



department for  
**culture, media  
and sport**

# Radio Switchover Certification Mark

## Draft Plan

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

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## 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 Draft Plan on the Radio Switchover Certification Mark

Under action 3.4 of the Digital Radio Action Plan, the MPG was tasked with agreeing a UK Digital Radio Mark and developing a plan for how the mark could be promoted to consumers and industry.

The MPG agreed the form of a potential UK Digital Radio Mark in Q4 2010, which is referred to as the Radio Switchover Certification Mark. This draft plan was delivered to the Digital Radio Action Plan Steering Board in May 2012. The draft plan sets out a two-year programme of communications from a Government announcement of a decision in principle on radio switchover to when Government announces the switchover dates.

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The draft plan considers:

1. Preparation for a launch of the Radio Switchover Certification Mark;
2. The objectives and principles of a public information campaign;
3. A pre-launch industry and consumer communications plan;
4. A two-year public information plan;
5. Research to monitor and evaluate awareness and understanding of the Mark.

## Section 2: Steering Board Decision

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The Draft Plan for a Radio Switchover Certification Mark was considered and agreed by the Steering Board in May 2012.

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# Section 3: Draft Plan: Radio Switchover Certification Mark

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## 3.1 Introduction

The proposed Radio Switchover Certification Mark [below], owned by DCMS, will be licensed for use by digital radio manufacturers and by approved installers of in-vehicle digital radios.



The minimum receiver specifications for digital radio underpin the use of the mark, and have been developed by the Digital Radio Action Plan's Technology and Equipment Group with industry. There are two parts to the minimum specifications – domestic and in-vehicle. They have both been agreed by the Technology and Equipment Group and have undergone a peer review and technical authoring process. They are due to be signed off by the Radio Action Plan Steering Board by the end of Q3 2012. The details of the licence application process, testing and conformance processes are to be agreed.

DCMS has confirmed that an announcement for the launch of the mark would be co-timed with a decision on radio switchover.

It is expected that a two-year public information campaign would need **funding of £6 million** (excluding Value in Kind media), with funding for preparation costs of £50,000 leading up to the launch of the mark.

Industry is supporting the early phases of the mark's development through its Action Plan work, as well as communicating progress on

the minimum specifications; and through advising and training manufacturers and retailers. It is assumed that industry would continue to prepare and support the launch of the mark including issuing licences, artwork, managing enquiries, etc. until Government appoints a mark Administration body. It is also assumed that the automotive sector will be involved from an early stage in the discussions around launch materials for the mark given the sector's strict brand criteria for materials on display in their dealerships.

The timing of the launch of the mark is to be determined by Government and the Minister has decided that a launch would take place at the time of a switchover announcement. As part of the launch planning, the Market Preparation Group has been asked to "*Develop a plan for how the mark could be promoted to consumers and industry*" by Q2 2012.

### 3.2 Launching the Radio Switchover Certification Mark (The 'Mark')

This paper includes a recommendation for pre-launch activity, and a two-year programme of communications starting when Government announces a switchover in principle, and ending when Government announces switchover dates. See Phase Two of table [below] which illustrates this phasing. Exact dates for each phase are to be agreed.

At Phase Three that it is assumed that the Switchover Communications Plan - a previous Market Preparation Group paper – would come into play.

| PHASE ONE<br>2012/13                        | PHASE TWO<br>2013/15                       | PHASE THREE<br>2015          |
|---------------------------------------------|--------------------------------------------|------------------------------|
| Industry preparation for launching the mark | Switchover announcement: look for the mark | Switchover date announcement |



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### **3.3 Public Information Campaign Objectives**

Phase Two would consist of a two-year programme of public information by the switchover communications body, with a six-month ramp-up for industry preparation (nine-months for the automotive sector given their consultation process).

Once a radio switchover has been announced by Government – and assuming a heavyweight communications over a two-year period - an awareness target of 60-70% for the mark and for switchover is appropriate. Detailed targets for awareness and understanding of the mark and digital radio switchover will need to be developed and agreed.

For understanding measures, a range of ‘correct’ answers would need to be agreed (e.g. ‘it means it’s ready for digital radio switchover’) and a target of around 50% is appropriate after two years.

### **3.4 Principles for Public Information Campaign:**

- Raise awareness and understanding of the mark, in the context of radio switchover, to industry and consumers
- Staff training and provision of information for retailers and vehicle retailers
- Information and training for in-vehicle installers
- Provide information to consumers via available media
- Provide information to consumers at point of sale (retail)
- Provide information to car purchasers and owners
- Provide consumer support via website and contact centre services
- Evaluate and monitor effectiveness

### 3.5 Pre-Launch Industry and Consumer Communications Plan

It is estimated that the automotive sector will need about 9 months' lead-up, with about 6 months necessary to prepare other industry sectors and to initiate the public information campaign required for the launch of the mark [see Appendix 1]. Industry support for a launch is assumed as part of this document.

- October 2012 - January 2013:
  - To pre-launch the scheme, a face to face **presentation** firstly to vehicle manufacturers, then to radio manufacturers and retailers to explain how the mark will be administered is recommended. This would include a launch of the “askdigital” training scheme for retailers.
  - The switchover communications body would need to **brief agencies** on materials for a retail/public information launch.
- April 2013:
  - DCMS to issue a tender for long-term management of the scheme.
  - Mark administration is operational, supported by industry: database structure agreed, licences drawn up.
- LAUNCH THE MARK [DATE TBC]
  - If Government decides on a switchover at this stage, it is envisaged that brand guidelines would be distributed by email to licence holders initially; at a later stage it might be beneficial to introduce an online system for licence applications and artwork distribution (similar to digitallogo.co.uk for the TV switchover programme).
  - It would be anticipated that installers would be ready to use the mark and that retailers would be ready to use the askdigital mark.
  - It is anticipated that public communications about the switchover would be made via the national press and radio, with a key message being “look for the digital radio ‘tick’ mark”.
  - Retail and vehicle retail POS would be made available.
  - The switchover communications body would need to send out a briefing note to third sector organisations.

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- The switchover communications body would develop launch materials (TV, press, radio, website and retail/vehicle information)
  - Autumn 2013:
    - The mark Administration body is up and running.
    - The public information campaign about the mark would commence on TV, press, radio and online.

### 3.6 Two-Year Public Information Plan

It is envisaged that a two-year public information campaign would then ensue, to last until Government is in a position to announce switchover dates. It is estimated that this phase will require funding of around **£6 million**.

As a lead-up to the launch, it is estimated that **around £50k** of public funding would need to be made available to support the preparations for the launch; it is envisaged that industry would be prepared to fund any additional preparatory costs.

At launch, the key consumer message needs to be “Get ready for the digital radio switchover - and if you’re buying a radio, look for the digital radio tick”.

#### Media use

It is assumed that the industry communications campaign would at this point change its messaging from benefits, to be about digital radio switchover and the mark. Recommended media includes:

- BBC TV (three bursts per year) and BBC Radio (four bursts per year) – Value in Kind
- Commercial radio (4-5 bursts per year) – Value in Kind
- Press (including specialist press e.g. Car magazine) to include product and installer messages
- Online/outdoor (if budget allows)
- Setting up of a website (to give detail of products licenced to use the mark, and a list of licenced installers)
- Retail materials (POS, leaflets)

- Vehicle materials (POS and leaflets for dealers)
- Direct mail to industry (retailers, installers and vehicle dealers)
- Third sector information via appropriate organisations
- Power questions (available via third sector organisations and on the website)
- Vehicle retail materials (POS, leaflets)
- Leaflet about the mark and installers (distributed to libraries)
- Materials available in other formats (e.g. audio, Braille etc.) via contact centre

### **3.7 Research**

It is recommended that a plan is put in place to monitor and evaluate progress in awareness and understanding of the mark, and to gain assurance that retail training and installer training is resulting in accurate advice delivered to consumers.

- Tracking: quantitative nationally representative survey on consumer awareness and understanding of the mark and what it means.
- Understanding and attitudes: focus group research on consumer understanding, and on the communications materials.
- Retail mystery shopping: 6-monthly among a representative sample of electronics, multiples, independents, supermarkets, vehicle dealers and accessories retailers.
- Installers mystery shopping: 6-monthly among a representative sample of vehicle dealers, independents and retail installers.



## APPENDIX 1: Pre-Launch Plan

### 2012: Interim Preparation

#### April 2012

- Minimum specification announced
- Testing agreed

#### July 2012

- Industry installer training starts
- Co-ordination of minimum specification by DRUK  
(Jul 12-summer 13)
- Agree usage
- Brand guidelines created

#### Nov 2012

- Minimum specification products in market
- First industry installers trained

### Jan-Jun 2013: Interim Preparation

### Later in 2013: Comms and Mark Mgmt Confirmed

#### Jan 2013

- Industry informed about application process
- DRUK prepares public info campaign

#### April 2013

- Mark admin OJEU
- Licence applications

#### Launch of Mark (timing TBC)

- Comms body confirmed
- Artwork issued
- Licenced products and installers carry the mark
- Retailers using askdigital
- Retail/Vehicle POS/leaflets

#### Autumn 2013

- Mark admin body starts (under interim management by DRUK)

#### Autumn 2013

- Public information campaign launch re: mark
- Retail training/merchandising visits



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