



Australian Government

Digital Switchover Taskforce

Are you

READY

for
digital TV?

Mildura Sunraysia

Wednesday 30 June 2010



The switch to digital TV represents a milestone for Australia. On 30 June 2010, Mildura Sunraysia will become the first region in the country 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 14.

Why is Australia moving to digital TV?

To keep up-to-date with technology

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

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 (the Seven Network, the Nine Network and Network TEN) have already introduced new digital services

Are other countries going digital?

Yes. The world is switching to digital TV. Countries like 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.

For more information on transmission coverage in Mildura Sunraysia, visit the Digital Ready website or contact the Digital Ready Information Line. Contact details can be found on the back page of this brochure.

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 services.

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.

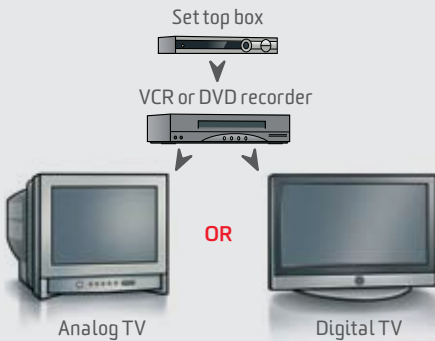
You'll be able to install your own set top box by following the instructions that come with it or by calling the manufacturer advice line.

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.

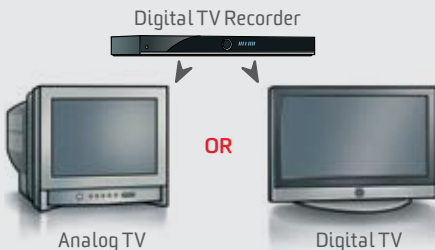
Option 1

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



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

SD set top box or
Digital TV Recorder



Analog TV

OR



SD digital TV

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

HD set top box or
Digital TV Recorder



Analog TV

OR

















HD digital TV

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 available in Mildura Sunraysia?

TV Station	Channel number	SD/HD
 WIN Mildura	8	SD
 WIN HD Mildura	80	HD
 GO!	88	SD
 TEN Mildura	5	SD
 One HD	50	HD
 One	55	SD
PRIME Prime SD	6	SD
 7 TWO on Prime	62	SD
PRIME HD Prime HD	60	HD
 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 on page 8, 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?

There are installers in the Mildura Sunraysia region who have been endorsed under the Australian Government's scheme. You can recognise these installers by their badges, which have the 'get ready for digital TV' logo on them.



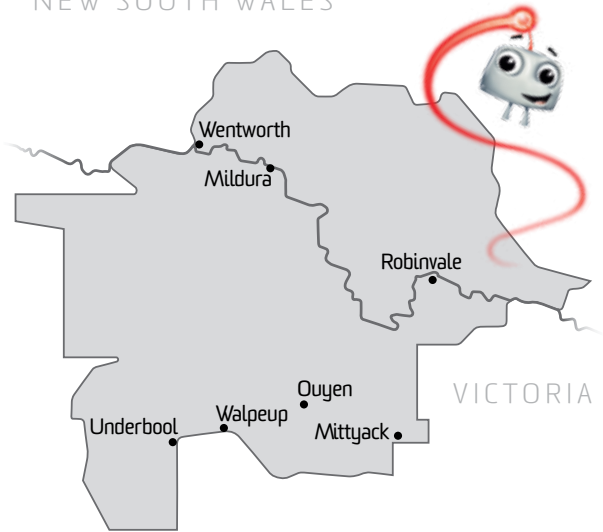
These badges will be worn by endorsed Antenna Installers.

These installers have had their skills assessed online against agreed industry standards. You should contact an endorsed installer for advice about antennas and antenna installation services for digital TV in the Mildura Sunraysia region.

For more information about endorsed Antenna Installers and approved Digital Advisors in the Mildura Sunraysia region, 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 Mildura Sunraysia digital TV switchover region

NEW SOUTH WALES



This map shows the Mildura Sunraysia digital TV switchover region. On **30 June 2010** this region 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 is working across the switchover region with local councils, community organisations, and public institutions and facilities. It is not part of the Digital Switchover Liaison Officer's role to install television equipment for householders. The Digital Switchover Liaison Officer will work closely with 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. They will also provide information on the switchover process and inform residents about other government digital TV initiatives.



Kellie Boyce

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

Address: Mildura Rural City Council
108-116 Madden Avenue
(between Ninth & Tenth Streets)
Mildura

PO Box 105, Mildura Vic 3502
DX 50014, Mildura

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.

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.

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.

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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