

6 May 2005  
The Secretary  
Standing Committee on Communications, Information Technology and the Arts  
House of Representatives  
Parliament House  
CANBERRA ACT 2600

In Response to your Digital Television Inquiry, LG Electronics Australia Pty Ltd's (LGEAP) view on the uptake of Digital Television in Australia is outlined in this letter.

### **Roll out process for Digital Television, including progress to date and future plans**

LG Electronics Australia Pty Ltd is focusing on marketing large screens with in-built HD Digital Tuners. LGEAP first launched a 62 inch DLP Rear Projection TV last September, and just recently launched 42, 50, and 60 inch Plasma TV with an in-built HD Digital Tuner. LG will launch a 42 inch VGA Plasma TV with in-built HD Digital Tuner within 1~2 months.

LGEAP will introduce 32, 37, and 42 inch LCD-TV with in-built HD Digital Tuner around September of this year. LGEAP will add 2~3 more in-built HD Digital Tuner models in the Rear Projection TV category. By the end of 2005, we will have a minimum of 10 models with an in-built HD Digital Tuner. In 2006, all LG Plasma TV and large-screen LCD-TV models will have in-built HD Digital Tuner. By early 2008, all of LG's smaller LCD-TV and CRT will have in-built Digital Tuners.

### **Options for encouraging consumer interest in the uptake of digital television in the future**

Current triple casting does not allow broadcasters to focus on producing additional digital content. As a result, most broadcasters are only converting analogue content to digital. Broadcasters need to increase their digital-only content, which will encourage consumers to take up digital faster.

Consideration could be given to significantly increasing the minimum requirement for HD broadcasting from 1040 hours per year.

Inconsistent quality of transmission within Australian states and territories decreases the ability of consumers to receive a digital television signal. This situation will improve with a wider distribution of repeatable antennas across the country.

The Australian Government could subsidise the cost of digital receivers to encourage the take up of Digital TV.



### **Technological issues relevant to the uptake of digital television**

A lack of planning and standards for digital broadcasting and receivers creates confusion amongst manufacturers. One of the greatest assets of digital broadcasting is data casting, but there is no clear direction in the current standards.

As there is no official conformance test center for Digital Television in Australia, manufacturers must spend excessive time & money conducting their own conformance & field-testing. In the UK, their conformance test center provides conformance testing and test streams, as well as documentation to all manufacturers.

Most broadcasters in Australia receive their content from NSW, and then edit and re-broadcast to each state. There is no standard for re-broadcasting, making it difficult for manufacturers to accommodate all states' transmissions. A Government authorised Test Conformance center will encourage manufacturers to increase development and production.

### **Future options**

Australian Government should create a staged implementation plan to phase out analogue broadcasting. LGEAP recommends the following for consideration.

- Stage 1. All large screen TVs(76 cm and above) should have digital tuner in-built by January 2007.
- Stage 2. All TVs should have digital tuner in-built by January 2008.
- Stage 3. All analogue transmission phase out by 2010.

Common Terminology needs to be agreed among manufacturers & retailers to reduce the confusion and misunderstanding amongst consumers. An example, HD Ready, HD compatible, HDTV, Integrated HD TV or Digital TV.

For any questions and clarifications regarding this letter, please contact to

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Yours Sincerely,



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