

Digital Switchover: The UK Experience

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Switchover in UK

1. Why?
2. When?
3. How?
4. Management and Digital UK plc
5. The Help Scheme
6. Selkirk – Nov 08
7. Lessons learned
8. The future...

Benefits & Costs of Switchover

Benefits

1. More Channels



2. Fairness:

DTT to 98.5% of homes

3. New Services:

from released spectrum

Costs

1. Transmitter Network

£500 million

2. Digital UK

£25 million - Operations

£200 million - Communications

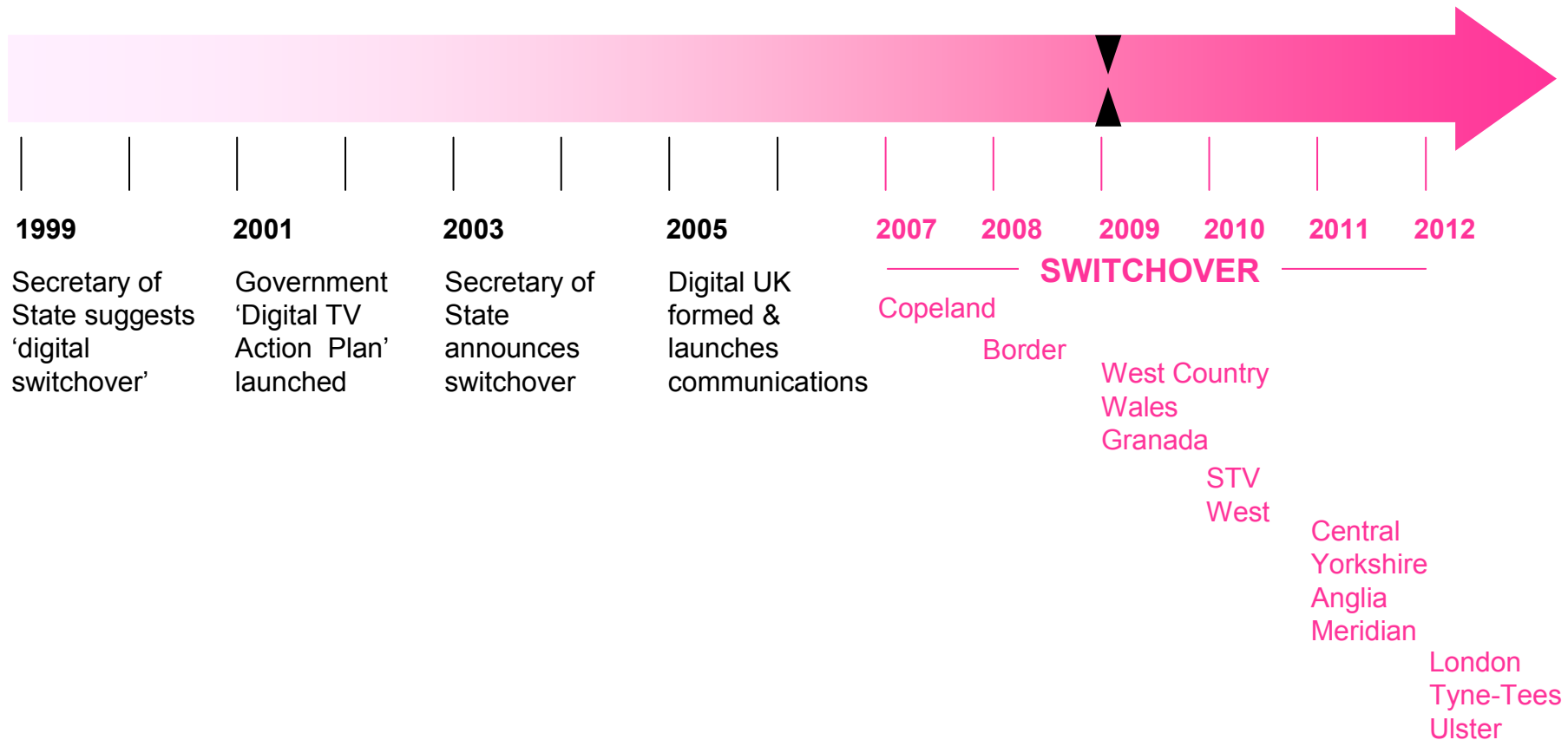
3. Digital Switch'r Help Scheme

£600 million

4. Consumer Costs:

- Converting TV sets
- Changing Recorders
- Upgrading Aerials

UK Digital Switchover Timeline



UK Broadcast Infrastructure



1,154 TRANSMITTERS

Managing UK switchover

IMPLEMENTATION

POLICY & REGULATION



Department for Media,
Culture and Sport



Department of Business
Enterprise & Regulatory
Reform



digitaluk



+ 2 representatives of
manufacturers & retailers

ADVISORY GROUPS

The Consumer Expert Group



Digital Switchover Help Scheme Ltd.



Digital UK Mission

1 Communications & Support



2 Industry Co-ordination



3 Transmitter Network Roll-Out



The Switchover Help Scheme

Who for?

- Aged 75 or over
- Get disability living allowance
- In a care home for six months or more
- Are registered blind or partially sighted

What?

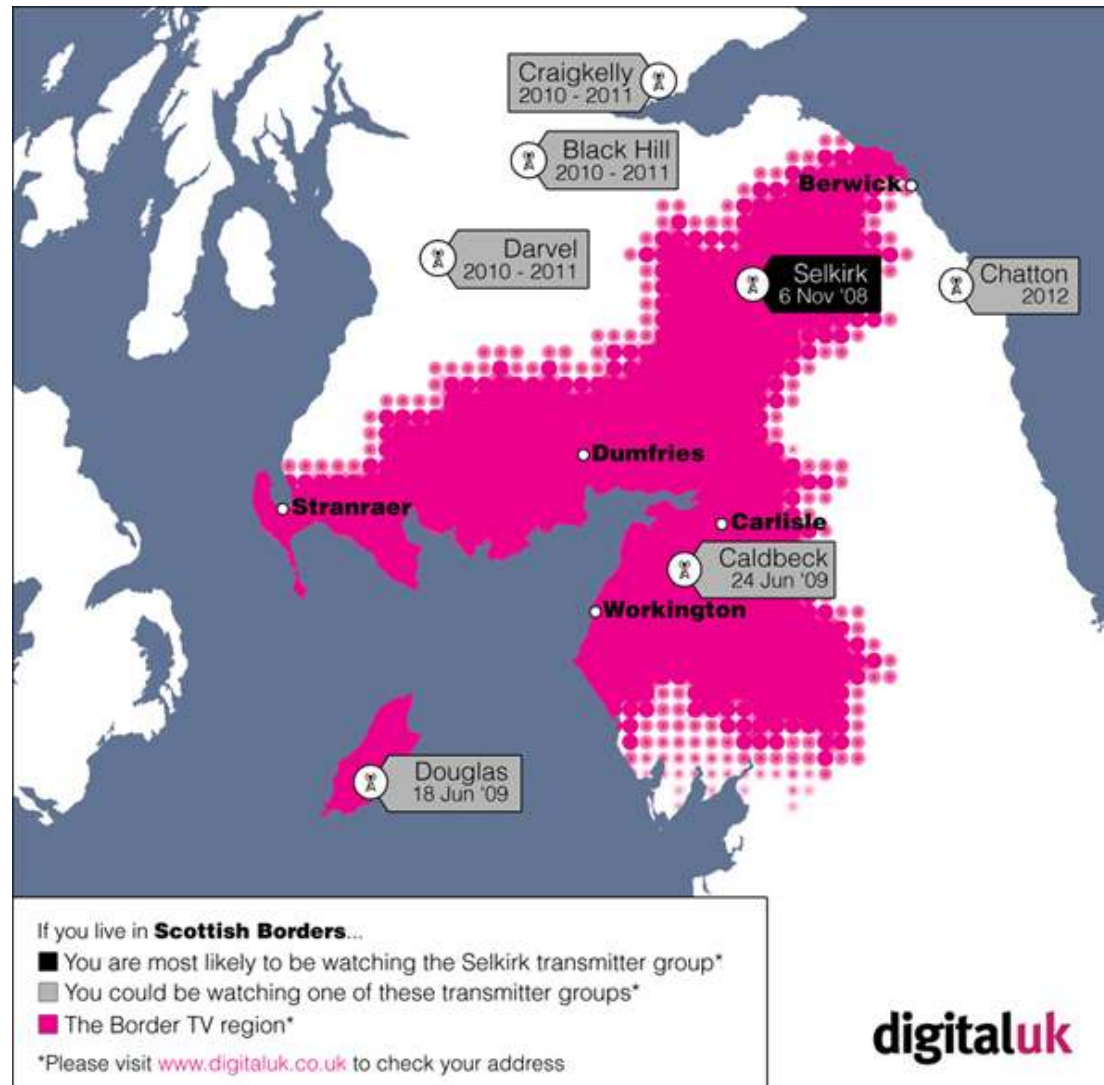
- Practical help to convert one TV: digital box, installation (aerial/dish)

How Much?

- £40
- for free (if on income support)



Scottish Borders – Nov 08

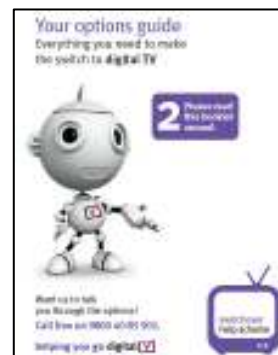


Scottish Borders Time-line

-12 mo	November 2007	Leaflet to homes in Scottish Borders and outdoor/ press advertising
	April 2008	Roadshow events
-6 mo	April 2008	On-screen captions started
	July 2008	Help Scheme information packs mailed
-3 mo	August 2008	Leaflet to all homes/advertising continued
	November 2008	Advice Points open/roadshow events
	6 Nov 2008	BBC2 analogue switched off
	20 Nov 2008	BBC1, ITV1, Channel 4 analogue switched off

Communications in Scottish Borders

- Regional teams
- Media
- Direct mail
- Consumer support
- On-screen captions



Retail support



Retail Support Team

Product stocking



Retailer initiatives included

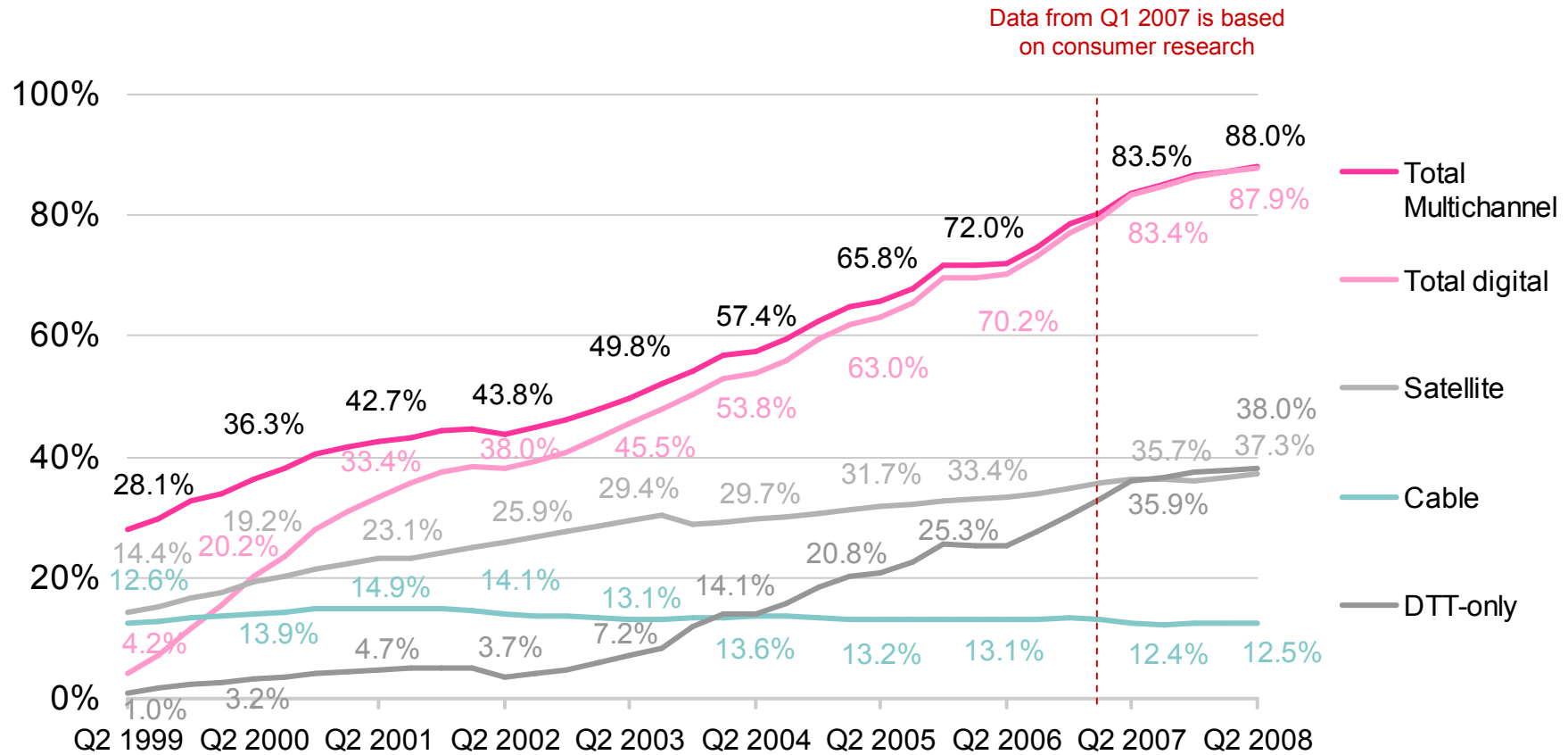
What Was Important?

1. **Firm timetable**
2. **Effective communications**
3. **Benefits of digital TV**
4. **Local community involvement and support**
5. **Face-to-face support**
6. **Retail readiness**
7. **Housing & property readiness**

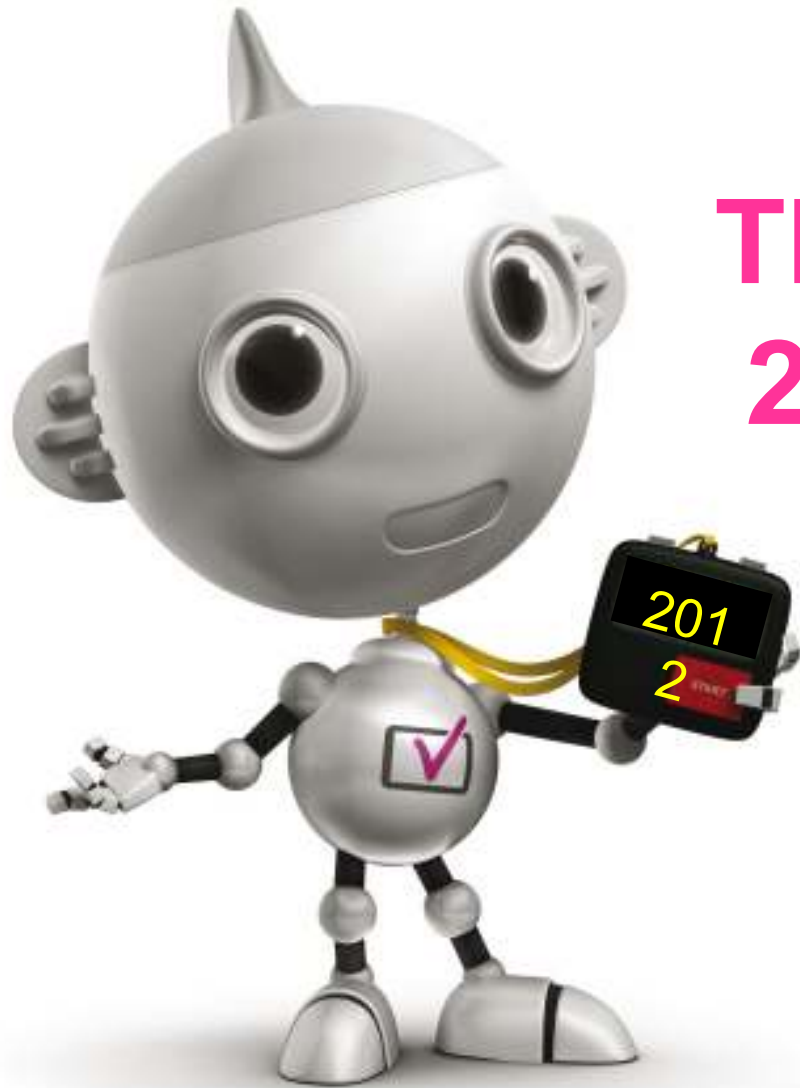
2009: 14 Switchovers

Transmitter		Region	Area	Homes	Switchover: Stage One	Switchover: Stage Two	Status
1	Copeland	Border	Copeland	25k	14 October 2007	17 November 2007	DONE
2	Selkirk		Scottish Borders	60k	6 November 2008	20 November 2008	DONE
3	Beacon Hill	West Country	South Devon	139k	8 Apr 2009	22 Apr 2009	
4	Stockland Hill		Exeter & Devon	206k	6 May 2009	20 May 2009	
5	Douglas	Border	Isle of Man		18 June 2009	16 July 2009	
6	Caldbeck		Cumbria, D&G	230k	24 June 2009	22 July 2009	
7	Huntshaw Cross	West Country	North Devon	67k	1 July 2009	29 July 2009	
8	Redruth		West Cornwall	121k	8 July 2009	5 August 2009	
9	Caradon Hill		Plymouth & E Cornwall	262k	12 August 2009	9 September 2009	
10	Kilvey Hill	Wales	Swansea & Surrounds	125k	12 August 2009	9 September 2009	
11	Presely		South West Wales	78k	19 August 2009	16 September 2009	
12	Carmel		South Central Wales	108k	26 August 2009	23 September 2009	
13	Llandonna		North West Wales	109k	21 October 2009	18 November 2009	
14	Moel-Y-Parc		North East Wales	146k	28 October 2009	25 November 2009	
15	Long Mountain		Central Wales	21k	4 November 2009	3 December 2009	
16	Winter Hill	Granada	North West England	2,836k	4 November 2009	2 December 2009	
17	Blaenplwyf	Wales	West Wales	28k	Jan-March 2010	Jan-March 2010	
18	Wenvoe		Cardiff & Surrounds	634k	Jan-March 2010	Jan-March 2010	

88% of homes now digital



Source: Ofcom, GfK



**The countdown to
2012 has begun...**

Thank You

Questions?