


The digital switchover  
is coming -  
**will you be ready  
in time?**

sky

Believe in better



Are you one of  
the 57% who  
aren't ready?

The switchover has already started in many areas – and the rest are following fast. Will your flats be ready in time?

Starting in 2008 and ending in 2012, TV services in the UK are going completely digital, TV region by TV region. So if your residents do not have digital equipment, or your existing aerial system needs to be replaced, they'll no longer be able to watch TV.

Over half of private sector properties surveyed by Sky in England and Wales are still not fully ready to go digital, despite the fact that switchover has already begun. Our latest survey\* of 129 private blocks in 8 UK cities shows that 57% of private landlords are not prepared and still have work to do.

Now is the ideal time to tackle the digital switchover and have the right solution installed to meet your needs. To find out how, start with a free estimate.

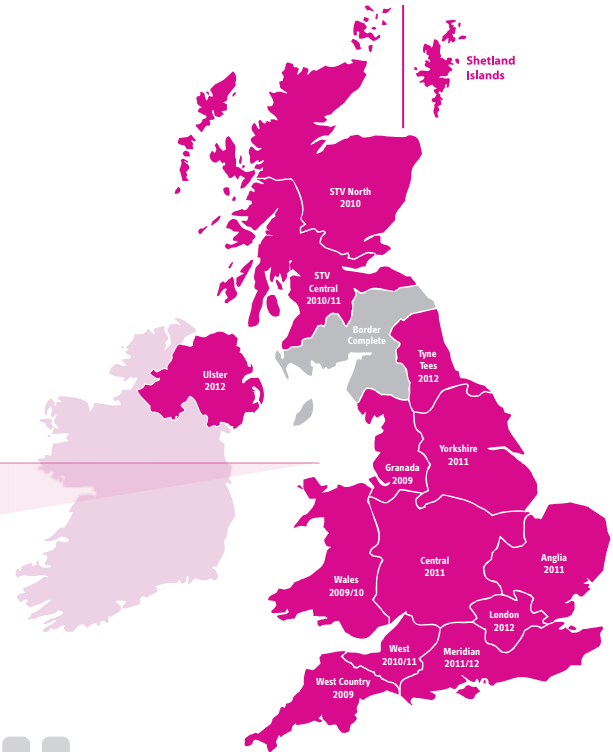
\*In September 2008, Sky undertook detailed physical surveys of 129 private blocks, each containing between 4 and 66 separate flats, in 8 areas around the UK – including London, Birmingham, Manchester and Cardiff. The in-depth surveys were carried out to obtain a snapshot of the current situation nationwide and found that over half of private rental properties were not fully ready for the digital switchover.

## Are you one of the 57% of private landlords who aren't fully ready for the digital switchover?

Sky surveyed 8 cities from Manchester to Exeter, and the survey revealed over half of private rental properties were not fully ready for the switchover. It also identified a clear need for extra support to aid Managing Agents during the switchover period. And that's where Sky can help – taking the stress and hassle out of the process and helping Managing Agents make the right digital TV choices for their residents.

### TV region switchover

Border	<b>Complete</b>	Yorkshire	<b>2011</b>
West Country	<b>2009</b>	Anglia	<b>2011</b>
Granada	<b>2009</b>	Central	<b>2011</b>
Wales	<b>2009/10</b>	Meridian	<b>2012</b>
Channel Isles	<b>2010</b>	London	<b>2012</b>
STV North	<b>2010</b>	Tyne Tees	<b>2012</b>
STV Central	<b>2010/11</b>	Ulster	<b>2012</b>
West	<b>2010/11</b>		



Discover more about Sky's communal solutions over the page...

The free survey  
will help you  
choose the  
ideal solution

## We have the right solution to meet your needs

Our shared dish gives your residents access to quality TV and radio channels from Sky through a single, discreet rooftop dish – so there's no need for individual minidishes. We can provide you with an estimate straight away, and follow up with a free survey which will tell you everything you need to know, like where the cabling and dish will go. We may even be able to contribute towards the cost of installation materials (excluding equipment in residents' flats). Chat to one of our team to check if you qualify.

Alternatively, Sky offers its IRS system – a platform neutral solution that allows your residents to choose between different providers including Sky, Freeview and freesat from BBC/ITV. Flexible financial options are available if you choose this system for your block.

All we need to do is survey your block and work with you to choose the right option, then you simply need to approve the survey and sign the contract. We can then install the solution so your residents are ready for the switchover.

## Access to the TV your residents love

By working with us, you can ensure your residents have access to top quality TV - including the most popular options from Sky. Sky is already the choice of more than 1 in 3 homes in the UK. In the last 3 months over 75% of new customers chose Sky+. And more and more people are opting for high definition television, with the stunning picture quality and vivid colours of Sky+HD.



[See how our dedicated taskforce can help you - over the page...](#)

Our dedicated team will take care of everything so you're ready for the switchover

Our team is dedicated to providing digital TV to flats. In fact, we are experts in switching homes to digital.

Sky has many years' experience in switching homes to digital. And with our new dedicated Sky Switchover Team, preparing your flats for the digital switchover couldn't be easier. You'll have a personal account manager too, who will guide you through the entire switchover process, with expert support from specialist engineers and installers.

One less thing for you to worry about

We'll happily talk to your residents to let them know that a shared dish or IRS system is being installed, explain the benefits of either solution and what offers are currently available. Naturally, we also deal with any questions they have and guide residents who are interested in getting Sky TV through the sign up process – making every step as hassle free as possible for you.

Contact the team today to get  
started with a free estimate

Call us on **0870 240 0812**  
or visit **[sky.com/managers](http://sky.com/managers)**



**Sky TV:** Sky box and Sky TV subscription required for Sky digital programming. **Switchover area:** Please see [www.digitaluk.co.uk](http://www.digitaluk.co.uk) to check when your block will be affected by the digital switchover. **General:** Sky box must be connected to a telephone line for 12 months. Minimum Sky TV subscription is 12 months. Information only applies to residential customers in the UK, Channel Islands and Isle of Man. Lines will be open 9am – 5pm, Monday to Friday. Calls cost 5p per minute (plus up to 8p connection fee for BT customers). Calls from other providers may vary. Further terms apply. Information correct as at 29 September 2009.

