



MEDIA RELEASE

DIGITAL TELEVISION ANNOUNCEMENTS WELCOMED

(FOR IMMEDIATE RELEASE)

Launceston, TAS, 6 January 2010 – Consumer Group Digital Tasmania has today welcomed the announcement from the Communications Minister and broadcasters regarding the Digital Television change over. The change over, including the switch off of all analogue TV services, will occur across Tasmania on July 1 2013.

The announced programs will ensure that more people can receive digital television through the following:

- An upgrade of current analog self-help (blackspot) transmitters to digital.
- Provision of a subsidised satellite service and equipment for those who cannot get land-based transmissions.
- Provision of equipment and installation of digital TV receivers for pensioners/carers.

Andrew Connor, spokesperson for Digital Tasmania, said that while the announcement was promising, some Tasmanian viewers have been campaigning for better digital services for quite some time and therefore deserved more certainty about the timeframes involved.

“We would like to see all remaining Tasmanian self help transmitters to be converted from analog to digital as soon as humanly possible.”

“By our estimates, there are currently 14 analog self help sites in Tasmania which may need to be changed to Digital by July 1 2013. We’d like to see these sites all upgraded no later than 12 months before the final switch-off.”

“Additionally, we would like to see new digital transmitters to fill blackspots where necessary in areas like Glengarry, Fingal and Flinders Island.”

“We will be seeking further information on how the satellite service will ensure that local news from Tasmanian stations can be seen by all Tasmanians.”

“No mention has been made how this satellite service may affect the ability of those viewers to access other local content, such as coverage of local sport, of which there has been a long-standing tradition in this state.”

“Digital Tasmania encourages viewers with digital TV reception issues to check the site www.digitalready.gov.au and contact their local Federal member to ensure that services continue beyond mid 2013. “

About Digital Tasmania:

Digital Tasmania is a consumer action group, created to give a voice to the views and needs of Tasmanian consumers in the digital age. More information including its submission to the Senate Committee can be found on the group's website, <http://www.digitaltasmania.org>

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For further comment or to schedule an interview, contact Digital Tasmania on 0432 870 881, or email media@digitaltasmania.org