

# switchovernews

Your monthly briefing from digitaluk in the North East

No 10

July 2012

The latest news about digital television switchover

## SWITCHOVER ON TRACK AS VIEWERS GET SET FOR DIGITAL



Gateshead Harriers Rebecca Liddell and Richard Kaufman put Digital UK's John Askew and Bill Haworth through their paces

Gateshead Harriers recently joined Digital UK to urge viewers in the Tyne Tees region to 'get set' for switchover this September. Local hurdlers Rebecca Liddell and Richard Kaufman limbered up alongside switchover mascot DigitAl at Gateshead International Stadium to mark the 100-day countdown to the end of analogue TV.

Switchover begins in the region on Wednesday 12 September, completing two weeks later, on 26 September. This also marks the completion of switchover in England.

## RETAILERS IN TUNE WITH DIGITAL MESSAGE

TV retailers throughout the region have been preparing for the switchover and most now have trained staff who can offer advice and support to customers who need more information about switchover. "It is easy to convert almost any television to digital operation," says Regional Manager John Askew. "If you need to buy equipment for the digital switchover, your local television retailer will be able to help you switchover easily and without any worry".

The Retail Support Team visited 105 stores last month and trained 253 staff with the total number of approved advisers in the region now standing at just under 600. Special 'battle' packs containing key switchover information for retailers to help customers choose and tune in their equipment, are going to local retailers throughout July.

## PAUL MAKES SURE NO-ONE IS CAUGHT OUT!



Durham and former England all-rounder Paul Collingwood helped ensure nobody is stumped by switchover when he bowled up at the Help Scheme bus during the recent one-day test match against Australia at Durham's Chester-le-Street cricket ground. He is pictured with Help Scheme Network Co-ordinator Andy Guy.

## RETUNING IS THE KEY TO TROUBLE-FREE VIEWING AT SWITCHOVER

Viewers already watching digital TV via Freeview, TopUp TV or BT Vision will need to retune at both stages of switchover to receive the new higher-power digital signals. In most cases retuning is straightforward – just press the menu button on the remote control, choose the setup or installation menu and follow the simple instructions. If you have trouble, there are retuning guides on the Digital UK website at [digitaluk.co.uk/retuning](http://digitaluk.co.uk/retuning) – or you can call the advice line on 08456 50 50 50. If you quote the make and model of your equipment, the advisor will be able to help you step by step over the phone.

## YOUR SWITCHOVER DATES IN FULL

Area served	Transmitter Group	Stage One (BBC2 analogue switched off)	Stage Two (all other analogue off)
North Northumberland	Chatton	12 September 2012	26 September 2012
County Durham and Tyne and Wear	Pontop Pike		
Teesside and much of North Yorkshire	Bilsdale		

## WE'RE HERE TO HELP

The Regional Team in the North East can support you by providing information and materials for use with your clients/members and at local events. We can provide information and advice about the **Digital Switchover Help Scheme** for older viewers and those who need extra help and support. We can help you to help people locally to make the switch.

For technical advice and information about how to convert individual televisions to digital, please contact the **Digital UK Advice Line** on **08456 50 50 50** or visit [digitaluk.co.uk](http://digitaluk.co.uk)  
For advice about the **Digital Switchover Help Scheme** call **0800 40 85 900** or visit [helpscheme.co.uk](http://helpscheme.co.uk).

You could be involved in our **Digital Outreach** programme to help charitable and voluntary organisations and community sector groups to reach out to people in the community to ensure that they get reassurance, advice and help to make the switch without any worries.

For more information, to order supplies of information or to arrange a meeting, please contact **Jaime Flinn** on **0844 88 15072**, e-mail [tynetees@digitaluk.co.uk](mailto:tynetees@digitaluk.co.uk) or write to: **Digital UK, c/o ITV plc, The Watermark, Gateshead NE11 9SZ**



## digital diary

### DIGITAL UK ROADSHOWS

The regional team is travelling to locations across the North East this summer offering practical advice on how to get set for digital. A full list of roadshow dates and locations is available [online](#)

## The Help Scheme will be offering advice at the following events/venues

<b>20 July</b>	Southwick
<b>21-22 July</b>	Sunderland Air Show
<b>22 July</b>	Aldborough and Boroughbridge Show
<b>25 July</b>	Borrowby Show
<b>26 July</b>	Consett Market
<b>27-29 July</b>	Gateshead Flower Show
<b>31 July</b>	Ryedale Show
<b>1 August</b> (10am-12.30pm)	Kenton Library, Newcastle
<b>1 August</b> (1.30pm-4pm)	East End Library, Newcastle
<b>1 August</b> (10am-1pm)	Richmond Market Place
<b>2-5 August</b>	Pickering Steam Rally
<b>7 August</b> (10am-4pm)	Durham Market Place
<b>7 August</b> (10am-12.30pm)	Gateshead Civic Centre
<b>7 August</b> (From 2pm)	Trinity Methodist Church, Hexham
<b>8 August</b>	Thornton-le-Dale Show
<b>8 August</b> (10am-12.30pm)	Central Library, Middlesbrough
<b>8 August</b> (10am-12.30pm)	Morpeth Library
<b>8 August</b> (1.30pm-4pm)	Berwick Hills Library, Middlesbrough
<b>8 August</b> (1.30pm-4pm)	Ponteland Library
<b>9 August</b> (10am-12.30pm)	Central Library, South Tyneside
<b>9 August</b> (10am-12.30pm)	Ashington Library
<b>9 August</b> (1.30pm-4pm)	Cleadon Park Library, South Tyneside
<b>9 August</b> (1.30pm-4pm)	Blyth Library
<b>10 August</b> (10am-12.30pm)	East Boldon Library
<b>10 August</b> (10am-3pm)	Berwick Library
<b>10 August</b> (1.30pm-4pm)	Jarrow Library
<b>13 August</b>	Redcar
<b>14 August</b> (10am-12.30pm)	Denton Burn Library, Newcastle
<b>14 August</b> (10am-12.30pm)	Central Library, Hartlepool
<b>14 August</b> (1.30pm-4pm)	Owton Manor Library, Hartlepool
<b>14 August</b> (1.30pm-4pm)	Fenham Library, Newcastle
<b>16 August</b>	Castlegate car park, Berwick
<b>17 August</b>	Helmsley Market Place
<b>18 August</b>	Rosedale Show

### **CATCH UP WITH US ON FACEBOOK AND TWITTER**

Viewers in the North East can keep up with the latest on switchover in their area on our [Facebook](#) page, and follow Digital UK on [twitter](#) to catch up with switchover news across the UK.



John Askew **Regional Manager, Tyne Tees/North East Digital UK**

**a:** Digital UK | c/o ITV plc | The Watermark | Gateshead | NE11 9SZ

**t:** 0844 88 15072

**e:** [john.askew@digitaluk.co.uk](mailto:john.askew@digitaluk.co.uk)

**w:** [www.digitaluk.co.uk](http://www.digitaluk.co.uk)



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## **digitaluk**

Digital UK is the not-for-profit organisation leading the UK's switch to digital television. To find out more visit [www.digitaluk.co.uk](http://www.digitaluk.co.uk)

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