

Submission 1

Digital TV has been broadcast for the past 4-5 years offering better clearer pictures and sound for all of this time. It is clear that this alone will NOT encourage migration to this format.

The only other benefit of early involvement will be extra content. The channels must be encouraged or heavily persuaded to broadcast (as in the case of ABC) one additional channel of content to engage the interest of the public.

As it seems for many political and commercial reasons an open slather approach is not viable, I feel a bidding for each channel content selected by the appropriate body could be utilised, for example One music (video clip) channel, One news channel, one comedy channel, one lifestyle channel. These are only suggestions, but it would of course be restricted in number by the number of stations broadcasting. The major reason I see for the bidding process is to raise funds to subsidise the community television stations (Ch 31) conversion to digital, which must surely be a concern with the 2008 dead line.

I would also like to see the data casting rolled out to the rest of the country. I am of the opinion that whilst there may be a lack of interest in the content of these broadcasts at present, they cannot develop until they are put into practise, and that is to the major population, not just Sydney.