



Department
for Culture
Media & Sport

Retail Training on Radio Switchover

Digital Radio Action Plan Report

December 2013

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

1.1.1 The Digital Radio Action Plan (DRAP) sets out the process for allowing Government to make a well-informed decision on whether to proceed with a Radio Switchover, and if so how, it should be implemented.

1.1.2 The DRAP is delivered through four central working groups, covering technology, market preparation, coverage planning and government policy. The role of the Market Preparation Group, Chaired by Jane Ostler of Digital Radio UK, is to develop and coordinate a cross-industry strategy to raise public and industry awareness and knowledge of digital radio and, subsequently, a digital radio switchover. The group includes representatives of broadcasters, retailers, and consumer groups. A key task of the Market Preparation Group is to develop a Radio Switchover Retail Training Programme.

1.2 Scope

1.2.1 Action 3.7 of the DRAP requires the MPG to identify training needs in industry to enable workforce to advise and support consumers effectively. Specifically, an assessment and plan for achieving the necessary quantity and quality of trained retail staff.

Section 2: Steering Board Decision

The Steering Board considered and approved the 'Radio Switchover Retail Training Programme' report in July 2013.

Section 3: Retail Training on Radio Switchover

3.1 Summary

3.1.1 Retailers will play an important role in a radio switchover, as they did for TV: in selling digital radio sets, providing information to customers, and also purchasing their own-brand digital radios in some cases. After a switchover decision, retailers should benefit from increased sales of digital radios, will need to be well-prepared to stock the required quantities of equipment prior to a switchover and should therefore be motivated to train their staff and understand what switchover means for them.

3.1.2 To support retailers in giving correct and consistent consumer information about radio switchover it is proposed that a training scheme is set up for retailers of digital radios (both domestic and in-car). This training would lead to a digital radio 'tick' accreditation, and make a basic level of training on radio switchover available to retail staff, both full and part time. A budget for this activity, including retail point of sales information for consumers, has been included within the Digital Radio Certification Mark Communications Plan and the Switchover Communications Plan.

3.1.3 It is a matter of consumer protection that the right information is given to retailers, and that retail training is available to staff, should they wish to take advantage of it.

3.1.4 It is estimated (as of end 2012) that there are around 4,500 UK branches of multiples selling domestic electrical equipment (including John Lewis, Currys, Argos, supermarkets etc), and around 3,400 independent electrical retailers. For in-car digital radio, there are 450 branches of Halfords and around 1,200 independents, in addition to the franchise vehicle dealers to communicate with. There are also other new potential market entrants like the AA or Kwik-Fit who may choose to sell or install digital radios.

3.2 Background

3.2.1 It was found during TV switchover that although retailers were aware of the products they sold, and in some cases, the benefits, they were less sure about the key messages and details of switchover, why it was happening, what people needed to do; about retuning; and when people would switch. A programme of retail training was set up and many thousands undertook the programme.

3.2.2 Many viewers turned to retailers for advice about switchover, so strong partnerships were required to ensure good support for, and from, this sector. Retailers of TV equipment had to be kept informed to help them give their customers accurate and timely advice and to ensure adequate equipment stocks were available at switchover.

3.2.3 In addition, stores where more than a certain percentage of staff had completed the training could become an 'ask digital' accredited store, feature an 'ask digital tick' in the window, and be listed on the Digital UK website.

3.2.4 A comprehensive support package was developed around the 'digital tick' Certification Mark to provide two-way information between Digital UK and retailers. As well as providing the information to management necessary for business planning, support and training was made available at regional and branch level [see Appendix 3 for online training]. Consequently the logo could be relied on by consumers to indicate retailers receiving accurate information and support.

3.3 Proposed objectives of radio switchover retail training programme

3.3.1 To ensure:

- Electrical and in-car accessory retailers have sufficient information to plan for radio switchover;
- Customer facing staff are trained to deal with consumer enquiries;
- Written materials and explanation of digital radio 'tick mark' available in shops and online (especially on retail websites where digital radio information is lacking).

3.4 Recommended approach

3.4.1 A retail training programme should be set up. The Government has developed a digital radio Certification Mark and logo based on a digital radio 'tick' to help guide people through switchover, which will be accompanied by advertising. Digital Radio Logo Scheme should be set up to license retailers to use the switchover brand assets.

3.4.2 Retailers who sign up to the scheme should get:

- Permission to use switchover brand assets in publicity materials;
- Free point of sale materials;
- Free staff training;
- Newsletters and access to a retail microsite;
- Information about expected sales patterns at switchover to help with stock management;
- Inclusion in the online search function;
- Briefings and face-to-face visits (if budgets allow).

3.4.3 Larger national retailers (e.g. Dixons, John Lewis, supermarkets) are easy to identify and contact should be made with Head offices. To encourage independent retailers to sign up to the scheme, a communications and advertising campaign should be conducted via Retra, buying groups and trade magazines.

3.4.4 It is the Market Preparation Group's view that car accessory retailers who have installers should be obliged to sign up to the Digital Radio Installer Scheme if they wish to also be accredited retailers. All retailers should be obliged to carry up to date and accurate consumer information and FAQs at their consumer websites and contact centres.

3.4.5 Once signed up to the scheme, timely and accurate switchover information should be sent to retailers, either to Head Offices or via email, and at regional management level as appropriate.

3.5 Retail microsite

3.5.1 Included within the switchover communications plan is a retail microsite which will contain open-access and member-only sections for both car and domestic retailers.

3.6 Point of sale materials

3.6.1 A range of point of sale materials will need to be created to communicate switchover, date awareness, the need to convert, digital radio benefits and the need to re-tune. These could be distributed directly to retailers or by a sales force – the latter is preferable as it will provide assurance of placement in-store.

3.7 Retail training

3.7.1 Staff training is a crucial part of helping the public through a switchover. Training materials should be made available online for all registered retailers. Initially, the retail training programme should include an online training questionnaire, available on the radio switchover website and also incorporated within retailers' own training modules, followed by a programme of face-to-face training should budgets allow

3.7.2 There would be an initial explanation and briefing, covering all the topic areas, after which retail staff would be asked to answer 20 questions online, with a multiple choice format. They would need to get at least 18 correct to pass, and then would receive a certificate and 'ask digital' badge. If they fail, they would need to revise and take the test again

3.7.3 It is proposed that monitoring of retail staff information given to consumers is conducted through mystery shopping, carried out in a representative range of retailers who sell digital radios

3.7.4 Content of questions needs to cover the basics of digital radio, radio switchover and its implications. Some of the questions will need to cover awareness of the needs of consumers as highlighted in the Consumer Expert Group's suggested Power Questions [see [Appendix 2](#)], for example so they are aware of the needs of consumers with disabilities. See also the TV switchover questions [[Appendix 2](#)].

Mystery Shopping

3.7.5 The effectiveness of the retail training programme would be assessed by mystery shopping exercise among the different types of retailers, to evaluate verbal and non-verbal information in-store. Results should be summarised by type of store and shared with retailers. The frequency of the mystery shopping should be determined once the radio switchover timeframe has been determined.

APPENDIX 1: RECOMMENDED TOPICS TO BE COVERED IN ONLINE TRAINING

As switchover plans develop, it will be clear what information needs to be imparted to retailers, but subjects retailers will need to know about include:

- What is digital radio?
- What do you get with digital radio?
- How can you listen to digital radio?
- How do you find out what stations are available at a customer's address?
- Are there more stations on digital radio than analogue?
- What are the options for in-car digital radio?
- What happens at the radio switchover?
- When is radio switchover happening in my area?
- What does the digital radio tick mean?
- When are coverage improvements happening in my area?
- What should people look for when buying a digital radio? (refer to power questions)

APPENDIX 2: CEG POWER QUESTIONS

Buying digital radio equipment: Draft power questions

What is digital radio?

Radio has traditionally been broadcast in the UK using analogue technology which uses FM, AM and LW frequencies. On analogue, each radio service is allocated its own frequency.

Digital radio is broadcast using a technology called DAB which is more efficient and can broadcast up to 10 services on a single frequency. Digital radio can therefore provide greater choice and variety to the listener.

Additionally there are a number of ways you can go digital, you do not need to purchase a stand-alone DAB radio. You can also listen to digital radio on your digital TV or via the internet on your computer or mobile phone.

DAB coverage continues to be built out. It is important to check the DAB reception where you live before you purchase a DAB set.

Why should I consider a digital radio?

As more and more people choose to listen to digital radio services and analogue listening becomes the minority, Government will consider initiating a radio switchover. At the point of a switchover, all large local and national services will cease to broadcast on FM and will only be available on DAB and other digital platforms. Small local and community radio services will have the option to remain on FM.

You can therefore be assured that by purchasing a DAB radio with FM you will be able to access your favourite radio services for the foreseeable future.

The power questions

If you are buying digital radio equipment you may want to consider the following tips:

Ask yourself the following questions before you visit an electrical retailer:

- Do I have good DAB reception where I live? If you are not sure, ask your retailer to do a postcode check for you.
- Is the sound quality satisfactory at the volume I would normally use it? Try listening to the model that you want to buy in a shop when it is not too busy.
- Has it got FM reception as well as DAB? Or can you get FM reception as well as DAB?
- Is the user guide legible and easy to understand?
- Are the on-screen menus on the set simple enough for me to manage and use?
- Is the on-screen text clear enough to see?

- Try the buttons to check they are easy to use and the set is stable and does not move when the buttons are pressed?
- Are there any, or an appropriate number of, presets?
- Will I want to record and pause and rewind my digital radio, then look for a model with these features?
- If your current FM radio is connected to an external aerial, you will probably need to replace your aerial with one suitable for digital radio services?
- Do I want to take my radio around the house or outside? If so, then check how easy it is to carry, make sure the handle is strong enough, and for how long the battery will last.
- Do I want to use the radio as a bedside radio? Then check if it has a dimmable display, as well as the usual alarm functions that you would want to use.
- Do I want to use headphones with the radio? Some will have headphone sockets, others won't.
- Do I want a radio with a remote control?
- Can I connect my mp3 player to the digital radio?

Additional requirements

If you or anyone in your household has any special requirements, there are options to suit most needs:

Is the radio for someone who is blind?

- Ask for a radio with at least five easy to set pre-sets. Your retailer should be able to advise you on equipment with pre-sets.
- Try if you can easily recognise and distinguish the different buttons (such as power on/of, channel up/down, volume up/down, pre-set selection) and check if their shape, size and spacing works well for you.
- Try out the buttons and make sure you are comfortable with finding new stations.
- Check if you do not accidentally press buttons if you want to explore them by touch.
- Check if you get any audible or haptic indication that you have pressed a button.
- Ask your retailer when there will be a radio available with all the menus and on-screen information spoken - it is worthwhile waiting for this technology to come into the radio market if the radio is for someone who is blind.

Is the radio for someone who is partially sighted?

- Ask for a radio with at least five easy to set pre-sets. Your retailer should be able to advise you on equipment with pre-sets.
- Ask for a radio with good colour contrasting buttons and button labels and see if you can easily distinguish the buttons and whether they are big enough for you in the shop before you buy.
- Ask for a radio with a very legible display. The quality and size of displays varies greatly and it is important to try in the shop until you find one that suits you. In particular you need to see if you find it legible, whether the display colours, contrast and letter sizes suit you.

Is the radio for someone who has dyslexia?

- You might want to try a radio that is mainly controlled via buttons rather than via on-screen menus
- Check if any scrolling text on the screen can be stopped and paused.
- Ask for a radio with a very legible display. The quality and size of displays varies greatly and it is important to try in the shop until you find one that suits you. In particular you need to see if you find it legible, whether the display colours, contrast and letter sizes suit you.

Is the radio for someone who has dexterity problems?

- Look for a radio with big buttons or try a radio with a good size remote control. Try the buttons out in the shop, so you can verify that they do not need too much force to use.
- A radio with at least five pre-sets might be helpful.

Is the radio for someone who is hard of hearing?

- Can you adjust the tone to suit your personal hearing loss through the tone control button or 'speech enhance' tone or equaliser setting?
- Try to listen to the radio in-store to ensure clarity is suitable.

Do you want a digital radio in your car?

- You can convert your car radio to digital by changing the radio to a DAB equivalent, or with a DAB adapter which works like a digital TV set-top box. You will also need a DAB antenna or aerial.
- Look for a professional installer service to be assured that the radio and antenna you choose are compatible, the installation is appropriate for your car type and to optimise reception.

Where can I go for more information?

New digital radio products are coming onto the market all the time, some with features that you will find helpful, some with features you may not need. The key is to try equipment in the shops before you buy anything.

For detailed advice on the range of accessible digital radio products for blind and partially sighted people you can call the RNIB on 0845 766 99 99 or visit www.rnib.co.uk or contact British Wireless for the Blind Fund at www.blind.org.uk or call 01622 754757.

Further guidance for vulnerable people is provided by the WaveLength charity at www.wavelength.org.uk or call 0800 0182137.

The Citizens Advice consumer service provides free, confidential and impartial advice on consumer issues. Visit www.adviceguide.org.uk or call 08454 04 05 06.

For general consumer advice on products and a possible radio switchover you can contact Which? at www.which.co.uk or call 01992 822800.

For more information about digital radio products, services and DAB coverage in your area, contact Digital Radio UK at www.getdigitalradio.com.

APPENDIX 3: TV SWITCHOVER RETAIL TRAINING QUESTIONS

29 Digital Adviser Multiple Choice Questions – July 2011

5 questions highlighted in red must be answered correctly to pass

SECTION 1 – Switchover Basics

After digital switchover, how many UK households will be able to receive digital television through an aerial?

- A – 75%
- B – Nearly all
- C - All

Answer: B

Why is switchover happening?

- A – To extend satellite TV coverage to households that can't currently receive it
- B – To extend Freeview coverage to households that can't currently receive it
- C – To extend high definition TV to households that can't currently receive it

Answer: B

Which of the following is a key benefit of digital television?

- A – Bigger screens
- B – Access to the internet
- C – Many more TV channels

Answer: C

What is an integrated digital TV (IDTV)?

- A – An analogue TV set which has a digital box connected to it
- B – A TV set with a digital box built in
- C – A TV set which is HD Ready

Answer: B

What is Audio Description?

A – A digital TV service which gives viewers an additional commentary on the on-screen action

B – A digital TV service which tells viewers what a TV programme is about

C – A digital TV service which gives users extra radio channels on their TV

Answer: A

Which organisation is leading digital switchover in the UK?

A – Digital UK

B – Freeview

C – Government

Answer: A

SECTION 2 – When will switchover happen?**Digital switchover is happening TV region by TV region ending when?**

A – 2010

B – 2011

C – 2012

Answer: C

How can you find out which TV region a customer is in?

A – By checking whether they receive channel Five

B – By checking which ITV News service or BBC regional programming they watch

C – By checking which BBC News service they watch

Answer: B

What important information should you remember about when your customers should prepare for switchover?

A – Customers must wait until their TV region has switched over before changing to digital

B – Customers should have gone digital before the first region switches over

C – Customers might switch over on different dates

Answer: C

SECTION 3 – Helping Consumers through Switchover

What does Digital UK tell your customers to do?

- A – Look for the ‘digital tick’ logo
- B – Buy a new television set
- C – Wait until digital switchover before doing anything

Answer: A

What does the ‘digital tick’ logo mean?

- A – It identifies certified products and services designed to continue working through switchover, and where to buy them
- B – It identifies energy efficient TV products and services which are designed to work through switchover
- C – It identifies digital TV equipment

Answer: A

SECTION 4: The Ways and Costs of Going Digital

How many ways are there for digital TV services to be delivered?

- A – Two
- B – Three
- C – Four

Answer: C

How should you check which digital TV options a customer is predicted to receive?

- A – Identify their TV region by asking which ITV News service they watch
- B – By using Digital UK’s Postcode Checker at www.digitaluk.co.uk
- C – Ask if they can receive channel Five

Answer: B

What is the most common way to connect a digital box to a TV set?

- A – Through a SCART or HDMI socket
- B – Through an aerial socket
- C – Through a VCR socket

Answer: A

How can you convert a TV set without a SCART socket?

- A – Connect a digital box with an RF Modulator to the aerial socket
- B – Connect a digital recorder with twin tuners to the aerial socket
- C – It's not possible

Answer: A

SECTION 5: Reception Advice

How many TV channels will your customer receive through their aerial after switchover?

- A – It depends where they live
- B – Around 15
- C – More than 40

Answer: A

How many times will equipment need to be retuned during switchover?

- A – At least twice, but it depends on the switchover process in each region
- B – Once
- C – Twice

Answer: A

How should you recommend customers rearrange regional variants of channels?

- A – Carry out another retune
- B – Point their aerial in another direction
- C – Perform a manual retune, 'Edit' or 'Swap' channels

Answer: C

How many rooftop aerials will need replacing during digital switchover?

- A – Nearly all
- B – Around half
- C – Between 5% and 10%

Answer: C

How many set-top aerials will need replacing during digital switchover?

- A – Nearly all
- B – Around half
- C – Between 5% and 10%

Answer: B

What is the simplest way for a customer to check if their aerial is likely to need upgrading for switchover?

- A – Check the quality of their analogue TV pictures on all channels
- B – Wait until after switchover and see if they get a signal
- C – Find out how old their current aerial is

Answer: A

What advice should you give to customers living in blocks of flats?

- A – Use an indoor TV aerial
- B – Install a new shared TV aerial before switching to digital
- C – Check with their landlord to see what their digital TV options are

Answer: C

What is the name of the national training programme for aerial installers?

- A – Registered Digital Installer Scheme
- B – Recognised Digital Installer Scheme

C – Reliable Digital Installer Scheme

Answer: A

Can all households erect a satellite dish?

A – No, customers should check with their Local Authority first

B – Yes, everyone can

C – Yes, everyone can but they need to get planning permission first

Answer: A

SECTION 6: Recorders

How many digital tuners do a television set and a recorder need to share to record one digital channel while watching another?

A – One

B – Two

C – Three

Answer: B

Will video recorders work after switchover?

A – No

B – Yes, they will work the same way as before

C – Yes, but some features will not work in the same way

Answer: C

SECTION 7: Further Information about switchover

Is an HD Ready TV ready for switchover?

A – Not necessarily, some analogue TVs are HD Ready

B – Yes, all HD Ready TVs are digital

C – No, all HD Ready TVs need to be converted with a digital box

Answer: A

Will switchover affect radios?

A – Yes, it will affect AM/FM radios

B – Yes, it will affect DAB digital radios

C – No

Answer: C