

20 August 2013

## Signed, sealed and delivered with a Tweet: non-Tweeters can get your message via the at800 postbox

at800, the organisation responsible for ensuring viewers can still watch Freeview when new mobile signals go live, today launched the UK's first postbox for Tweets – so a Tweet can now reach even those who aren't on Twitter.

People can Tweet a family member or friend using the hashtag #at800postbox. at800 will print the personalised message onto a traditional postcard and deliver it by post - completely free of charge. The recipient must live in one of the areas where 4G at 800 MHz will soon be activated.\*

The at800 postbox is a light-hearted way to remind people where new 4G mobile services at 800 MHz are being activated and to highlight at800's role in resolving any Freeview disruption this could cause. It also acknowledges that many people choose not to use social media and some are not online at all. Under half of UK adults (48%) use social networking sites such as Facebook and Twitter, falling to just ten per cent for those over 65<sup>1</sup>. Two thirds of people aged over 75 have never been online<sup>2</sup>.

So if viewers want to make sure their Gran knows who to call if EastEnders becomes unwatchable; or let a friend know where to turn if picture quality is disrupted during The X-Factor; or just remind a loved one they are thinking of them; a Tweet can now reach them even if they're not online.

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<sup>1</sup> ONS, Social Networking: The UK as a Leader in Europe, June 2013: <http://www.ons.gov.uk/ons/rel/rdit2/internet-access---households-and-individuals/social-networking--the-uk-as-a-leader-in-europe/sty-social-networking-2012.html>

<sup>2</sup> ONS Internet Access Quarterly Update, Q1 2013: [http://www.ons.gov.uk/ons/dcp171778\\_310435.pdf](http://www.ons.gov.uk/ons/dcp171778_310435.pdf)

Simon Beresford-Wylie, chief executive of at800, said: “Twitter users love to share their thoughts; and with our help, they can now Tweet friends and family who aren’t on Twitter. As well as the personal message, the campaign aims to raise awareness of at800 and our role in helping to resolve Freeview disruption caused by 4G at 800 MHz for the small minority of viewers in the UK who might be affected.”

During August the at800 postbox has been touring the UK to gather photographs at well-known locations in the cities where 4G at 800 MHz masts will soon be activated, including Birmingham, Brighton, Edinburgh, Glasgow, Leeds, Leicester, Liverpool, London, Manchester, Newcastle, Nottingham and Sheffield.

#### **How at800’s postbox for Tweets works:**

1. Check to see if the person you want to Tweet is in an eligible area [here](#).
2. Tweet the message you’d like to send and include the hashtag #at800postbox.
3. Follow @at800tv so we can have a direct message (DM) conversation to privately get the recipient's postal address.
4. Confirm you agree to the terms and conditions.
5. We will then print your message onto a special postcard and mail it - completely free of charge - to your friend or family member.

For more information, and how to get involved, visit <https://at800.tv/at800postbox/>

If viewers in affected areas do experience any new issues with Freeview, they should contact at800 on: 0333 31 31 800 or via [www.at800tv](http://www.at800tv)

#### **Notes**

\*Areas to which people can Tweet a message to be sent via postcard are Birmingham, Bradford, Brighton, Coventry, Edinburgh, Glasgow and Paisley, Guildford, Leeds and Bradford, Leicester, London, Manchester, Merseyside, Newbury, Newcastle upon Tyne, Nottingham, Sheffield, Slough, St. Albans, York.

at800 is the consumer brand of Digital Mobile Spectrum Limited (DMSL), the organisation responsible for ensuring people continue to receive free-to-air television when 4G mobile services operating at 800 MHz are launched. The organisation is funded by the UK mobile operators with 800 MHz spectrum allocations to provide 4G services – EE, Telefónica UK (O2), Three and Vodafone.

#### **Digital Mobile Spectrum Limited**

Registered Address: 83 Baker Street, London, W1U 6AG – Registration Number: 8247385  
The at800 brand is a trademark of Digital Mobile Spectrum Limited (DMSL). DMSL has been formed by and represents the UK mobile operators with 800 MHz spectrum – EE, Telefónica O2 UK, Three and Vodafone.

4G enables mobile devices such as smartphones, laptops and tablet PCs to access the internet at super-fast speeds and is expected to bring innovations in business, entertainment, education and public services. 4G mobile services at 800 MHz and digital TV operate in adjacent parts of the radio spectrum. Equipment that receives television signals, such as aerials, amplifiers and digital tuners, can fail to block 4G at 800 MHz. This can cause loss of sound, blocky images or loss of some or all Freeview channels. Freeview is the television that viewers receive through their aerial. BT Vision, YouView, TalkTalk and Top Up TV also provide Freeview services. Only new 4G services at 800 MHz could cause problems with Freeview; existing 4G services from EE operate at 1800 MHz and do not disrupt television reception. Satellite and cable TV services are unlikely to be affected by 4G at 800 MHz.

at800 will contact those households it predicts may be affected by this issue before 4G at 800 MHz is switched on in their area. It will also contact businesses, social housing departments, care homes, hospitals, schools and colleges to advise what action needs to be taken.

## **Contacts**

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