

## **PRESS RELEASE**

### **DIGITAL SWITCHOVER: 153 HELPLINE RECEIVES AROUND 400 CALLS PER MONTH**

According to statistics recently gathered by the Digital Switchover Committee, the switchover from analogue to digital TV is generating significant interest from the general public with an average of around 900 distinct enquiries on the switchover being handled by the 153 helpline each month, with the majority of callers saying that they were satisfied with the service.

Thus, the 153 helpline is playing an essential role in ensuring that information on how the switchover will affect viewers and on how one should prepare for the eventual switch-off of the current analogue system is reaching the Maltese public.

Members of staff handling the queries received through the 153 helpline have received specific and detailed training about the switchover, enabling them to guide viewers and assist them in their queries related to the switchover.

The Digital Switchover information campaign was launched last January with the aim of preparing the general public for the eventual switch off of analogue transmissions which will be replaced with digital broadcasting. The campaign will continue throughout the coming months.

“As the switchover date draws closer, the information campaign will intensify and will also give more practical details on how to prepare for the switchover,” stated Ing. Philip Micallef, Chairman of the Digital Switchover Committee. “While some may be under the impression that the switchover is technical and will be difficult, I can assure you that with the right information and assistance, it will be a smooth transition for all. I encourage anyone who will be affected by the switchover to contact the 153 helpline for assistance and guidance.”

Households that will be affected by the switchover are estimated to stand at around 9,000, which translates into approximately 6.4% of households. Viewers who rely on an aerial (i.e.: analogue broadcast) to be able to view free-to-air Maltese TV stations will be affected by the change and will need to prepare for the switchover. It is estimated that 82% of these households still have a CRT (tube type) TV, and will need to prepare for the switchover by installing a digital decoder.

Viewers with a subscription to either GO or Melita will not be affected and will therefore not need to make any preparations.

In an effort to assist viewers who will be required to purchase a digital decoder in order to be able to continue watching free-to-air Maltese TV stations following the digital switchover, The Digital Switchover Committee has launched a scheme, whereby retailers selling digital decoders and/or digital televisions offer suitable products that can be used for watching free-to-air Maltese TV in digital. Retailers who have opted in the scheme have also been given training on the switchover, enabling them to offer better assistance to their clients. Participating outlets are easily recognisable by the Digital Switchover sticker that is on display.

A list of participating outlets as well as further information on the switchover itself can be found on [www.dso.org.mt](http://www.dso.org.mt) or by calling the 153 helpline.

**Notes for editors:**

Shops displaying the Digital Switchover sticker, sample of which is reproduced below, are trained on the digital switchover and will tune the decoder into the digital free-to-air Maltese TV stations before the customer takes it home. They will also provide customers reliable information on the digital switchover.



Aħna nbiegħu prodotti biex  
tara l-istazzjonijiet televiżivi Maltin  
li huma diġitali u bla ħlas

We sell products suitable for watching  
free-to-air digital Maltese TV