

# Preparing for Digital Switchover

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## Who Needs Assistance

- The Panel's primary concern is that the social isolated will need greater assistance and government involvement than other groups. And that the needs of this group of people are not being thought about
- The over 65's. Only 44% of people over 65 have digital television compared to the UK average of 66%

## Why?

- The complex nature of social isolation and the number of government agencies and voluntary services involved in delivering social services to this group reveals the difficulties in accessing this group
- The switchover trials in Bolton and Ferryside revealed that older people need support with the installation and use of the set top box for more than one visit.

## What the Government Can Do

- It must make available the required resources to adequately fund the targeted help scheme and for the vulnerable groups that fall outside the scheme
- Switchover success depends on a clear public information campaign as to what is and when switchover will happen. And what consumers must do to achieve switchover
- People must have good consumer information to effectively choose and use the correct commercial products
- The provision of usable and accessible equipment needs to be mainstreamed. The market is not providing for people with accessibility issues - the only set top box that provided audio description has just been discontinued