

MEDIA ALERT:

Digital Dilemma? Stay tuned by being prepared

Gumtree.com, the UK's biggest classifieds website, is urging people to prepare for the looming digital TV switchover in their area.

Although the first switchover took place in October 2007 in Whitehaven, new research from the Government shows that one in three people has no idea what to do to adapt their TV to digital when it is introduced in their region. Gumtree recommends that people with older analogue TVs shop around for a cheap deal to avoid a shock on switchover day.

Savvy bargain hunters could save hundreds of pounds by either buying a freeview box or snapping up a digital TV from the 'for sale' section of Gumtree. People could even find a free analogue TV in the 'freebies' section and buy a digital box for as little as £10 to make it compatible, instead of forking out £600 for a new digital TV from the high street.

Some great savings include:

Save £50 on this plasma screen with built-in digital:

<http://www.gumtree.com/london/06/20089106.html>

Grab a digital freeview box for a tenner:

<http://www.gumtree.com/london/59/20214059.html>

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Get ready for digital with this £120 package:

<http://www.gumtree.com/london/96/19972396.html>

Gumtree spokesperson Sophy Silver says: "Although the digital switchover is a gradual process across the UK regions, many people may not be aware that they do not need to buy an expensive state-of-the-art digital TV to keep enjoying their favourite programmes.

“Gumtree offers people the chance to shop around and find the right deal for them, whether it’s a near-new TV or a cheap freeview box so their TV is ready to receive digital when the time comes. There’s no hassle involved as people can find sellers in their local area and arrange a time to meet up for the transaction.”

For more information, or to arrange an interview with Gumtree spokesperson Sophy Silver, please contact the Gumtree press office at Lexis Public Relations on 020 7908 6589 or email gumtree@lexispr.com

Notes to editor

About Gumtree.com

- Gumtree.com was created in London in March 2000 and now covers 60 cities across 6 countries - the UK, and US Ireland, Poland, Australia, New Zealand and South Africa
- It is the UK's biggest website for local community classifieds including flat share, flat rentals and jobs
- Some Fast Facts
 - 20,000 new ads in a day
 - 100,000 new ads in a week
 - Half a million new ads in a month
 - One million ads live on the site at any one time
 - 150 million page impressions every month
 - Around 6 million visitors a month
 - Gumtree.com users spend 5,360,000 minutes on the website each month
- Gumtree is your local community online. Home to all the things you'd expect from your local community; a place to find and advertise rooms, flats and houses, a notice board for selling and buying stuff, somewhere to find job or a date even just to chat with friends