. The satellite TV provider has announced plans to create 1,000 jobs to meet demand for its high-definition services.

## digital diary

### **19 February**

On-screen captions reminding viewers about digital TV switchover in Wales start on analogue channels at the Kilvey Hill transmitter group, serving the Swansea area, the Preseli transmitter group, serving south-west Wales, and the Carmel transmitter group, serving parts of south and central Wales.

**6 March**

The Digital UK roadshow starts a tour of West Country TV region.

**digitaluk**

Digital UK is the not-for-profit organisation leading the UK's switch to digital television. To find out more visit [www.digitaluk.co.uk](http://www.digitaluk.co.uk)