



# Digitising the Nation

**digitaluk**

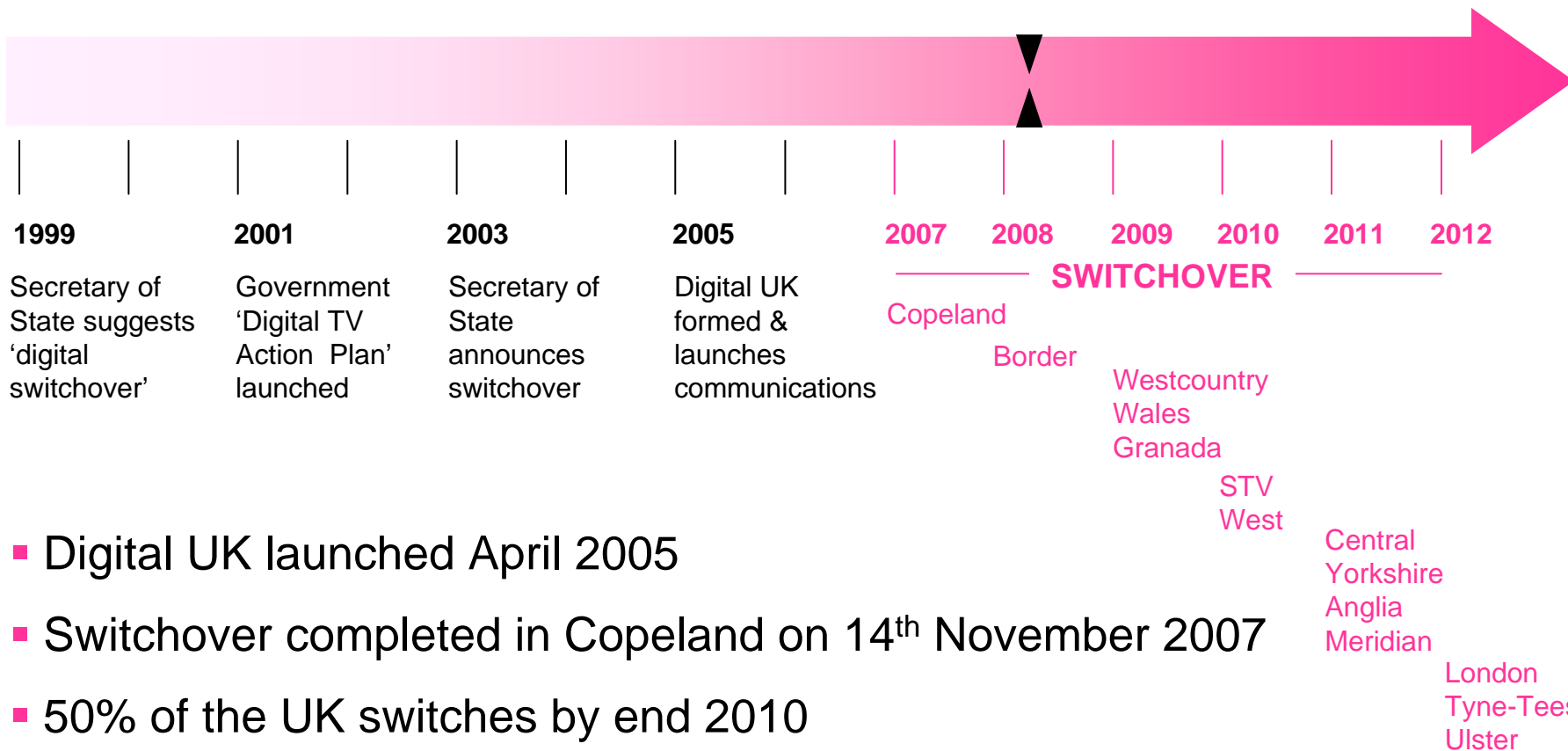
Digital Television Group Summit  
7<sup>th</sup> March 2008

**David Scott**

# Today's Agenda

- 1. About Digital UK**
- 2. Copeland: A Successful Start to Switchover**
- 3. Digital UK's Plans for 2008/09**
- 4. Supply Chain / Switchover Priorities**
- 5. What's Next**

# Digital Switchover Timeline



- Digital UK launched April 2005
- Switchover completed in Copeland on 14<sup>th</sup> November 2007
- 50% of the UK switches by end 2010
- Completed in 2012

# Digital UK: leading UK switchover

## IMPLEMENTATION

### POLICY & REGULATION



Department for Media, Culture and Sport



Department of Business Enterprise & Regulatory Reform



### digitaluk



+ 2 representatives of manufacturers & retailers

Digital Switchover Help Scheme Ltd.



### ADVISORY GROUPS

#### The Consumer Expert Group



#### The Platform Advisory Group



# Digital UK Mission

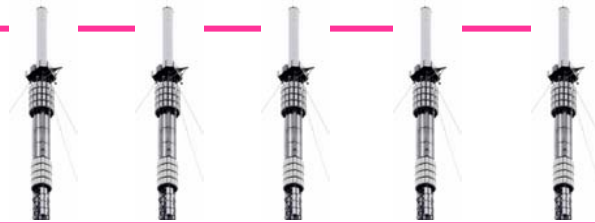
## 1 Communications & Support



## 2 Industry Co-ordination



## 3 Transmitter Network Roll-Out



## 4 Outreach & Help



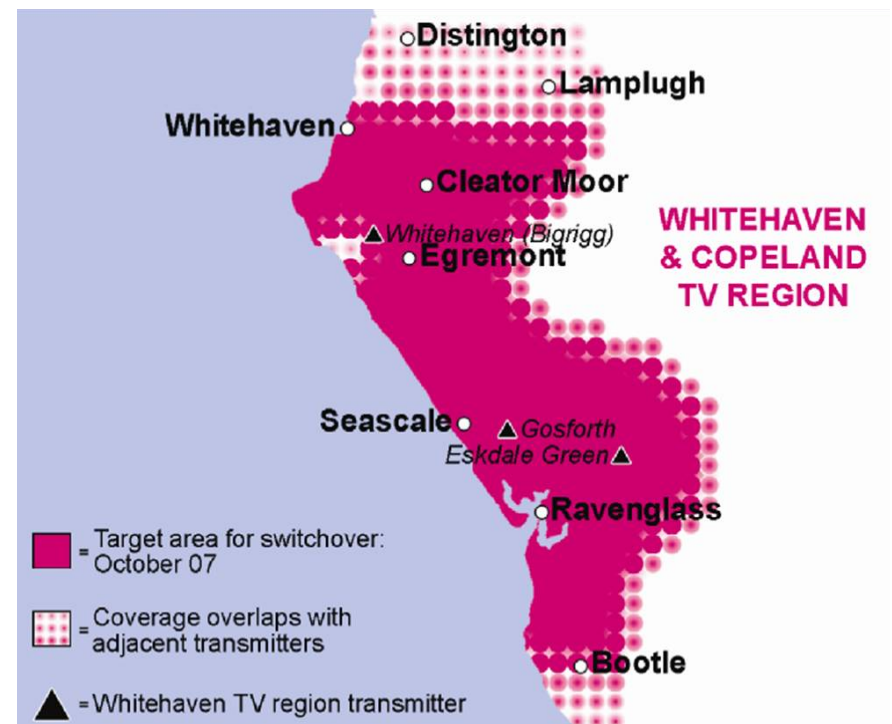
# Welcome to Copeland, Cumbria



- 25,000 homes
- Whitehaven main town
- 1 main transmitter & 2 relays
- No Freeview before switchover

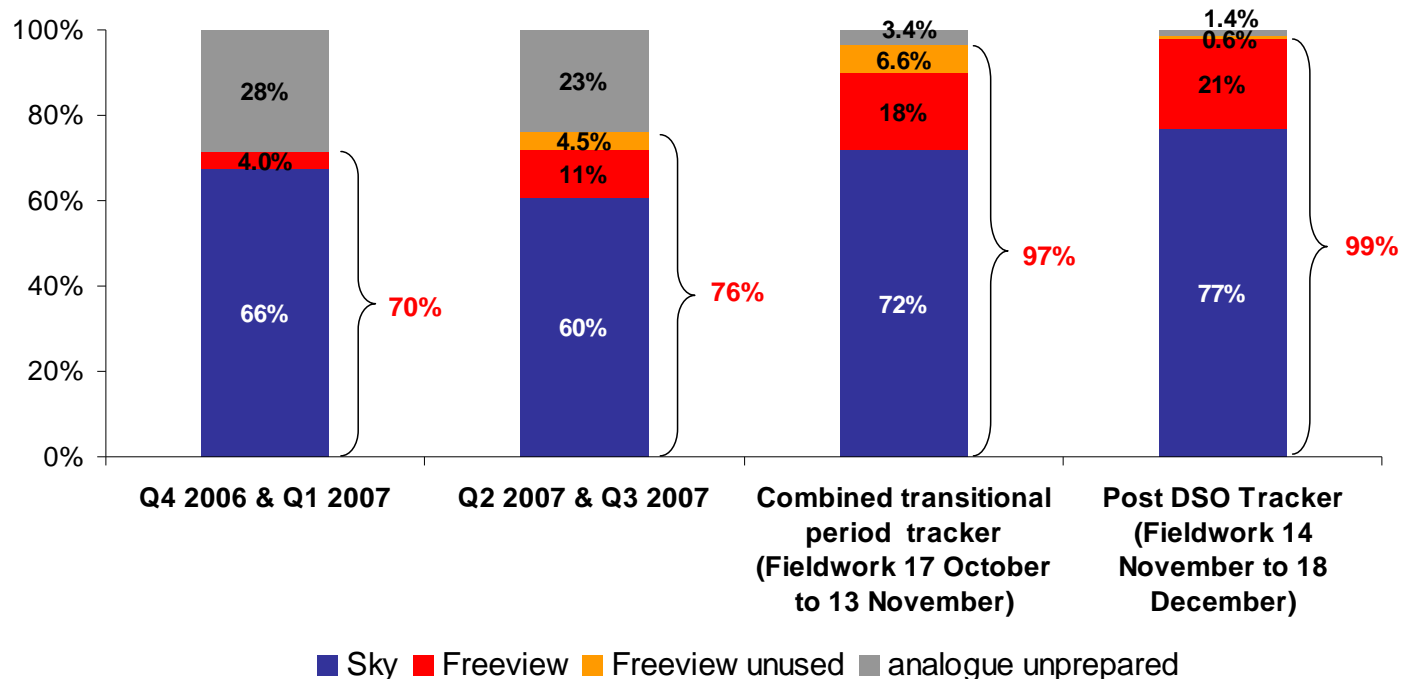
- Lead switchover area: critical to learn lessons for the remainder of the programme
- Comprehensive programme of research and monitoring

6



# Everyone Converted

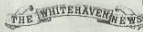
Copeland Conversion: September 2006 to December 2007



- 70% had digital before switchover
- All converted by or shortly after switchover
- 40% of analogue homes chose Sky; 60% chose Freeview
- Older, single-person homes converted last and required additional support

# Welcomed by Local Community

THURSDAY NOVEMBER 15, 2007



NEWS 3

## Warm reception as area wakes up to digital age

THE digital age has arrived in Copeland. The last three analogue television channels (BBC1, ITV1 and Channel 4) were switched off locally at 3am on Wednesday. At 3.37 am, 20 Freeview channels and 10 radio stations started broadcasting to 25,000 households.

BY ALAN CLEWER

Our immediate priority is to make sure assistance is available to those who need it. I'd like to reassure the few people who have yet to switch, or who may need advice on issues such as retaining their new equipment, that we'll be on hand in the coming weeks to provide practical support."

In addition to a helpline (0645 6 50 50 50) and website, co-ordinating switcher said. "I'm delighted that today thousands of people in Whitehaven will be able to enjoy the great choice

### Helpscheme 'on track'

THE Digital Switchover Help Scheme has offered help switching to 9,000 eligible people in Copeland who are over 75, have severe disabilities or are blind or partially sighted.

Chief executive Peter White said: "We're very happy with how it's gone so far. We have issued back from more than 6,000 people. About 2,000 have asked for help. We have helped more than 2,400 of those and are actively working through the remainder."

### Help each other plea

Those eligible still have un-

those who are not. It is important that these people are able to get the help they need, and I would encourage anyone who is worried about the switchover to contact Digital UK on 06456 50 50 50."

Digital UK is running help centres at four locations across the Whitehaven switchover area (see right). The centres, run in partnership with Age Concern North West Cumbria, provide advice and practical assistance with digital TV equipment.

The Digital Switchover Help Scheme has so far provided subsidised equipment and installation to more than 2,000 households in the Whitehaven area. Those who are eligible can still apply for help for another month (until December 13) and ongoing support is available until April next year.

Across the UK, one-in-four households are currently unable to receive digital television through an aerial. Between 2008 and 2012 switchover will extend digital TV coverage via an aerial across the whole country.

The next area to switch over is Scottish Borders in November 2008, followed by West country, Wales and Grampian starting in 2009.



**DI DIGI PALS:** The staff at the Whitehaven News suddenly realised their own TV was not yet digitally ready. So deputy editor Alan Clewer, centre, pulled a few strings and walked the corridors of power to find the very best digital engineers to could find: Digital UK chief executive Tom Emms and regional director Peter White. (Clockwise from top left) Alan Clewer, Tom Emms, Peter White and Alan Clewer. (Clockwise from top right) Alan Clewer, Tom Emms, Peter White and Alan Clewer. (Clockwise from top left) Alan Clewer, Tom Emms, Peter White and Alan Clewer.

Give your set-top box a retune to pick up all programmes

BY ALAN CLEWER

HOW do you know if you are now fully digitally ready? Those in the affected area have been able to receive six digital channels since October 17. But you should now be receiving 20.

Check you can see BBC1, 2, 3 and 4, ITV 1, 2, 3 and 4, BBC News 24, BBC Parliament, CBBC, CITV, News, E4, Four, Five and the community channel. You should also be able to pick up interactive services and several radio stations.

If you can't, then you need to make sure you have retuned your set-top box. How to do this varies from model to model so check your user instructions or pick up a fact sheet from The Whitehaven News office or Age Concern office on the harbour.

Drop-in centres are being held at these locations and times today (Thursday) where you can get assistance:

### MP concerned for digital

MP Jamie Reed has called for last minute help to be provided to the estimated four per cent of houses within the Copeland digital switchover area who have not yet converted, or been able to convert, to digital television.

He said: "The latest tracking data from Digital UK on the eve of switchover shows that up to 4 per cent of homes in the switchover area have yet to convert. Tracking polls which have charted the awareness of the switchover process and the actions that people need to undertake in our area have shown a small hard core of people - between one and two per cent - who are aware of conversion and do not wish to convert."

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"However, up to a further two per cent of people may be temporarily unable to convert due to technical issues. I am concerned that some Copeland households living in this core group will be left behind."

"On the face of it, a 98 per cent conversion rate with D...

*"I'm really pleased, everything's gone really well and it's been publicised well", Switchover Panel Member*

## Local Stakeholders Report:

*"The switch to digital has been recognised by the Copeland Digital Group as a very positive change, on the whole well managed and well received, with several benefits for local people and for the area."*



**DIGGING WITH DIGIT AL:** National and international media attended the digital time capsule burial at Jericho school, where pupils Beth Malchin, Sharon Harbutt, Mary Kate Monaghan, Della McCarron, Jack Tothunter, Matthew Jamison, Jordan Mather and Luke Bound met Digital!

### The day we made TV history

SOME people may have woken up yesterday morning having difficulty with their television sets and wondering what had happened to BBC1.

The answer? It was the first analogue station to be switched off, to make room for the first digital stations to be broadcast through terrestrial aerials. In parts of Copeland, the switchover process will be completed on November 14 when the remaining analogue channels will be turned off and 20 channels will be available on Freeview.

BY MICHAEL MINGCASTER

Peter Emms said: "Some viewers may find the process more complicated than others. He says Digital UK has done everything in its power to inform people about the change. Pupils at Jericho Primary School celebrated Whitehaven being the first town in the UK to embrace the digital switchover by burying a time capsule filled with digital-related items."

Currently the first stage of the digital switchover is in progress with the switch off of BBC2, BBC3, BBC4, BBC5 News 24, CBBC and Channel Five. He says Digital UK has done everything in its power to inform people about the change. Pupils at Jericho Primary School celebrated Whitehaven being the first town in the UK to embrace the digital switchover by burying a time capsule filled with digital-related items.

*"One the eve of the switchover to digital only television in parts of the borough, Copeland Borough Council today gave a cautious welcome to the new era, whilst urging its residents to look out for those around them who may not be ready for the switchover" [Copeland Borough Council Press Release]*

## So far so good, says MP

MP Jamie Reed, chair of the All Party Parliamentary Group on digital switchover has given a cautious welcome to the early signs of the switchover success.

He said: "It's far too early to make a considered judgement of the switchover process at this stage. The time for judgement will be in November when all analogue signals are replaced by digital signals."

"However the phase-in should ensure that every affected television viewer in Copeland knows precisely what they need to do to ensure a smooth transition and when they need to do this. "I anticipate some problems in some areas and the onus is on Digital UK to swiftly identify and resolve these."

Jamie welcomed the increased profile for Whitehaven that had been generated by the switchover.

He said: "By making broadcasting history and by pioneering the switchover process and digital technology in Britain, Copeland has found itself under the international media spotlight."

"Digital switchover has brought the area to the attention of an international audience. In terms of tourism, promotion and marketing for the area, it is hard to quantify the price or the value of this."



**JAMIE REED:** Digital switchover has helped raise profile of Whitehaven and marketed the town internationally

# What did we learn?

## What Worked

### What's Important to Success:

- Generating high awareness
- Benefits of digital TV
- Local community involvement and support
- Local media support
- Open and timely stakeholder communications
- Community-based communications
- Effective Help Scheme delivery
- Face-to-face support
- Retail readiness
- Close monitoring of progress

### Unexpected Successes:

- No complaints of 'blank screens'
- No distress / concern
- No significant aerial issues
- No queues at retail / shortage of equipment
- No significant recording issues
- No cowboys / consumer protection issues
- No private landlord issues
- No problems with business sector (hotels etc.)
- No coverage / interference issues

# What did we learn?

## What Didn't Work

### Key Issues:

**Issues with transition period** [confusion over dates, difficulty re-tuning/toggling, wanting all channels earlier, not needing 'grace' period]



### Actions:

Reviewing the transition period and options for a single switchover date in some regions

**Discontent at 20-channel line-up** [will continue to be an issue in 3 multiplex areas]



Greater clarity in communications on differences in channel line-up, and addressing packaging / EPG listing issues with manufacturers

**Copeland Homes readiness** [connecting flats to communal system]

**Reaction to service charges** [in social housing MDUs]



Developing landlords' good practice guide with model consultation process and communications to tenants

**Equipment issues** [some boxes did not work properly in 3 mux areas]



Working to address with manufacturers

# 2008 Switchover Priorities

1 Order and build antennas on time

2 Achieve expanded awareness, understanding and conversion targets

3 Support our industry partners: platforms, retail, manufacturers, aerial installers

4 Initiate and ensure on track delivery of additional 17 12 month out transmitter projects

5 Support establishment and communication of Digital Switchover Help Scheme

6 Implement Charity Partnership to mobilise Voluntary Sector

7 Increased focus on regional communications and management of local stakeholders and media

8 Maintain progress of social housing and private rental property

9 Monitoring of investment effectiveness

10 Successfully complete switchover of Scottish Borders

# Supply Chain Priorities

## 2008 Priorities for Digital UK / Supply Chain:

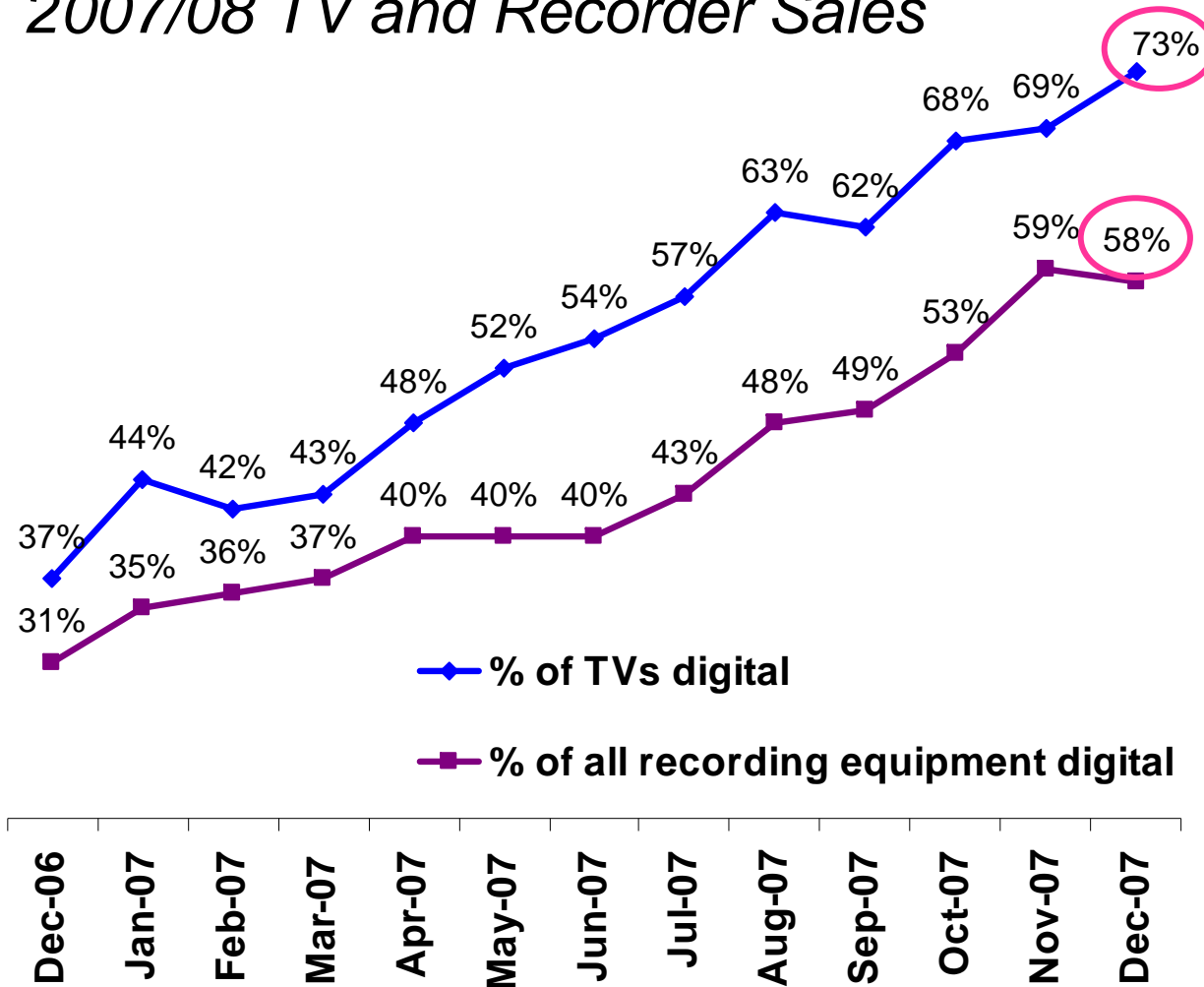
1. Continue to convert sales to digital (phasing out analogue stock in switchover regions)
2. Driving awareness and understanding of the digital 'tick' logo
3. Working to support retail and improve in-store consumer advice

# PRIORITY 1: Phasing Out Analogue Equipment Sales

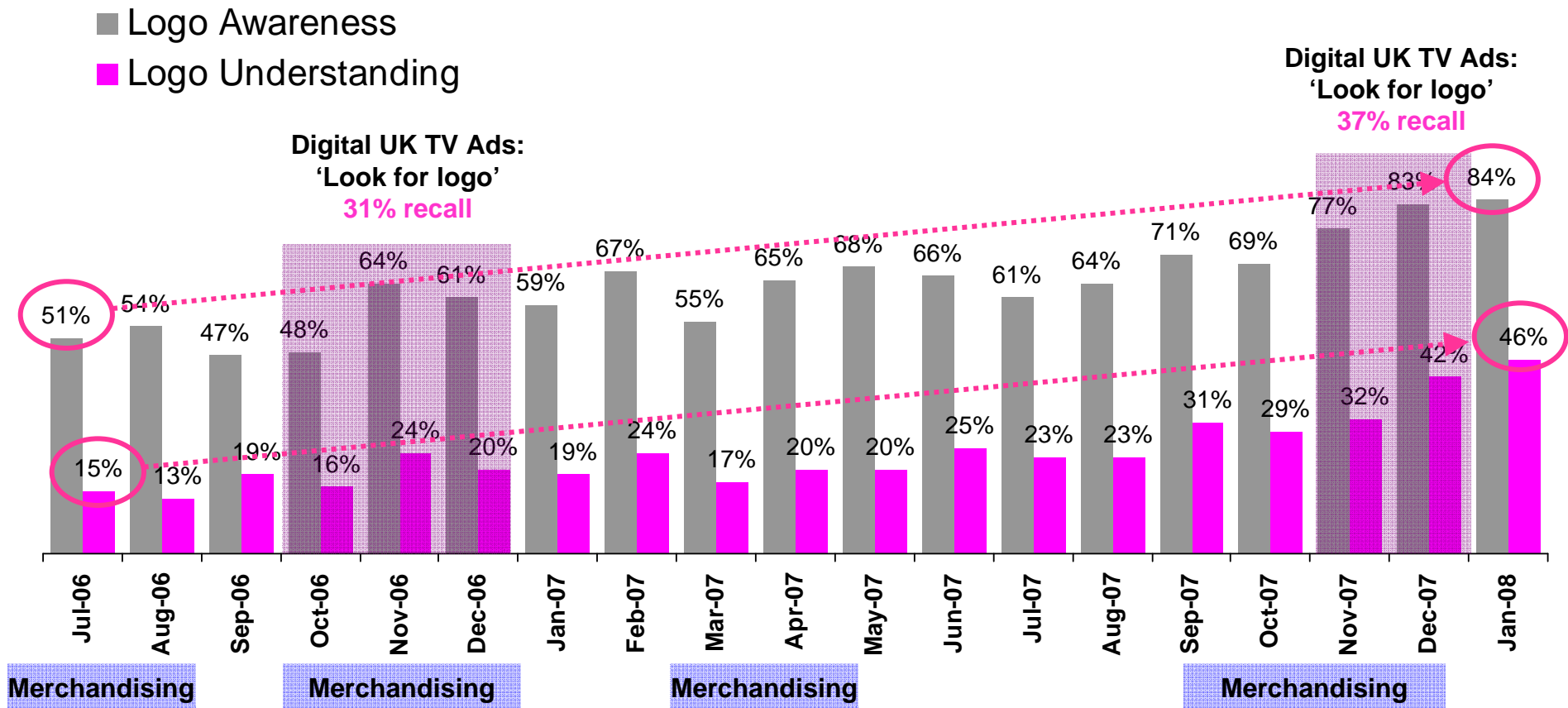
2007/08 TV and Recorder Sales

Daily Mail,  
28 Feb 2008

**Millions  
are still  
buying  
out of  
date TVs**



# PRIORITY 2: Driving Awareness and Understanding of the Digital Tick Logo



- Logo awareness grown from **51%** (July 2006) to **84%** (January 2008)
- Understanding from 15% to 46% - but room for improvement

# What Next?

## Scaling Up:

- Selkirk transmitter serving Scottish Borders switches November '08 = 60k homes
- 12 transmitters in Westcountry, Wales and Granada switch in 2009 = 4.3m homes
- Greater demand for equipment; greater need for support

## Likely Equipment Issues:

- Repeat of 3 / 6 mux issues in Selkirk (on larger scale)?
- 2k (old OnDigital boxes) in Selkirk will cease to work

## Possible Equipment Developments:

- Improvements in usability, accessibility and energy efficiency
- Auto re-tuning available in Selkirk or beyond?
- Possible arrival of HD on the UK DTT market

# The Challenge for 2008/09

Transmitter		Region	Area	Homes	S/o Date	Project Date	Progress
1	Copeland	Border	Copeland	25k	Nov '07	Nov '06	COMPLETE
2	Selkirk		Scottish Borders	60k	Nov '08	Dec '07	Launched 12/07
3	Beacon Hill	Westcountry	South Devon	139k	Q2 '09	Jan '08	
4	Stockland Hill		Exeter & Devon	206k	Q2 '09	Jan '08	
5	Caldbeck	Border	Cumbria, D&G	230k	Q2 '09	Jan '08	
6	Huntshaw Cross	Westcountry	North Devon	67k	Q3 '09	Feb '08	
7	Redruth		West Cornwall	121k	Q3 '09	Feb '08	
8	Caradon Hill		Plymouth & E Cornwall	262k	Q3 '09	Mar '08	
9	Kilvey Hill	Wales	Swansea & Surrounds	125k	Q3 '09	Mar '08	
10	Presely		South West Wales	78k	Q3 '09	Mar '08	
11	Carmel		South Central Wales	108k	Q3 '09	Apr '08	
12	Llandonna		North West Wales	109k	Q4 '09	Jun '08	
13	Moel-Y-Parc		North East Wales	146k	Q4 '09	Jun '08	
14	Long Mountain		Central Wales	21k	Q4 '09	Jun '08	
15	Winter Hill	Granada	North West England	2,836k	Q4 '09	Jun '08	
16	Blaenplwyf	Wales	West Wales	28k	Q1 '10	Sep '08	
17	Wenvoe		Cardiff & Surrounds	634k	Q1 '10	Oct '08	

# Will the scaremongers be right?

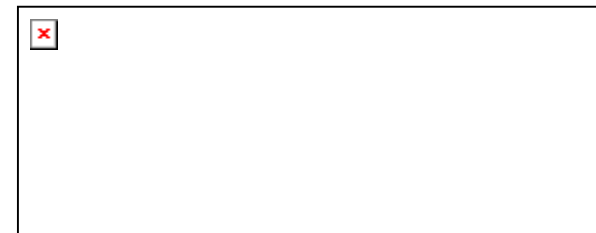
*The Sun, 27/02/08*

**Digital TV  
a turn-off**

*The Mirror, 27/02/08*

**Digital TV  
confusion**

*The Daily Telegraph, 27/02/08*



*Western Morning News, 28/02/08*

**Digital TV switchover  
'recipe for confusion'**

**'A lot of screens will  
go blank after  
switchover'**

*Western Morning News, 28/02/08*

**Western Morning News**

The Voice of the Westcountry

**Blank screens**

*Bristol Evening Post, 28/02/08*

**MPs fear digital television confusion**

*Yorkshire Post, 27/02/08*

**Blank screens warning  
over TV switchover**

# Or...

## Copeland Coverage, October / November 2007

Whitehaven News 18/10/07

### Now digital revolution really gets under way

BY ALAN CLEAVER

NOW is the time that Whitehaven's famed close-knit community will be tested to the full.

With the first stage of digital switchover successfully completed, Mary Bradley, director of Age Concern, said it was important that families helped relatives or neighbours struggling with switchover.

Age Concern is at the forefront of the switchover, working with Digital UK to assist older people in the technological change.

Mary said: "We have done everything we can and it is up to everyone now to look out for each other and check out neighbours and family are okay."

While the national media can happily report that switchover went smoothly,

people in the Copeland area now begin the switchover in earnest.

People will need to tune their set-top boxes - and re-tune them on November 14 when the other analogue channels are turned off.

There's also the complicated process of plugging in the set-top boxes, particularly if it involves also wiring in video or DVD recorders.

Until today, the switchover operation has simply been disseminating information. Now people actually have to get to grips with the technology.

Would it have been easier to switch all in one go rather than in two stages? John Askew of Digital UK said it was planned in two stages to allow people to check they were ready and give them time to sort things out if they were not.

The next four weeks does



■ OFF WE GO: Ford Ennis and Peter White of Digital UK at the press briefing at The Beacon on Wednesday

allow people to resolve problems but also means that they have to switch back and forth from analogue to digital.

Someone watching *Heroes* on digital BBC2 needs to switch back to analogue to watch TV news.

But there's no going back now. The process has started and Digital UK will be monitoring very closely what prob-

lems arise and how they can be eased as the process continues around the country.

In five years' time the switchover will end as London goes digital.

With the speed that technology develops, people will no doubt look back at the stories in *The Whitehaven News* about digital and barely recognise them.

Financial Times 16/10/07

### Shoppers get set for smooth transition

Mirror 17/10/07



Digital switch starts

### UK begins switch to digital TV

Daily Express 17/10/07

### Great TV switchover begins

Whitehaven News 18/10/07

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■ JAMIE REED: Digital switchover has helped raise profile of Whitehaven and marketed the town internationally

### Warm reception as area wakes up to digital age

Eastern Daily Press 17/10/07

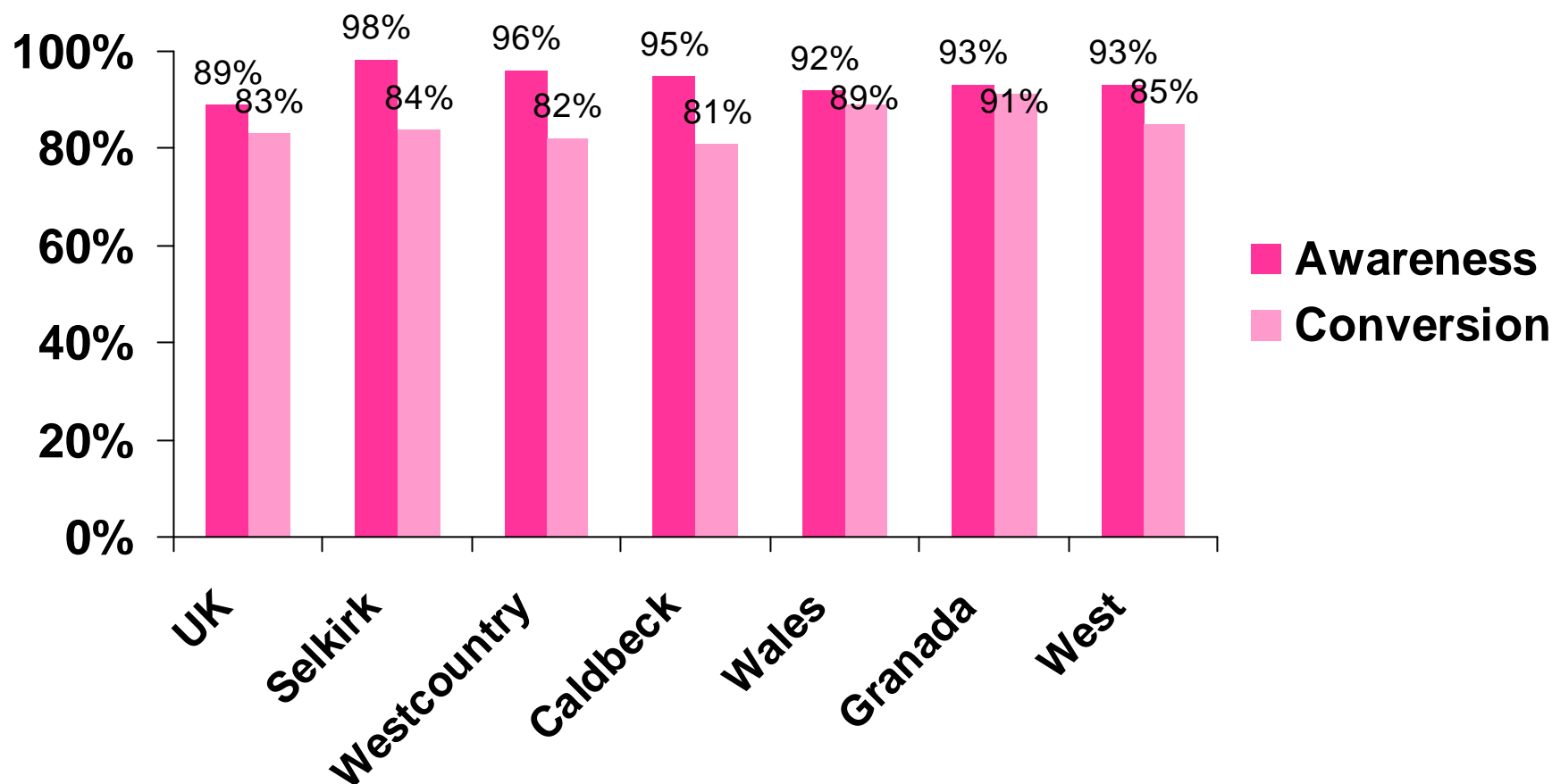
### It's AI systems go for TV switch-over

Guardian 16/10/07

### The final countdown: Cumbrian town gets set to lead TV revolution

digitaluk

# Get set for digital switchover



- 90%+ awareness of switchover in all lead regions
- 80-90%+ existing conversion to digital TV



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**Thank You**

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