



Australian Government

Digital Switchover Taskforce

Are you

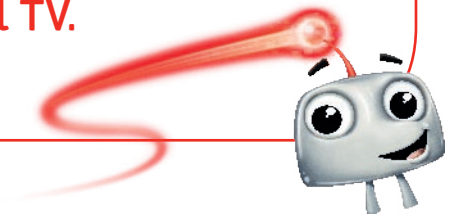
**READY**

for  
digital TV?

Areas of regional South Australia  
Wednesday 15 December 2010



The switch to digital TV represents a milestone for Australia. On 15 December 2010, areas of regional South Australia will switch off their analog TV signals and 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 16.

## 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 (WIN and 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 13 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.

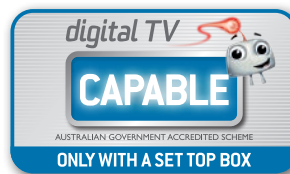
## Where do I put my set top box?

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.

## 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

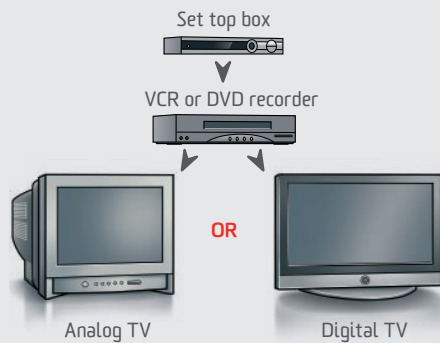
- This label indicates that the TV, set top box or digital TV recorder is digital
- It can receive both High and Standard Definition digital channels

## 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

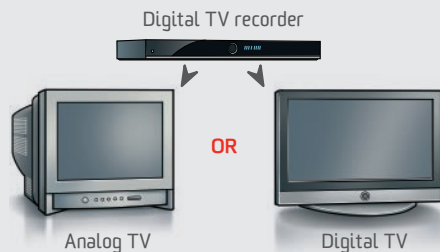
- Connect a digital set top box to your current analog VCR or DVD recorder.\*



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

### Option 2

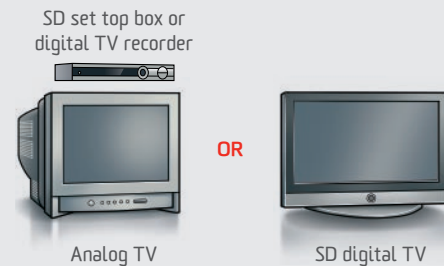
- Buy a digital TV recorder to replace your current VCR or DVD recorder.
- Please note, a digital TV recorder has a set top box built in, so you do not need an additional set top box for your analog TV.



## 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

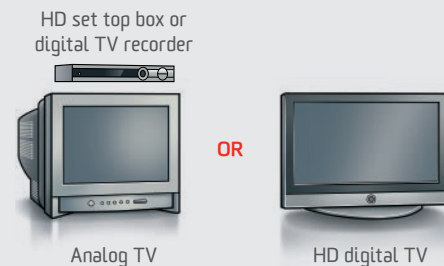


#### Receives:

- 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 Spencer Gulf (Kadina, Port Pirie, Port Augusta, Whyalla, Port Lincoln, Peterborough, Quorn\*)?

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

\*SBS channels will be available before switchover in Quorn.

## What free-to-air TV channels are currently available in Riverland/Upper Mallee (Renmark, Loxton, Pinnaroo, Lameroo)?

TV Station	Channel number	SD/HD
 WIN (9)	8	SD
 WIN TEN	5	SD
 WIN SA	6	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

## What free-to-air TV channels are currently available in Limestone Coast (Mount Gambier, Naracoorte)?

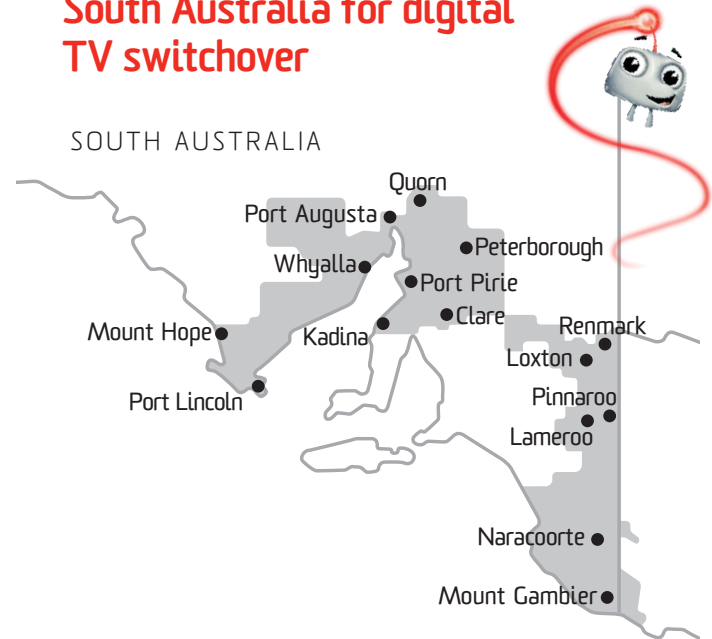
TV Station	Channel number	SD/HD
 WIN (9)	8	SD
 WIN TEN	5	SD
 WIN SA	6	SD
 ABC1	2 and 21	SD
 ABC (HD)	20	HD
 ABC2	22	SD
 ABC3	23	SD
 SBS ONE	3	SD
 SBS TWO	32	SD
 SBS HD	30	HD

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 on pages 8, 9 and 10, 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.

## The areas of regional South Australia for digital TV switchover



The grey shaded area on this map shows the areas of regional South Australia that are switching to digital TV on **15 December 2010**. On that date, these areas 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 areas in South Australia 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.

## 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.

## 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](mailto: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.



## 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](http://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**



**Australian Government**

**Digital Switchover Taskforce**

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