

## Appendix B: Explanatory leaflet

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# Your guide to digital TV



get set for digital 

This information has been prepared for the Bolton Digital TV Project (October 2005)

## **What is Digital TV?**

Digital TV is a new technology that brings us better choice and new services.

TV is changing – it will be going completely digital soon. Switching the UK to digital-only TV is called “digital switchover” and it will be happening in your area during 2009. It is the biggest change in TV since colour television was introduced in 1967.

## **Why do people go digital?**

About 63% of UK households get digital TV today. 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 that they can afford.

Those who have switched to digital TV will probably have done so because of the greater choice of programmes – more of what they want to watch. Or they might have switched because of the picture and sound quality as digital TV can improve the quality of pictures and sound, particularly for those who get poor reception now.

## **Will I get the same TV channels?**

Yes, after switchover you will still get all the channels and services that you can get today, plus many more channels at no extra cost.

Even more TV channels are available on paid subscription from some providers.

## **What do I need to do to get digital?**

- 1.** First you need to choose **how to get your digital TV signal** – ie through an aerial, satellite dish or cable.
- 2.** Then you need to choose **what to do with your TV set**, so it can receive the new digital TV signals – either you can convert or upgrade it.
  - You can convert your existing TV set with a digital box that plugs into the back of your set, OR
  - You can take the opportunity to upgrade and get a new TV set with the digital technology built inside it – an “integrated digital TV” (iDTV) which will let you receive the free digital TV services through an aerial.

Going digital can be simple but if you need advice, the Project team can provide support to help you convert to digital TV.

## **What is the Digital TV Project?**

The Bolton Digital TV Project has been set up to help older people switch to digital TV. The project will help to understand what assistance older people may need in order to convert to digital TV. Residents of Hulton Ward in Bolton are the focus of this short-term project.

## Going Digital in Bolton

When choosing how to get your digital signal, you have three options in Bolton:

1. **Aerial;**
2. **Satellite dish;** or
3. **Cable.**

You will need to choose the best option for you.

### 1. Digital TV through an Aerial – FREEVIEW

- With this option, the Project will cover all costs to convert your TV with a digital box, including professional help to install and use the new equipment.
- You can also be given help with your aerial, all free of charge.
- There are no on-going charges with this option.
- If you choose to upgrade your TV to an iDTV (integrated Digital TV), the project will provide £100 towards the initial cost but will not be able to provide any further help or support.

### 2. Digital TV through Satellite (option 1) – freesat from Sky

- For a one off payment (£150) you will receive all equipment and professional installation and support from the provider (Sky).
- With this option, the Project will contribute £100 towards the initial cost.
- There are no monthly charges with this option.

**Digital TV through Satellite (option 2) – Sky subscription**

- You get free standard installation when you subscribe to any Sky digital package. You can take up Sky's free equipment and installation offer whether or not you subscribe to Sky.
- With this option, the Project will contribute £100 towards your 12 month subscription (currently from £15 a month). This is a subscription option and ongoing costs are not covered by the Project.

**3. Digital TV through Cable – ntl**

- The Project will contribute £100 towards the initial cost, but will not be able to pay on-going subscription charges.
- The provider will provide free professional installation and support.
- There are on-going subscription charges with this option.



## More information about your options

### 1. Digital TV through an aerial...

**FREEVIEW** provides digital TV through your aerial in Bolton. It provides more than 30 free TV channels, 20 free radio stations and digital text services for free. FREEVIEW channels and services are broadcast from your local TV transmitter and received through your existing rooftop aerial.

All FREEVIEW boxes provide subtitling and some can offer audio description. To enjoy FREEVIEW you will need a digital box which plugs easily into the back of your existing TV.

FREEVIEW can also be accessed by replacing your current TV with an iDTV (Integrated Digital TV).

These services should be available anywhere in Bolton and in most cases your existing aerial will pick up Digital TV signals.

Alongside FREEVIEW it's also possible to receive pay TV services from **Top Up TV**, but this will need a different digital box that has a special slot. The Bolton Digital TV Project will subsidise the cost of your Top Up TV digital box, but will not pay for your on-going subscription payments. You will need to contact Top Up TV directly for more details about their service and support.

**The Bolton Digital TV Project will provide you for free, a FREEVIEW digital box and installation support. You will not have to pay any additional costs if you choose this option, in most cases.**

**The Bolton Digital TV Project will provide £100 towards the initial cost of an iDTV (integrated Digital TV) but will not be able to provide any further help and support.**

**The Bolton Digital TV Project will cover the cost of your Top Up TV digital box, but will not pay for your on-going subscription payments.**

*Call FREEVIEW and Top Up TV for more information about their services:*

**FREEVIEW: 08708 80 99 80**    [www.freeview.co.uk](http://www.freeview.co.uk)

**Top Up TV: 08700 543 210**    [www.topuptv.com](http://www.topuptv.com)

*For more information about your iDTV (integrated Digital TV) options, contact your local retailer*

## **2. Digital TV via satellite...**

**Sky** is the Digital Satellite provider in Bolton. Sky offers a **freesat from Sky** service. For a one off payment of £150 you will receive all the standard equipment plus standard professional installation. You will get access to over 200 free-to-view channels and radio channels plus some interactive services without paying a monthly subscription.

Sky also offers a free Sky box together with free standard installation when you subscribe to **Sky digital**. **Sky digital** gives you access to the widest choice of channels including the free-to-air TV and radio channels, the full range of interactive services and you can choose to get recently released movies and top sporting events on the Sky Sports and Movies channels. Subscription packages currently range from £15 to £42.50 a month.

In addition, for a one-off cost, you can have a Sky+ box which can record digital satellite programmes at the touch of a button without the need for video tapes or timers. You need a Sky+ subscription but it's free if you subscribe to 2 or more of Sky's premium channels.

The equipment – a satellite dish and digital box – will be installed by professional engineers who give you instructions on how to use the remote control and navigate the electronic programme guide. All Sky customers have access to 24 hour customer service and technical support.

All Sky boxes support audio description and subtitling. These services should be available anywhere in Bolton.

**The Bolton TV Project will contribute £100 either towards the £150 cost of freesat from Sky or towards your monthly subscription payments if you choose to subscribe to Sky digital.**

*Call Sky for more details about their service:*

freesat from Sky: **08706 06 11 11** [www.freesatfromsky.com](http://www.freesatfromsky.com)

Sky: **08702 42 42 42**

[www.sky.com](http://www.sky.com)

### 3. Digital TV via cable...

ntl provides digital TV via cable in Bolton. It provides households with a package of digital cable services which include over 150 TV channels, as well as telephone, internet and broadband services. These packages incur a monthly charge.

In the future you will also be able to access an extensive library of programmes and movies to watch as and when you want.

Cable does not require an aerial or dish on the outside of your house. All you need is a digital box connected to a cable that runs underneath the street which will be installed by an ntl engineer.

For an additional fee you may choose to receive a range of additional TV packages including Sky sports and movie channels over your cable connection.

Please check the availability of these services with ntl, as they may not be available everywhere in Bolton.

**The Bolton Digital TV Project will contribute £100 towards the installation of the digital box and customer support. The Project will not cover the ongoing cost of subscription packages.**

*Contact ntl for more details about their service:*

ntl: **0800 183 0123**

[www.ntl.com](http://www.ntl.com)

## **Other questions you may have:**

### **Will I need a new TV set ?**

No, TV sets can be simply converted to digital by plugging in a digital box. This will give you access to FREEVIEW, satellite and cable services. Please note handheld TV sets cannot be converted.

### **Will my video still work ?**

Yes you will still be able to use your current video recorder to record and watch programmes. At digital switchover if you want to record one programme while watching another, you will need to get a digital TV recorder.

### **Will I need a new TV aerial ?**

No most households won't. If you choose to get digital TV through an aerial and have reception problems, please contact the Project Call Centre and we will check your aerial.

### **Will someone need to call at my home ?**

Yes your digital equipment will need to be delivered to your home. Someone will visit you afterwards to make sure that you are able to use the equipment and answer any questions that you may have. If you choose ntl or Sky they will provide this service and support for you.

### **What about security?**

You will be provided with a personal and secret code and our home-calling project team will need to confirm this code with you before they enter your house. Further to this all Project staff and volunteers have cleared a security

check. If you choose Sky or ntl, please contact them directly about their security measures. If you have any further concerns, please contact the Project Call Centre.

**I have digital TV already – can I still be participate in the Project?**

Yes if you have another TV set that you use which has not been converted, you can nominate this set to be converted.

**I would like to have pay TV channels. Can I get these through the Project?**

Yes you can choose to receive pay TV channels as part of the Project but you will have to pay for the on-going costs of these services.

**I don't want any more TV services. What happens if I say no?**

We hope that you will take part in the Project, as it is a great opportunity for you to get set for digital. All TV signals will be converted in Bolton by 2009 and all households will need to convert to digital by this time.

For more details and to register,  
contact the Bolton Digital TV

Project Call Centre on:

**01204 338 024**

**digital** 



THE 'BOLTON DIGITAL TV PROJECT' IS MANAGED BY THE DEPARTMENT FOR CULTURE,  
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