

# digitaluk

Throughout the spring and summer of 2009 – height of the holiday season – the West Country switches over to digital television.

Hotels, B&Bs, caravan parks and holiday cottages should start thinking now about how to plan and budget for the big change.

When the analogue signal is switched off in 2009, you will need a digital box for every TV. There is no need to buy new televisions, but if you want to upgrade your current sets it makes sense to buy TVs with a digital tuner built in. The digital tick logo means it will work before, during and after switchover.

You may need to check your aerial. Most existing aerials will be fine after switchover. Generally speaking, if you receive a good picture now you will receive better picture and sound after switchover.

For holiday providers in very difficult reception areas, satellite television without subscription offers a potential solution. This is organised by freesat from Sky. The BBC is launching its own version of freesat this spring. You pay a one-off charge for equipment and installation, but no monthly subscription.

Digital switchover may also affect your video recorders. With your existing DVD or VCR, you can record the programme you are watching or record programmes while the TV is off. But if you want to record one channel while watching another you will need digital equipment. Again, look for the digital logo to ensure it will work after switchover.

Digital UK has a range of specialist advice for the tourism sector. As a starting point, call the help centre on **08456 50 50 50**.

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