

# Case Study

## Digital UK

How Digital UK harnessed the flexibility of MySource Matrix Open Source CMS to communicate a large amount of complex information, effectively and consistently



# The Organisation

## Independent and Impartial

**Digital UK is the independent, not-for-profit organisation leading the switchover to digital television in the UK.**

Its objective is to provide impartial information to the public and organisations to help them prepare for the switchover.

The company was set up by public broadcasters at the request of the UK Government, and works closely with the Department for Culture, Media and Sport, and the Department for Business, Innovation and Skills, as well as the regulator Ofcom. Digital UK is owned by the UK's public service broadcasters, which include BBC, ITV, Channel 4, five, S4C and Teletext, as well as multiplex operators SDN and Arqiva.

# The Challenge

## Promotion of Complex Information

**The digital switchover is the biggest challenge in UK broadcasting history since the introduction of colour television. It is a complex project, which continuously presents new challenges.**

Emma Piper, Senior Web Executive at Digital UK, explained that the organisation's ambition is to deliver a website that helps guide the UK consumer: "Switchover will complete in 2012. In the beginning, the priority was to let people know that switchover was coming. The emphasis has now shifted to practical help. Our objective is to increase understanding and guide consumers through the physical process of converting their household TV sets to digital. Our ambition is to ensure no one is left behind."

She continued: "For some consumers, switchover is a daunting process and for some, the process of switching to digital can be complicated. The Digital UK website sets out to provide consumers with the information and tools they need to switch to digital."

With these challenges in mind, Digital UK sought a CMS that was flexible enough to support the promotion of complex technical information as well as enabling easy amends to content.

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Digital UK is the not-for-profit company leading the UK's switchover to digital TV

#### Latest news

Switchover is underway for viewers in east and central Wales. Please check the switchover dates for your area on the list below.



#### 1 Find out when digital switchover is coming to you

#### 2 Find out how to re-tune

#### 3 Find out how to go digital

When your home switches to digital will depend on where you live in the UK. All households with a Freeview TV or box will need to re-tune at both stages of switchover and from time to time to keep receiving channels and services.

- Find out when you switch
- Connections and re-tuning



#### Help

Still have questions? [Get our help centre](#)

#### Postcode checker

When is the switchover coming to me?

Postcode

House name or number

Why do you need this?

I am in the aerial installation trade

#### Top FAQs

#### Leaflets

If I don't do anything, will I lose my television?

How do I perform a re-tune of my TV or set-top box or recorder?

Is there any switchover related engineering work affecting my timetable?

When will I switch to digital?

Is digital television the same as High Definition TV (HDTV)?

#### Browse more FAQs

#### Contact us

We can't find what you're looking for? Call our contact centre.

08456 50 50 50

Opening hours: 9am - 7pm, 7pm - 5am, 24 hours opening hours on switchover dates.

Email us



#### Am I eligible for extra help?

The Help Scheme helps people who are aged 75 or over, or live in a care home, or are an eligible disabled person to switch to digital TV.

- Switchover help Scheme website

#### Who is next to switch?

Wales TV region

Not your region? Find out about your dates.



Wales

Next switchover date: 3 March 2010

#### See events happening in Wales

Visit the Help Centre to ask our specially trained advisers about switchover including finding out more about the Switchover Help Scheme.

#### Businesses & other organisations

If you work in local government, the housing sector, or have a business that will be affected by switchover, there is information on other websites to help you get set up. Select from the columns on the right.

- Local Government
- Retailers
- Manufacturers
- Builders
- Property Managers
- Aerial Installers
- Transmitter Network

- Department for Communities and Local Government (Information about switchover in Wales)

- Digital UK is working in partnership with:



get set for digital TV

# The Solution

## Consistency Across Multiple Sites

Digital UK selected Squiz via Grand Union, its web agency. Squiz has implemented multiple microsites on one installation of its CMS MySource Matrix, as well as delivering other complex functionality.

In addition to the Digital UK consumer site there are four separate microsites that target specific stakeholders or industry sectors: The **local government site** caters for local councils and authorities, to help them guide their residents through the switchover; **property managers and housing authorities** to help guide landlords, residents associations and tenants; and a **retailer site** to support retailers to deliver switchover information in-store. Finally, the **transmitter network site** has been designed specifically for engineers and aerial installers.

On these microsites, Emma explained that: “The retailers microsite was one of our most complex builds which involved bringing different systems together onto MySource Matrix. We are currently working on the older microsites, such as the transmitter network site and the local government site, to bring them in line with the current look and feel of the consumer website which was relaunched in November 2008. This is easy to do with MySource Matrix because of its modular capabilities. The idea is to have a consistency of brand across the main and microsites whilst still giving each a degree of individuality.”

Emma continued: “The transmitter site has been a challenge because it relies on delivering complex, technical information from across 68 transmitter group projects. Getting it to work smoothly was difficult but now we feel like we’ve got a good solution.”

As part of this, Squiz developed custom functionality to enable Digital UK to upload Planned Engineering Works schedules directly into the system. These are automatically converted into user friendly pages for the public,

saving the team lots of time and effort.

More recently, Digital UK has improved site search by integrating the Funnelback website search tool, provided and implemented by Squiz, with the third-party knowledge database used by the Digital UK contact centre agents. This means that all the organisation's FAQs, help content, maps, leaflets and other publications are accessible through the website, making 'help' given by the website and the call centre consistent.

On this, Emma commented: "We didn't have a combined site search so consumers didn't know how to access this information. It was apparent that we needed a solution that could combine it all – we launched Funnelback following a seminar at Squiz and it is much better than our previous search engine."

Funnelback has meant that what would have been an expensive and lengthy integration project has been implemented more easily. Funnelback is a transparent layer over the top of the database, rather than being intertwined, so it can search the complete set of data. Squiz set up the solution in around a month and at a fraction of the cost, with the added benefit of keeping the two systems separate for easier future maintenance.



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Emma Piper, Senior Web Executive



# The Result

## Flexibility and Control

Emma stated that: “The digital switchover programme is so unique, with new challenges arising on a regular basis. We need to be able to react quickly in order to keep up with consumer demand. To offer that level of control, our system had to be very flexible. MySource Matrix is perfect for that.”

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The new re-tune tool will be a tailor-made functionality that Squiz will develop for Digital UK. As the project continues, the organisation can call on Squiz as and when they need support or further development.

Emma concluded: “The relationship we have with Squiz is very collaborative. I think we’ve both learnt more about the abilities and value of Matrix as we’ve progressed, so it’s been quite exciting from both sides. Our customers are telling us they’re happy with the work we’re doing. They’re finding the system much more intuitive than before, and the look and feel more engaging. We’re very pleased with the outcome so far.”



# Get In Contact...

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