

Translation service

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- পলিসি এবং ইনক্লুশন সার্ভিসকে লিখুন 45 Westminster Bridge Road, London SE1 7JB; অথবা
 - ই-মেইন করুন translate@peabody.org.uk
- আপনার নাম ও ঠিকানা আমাদেরকে বলুন ও 'ARA Ben' উল্লেখ করুন।

Bu broşürün Türkçesini istiyorsanız lütfen şu adrese yazın:

- Policy and Inclusion Service, 45 Westminster Bridge Road, London SE1 7JB ya da
 - İnternet üzerinden e-posta gönderin: translate@peabody.org.uk
- Adını-soyadınızı, adresinizi eklemeyi ve 'ARA Tur' referans numarasını belirtmeyi de lütfen ihmal etmeyin.

إذا أردت أن تحصل على هذه الكراسة باللغة العربية، فيمكنك أن:

• تكتب رسالة إلى:

Policy and Inclusion Service, 45 Westminster Bridge Road

أو : London SE1 7JB

• تبعث برسالة عبر البريد الإلكتروني على العنوان: translate@peabody.org.uk

وإبلاغنا عن اسمك وعنوانك وكتابة العبارة 'ARA Ara' باللغة الإنجليزية.

Si vous désirez obtenir cette brochure en français, veuillez :

- Ecrire à Policy and Inclusion Service, 45 Westminster Bridge Road, London SE1 7JB ; ou
- Adresser un courrier électronique à translate@peabody.org.uk en précisant votre nom, votre adresse et la référence 'ARA Fre'.

Se desejar este folheto em português, pode:

- Escrever para o serviço de política e inclusão (Policy and Inclusion Service) na morada 45 Westminster Bridge Road, London SE1 7JB, ou
- Enviar um email para translate@peabody.org.uk apresentando o seu nome e a sua morada, e citando 'ARA Por'.

This publication is also available in
Large print, braille or audio tape

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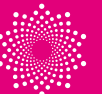
JN: MKT_09_039/September 2009



DIGITAL SWITCHOVER PROGRAMME

**Introducing the digital
TV switchover programme**

digital 



PEABODY





This booklet explains what the digital switchover is, and provides information about the benefits of digital TV, what we will take care of, and the choices you will need to make before the switchover.

The digital TV switchover is government policy. It is the process of turning off the UK's current analogue TV signal and replacing it with a digital signal.

Between now and 2012, analogue channels will be switched off region by region and replaced with Freeview digital TV and radio services. London is due for the switchover in 2012.

To keep your TV service after the switchover, your TV must be capable of receiving the digital TV signal and must also be linked to an aerial that can receive the digital signal. Between autumn 2009 and autumn 2011, our contractors will come to your estate and install an aerial that can do this. We will contact you beforehand with the exact dates for when this work will take place.

Benefits of Digital TV

Digital TV offers new ways to enjoy your TV service, including:

- a wider choice of channels;
- features such as on-screen listings, interactive services, audio description (an extra commentary describing the body language, expressions and movements of people on-screen) and subtitles; and
- optional extra channels and services, including premium channels (such as sports or movies).

After the switchover, there will also be more broadcasting room freed up for new services such as wireless broadband, local TV and high-definition television (HDTV).





What we will do

We will prepare your estate for the digital switchover and install or upgrade a communal (shared) aerial system so you can receive digital TV. A communal aerial system is one where a TV signal is distributed through a building (for example, a block of flats) using a wiring system, so that all residents are sharing a signal from the same source. We will make sure all estates have a communal system that can receive digital TV.

We will also provide satellite dishes. Every building on every Peabody estate will have two satellite dishes – one for receiving Sky and Freesat services and one dedicated to receiving international TV. We will be removing any existing satellite dishes because there will be a shared system in place. This includes any that we may previously have given you permission to install. The reason for this is that individual satellite dishes are not always securely or properly fixed and can damage the building, can lead to disputes between neighbours, and are often not allowed under planning rules.

Before we install the communal system, we will consider the responses we have received to the enclosed **'survey of viewing needs'**. It is important that you fill this in and return it so we can supply your estate with the TV options you prefer.

Once we upgrade the communal system, you do not have to change to digital TV straight away. The new aerial system will carry both analogue and digital signals until the switchover in 2012, when the analogue signal will be turned off.

Most of the work to the aerial system on your estate only affects communal areas, but we will need to come into your home to change the aerial socket. Even if you don't have a TV, or you have a TV service that doesn't use the aerial system, we will change the socket to make sure that any future residents can get access to the communal TV system. For more information, please read **'Your guide to the digital TV switchover programme'**.

What you need to do

While we will take care of the communal aerial and satellite dishes, before your area's switchover date you will need to make sure the TV equipment inside your home is capable of receiving a digital signal. If you don't do this, you won't be able to receive TV services after the switchover.

You can choose from a number of different ways to 'go digital' and it doesn't have to cost a lot. Almost any TV can be switched to digital by adding a digital box (sometimes called a 'set-top box') or you can buy a new TV with digital built in.



If you buy new TV equipment, look for the 'digital tick' logo, which identifies equipment that will work before, during and after the switchover.

For more information about your options, how to switch to digital, or the costs involved, call the Digital UK helpline on **08546 50 50 50** or textphone on **08452 34 03 80** if you have a problem with your hearing or speech. You can also visit the Digital UK website at www.digitaluk.co.uk.

FURTHER INFORMATION

Digital UK is the independent, not-for-profit organisation leading the digital TV switchover in the UK. They provide unbiased information on what people need to do to prepare for the switch to digital, and when they need to do it. The company was set up by public broadcasters at the request of the Government.

If you have more than one TV

We will provide only one socket for linking your TV equipment to the communal TV system. If you want to receive a free-to-air digital service, such as Freeview, on more than one digital TV, you will need to get a splitter (a device that takes a signal input from one cable and gives a signal output to two or more cables) and then run cables from the socket to each TV you want to link to the system.

If you would like to receive Sky services on more than one TV, you will be able to subscribe to Sky Multiroom. You should ask our contractors about having this installed. The contractors will give you a quote, but it is important to remember that you will be responsible for any maintenance needed in the future.

Subscription services

You will need to make decisions about what channels you want to receive and what subscription services you want, if any. The satellite dishes we install will mean you have access to Freeview, Sky and international TV. You can then add to these to suit your own preferences if you want to.



How much does switching cost?

Switching to digital doesn't need to cost a lot. The price will depend on the choices you make. Things to think about include:

- the number of TVs in your home;
- whether you choose to pay one upfront cost or pay each month for a subscription service;
- whether you want to buy a standard digital box, an HD digital box, an integrated digital TV (iDTV) or a digital TV recorder (which will also convert your TV to digital); and
- whether you want to subscribe to extra channels (for example, movies and sports) or services (for example, broadband, telephone or HDTV).

There are a number of different digital TV service providers in the UK. Their availability will vary depending on where you live.

Help with the switchover

There is a range of help available. Digital UK has a helpline (**08456 50 50 50**) and a website (www.digitaluk.co.uk). The website has a 'postcode checker', which you can use to find out what digital TV services are available in your area.

The BBC has set up the 'Switchover Help Scheme' to offer practical help on the switchover. If you are eligible for the Switchover Help Scheme, they will contact you closer to the date the switchover is due to take place in your area.

Contact us

If you have any questions or need any further information, please contact us through Peabody Direct on **020 7021 4444** or **0800 022 4040** (free from landlines) or email peabody.direct@peabody.org.uk.

