

digitaluk

Digital Switchover

Ford Ennals, CEO

Digital Switchover Help Scheme Supplier Briefing

2 February 2007

Universal access to digital TV



Digital TV also offers features for those with hearing and sight impairments

Digital UK: leading UK switchover

Ownership: Public service broadcasters and multiplex operators



Board Representation: Retailers, installers and manufacturers

Consumer Interests: The Consumer Expert Group

Programme Co-ordination: Government, Ofcom

Platform Advisors:



Digital Switchover Programme Status



1999

1999 Secretary of State suggests 'digital switchover'

2001 Government 'Digital TV Action Plan' launched

2003 Secretary of State commits to switchover

2004 'Digital TV Action Plan' report

2005

Apr '05 Digital UK formed

Sept '05 Digital UK launches to public

May '06 Digital UK launched first major communications campaign

2008

Oct '07 Switchover starts in Whitehaven

Q4 2008 Regional switchover begins with Border

Q4 2012 Switchover completes with Ulster

2012

The switchover timetable

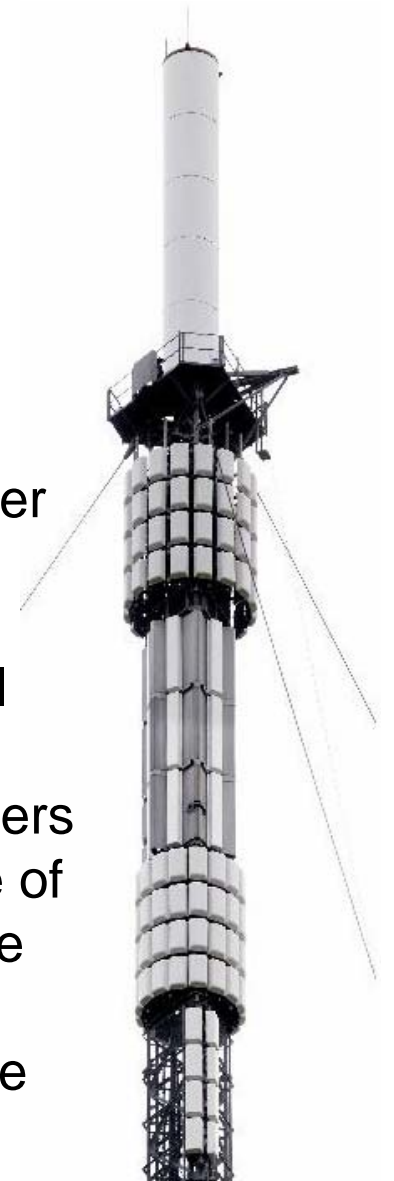
By ITV Region starting in:

2007	Whitehaven
2008	Border
2009	Westcountry, Wales, Granada
2010	West, Scottish
2011	Central, Yorkshire, Anglia
2012	Meridian, London, Tyne Tees, Ulster



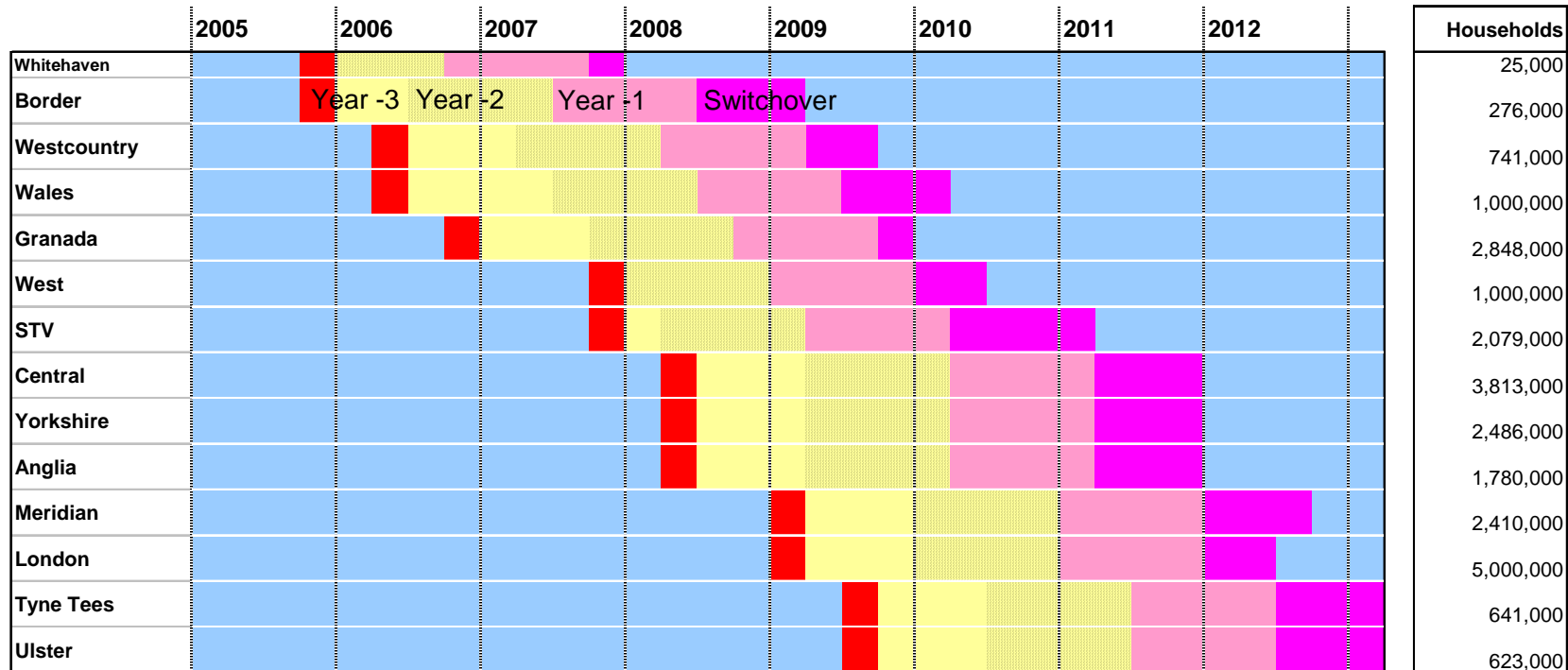
Re-engineering the UK's terrestrial network:

- Conversion of 1,154 transmitters
- Delivering universal coverage of 98.5% (equivalent to analogue today)
- Finalising transmitter timetable



Regional Programme Phasing

Regional Communications Plan



Calendar Yr	HOUSEHOLDS	1%	8%	32%	65%	100%	96%	76%	35%
	REGIONS	1	4	6	9	13	11	8	4

Financial Yr	HOUSEHOLDS	1%	8%	32%	95%	99%	80%	68%	35%
	REGIONS	1	4	6	11	12	9	7	4

24,722,000

Phasing of Spend

	2005	2006	2007	2008	2009	2010	2011	2012
Total Spend	£1,902,574	£8,725,512	£18,495,723	£25,200,503	£36,707,630	£40,516,352	£34,064,189	£10,925,756
% of Total Spend	1%	5%	10%	14%	21%	23%	19%	6%

Total
£176,538,239
100%

84% of total spend

Switchover Communications

Television



Retail



Information leaflet



Website



Press ads



- Commercial TV in May/October
- BBC TV in October
- Press advertising – national & regional
- BBC TV and radio
- Website with postcode checker
- Call Centre – 0845 6 50 50 50
- Information leaflets to 3m homes in May, further 3m homes in October
- Retail information and promotion

Support from across industry

digital 

Broadcasters / Platforms



Retailers

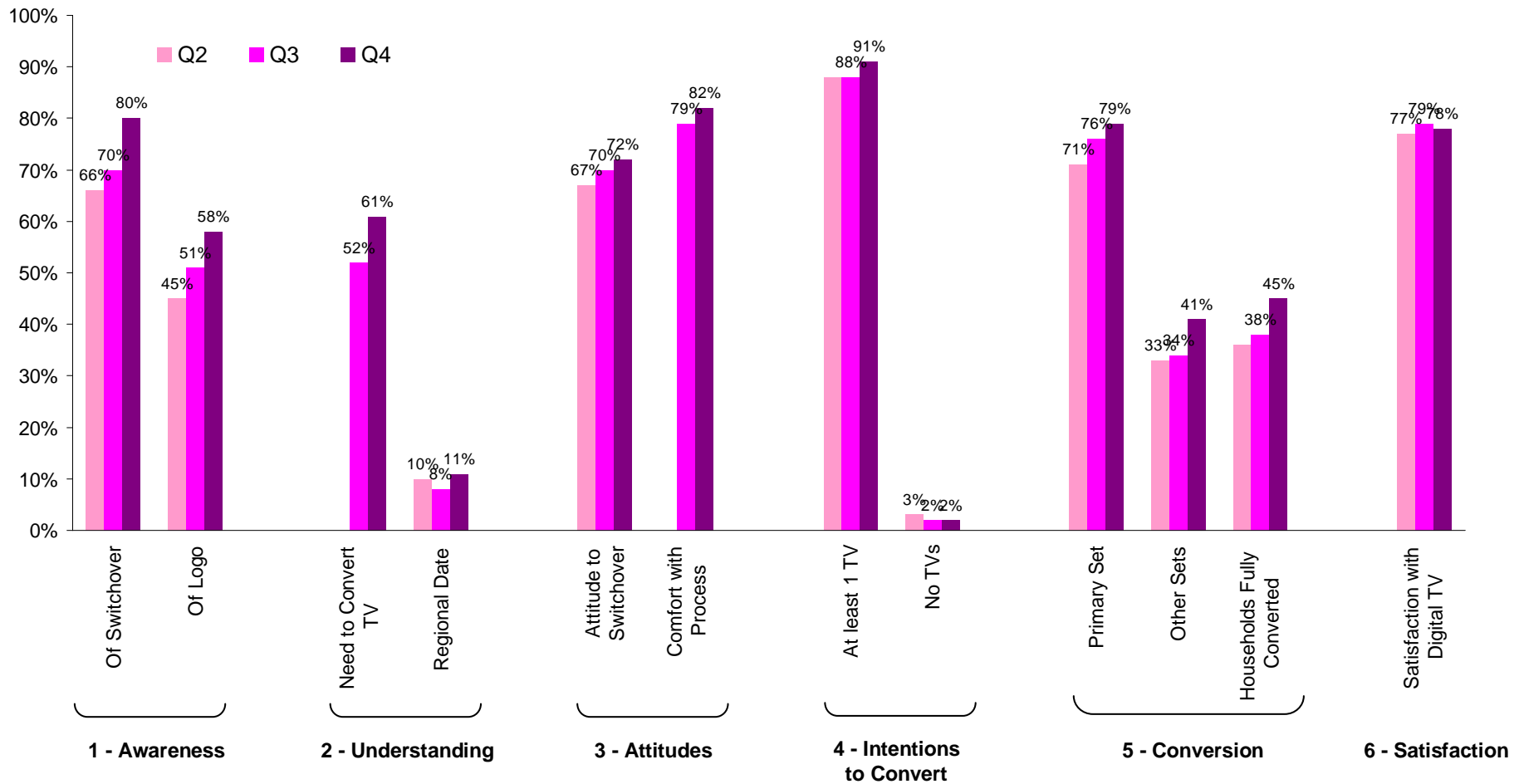


Manufacturers

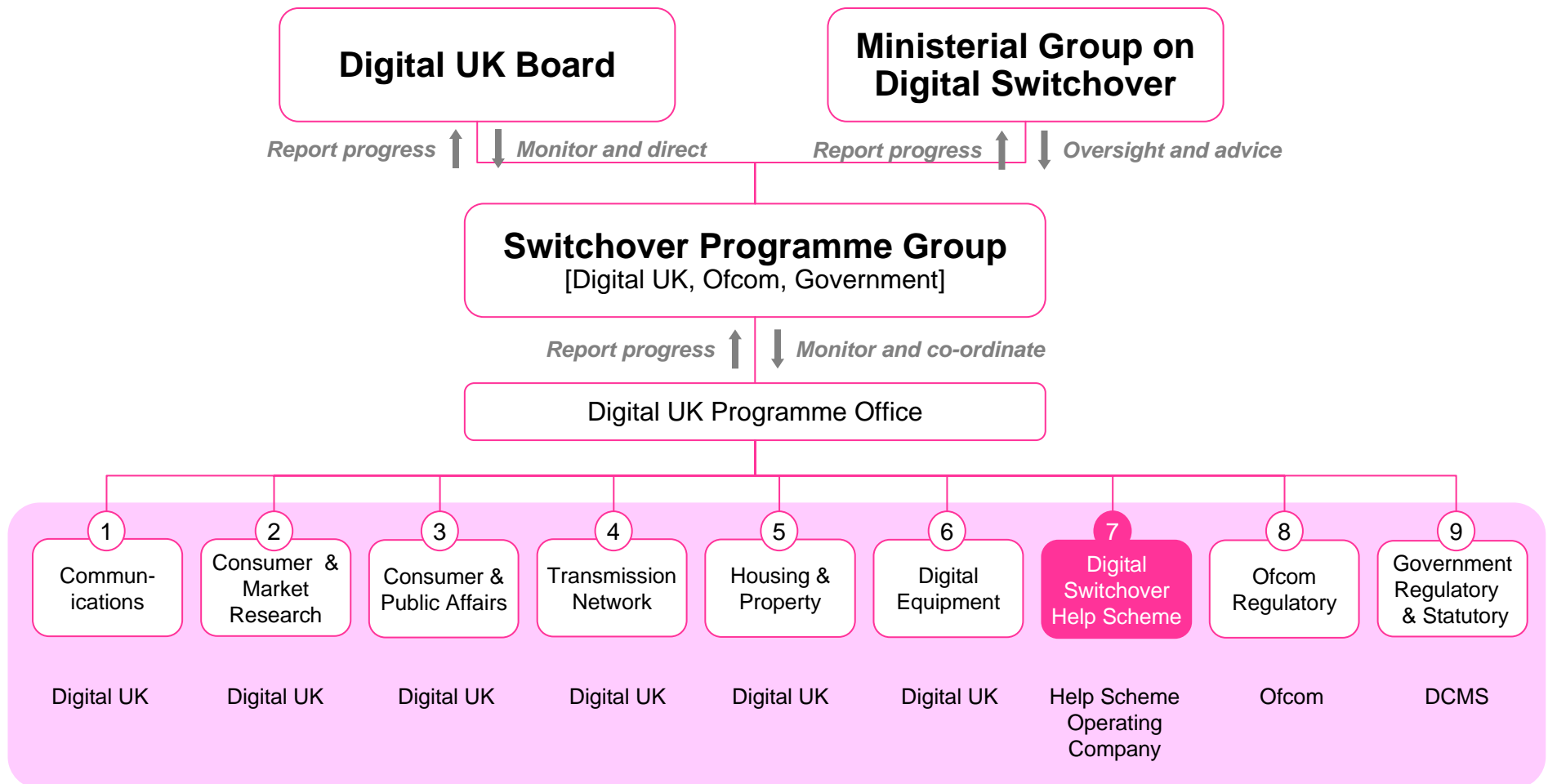


Switchover Tracker Results

National Key Metrics, Q2-Q4 2006



DSO Programme Structure



The Digital Switchover Help Scheme

A Government scheme to provide practical assistance to those who most need help, and ensure no one is left behind in the digital switchover

Digital UK Role

- To lead generic Help Scheme communication.
- To integrate Help Scheme messages into digital switchover communication.
- To work alongside and liaise with Delivery Company/Consortium.
- To support DCMS in project management and oversight.
- To ensure Help Scheme is delivered in Whitehaven.

