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Press release

digitaluk

TV SWITCHOVER CAMPAIGN SHIFTS GEAR

New spot airs as analogue switch-off looms for 52,000 homes

Digital UK is stepping up its public information campaign as the national rollout of digital TV switchover starts this November.

A new TV spot developed by Abbot Mead Vickers BBDO, entitled 'Options', will hit screens across the whole of UK for two weeks from 11 August 2008. It explains the three main ways of going digital – by converting your existing TV with digital box, opting for a digital service via satellite or cable, or by buying a new television with a built-in digital tuner. It will run on both BBC and commercial channels.

Beth Thoren, Director of Communications at Digital UK, said: 'With this execution we're making it clear to viewers just how they can make the switch to digital TV. People often think it's more complicated than it actually is, so we're aiming to clarify things both for those who haven't yet switched, and for those who have but may not realise it.'

Shot on the Isle of Skye and in Glenelg using a helicopter to make the most of breathtaking aerial views, the 40-second clip features iconic landmarks and beauty spots in Scotland including Eilean Doran castle, Skye Bridge and the Glenelg ferry crossing.

Launched in May 2006, Digital UK's seven-year £200m programme is designed to raise awareness of switchover, tell viewers how to make the switch to digital TV, and encourage consumers to look for the 'digital tick' logo when buying new equipment. It also drives viewers towards a helpline and website for independent advice and support.

Advertising for the campaign, starring robot mascot Digit AI, has already moved through two main phases, providing general information and promoting the date of switchover. Tailored TV spots were made for each of the 13 TV regions, giving the specific year switchover would occur in these areas.

Research from the Digital UK/Ofcom tracker survey (to March 08) shows the campaign is proving effective with a significant shift in public awareness and understanding of switchover:

- National awareness of switchover is now at 90%, up from 66% at the start of the campaign
- 83% of viewers can now identify the 'digital tick' logo, compared to just 45% in May 2006
- Seven out of ten adults now understand what to do and how to get ready
- Around half of all homes in the UK have converted every TV to digital

The TV spot will be backed by radio and press advertising and a detailed 20-page guide to the digital switchover is now being sent to 52,000 homes in the Scottish Borders, starting the switch to digital on 6 November this year.

To continue watching TV via an aerial after switchover, viewers will need to convert their television using a digital box or upgrade to a fully digital model. A postcode checker on the Digital UK website (www.digitaluk.co.uk) can tell viewers which options are available in their area now and after switchover. - ends; notes follow -

Notes to editors

'Options' is 40 seconds long and will run nationally from the 11th August until the 24th August on the BBC, and from the 18th August until the 31st August on commercial stations. It will then be back on air in November.



Creative Agency Abbott Mead vickers BBDO
Writers Mark Tweddell, Simon Welch
Art Directors Tony Hardcastle Matt Welch

Digital Television Switchover is the process of converting the UK's terrestrial television system to digital. Between now and 2012, analogue channels will be switched off region by region and replaced with free-to-air digital TV and radio services (Freeview). Switchover will extend Freeview coverage to the whole of the UK and free up airwaves for new services such as ultra-fast wireless broadband and mobile television.

Digital UK is the independent, not-for-profit organisation established in 2005 to lead the implementation of digital switchover. It is jointly owned and funded by the public-service broadcasters (BBC, ITV, Channel 4, Five, S4C and Teletext), and the digital multiplex operators.

The Switchover Help Scheme is run by the BBC under an agreement with the Government to help older and disabled people make the change to digital TV. Every eligible person will be offered practical help to convert one of their TV sets to digital in the run-up to switchover in each region. People are eligible if they are aged 75 years or more, or if they are registered blind or partially sighted. Also eligible are people who get (or could get) attendance or constant attendance allowance, mobility supplement, or disability living allowance. Most people will be asked to contribute £40 towards the help. The service is free for people who are eligible and also get pension credit, income support or income-based jobseeker's allowances.

Images and video clips are available to media free of charge from vismedia.co.uk

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