



department for
**culture, media
and sport**

Outline Plan for Switchover Communications

Digital Radio Action Plan Report

Our aim is to improve the quality of life for all through cultural and sporting activities, support the pursuit of excellence, and champion the tourism, creative and leisure industries.

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Section 1: Foreword

1.1 Introduction

The Market Preparation Group is responsible for making recommendations on the development of a cross-industry strategy to raise public and industry awareness and understanding of digital radio and any future Radio Switchover. The Group's objectives include the development of a strategic communications plan, monitoring and reporting on digital radio data and research, and developing a compelling consumer proposition for digital radio.

The Group is chaired by Jane Ostler, Communications Director at Digital Radio UK. The Group comprises representatives of DCMS, the Consumer Expert Group (CEG), RadioCentre, the BBC, Ofcom, Intellect, Retra, and the Society of Motor Manufacturers & Traders (SMMT).

1.2 Background to Outline Plan for Switchover Communications Report

The Outline Plan for Switchover Communications was required to be completed as part of task 3.3 of the Digital Radio Action Plan, to 'develop and implement a strategic marketing and communications plan'. The Outline Plan was agreed by the Market Preparation Group in June 2011.

The Outline Plan for Switchover Communications makes recommendations on a communications campaign that could support a future radio switchover. The report considers two possible switchover scenarios (a single-stage Switchover, and a phased Switchover). The Plan spans the period from when the date of the switchover to digital radio is announced (and the preparations for that announcement), through to the end of the switchover process.

Section 2: Steering Board Decision

The Outline Plan for Switchover Communications was submitted to the Digital Radio Action Plan Steering Board and agreed in June 2011.

The Board agreed:

- The Outline Plan provides a useful basis from which to develop the full report on Switchover Communications, due in Q4 2012;
- The Outline Plan should be published as an area likely to be of strong interest to external stakeholders.

Section 3: Outline Plan for Switchover Communications Report

EXECUTIVE SUMMARY

As part of the Digital Radio Action Plan, the Market Preparation Group is required to develop an outline communications plan for a Radio Switchover. This outline communications plan proposes the principles and strategy for communications and assesses the level of budget required using two phasing scenarios for switchover. For the more detailed report, due in Q3 2012, it will be necessary to agree critical success factors for the switchover programme, and specific metrics and targets.

Critical success factors could include:

- Technical success of the switchover process
- Achievement of universal awareness of switchover six months prior to the start;
- Ensure that all those requesting available assistance receive it;
- All those choosing to convert their main radio or car radio to digital (and not inhibited by other factors) are able to do so.

This communications plan spans the period from when the date of the switchover to digital radio is announced (and the preparations for that announcement), through to the end of the switchover process. The overall objective is to build switchover awareness and understanding, and the plan includes:

- Communications to every household about switchover and what they need to do
- Communications to vehicle owners and managers about what they need to do
- Training for retailers and vehicle installers (linked to accreditation scheme)
- Communications to eligible people about a possible Help Scheme
- Communications to potentially vulnerable people via a potential outreach partner(s)
- Targeted communications as appropriate

Two budget scenarios have been developed:

- A single stage switchover; and
- A phased switchover in three equal stages over three years

The total cash budget requirement is estimated to be in the region of **£21 million-£30 million**, excluding any assistance and additional information delivered by the third sector.

This paper also lists the pros and cons of a single stage switchover and a phased switchover, from a communications perspective [see Appendix 1].

1.0 COMMUNICATIONS BUDGET

If a Government policy decision is made on the switchover date, there will be a requirement to ensure that the UK is aware and prepared for the switchover to digital radio. With the information available at the time the Market Preparation Group believes this will require the following:

- An estimated budget of **£21 million - £30 million** is needed to communicate the switchover to digital radio, depending on phasing.
- This assumes that an agreed level of value in kind airtime will be provided by BBC TV and radio, and commercial radio, as appropriate.
- This excludes any budget allowance for extra communications or assistance for those who may need extra help. This is dependent on a Government policy and will be reviewed once policy decisions have been taken.

2.0 COMMUNICATIONS PRINCIPLES

If a Radio Switchover date has been announced, the two main objectives for communications would be to raise 100% awareness of Digital Radio Switchover, and 90% understanding of what to do (some audiences may need help in understanding what to do, while others may be already fully converted). The campaign should be clear, neutral and factual.

The proposed communications principles to deliver these objectives are as follows:

- Initiate communications around two years before switchover (or the first switchover)
- Contact all households
- Contact all vehicle owners
- Communications to and via the voluntary sector
- Communications to establishments who use radio e.g. hospitals, care homes; prisons
- Provide consumer support via contact centre; consumer and trade websites
- Contact all electrical retailers
- Contact vehicle industry: e.g. fleet managers and other vehicle purchasers; dealers, garages and installers
- Set-up and manage research and monitoring programme
- Manage media
- Stakeholder communications including parliamentarians
- Management and compliance of the Digital Radio Certification Mark

Communications media would include:

- Commercial radio and websites (value in kind)

- BBC TV and radio and website (value in kind)
- Written details to every home: doordrop
- Comprehensive website including for retailers and vehicle owners
- Information in press (national/local/specialist)
- Mailings or communications via voluntary groups/charities
- Mailing to vehicle owners
- Information available to trade:
 - Point of sales material and training for retail and vehicle retail
 - Direct mail to vehicle/fleet managers
 - Trade press
 - Trade events where appropriate

3.0 ASSISTANCE

As part of the Digital Radio Action Plan, the Government will decide on the policy for a potential Help Scheme and who might be eligible for such a scheme. In advance of this decision being made, it is not possible to develop a proposed communications budget for it.

It is noted that some members of the Market Preparation Group believe there may be a high level of expectation such support will be available; which if it is not, could cause consumer and political concern. It is possible that a budget for national trained assistance might also need to be made available for vulnerable people, to be delivered using existing networks (e.g. charity networks, voluntary groups, retailers) to assist with information provision, reassurance and help with retuning. Additional assistance budget will be looked at in more detail once Government policy is determined.

4.0 SWITCHOVER COMMUNICATIONS BUDGETS

There are two scenarios considered in this report: a budget for a single-stage switchover and for a regionally-phased switchover. See Appendix 1 for the Market Preparation Group's views on the possible pros and cons of each approach.

4.1 Budget for a single-stage switchover

With a single-stage switchover, it is anticipated that the total budget for a two-year communications campaign will be in the order of **£21 million**, in addition to an agreed level of level of value in kind media from the BBC and commercial radio broadcasters.

4.2 Incremental costs for a regionally-phased switchover

We estimate that the incremental costs for a regionally-phased switchover would add in the region of **£9 million+**, to make a total of **£30 million**, in addition to an agreed level of level of value in kind media from the BBC and commercial radio broadcasters.

Incremental communications costs will be incurred for a regional switchover process, including:

- The additional cost of retaining agencies (e.g. contact centre, advertising, web) over an extended period;
- An increased cost per reach for regional media vs. national-only media;
- Increased boosts for research conducted on a region by region basis;
- Fixed costs (e.g web hosting, logo management) over a longer period.

Even with a phased regional process, a national awareness communications will be needed about vehicles at the beginning, to reduce the numbers of drivers going into regions where national services are no longer on FM, and being unaware of it.

With a phased regional switchover, it is anticipated that the total budget for a five-year or six-year communications campaign would be in the order of **£30 million**.

APPENDIX 1: PROS AND CONS OF A SINGLE STAGE SWITCHOVER

SINGLE STAGE SWITCHOVER	
Pros	Cons
Single national communications campaign more cost-efficient	No opportunity to adapt campaign according to lessons learned from monitoring effectiveness
Single distribution of doordrops more efficient	Customer support requirements (contact centre calls, letters, emails) highly concentrated and peaky (need to access mass event network IVR and peak in agent hiring/training)
Easier to communicate a single date (or series of dates)	Visits to website highly concentrated (inc retune information) increasing risk of server failure
	All remaining vehicles will need to be converted in a very short period of time, increasing pressure on supply chain (vehicle radio retailers and installers unable to cope with demand)
	Potentially high peak demand for radio sets from retailers as households convert remaining radios at the same time (retailers and manufacturers unable to cope with demand)
	Waste disposal facilities would experience a large peak in demand
	National training programme for retailers will need to be deployed at a single stage

PHASED REGIONAL SWITCHOVER	
Pros	Cons
Spreads demand for vehicle adapters, thus lessening risk for retailers and installers	Requirement for national communications for vehicle owners
Spreads demand for digital radios for manufacturers and retailers over a longer period	Need to pay agency retainers and other fixed costs for longer
Spreads demand for	More difficult to identify or

customer contact (phased approach to contact centre resourcing) and enable better planning	remember your switchover date due to overlaps
Opportunity to adapt communications campaign according to lessons learned	Regional media advertising more expensive
Spreads load on website (including retuning information)	