



Australian Government

Digital Switchover Taskforce

Are you

READY

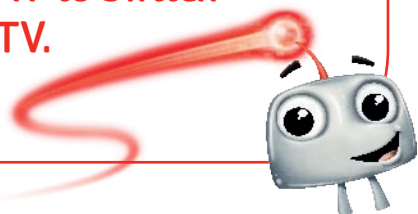
for
digital TV?

Broken Hill area

Wednesday 15 December 2010



The switch to digital TV represents a milestone for Australia. On 15 December 2010, the Broken Hill area will become the first TV licensed area in NSW to switch to digital TV.



What is digital TV?

The word 'digital' simply refers to the way in which TV signals are broadcast (sent) and received by TVs in homes around Australia. Currently in Australia, TV is broadcast in **both digital and analog**. However, the analog signals will be gradually phased out across the country between 2010 and 2013, and Australian TV will become digital-only.



For a better understanding of the phrases used in this brochure, please refer to the commonly used terms on page 15.

Why is Australia moving to digital TV?

To improve your viewing experience

- Picture and sound quality on digital TV is better
- Pictures on digital TV can be seen in widescreen
- You'll still have the same free-to-air channels, plus some new ones, so you'll have more choice
- The public broadcasters (the ABC and SBS) and the commercial networks (Southern Cross) have already introduced new digital services

To keep up-to-date with technology

- It's important that Australia keeps pace with worldwide changes in technology
- Overseas programs are increasingly being produced in the digital format only
- Australian TV shows need to be produced in the digital format to be easily exported overseas

To free up broadcast space

- In Australia, TV is currently broadcast in both digital and analog signals
- This is costly and inefficient
- Turning off the analog signals will free up space that could be used for other services for the community

Are other countries going digital?

Yes. The world is switching to digital TV. Countries like the United States of America, Sweden and the Netherlands have already changed to digital TV, while the United Kingdom, Belgium, Japan and Canada have already begun to switch.

What do I have to do?

To keep receiving free-to-air TV after the digital switchover in your area, you'll need a television that is capable of receiving digital signals.

Most importantly, **you do not have to buy a new TV if you do not want to**, because virtually all current analog TVs will be able to receive digital TV by adding a digital set top box or a digital TV recorder. **One** set top box or digital TV recorder is required for **each** TV you wish to convert.

There are a number of ways to get digital ready, including:

Scenario 1

Convert your existing analog TV using a digital set top box or digital TV recorder



Scenario 2

Upgrade to a television with a built-in digital tuner

Please note, most antennas should work after the digital switchover, but a few may require an upgrade or new cable connections.

Refer to page 11 on how to seek assistance from Antenna Installers.

What is a set top box?

A set top box converts digital signals back to analog, so you can see digital free-to-air TV on an analog set. The cost of your set top box will vary depending on the option you choose.

Set top boxes range from basic Standard Definition (SD) models to more advanced High Definition (HD) models and digital TV recorders.

Set top box



Digital TV recorder



With an SD digital set top box you receive SD digital versions of all the current analog channels available in your area, plus any new SD channels. Note, an SD set top box will not receive any HD channels.

Only with an HD digital set top box will you be able to receive both the SD and HD channels available in your area.

Where do I put my set top box?

Your set top box does not have to sit on top of your TV. It can be placed next to, or underneath it.

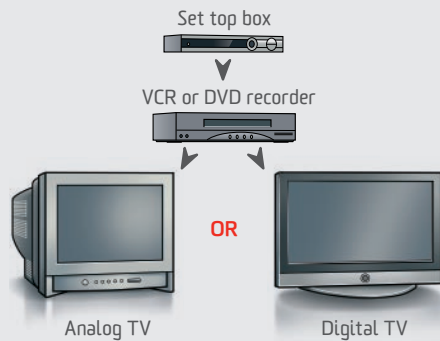
You'll be able to install your own set top box by following the instructions that come with it or by calling the manufacturer advice line.

How do I record digital TV?

After the analog TV signals are switched off you'll still be able to **play** all your old analog videos or DVDs without any new equipment. However, if you want to **record** digital TV, you have two main options.

Option 1

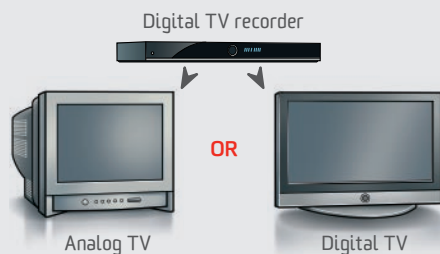
- Connect a digital set top box to your current analog VCR or DVD recorder.*



*This method may not be appropriate for all equipment models. Talk to your local retailer or contact the manufacturer for more information.

Option 2

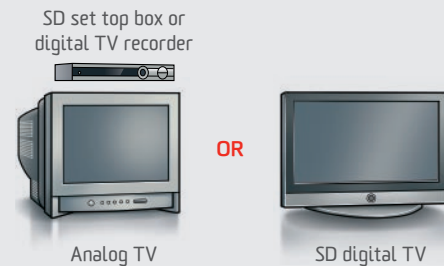
- Buy a digital TV recorder to replace your current VCR or DVD recorder.
- Please note, a digital TV recorder has a set top box built in, so you do not need an additional set top box for your analog TV.



What is the difference between SD and HD?

Free-to-air channels on digital TV are broadcast in either Standard Definition (SD) or High Definition (HD). Digital TVs, set top boxes and recording devices come in SD and HD formats.

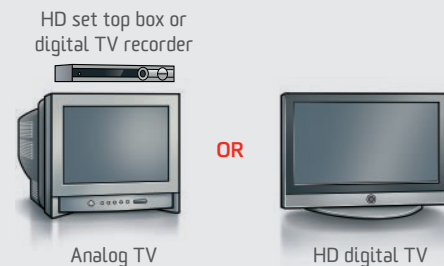
Standard Definition



Receives:

- All current analog free-to-air channels
 - Plus digital SD channels
- With SD you get slightly better picture quality than analog, depending on the resolution of your TV screen.










High Definition



Receives:

- All current analog free-to-air channels
 - Digital SD channels
 - Plus HD channels
- With HD you get better picture quality than SD or analog, depending on the resolution of your TV screen.

What free-to-air TV channels are currently available in the Broken Hill area?

| TV Station | Channel number | SD/HD |
|---|----------------|-------|
|  Southern Cross Ten | 5 | SD |
|  Southern Cross Television | 4 | SD |
|  ABC1 | 2 and 21 | SD |
|  ABC (HD) | 20 | HD |
|  ABC2 | 22 | SD |
|  ABC3 | 23 | SD |
|  SBS ONE | 3 | SD |
|  SBS TWO | 32 | SD |
|  SBS HD | 30 | HD |

AUSTAR's MyStar and SelecTV with a Combo-box can receive the SD channels listed, terrestrially. AUSTAR's MyStar HD can also receive the HD channels terrestrially.



To view the TV stations above, you will need to tune in the channel number as shown, using the auto-tune function in your set top box, digital TV recorder or digital TV. Please refer to the instruction leaflet.

Look out for these labels

If you're buying a new TV, set top box or digital TV recorder, to make it easier for you, the Australian Government has developed these special labels, which you'll find in electronics retailers.



Digital TV Capable only with a set top box

- This label indicates that the TV is an analog TV
- It's capable of receiving digital signals only when attached to a digital ready set top box



Digital TV Ready Standard Definition

- This label indicates that the TV, set top box or digital TV recorder is digital
- It can receive only Standard Definition digital channels



Digital TV Ready High Definition

- This label indicates that the TV, set top box or digital TV recorder is digital
- It can receive both High and Standard Definition digital channels

What is the Retail Advisor Scheme?

A scheme has been put in place by the Australian Government to help you have confidence when you're purchasing digital television reception equipment or seeking advice on switchover issues.



These badges will be worn by approved Digital Advisors.

Retailers who choose to participate in the scheme can nominate staff to complete training to be approved as a Digital Advisor in their store. Digital Advisors will be able to inform customers about the full range of options for getting ready for the switchover to digital TV. A list of participating stores with Digital Advisors is on the Digital Ready website.

What is the Antenna Installer Endorsement Scheme?

The scheme has been put in place by the Australian Government and endorses antenna installers who have had their skills assessed online against agreed industry standards. You can recognise these installers by their badges, which have the 'get ready for digital TV' logo on them.

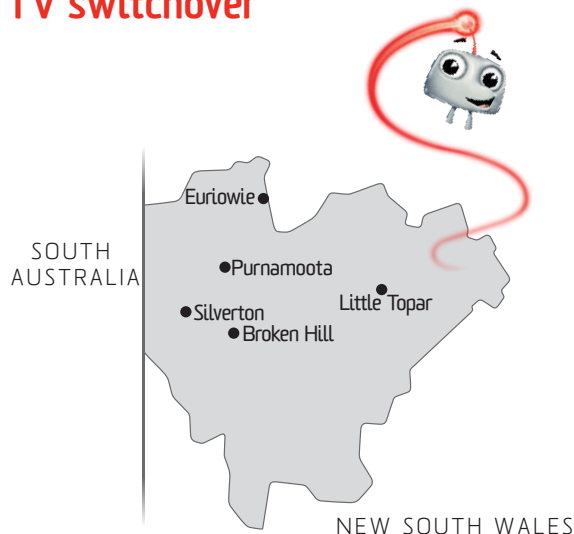
Contact an endorsed installer for advice about antennas and antenna installation services for digital TV in your area. An up-to-date list of endorsed installers can be found on the Digital Ready website.



These badges will be worn by endorsed Antenna Installers.

For more information about endorsed Antenna Installers and approved Digital Advisors, visit the Digital Ready website or contact the Digital Ready Information Line. Contact details can be found on the back page of this brochure.

The Broken Hill area for digital TV switchover



This map shows the Broken Hill area that is switching to digital TV. On **15 December 2010** this area will switch off the analog TV signals and move exclusively to digital TV.

For more information about whether you are in this switch off region, or when other regions are switching off the analog TV signals, visit the Digital Ready website or call the Digital Ready Information Line. Contact details can be found on the back page of this brochure.

Your Digital Switchover Liaison Officer

The Digital Switchover Liaison Officer will provide information to residents on the switchover process to help them to make the transition to digital TV. It is not part of the Liaison Officer's role to install television equipment for householders. The Liaison Officer will work closely with local bodies including councils, community organisations, and service clubs who can assist groups of residents who may find it more difficult to switch to digital TV by themselves, such as those who are less mobile or who find technology challenging.

You can make contact with the Digital Switchover Liaison Officer through any of the following options:

Email: switchover@dbcde.gov.au

Phone: 1800 20 10 13
and ask for the Digital Switchover Liaison Officer

Help your friends and family switch to digital TV

If you've already switched to digital TV, then why not help your friends and family make the transition too? Then they can enjoy all the benefits of digital TV right away.

What is the satellite solution?

The Australian Government is funding the establishment of a new satellite service to provide digital television to viewers living in black spot areas who are unable to receive adequate reception of their local digital TV terrestrial services.

For households situated in black spot areas, the satellite service will provide benefits that include:

- Australia-wide coverage to households that can't receive television from a local TV tower
- A larger suite of free-to-air television channels to remote and regional Australia
- Satellite High Definition channels for each free-to-air network
- A dedicated local news channel
- Improved reception in wide screen format.

As part of this solution, households that currently rely on a 'self-help' analog retransmission tower for reception that is not converted to digital at switchover, will be eligible to receive a satellite conversion subsidy. Additional information about the new service and the subsidy will be provided closer to the switchover date in your area.

For more information on the satellite solution, visit the Digital Ready website.

Commonly used terms

Analog is a type of signal which works by transmitting sounds and pictures as a continuous wave. Analog technology is out of date and is being replaced worldwide by digital.

Digital Switchover is the point at which the analog signal is switched off in a region and replaced by digital signals only.

Digital TV Recorder is a set top box that can record digital TV.

Electronic Program Guide (EPG) is an electronic version of the printed television program guide.

Free-to-air TV consists of the same free TV channels you currently receive through analog TV, as well as the new digital channels.

Full High Definition is an enhancement of digital TV which refers to the highest quality picture available. It is sometimes shown as 1080i or 1080p, which refers to screen resolution.

High Definition (HD) is an enhancement of digital TV which refers to a higher quality picture and allows you to receive all free-to-air analog channels, SD channels and HD channels. HD is sometimes shown as 720p, which refers to the screen resolution.

Resolution refers to the number of dots or pixels that make up the picture on the screen.

Satellite services are free-to-air television services provided by a satellite across all areas of Australia and able to be received by households using a satellite dish and satellite set top box.

Set top box is a device which allows an analog TV to receive and show digital content.

Spectrum or Broadcast space is the space or frequencies used to transmit television, radio and other forms of electronic communication.

Standard Definition (SD) is a format of digital television which allows pictures to be received in widescreen format. SD has slightly less resolution or picture quality than HD – and is sometimes referred to as 576i or 576p. With SD you get all the analog channels you currently receive, along with standard definition only digital channels.

Terrestrial services are free-to-air television services transmitted from a transmission tower and able to be received by households using a properly installed household antenna.

Widescreen digital television has a different aspect ratio (ratio of width to height) to traditional analog television. The aspect ratio of widescreen is 16:9, while analog uses a 4:3 aspect ratio.

Where can I find out more?

If you'd like to know more about the switch to digital TV

visit

www.australia.gov.au/digitalready

Call our Digital Ready Information Line:

1800 20 10 13

(Freecall within Australia)

Translating and Interpreting Service:

131 450

TTY service:

Users who are deaf or have a hearing or speech impairment can call 1800 55 56 77 and ask for 1800 20 10 13.

Write to:

Digital Switchover query

GPO Box 4112, Sydney, NSW, 2001



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