

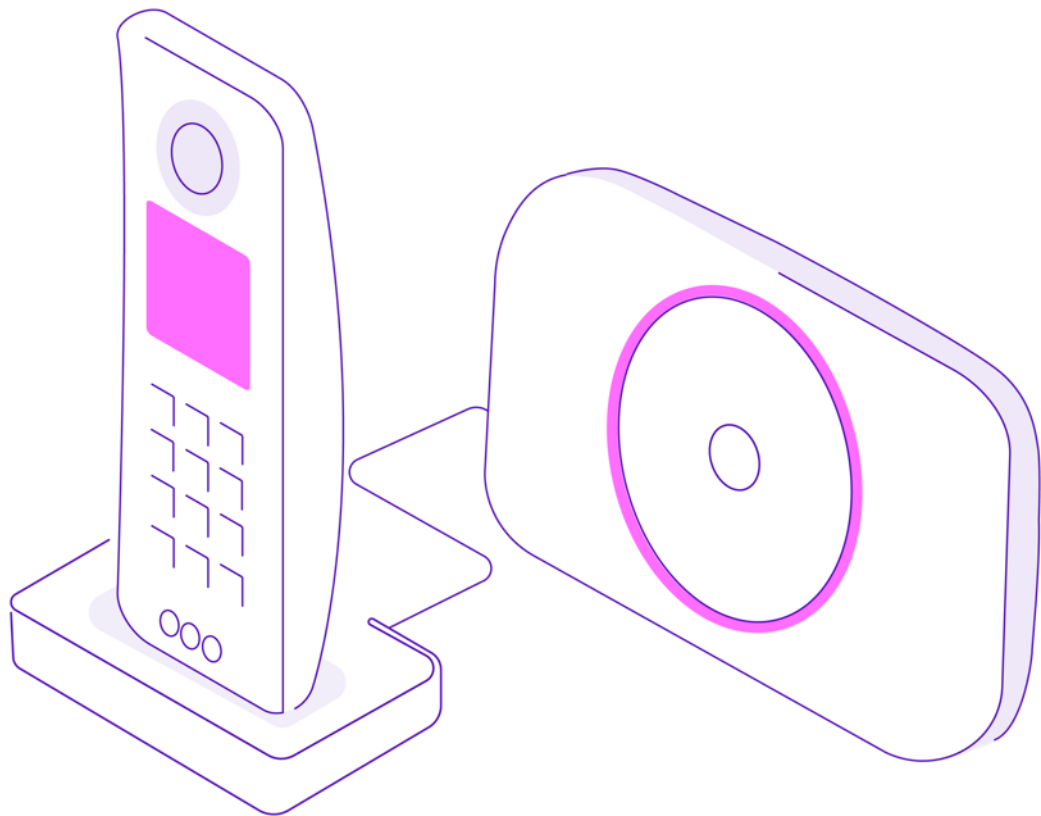


Digital Voice

Digital Home Phone Switch Over
2026 - The Final Year



The UK's landlines are going digital



Digital Voice is the name of our new home phone service.

Digital calls are made over our broadband network, rather than the old analogue network, which has been around for more than 40 years.

We have until the end of **January 2027** to move all of our customers to a digital service

[Introduction to Digital Voice](#)

Final year.... **Act When Contacted – Don't Delay**

- A once in a generation move from the ageing copper telephone network to modern digital services.
- The Public Switched Telephone Network (PSTN) is decades old, unreliable and no longer fit for purpose.
- Digital landlines bring benefits to customers including advanced spam and scam call blocking.
- Services could be impacted if customers ignore important 'call to action' communications from their service provider.
- BT continues to work across industry, government, Ofcom and representative charities to ensure vulnerable customers get additional support they need.



Our Digital Landline Journey So Far...

87%

Moved to Digital



<u>Region</u>	<u>% Digital</u>
East Midlands	90%
East of England	89%
London	80%
North East	87%
North West	89%
Northern Ireland	88%
Scotland	85%
South East	88%
South West	86%
Wales	87%
West Midlands	88%
Yorkshire and Humberside	88%

Who is left? - 223 days, 155 working days


Region	% On PSTN	% 80+	% With Additional Needs	% with Telecare
East Midlands	10%	33%	26%	27%
East of England	11%	31%	21%	27%
London	20%	21%	17%	16%
North East	13%	29%	27%	20%
North West	11%	32%	27%	27%
Northern Ireland	12%	31%	22%	16%
Scotland	15%	27%	21%	25%
South East	12%	32%	22%	29%
South West	14%	31%	22%	25%
Wales	13%	35%	22%	23%
West Midlands	12%	30%	26%	25%
Yorkshire and Humberside	12%	31%	28%	21%
Total	13%	29%	22%	23%



Engagement Campaigns

March 2026 - Final Year Press release

Over three million UK households now benefit from safer, more reliable digital landlines as BT invests to upgrade the nation

Search... 



National press office

If you have a media enquiry, please contact the External Communications team at:
<https://www.bt.com/media-enquiries>

Address

1 Braham Street
London E1 8EE

Share this page

Over three million UK households now benefit from safer, more reliable digital landlines as BT invests to upgrade the nation



Customers

If you are a customer, please call our customer service number
Tel: 0800 800 150



- Over three million UK households have now moved to digital landlines, providing a safer, more reliable service ahead of the industry-wide analogue switchover in January 2027.
- As part of this upgrade, the UK's ageing and unreliable copper landline network is being retired, moving customers onto modern digital landlines built for the future.
- BT is continuing its nationwide customer engagement campaign to support households and businesses to move away from the copper network, particularly vulnerable customers – with enhanced protection, including free engineer visits and backup power where needed.
- The move is part of BT's once-in-a-generation investment in future-proof connectivity across the UK and supports long-term economic growth.
- BT Group's full fibre broadband network now reaches two thirds of the UK's homes and businesses and its 5G+ mobile network reaches 69% of the population.

- Part of a nation-wide technology upgrade
- Supported by Government & Ofcom
- Both consumers & business are fully supported

[Link: Over three million UK households now benefit from safer, more reliable digital landlines as BT invests to upgrade the nation](#)

April 2026 – Don't put off the switch

Coverage Highlights

DAILY EXPRESS

BT issues new landline switch off warning as UK homes told to act now

By David Snelling, Technology Editor
06:00, Fri, May 1, 2026

The Telegraph

Get ready for switch to digital landlines, says BT

BT has launched a campaign to highlight that there is less than a year to go before the nationwide switch to a digital landline.

The company warned of possible disruption if customers delayed taking action on the analogue switchover.

BT said the switchover represented a "significant national upgrade", as the UK moved from decades-old infrastructure to more reliable digital landlines. Lucy Baker, at BT, said: "It's important to take action when contacted, so everyone can benefit from more reliable, secure tech."

The INDEPENDENT
Nationwide switch to digital landlines less than a year away



THE STANDARD

BT warned of disruption if customers delay taking action.



CLARE BALDING MEETS BT CUSTOMER, JOHN BARRARD, 77, AT HIS HOME IN HORNCHURCH, TO DISCUSS THE INDUSTRY-WIDE SWITCH FROM ANALOGUE TO DIGITAL. LACK HALL MEDIA ASSIGNMENTS/PAI



Landline switchover warning as Brits put off life admin tasks for over three months



THE SCOTSMAN

BT Digital Voice spokesperson, Lucy Baker, said: "As our research shows, it's easy to overlook messages from service providers, but doing so could disrupt essential connections when it comes to the digital landline switch.

"It's important to take action when contacted, so everyone can benefit from more reliable, secure technology and stay connected to the services they rely on."



BT launches new national digital switchover campaign



Spent the day talking about the switch from analogue to digital voice for landlines across the UK on behalf of BT



- We held a broadcast day - 26 interviews were completed
- Key National titles covered the story, including The Daily Telegraph, Daily Mail The Sun, The Independent The Mirror The Express Daily Star Evening Standard
- We've received 96+ Regional articles right across the country
- Trade coverage included Comms Business Telconews and IT Brief

[PRESS RELEASE: BT joins forces with Clare Balding to launch the "Don't Put Off the Switch" campaign ahead of the nationwide digital landline switchover](#)

April 2026 – Don't put off the switch



[LINK: BT joins forces with Clare Balding to launch the “Don't Put Off the Switch” campaign](#)

Islands & Vulnerable outreach

How do we fully support
“unmanned” islands throughout
the migration?

How can Local authorities help
with those that need extra
support?

How does Digital Voice work?



Customer Journeys



Spreading the word



How does Digital Voice work?



We've listened to what's important to keep the same...



Keep the same number, minimising impact on the customer.

*Remember to include the area dialling code.



Move to Digital Voice for the **same price**.



Over 99% of phones will work on the Digital Voice so you can keep the same phones you're used to.

...but that doesn't mean we can't offer an enhanced service



Enhanced scam protect features, protecting customers from fraud.



Crystal clear call quality, when talking to others on Digital Voice.



3-way calling, connecting people with multiple family members or friends.

We give you more options with your home phone than any other network



Corded or cordless...BT or any other brand, your phone will do all it does today...and more


If it's time for a new phone we've got you covered with our Digital Home Phone



If you want phones around the house, our DV adapters let you still have phones where it works for you

Enhanced scam protection powered by AI

- **Enhanced Call Protect** is **free** for Digital Voice customers
- It uses AI to help with **detecting and blocking spam and fraud calls**, without blocking your important calls
- You'll be warned if a call has been reported as a scam or potential fraud before picking up the phone
- We're **blocking over 17,000 scam calls & identifying more than 180,000 spam calls every day**

 [All about Call Protect for Digital Voice | BT Help](#)



A hybrid home phone using the UK's best mobile network with 87% geographical & 99% population coverage

or

For those in areas with no signal, a battery back up to keep the broadband service running at home



Hybrid phones with **built-in batteries**, which switch to mobile network connection when necessary.

Both free for those with additional needs



Battery back-up units (BBUs). Keep your **hub/router powered** so you can still make Digital voice calls.

The landline is a lifeline for some customers

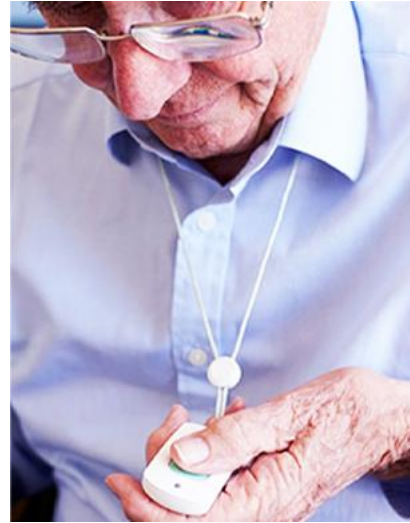
Around **two million** of our customers are more dependent on their home phone line and may feel more anxious about making the switch.



No mobile phone
signal



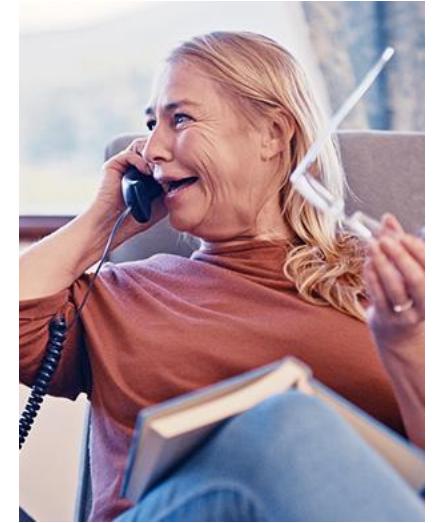
Vulnerable customers
with additional needs



Customers with
Healthcare pendants
or alarms




Elderly customers



Landline-only
customers

We're providing **additional support** to these customers as part of their move to Digital Voice

An elderly man with a long, full white beard and hair is sitting in a wooden chair, smiling broadly while talking on a black corded telephone. He is wearing a dark teal polo shirt. The setting is a bright, indoor space with large windows in the background showing a cityscape. To the left, there are several large green plants in pots. To the right, a small potted tree sits on a yellow pot. The overall atmosphere is warm and positive.

Customer Journeys

Communication the customer receives



4 Weeks notice

Customer receives notification of switch to Digital Voice & brochure

Appointments

If needed customers will be either offered an appointment time, or asked to get in touch to book an appointment

Go Live Date

Customer gets notified of Digital Voice service going live

Post move

Customers can request additional equipment if needed for resilience

Customer Types

Full Fibre Broadband



Landline Only



Copper Broadband



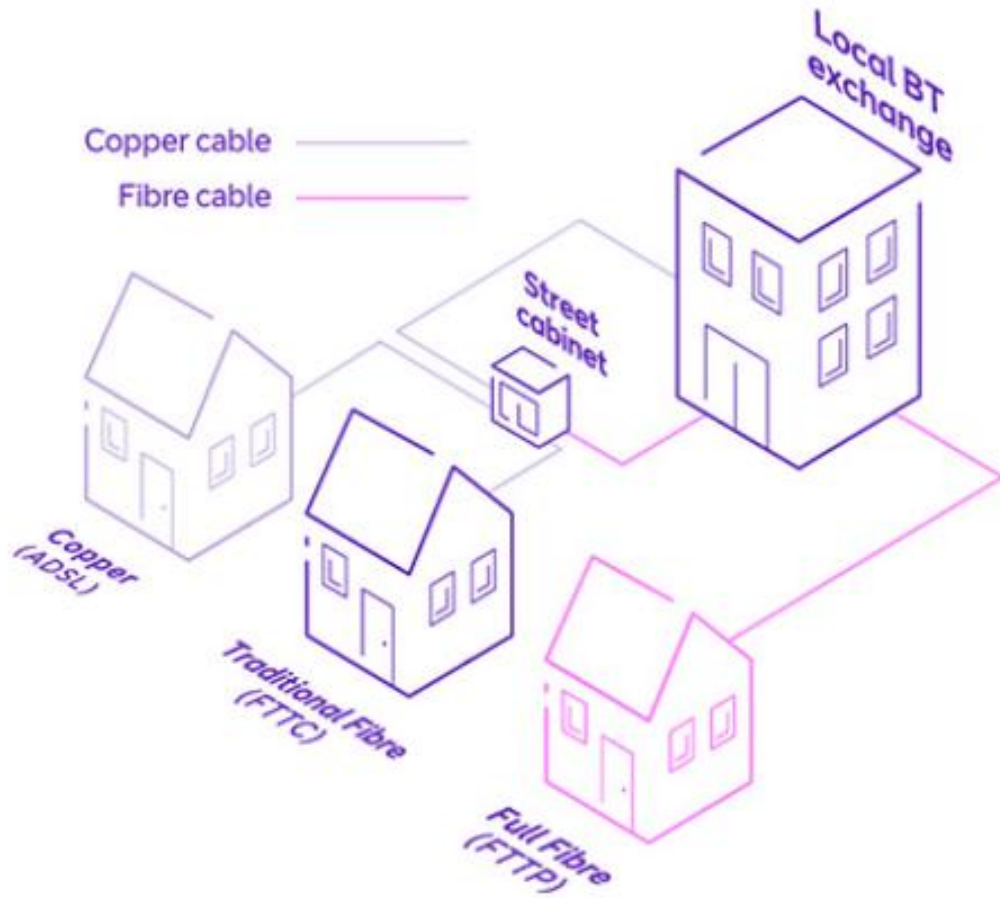
Telecare



A glowing purple fiber optic bundle is shown against a dark purple background. The bundle is composed of many individual fibers, each with a bright purple tip, creating a fan-like shape. The text "Fibre Broadband" is overlaid in the center of the bundle in a white, sans-serif font.

Fibre Broadband

What is FTTP & what are the benefits?



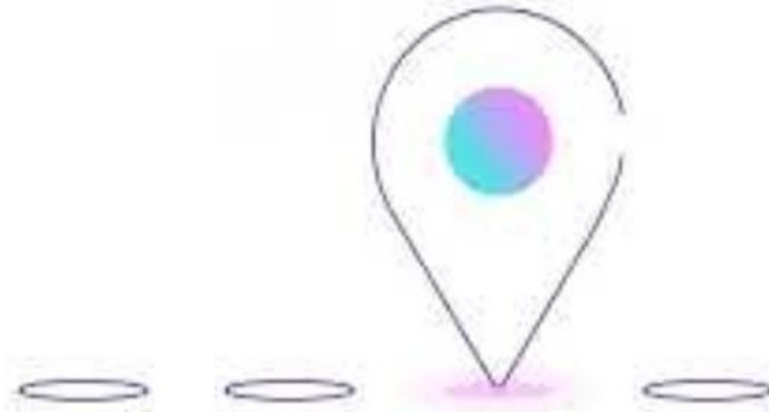
No copper cable. No sharing with your neighbours. You're plugged straight into the greatest and most reliable network the country has ever seen.

Full Fibre is broadband like never before - Up to 25x faster than superfast fibre with up to 10x faster upload speeds

Power your whole home - With more devices connected than ever before, from doorbells to lightbulbs & Digital Voice phones

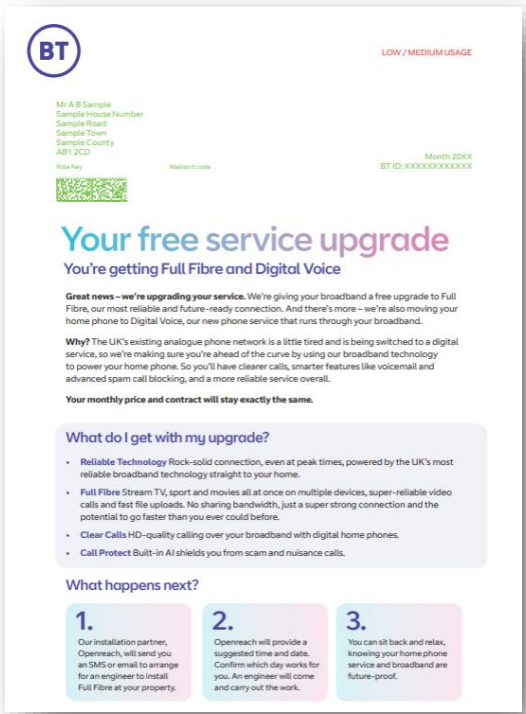
Full Fibre – also known as fibre to the premises or FTTP

What happens during an FTTP installation?

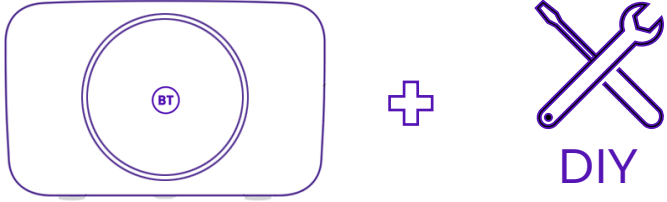
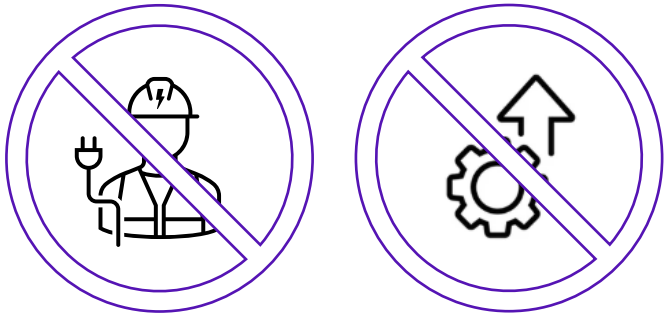


To get the best Wi-Fi signal in your home,
choose the ideal location for your hub device.

Key Actions



Customers will be contacted by Openreach to book the Fibre Installation appointment date and time.

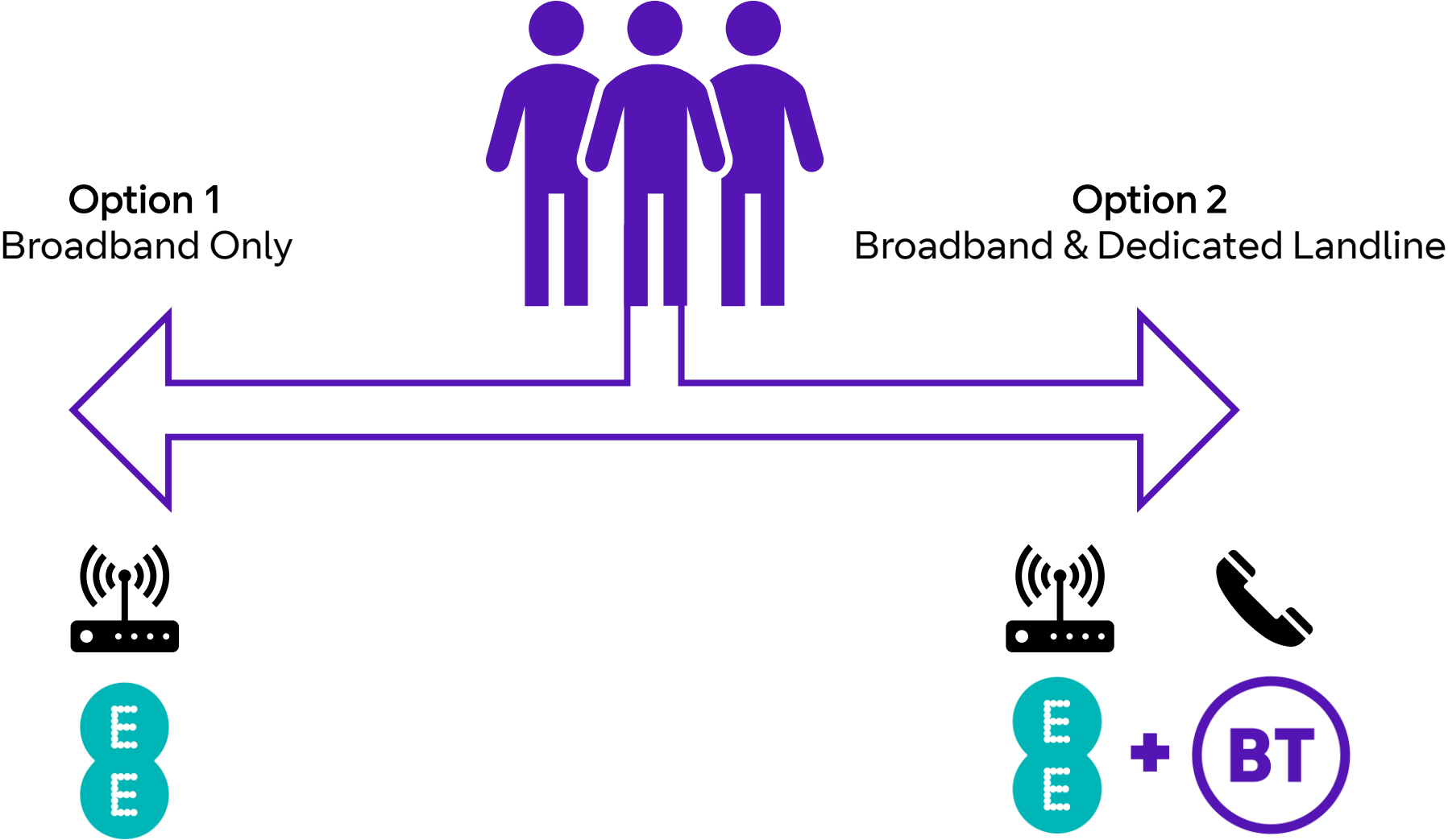


If customers ignore the communication, they could miss the opportunity for a free Full Fibre upgrade and could be charged in the future.

Copper Broadband



Where fibre isn't an option, customers will have a choice of services



Option 1: Broadband only

Customers no longer NEED a landline to have broadband powered by EE.



Save Money



Simpler Account Set up

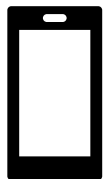


Removes landline entirely

Perfect for:



Don't use
Home
phone



Mainly
use a
mobile
phone



Use other
VOIP
based
calls

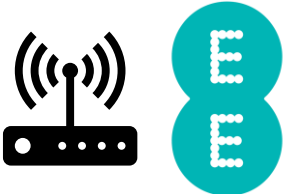


Option 2: Broadband & Landline



Dedicated landline service

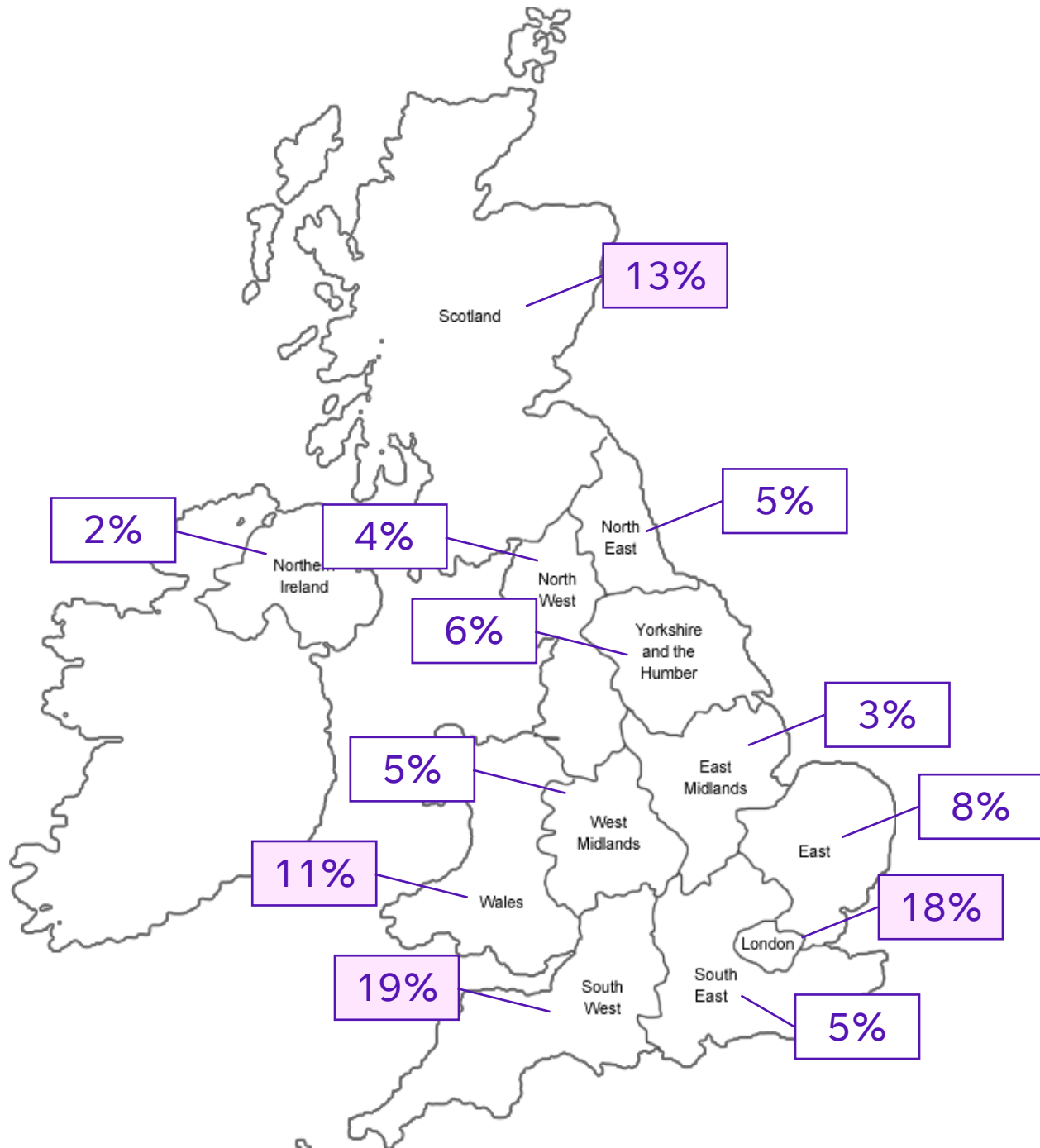
- ✓ All phone sockets in house still work
- ✓ Landline works in a power cut



New broadband installed to property

- ✓ Brand new connection to house
- ✓ Best tech available for each customer





Where are these customers?

Everywhere, but certain areas make up the majority

Key Actions



Customers will need to make a choice

Broadband Only



We're contacting customers who haven't used their landline for 12 months. Customers can call 0330 1234 150 to move to BBO

Broadband & Phone



We'll be contacting these customers from April 2026
No action to take until then!

Landline Only



1



All the work is done at the BT exchange

No engineer needed at customer's home

2hr appointment window

2



No change to where your phone's plug into the house

Get all the benefits of free voicemail and scam & spam protection

Must add area code before dialling any number

3



Phones will work in a power cut (if they do today)

No need for any battery backup or reliance on mobile signal

Key Actions

ABSOLUTELY
NOTHING

A caregiver in a purple uniform is demonstrating a white telecare device to an elderly woman with short, wavy white hair. The woman is wearing a blue top with a white star pattern and a white wristband with a red circle. The caregiver is pointing at the device while the woman points back. The scene is set indoors, likely in a care home, with a window and a colorful hanging decoration visible in the background.

Telecare users

Supporting those with Telecare



- Telecare customer migrations being ramped up following a successful pilot in 2025 with over 40 Local authorities across the UK.



- Openreach engineers will support customers through the switch from an analogue to a digital landline and will make sure that their telecare device is reconnected and working before leaving the property.



- This visit is free and will include the installation of a free battery back-up unit where required.

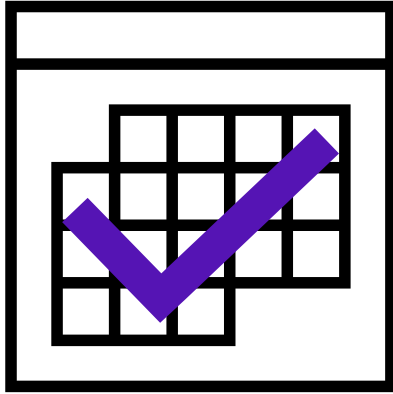


- If the telecare device doesn't work on Digital Voice, the engineer will switch the customer back to their analogue landline and wait until the customer has a compatible device.

Telecare supported install



Key Actions



Encourage booking the appointment
– Don't Delay



Don't turn away the engineers



Test your Telecare alarm

What about our Plusnet brand?

Plusnet will only offer broadband only

At Plusnet, we're making things straightforward by providing simple, reliable broadband and will no longer offer a landline service.

If you want to keep your phone, you'll be offered a deal with EE & BT or will be free to move to another supplier

Landline and home phone changes, the digital switch-over explained

Learn how the digital switch-over affects your landline, home phone and broadband service.

[Help](#) > [My account](#)

What is the digital switch-over?

Openreach is upgrading the UK's traditional copper network to the latest and most reliable broadband technology, creating a network designed for the modern world. As part of this upgrade, the old analogue landline system currently used to connect traditional broadband, will be replaced with a digital network.

Will I still have a landline after the switchover?

Traditional landlines will be retired by 2027. The switch to digital simply means that landline calls will run over your broadband connection using new technology called Digital Home Phone.

Our broadband is changing as part of the digital switch-over

Rest assured Plusnet is here to stay, but in the future our broadband service will be a little different. Our packages will be broadband only and they won't include any home phone options. Our older packages which rely on the landline network will no longer be supported from 2027. No need to worry, we've got new broadband packages and mobile phone SIM-only plans to keep you connected whatever your needs.



Some content
has been removed for readability. The content is not visible in the image.

[Landline and Home Phone FAQs | Digital Switch-Over | Plusnet](#)

A large, ornate room with a high, coffered ceiling and decorative wall panels. Several people are seated at long tables covered with black cloths, engaged in conversation. The room features large windows on the right side, framed by white curtains. The walls are adorned with framed portraits and a large mural. The floor is made of light-colored wood. The overall atmosphere is formal and elegant.

Spreading the Word

The Final Countdown!



Press Release – 1 year to Go!



Call to action campaign – Don't delay



Telecare Awareness – Supporting those who need it most



Family Support campaign – Help those you love

New / Ongoing partnerships



R N I B

Working in partnership
RN I:D Supporting people who are deaf, have hearing loss or tinnitus



digital poverty alliance



nalc
National Association of Local Councils





Ensuring our customers are supported through this change is paramount.

We continue to use our Digital Voice Advisory Group (DVAG) who guide us on how best to support customers through the transition.

BT Digital Voice Engagement Team

We play a central role in **shaping our customer experience**, providing **essential support** throughout this once-in-a-generation change of the UK landline for millions of customers, with the **unwavering support of over 1500 stakeholders, UK wide.**

600,000

Landline customers

personally invited to come and talk to one of our experts about what the switchover means for them



1000

Customer events

events in the heart of communities across the UK, speaking directly to our customers about the switchover, with the team travelling over 45,000 miles



50

Charity partners

worked with over 50 orgs to share informative and reassuring info via some of the most trusted voices

2.5million

Customer communications

the number of communications sent to our landline customers to date, to begin their move to Digital Voice



2000

stakeholders engaged

built relationships with over 1500 stakeholders across central Gov, Local Gov and 3rd Sector to help spread the word

400

Telecare providers

collaborating with nearly 400 providers UK-wide, to ensure the most vulnerable are supported and safeguarded through the switchover



Raising awareness for telecare customers with a national campaign

We launched a national industry-wide campaign in June 2025, supported by government aiming to reach all telecare users and their loved ones.



Call to Action:
If you have a telecare alarm, you must let your home phone provider know



Launch Date:
2nd June 2025
Across multiple media channels including TV, newspapers, social media, GPs & hospitals



Support:
The campaign was amplified by many stakeholders including charities, local authorities and community groups using the [Partner Toolkit](#)



[Government Press Release](#)

[BT Group YouTube Video: Do you or someone you know use a telecare alarm?](#)

Helping the nation make the digital switch with iconic BBC broadcaster, Moira Stewart



Moira backs launch of new digital landlines

LEGENDARY newsreader Moira Stewart is fronting a campaign to raise awareness of the phasing out of landline telephones.

The presenter, 75, is backing BT's new home phone service, delivered over broadband rather than the traditional phone network.

The service is called Digital Voice and includes scam-blocking features.

Moira, right, who worked for the BBC for 34 years, spoke about her own experience with switching to a digital

By Emily Smith

landline. She said: "Like many people, I've relied on a landline for most of my life, so I was curious to understand what switching to Digital Voice really means.

"I've learned that, for most of us, it's as easy as plugging your phone into your broadband router, and you're good to go.

"It's great to see how much BT is doing to support its customers

through the change. And I know first-hand how important it can be to have that extra protection against scam calls."

BT said that with three million households having made the switch to digital, the service already blocks 17,000 scam calls per day.

The firm said the rollout will prioritise vulnerable customers, offering free in-home visits from engineers.

Lucy Baker, BT-IP director at BT Group, said: "The switch to digital landlines is a once in a generation change."

Face of campaign:
Veteran TV presenter Moira Stewart

Stuart backs change to beat phone scammers

BROADCASTER Moira Stewart is fronting a campaign to raise awareness of the phasing out of traditional landlines.

The ex-BBC newsreader, 75, backs BT's Digital Voice service that is delivered over broadband rather than the copper phone network and includes scam-blocking features.

Stuart, who once fell victim to a bank scam, said the service was 'as easy as plugging your phone into your broadband router', adding: 'I know first-hand how important it can be to have that extra protection against scam calls.' BT says it will prioritise vulnerable customers.

THE YORKSHIRE POST

Stuart teaming up with BT to explain landlines switchover

BY EMILY SMITH

BT Group's new broadband-based home phone service, Digital Voice, is being rolled out to millions of households across the UK. The service is delivered over broadband rather than the traditional copper phone network and includes scam-blocking features.

Moira Stewart, 75, is fronting a campaign to raise awareness of the phasing out of traditional landlines. She said: "Like many people, I've relied on a landline for most of my life, so I was curious to understand what switching to Digital Voice really means.

"I've learned that, for most of us, it's as easy as plugging your phone into your broadband router, and you're good to go.

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- Mr and Mrs Mitchell, elderly BT customers case study focus
- **173+** pieces of media coverage. **8** print newspapers
- Combined reach of **832M**, with **1.46M views**
- Online features inc The Independent, London Standard & Daily Mail
- Print coverage in Daily Express, Metro, The i and The Daily Record
- **18.2M** newspaper circulation
- **30** broadcast interviews on major national and regional radio and TV stations, including BBC Breakfast, ITV News and Morning Live.

[BT Press Office](#)

[Watch the interview here](#)

Engaging with the support network of vulnerable customers – Connected Together

3x Instagram Social Media Content Creators
Combined following of over 1M followers



James B
(@makemeaoffer)



@Hemah K



@Beau The Beard

4x Partner Organisations and Charities



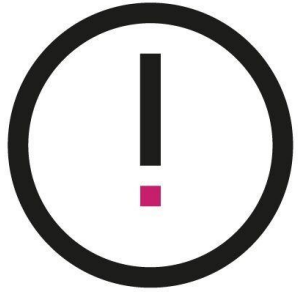
Get Involved: Support the Connected Together Campaign

Share and direct others to BT's Connected Together website
www.bt.com/connected-together

Download and share the Conversation Starter Pack on the website
Help spark meaningful conversations by sharing the pack with your networks.

Spread the word
Use your channels to amplify the message and encourage others to get involved.

What is important to remember?



1) Awareness > Action.



2) Inaction will result in service disruption – but we'll always protect landline.



3) Encourage those that are reliant on their landline to engage with us.

Where you can find more information

- [UK Government website](#)
- [Ofcom website](#)
- [Charter of commitments](#)
- [Tech UK](#)
- [Local Government Association \(LGA\) Hub](#)
- [BT Digital Voice website](#)
- [Connected Together and registering additional needs webform](#)

