

Get set for digital



Television in the UK is going digital, bringing us all better choice and new services.
Find out why and what it means for you.

What is digital switchover?

Television is going completely digital. Switching the UK to digital-only TV is called digital switchover. And it's the biggest change in broadcasting since colour television was introduced in 1967.

This process will be happening in your area some time between 2008 and 2012. It will happen ITV region by ITV region, depending on where you live. So we will all have plenty of time to get set for digital.

Why is it happening?

About 63% of UK households get digital TV already.

But the Government wants everyone to enjoy the benefits of digital TV. Key to this is to ensure that everyone has a greater choice of digital TV options they can afford.

Today, about 1 in 4 UK households cannot get the full range of digital TV services available free through an aerial, and 1 in 5 UK households cannot get Five through their aerial. The number of UK households that can get these services can only be increased through the process of digital switchover. So switchover will make it fairer for everyone.

Switching to digital will free up spectrum that could be used for new services such as high definition television (HDTV) and broadcasting to mobile phones.

Digital switchover will also help the UK continue as a world leader in broadcasting. It will ensure that today's ageing terrestrial broadcasting network is replaced by the best available technology, digital.

When will it happen in my area?

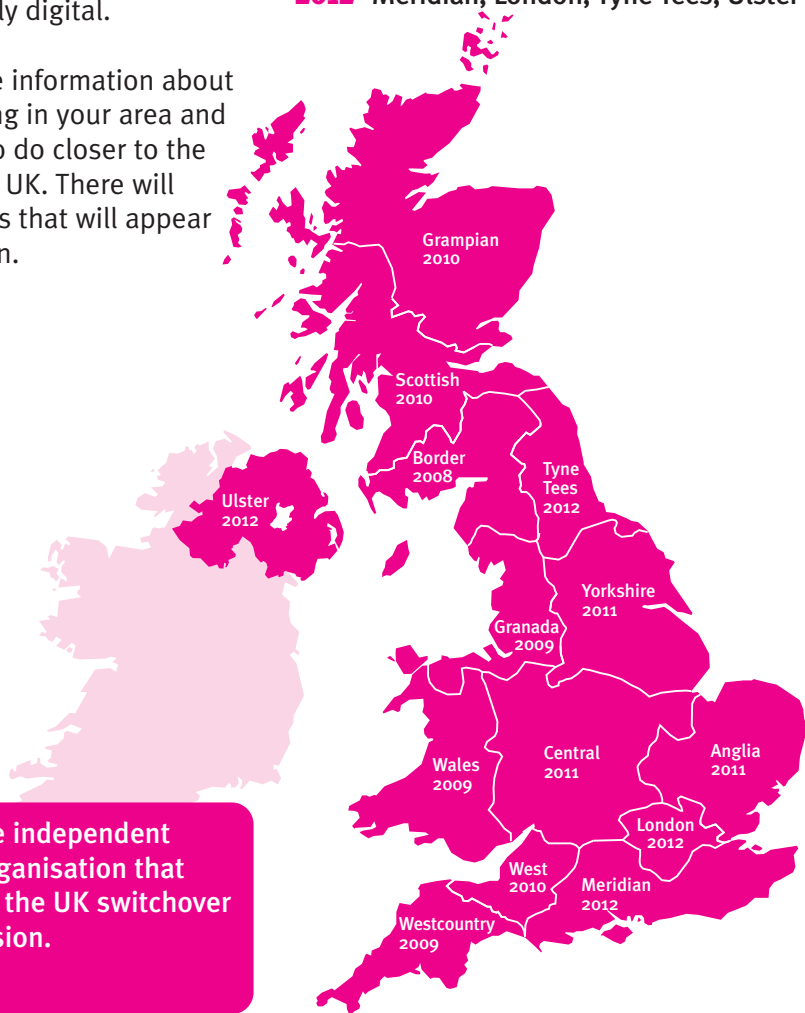
The process of digital switchover will take place between 2008 and 2012, ITV region by ITV region.

The map below gives more information about when television in your ITV region will go fully digital.

You will get more information about what is happening in your area and what you need to do closer to the time from Digital UK. There will also be messages that will appear on your TV screen.

By ITV region:

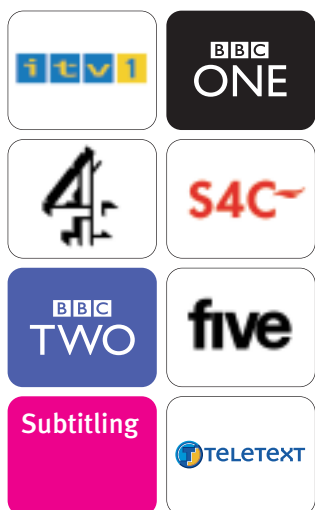
- 2008** Border
- 2009** Westcountry, Wales, Granada
- 2010** West, Grampian, Scottish
- 2011** Central, Yorkshire, Anglia
- 2012** Meridian, London, Tyne Tees, Ulster



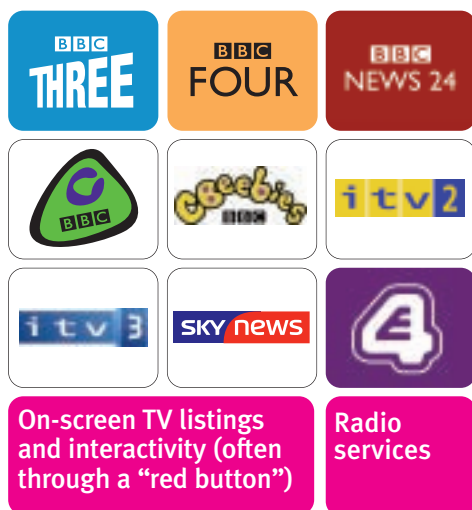
Digital UK is the independent not-for-profit organisation that is co-ordinating the UK switchover to digital television.

What you get with digital TV

When you get digital TV, you will still get all the channels and services that you can get today*.



Depending on how you choose to get digital TV you will get many extra channels and services as standard and at no extra cost, such as:



Depending on where you live and how you choose to get digital TV, there are many more TV and radio channels available on subscription offering services such as films, sports, documentaries and much more besides...

To find out exactly what you can get in your area check online at www.digitaluk.co.uk or ask your local retailer or supplier.

*Some digital platforms currently do not support Teletext and subtitling, although all have plans to do so by switchover.

How to go digital

First you need to choose how to get your digital TV signal

There are several ways that you can get a digital TV signal –

- 1 Through an aerial**
- 2 By satellite**
- 3 By cable**
- 4 Through a telephone line**

Not all options are available in all areas. Some areas will not be able to get digital TV through an aerial until after digital switchover. For more information, check at www.digitaluk.co.uk, contact any of the companies listed on the back of this leaflet, or ask your local retailer or supplier.

Then you need to choose what to do with your TV set

You have two choices:

1 Simply convert your existing TV set

This is done by plugging a digital box (often called a “set top box”) into the back of the set

2 Take the opportunity to buy a new TV set

You can buy or rent a TV set with a digital box built inside it, often called an “Integrated Digital TV” or iDTV which will let you receive the free digital TV services through an aerial. iDTVs will not enable you to receive digital television by satellite, cable or through your phone line without additional equipment.

Don't forget your video recorder

You will be able to use your current video recorder unless you want to record one programme while watching another. Then you will need to get a digital TV recorder.

The range of new digital TV recorders (often called “Personal Video Recorders” or PVRs) is expanding all the time. Ask your local retailer for more information.

Going digital can be easy and affordable – with options available to suit every budget.

