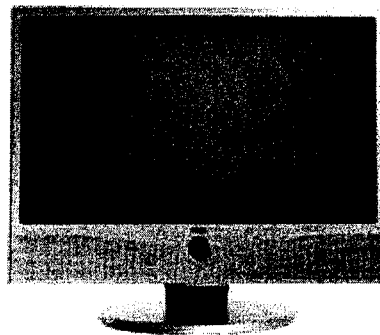


**Submission for the House of
Representatives Standing
Committee on Communications,
Information Technology and the
Arts Inquiry into the Uptake of
Digital Television in Australia**



"Commonsense Conversion"

Submission by Eleanor Hillard on behalf of herself

on the 6th May 2005

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EXECUTIVE SUMMARY:

It is evident that Australia is enduring a massive change in television broadcasting. It is vital that the Australian public are made fully aware of what the conversion from current analogue broadcast services to digital broadcast services will involve.

This submission constructively critiques a selection of the implemented awareness campaigns regarding digital television. It especially focuses on the effects these campaigns have (and will have) on those who are currently living in regional areas.

In summary, completed research found that:

- Digital television awareness campaigns are failing to reach many audiences, especially those in regional areas because it is primarily being promoted through only 2 mass media forms, the Internet and television. Those who may not have access to these particular services (who are more likely to be regional people), are not fully aware of the future conversion. Therefore there needs to be urgent campaigning provided in all mass-media mediums like radio, print, billboards and mail (in the form of pamphlets) to maximise future viewer awareness.
- Campaign and promotional material is too heavily focused on the perceived enhancements that digital television will bring. Although it

should do this to an extent, viewers must be reassured that their viewing services such as programming, will not be extensively disrupted, and digital free-to-air television will provide much the same service that free-to-air services do currently.

- Current television campaigns have utilised a 'blanket approach', in that they are using the one television advertisement to reach every demographic grouping in Australia. The submission has recommended that a range of advertisements campaigns be screened, to ensure that all demographic groupings (including those in regional areas) will be aware of the future conversion to digital services and what it involves.

The submission includes ten recommendations, which are pragmatic, and do not require a vast number of legislative or regulative changes. They provide insight, and can potentially aid the Committee in encouraging consumer interest in digital television.

INTRODUCTION:

I am originally from the regional area of New England in New South Wales, and am writing this submission for the most part from this perspective. The purpose of this submission is to express the impact, and future impact, of the advertising and promotion concerned with the rollout of digital television on especially those who are living in regional areas. The Government has stated on the Australian Broadcasting Authority (ABA) website, that it is committed to ensuring that people in regional areas have access to digital television services through the implementation of a Regional Equalisation Plan. However, it is imperative that people living in these areas have a basic understanding of the process of converting to digital television, simultaneously to ensuring their access to it. People are not going to access something they know nothing about, or do not understand.

TERMS OF REFERENCE-

The specific terms of reference that will be detailed in this report will be:

1. Options for further encouraging consumer interest in the uptake of digital television.
2. Future options

**SPECIFIC ISSUES CONCERNING THE UPTAKE OF DIGITAL
TELEVISION INCLUDED IN THIS SUBMISSION:**

1. Analysis of Sources of Digital Television Campaigns and Promotion
2. Analysis of Campaign and Promotion Information
3. Analysis of Campaign use of Personalities

This submission was compiled utilising information from the Internet mostly, including websites such as:

- The Australian Broadcasting Authority Website
- The Parliament of Australia Website
- Factiva-The Online Database
- The online adaptation of the ACCC Submission to the Department of Information Technology and the Arts (August 2004)
- Digital Broadcasting Australia Website

THE ISSUES:

The author recognises that digital television is a form of 'new media' It is subsequently understood that, the straightforward consumer conversion to this new media form is a challenging task for governments and subsidiary bodies.

The following arguments are especially representative of those living in regional areas of Australia.

1. ANALYSIS OF SOURCES OF DIGITAL TELEVISION

CAMPAIGNS AND PROMOTION

The two primary sources of information have been made accessible for consumers about digital television include:

1.2 Internet websites:

- Two main websites have provided information for consumers such as connection expenses, equipment required and available features concerning the implementation of digital television.

The ABA website provides primarily legislative and regulatory information for consumers concerning digital television. The Digital Broadcasting Australia (DBA) website is exclusively

dedicated to providing information concerning digital television only.

1.3 Argument:

- The Australian Bureau of Statistics (ABS) media report¹ stated that in the year 2003, 53% of Australian households had Internet access. However, The (ABS) also revealed that a study² by Rachel Lloyd and Anthea Bill from the National Centre for Social and Economic Modelling, University of Canberra, found that 25% of people living in small country towns utilised the Internet, compared with 37% nationally (see Appendix One). This essentially means that information sourced from the Internet is only reaching a possible maximum of 25% of those living in regional areas population, as the other 75% do not have access to, or don't use the Internet, and therefore cannot source information about digital television.

- This report² also found demographic groupings such as those over 55 years-of-age, those who have low incomes and those who have no tertiary education are less likely to use the

¹ The Australian Bureau of Statistics. 2004. "Household Use of Information Technology" Media Report

² The Australian Bureau of Statistics. 2004. "Australia on-line: small country towns digitally disadvantaged" Media Release

Internet, and are therefore less likely to be exposed to digital television information.

- Thus, the websites, that do provide useful information like the ABA and DBA websites, are not a practical source for consumers about digital television. Websites and the Internet cannot be relied upon as primary sources of information to educate people on the conversion of digital television in Australia, because not enough of the population have access to it.

1.4 Television:

- According to *Ad News*³ the three free-to-air channels in Australia, provided a national promotion of the uptake of digital television in June 2003 named '*Free to View*', which ran for six weeks. It was instigated by Commercial Television Australia (CTVA).

³ AdNews (ABIX abstracts). 2003. "*Stars to Drive Digital*"

1.5 Argument:

- The ABS reported⁴ that in 1997, 99.2% of Australian households owned at least one television. Therefore, television promotion for the conversion of digital television can potentially reach the majority of the population. However, as in the usage of websites, although they do reach a proportion of the population, television alone does not have the capacity to educate and inform citizens about the new technology.

- It must be conceded that many people do not watch commercial free-to-air television (preferring *SBS* and the *ABC*) and therefore were/are not exposed to digital television promotion.

- There are also proportions of the population (especially those living in remote areas) that are currently not receiving full television reception (only receiving a selection of the free-to-air channels) and may not be made aware (through lack of exposure to television advertising) that they can obtain improved reception through the uptake of digital television.

⁴ The Australian Bureau of Statistics.2001. "*Australian Social Trends 2001 Housing - Housing and Lifestyle: Household amenities*"

1.6 Recommendations:

- That the Government and subsidiary bodies such as the ABA and DBA provide and implement extensive print, radio, television, billboard and mail (in the form of pamphlets) campaigns. Campaign saturation of mass media mediums will ensure that consumers (especially those in remote or regional areas) are aware of what digital television is, when it is being implemented, the costs involved and the features that can be provided.

- That the Government and subsidiary bodies such as the ABA and DBA produce an uncomplicated, straightforward pamphlet explaining what digital television is, when it is being implemented, the costs involved and the features that can be provided. The pamphlet as well as containing text, should include easy to follow diagrams and pictures explaining the changes in transmission, the equipment required, and use the opportunity to show the incentives for converting to the new medium by outlining that digital television can offer:
 - ❖ Higher quality pictures (explain the new 16:9 picture format)

- ❖ Improved reception, the fact that digital television will show the same high quality picture regardless of distance from the transmitter, until the point where the signal can no longer be received
 - ❖ Benefits such as program guides, multi-view and interactive services
 - ❖ Free-to-air services, which will contain much of the same content as what it does now
-
- The information provided by the WIN network (see Appendix Two) would be ideal if it was converted into a pamphlet, and combined with diagrams, especially for those living in regional areas.

2. ANALYSIS OF CAMPAIGN AND PROMOTION INFORMATION

- The ABA website provides information about digital television that is of a legislative and regulatory theme, rather than simplistic information. The information available to potential consumers is focused upon timelines of rollout dates, testing and government expenditure.

- The '*Free to View*' television campaign according to *Ad News* was launched on the 22nd June 2003 for a duration of six weeks. This campaign took what Meadows⁵ states as a 'supply side' orientation, in that it focuses on the enhancements digital television will deliver to viewers, mainly, High Definition Television (HDTV) and the bigger screens.

2.2 Argument

- It is conceded that the ABA website is required to include legislative and regulative information. However, it is extremely intricate to navigate, and I suggest that many of those who access the website for information on digital television may be turned off by:

⁵ Meadows, Michael. 2002. "*Mobilising the Audience-Cultural Media Policy*"

- ❖ The technological terms used, as many people do not understand specific digital television terms such as datacasting, multi-channelling and nominal data capacity

- ❖ The over-emphasis on the legislative planning and processes involved in implementing digital television. There is far too much of it for those simply accessing the website for simple information on digital television

- The 30 second '*Free to View*' television campaign was far too short in length (6 weeks), and unquestionably requires follow up campaign(s). It was confusing and lacked practical information, and therefore did not effectively address those living in regional areas. To ensure consumer uptake of digital television, a similar advertisement would be required to be longer than the dedicated time of 30 seconds. It is also focused on enhancements that prospective viewers are to enjoy. However, it is evident that this is not entirely what they want from the campaign (see Appendix Three). As Fist⁶ states, "If we are going to discuss this in public, we need some definitions in an attempt to avoid semantic confusion."

⁶ Fist, Stewart. 1998. "*Sorting through Digital Definitions.*"

- The *'Free to View'* television campaign was not shown on the *ABC* or *SBS*, which overlooked those who primarily watch these channels as potential consumers to uptake digital television

2.3 Recommendations

- That the ABA website introduce a sub-section resembling *'Digital Television for Dummies'* or something similar, so potential consumers can access an extremely simplified explanation of the new media form, and are therefore not overwhelmed with technical digital television jargon.
- That the ABA recommend to CTVA to implement practical follow-up campaigns to encourage and remind the public to convert to digital television. The CTVA could take a similar approach to *Foxtel Digital's* television campaign featuring Hugh Jackman, as it has been received quite well by the Australian public (see Appendix Three).
- That the ABA recommend to CTVA to implement advertising campaign that is longer than 30 seconds. Time dedicated to future advertisements must be maximised in order to allow consumers to absorb the information. This is because many of those living in regional areas may not even be familiar with the

term 'digital television', let alone that technical jargon that is associated with it.

- That the ABA recommend CTVA (through television campaigns) to take the approach of reassuring potential consumers of digital television that the new technology is not to be feared, and rather, to be embraced.

- That the ABA ensure that all free-to-air television networks, including *SBS* and the *ABC* broadcast community service announcements informing viewers of the conversion to digital television.

3. ANALYSIS OF CAMPAIGN USE OF PERSONALITIES

As previously stated, CTVA⁷ created a 30 second community service announcement which communicated to Australians that digital television is now available. It featured Bert Newton, Johanna Griggs and Catriona Rowntree from network Ten, Seven and Nine respectively (see Appendix Four). It was viewed on all respective networks in both metropolitan and regional areas of Australia.

3.2 Argument

- Although all of the commercial free-to-air networks were represented, the community service announcement did not include personalities from the *ABC* or *SBS* television networks. Therefore, those who would be more reassured by personalities from the *ABC* or *SBS* networks were overlooked as potential consumers of digital television

- Although the named celebrities (above) do appeal to certain demographics, it must be conceded that none of them are particularly appealing to those living in regional areas. Those living in regional areas may not be as influenced by the selected personality's conveyed messages, compared with those

⁷ Digital Broadcasting Australia. 2003. "*TV Networks unite for Digital TV Push*"

who are living in metropolitan areas. Therefore, the effectiveness of the information contained in these advertisements could be improved by aiming to be more inclusive of those living in regional areas.

3.3 RECOMMENDATIONS

- That the ABA ensures that personalities from all the free-to-air television networks participate in advertising campaigns.

- That the Government recommend to relevant bodies to take a different approach to promoting digital television in regional areas, by utilising more locally-based personalities in which the viewers trust and are reassured by. This would require a 'regional specific' response, in that different regions receive different advertisements, because each region has different local personalities. For example, in the New England area, presumably, audiences would certainly be more responsive to the local state member Richard Torbay, informing them about the conversion to digital television, as opposed to the personalities already mentioned.

- The Government needs to address specific demographic groupings in its awareness campaigns for digital television, rather than relying on the one advertisement to reach ALL

viewers. For instance, younger people may be more responsive to advertisements endorsed by personalities such as Rove McManus or John Safran. Perhaps older people may be more reassured by advertisements endorsed by a personality like Andrew Denton.

WORDCOUNT OF BODY: 1731

4. CONCLUSION

Digital television awareness campaigning in Australia must become more prevalent and urgent in all mass-media forms especially in regional areas, as in radio, television, the Internet, newspapers, billboards and mail-outs. This will ensure that high levels of the national population are exposed to it. This will most definitely contribute to a smooth conversion from analogue to digital television.

Campaigns themselves must become more constant and consistent. Viewers must be aware of the enhancements that digital television can provide, but also reassured that aspects that currently exist in free-to-air television, like programming will be accessible when the conversion to digital television occurs.

Campaigns must be endorsed by appealing personalities to specific demographic groupings, to ensure that the majority of the population are addressed. Therefore, there would be no one large demographic group that would be unaware about the conversion to digital television, and what it involves.

5. RECOMMENDATIONS

- 1) That the Government and subsidiary bodies such as the ABA and DBA provide and implement extensive print, radio, television, billboard and mail (in the form of pamphlets) campaigns. Campaign saturation of mass media mediums will ensure that consumers (especially those in remote or regional areas) are aware of what digital television is, when it is being implemented, the costs involved and the features that can be provided.

- 2) That the Government and subsidiary bodies such as the ABA and DBA produce an uncomplicated, straightforward pamphlet explaining what digital television is, when it is being implemented, the costs involved and the features that can be provided. The pamphlet as well as containing text, should include easy to follow diagrams and pictures explaining the changes in transmission, the equipment required, and use the opportunity to show the incentives for converting to the new medium by outlining that digital television can offer:
 - ❖ Higher quality pictures (explain the new 16:9 picture format)

- ❖ Improved reception, the fact that digital television will show the same high quality picture regardless of distance from the transmitter, until the point where the signal can no longer be received
- ❖ Benefits such as program guides, multi-view and interactive services
- ❖ Free-to-air services, which will contain much of the same content as what it does now

- 3) That the ABA website introduce a sub-section resembling '*Digital Television for Dummies*' or something similar, so potential consumers are not overwhelmed with technical digital television jargon
- 4) That CTVA implement practical follow-up campaigns to encourage and remind the public to convert to digital television
- 5) That CTVA implement an advertising campaign that is longer than 30 seconds. Time dedicated to future advertisements must be maximised in order to allow consumers to absorb the information. This is because many of those living in regional areas may not even be familiar with the term 'digital television' let alone that technical jargon that is associated with it.

- 6) That CTVA (through television campaigns) take the approach of reassuring potential consumers of digital television that the new technology is not to be feared, and rather, be embraced.

- 7) That the Government ensure that all free-to-air television Networks, including *SBS* and the *ABC* broadcast community service announcements informing viewers of the conversion to digital television.

- 8) The Government needs to ensure that personalities from all the free-to-air television networks participate in advertising campaigns.

- 9) The Government needs to take a different approach to promoting digital television in regional areas, by utilising more locally-based personalities in which the viewers trust and are reassured by. This would require a 'regional specific' response, in that different regions receive different advertisements, because each region has different local personalities. For example, I am originally from the New England area, and presume that audiences would be more responsive to the well-respected local state member Richard Torbay, informing them

about the conversion to digital television, as opposed to the personalities already mentioned.

- 10) The Government needs to address specific demographic groupings in its awareness campaigns for digital television, rather than relying on the one advertisement to reach ALL viewers. For instance, younger people may be more responsive to advertisements endorsed by Rove McManus or John Safran. Perhaps older people may be more reassured by advertisements endorsed by a personality like Andrew Denton.

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APPENDIX ONE



Media Release

Australia on-line: small country towns digitally disadvantaged

EMBARGO: 11:30 AM (CANBERRA TIME) 12/01/2004

Small country towns were the least likely to have used home computers and the Internet, according to a new study based on 2001 Census data released today by the Australian Bureau of Statistics (ABS).

The study, by Rachel Lloyd and Anthea Bill from the National Centre for Social and Economic Modelling (NATSEM), University of Canberra found that small country town usage was well below the national average for home computers (32% compared with 42% nationally) and the Internet (25% compared with 37% nationally).

In contrast, people living out of town in rural areas (the rural balance), enjoyed higher home computer usage (41%) only marginally less than the national average. Internet usage in these areas was 32%.

Ms Lloyd said, "Even once the different socio-economic profiles of regional areas were accounted for, the study showed a significant difference in rates of Internet use between the metropolitan and non-metropolitan areas."

In urban areas, teenagers led the way in Internet usage (60%) and home computer usage (70%). Amongst the adult population, high income earners, those with higher education levels and those in professional occupations had the highest rates of home computer and Internet use.

People from Indigenous or non-English speaking backgrounds, the elderly, and those not in the labour force were more likely to be unconnected.

The study highlighted the need for access to the Internet in places other than the home or at work. Australians not in the work force, Indigenous Australians, children and those in disadvantaged households often accessed the Internet in 'other' places like public libraries and schools.

Questions about computer and Internet use were included in the census for the first time in 2001, providing the first opportunity to fully examine the social, economic and regional factors that influence computer and Internet use.

ABS Director of Census Products and Services, Michael Beahan, said this

Eleanor Hillard

report is one of eight studies commissioned by the ABS under its Australian Census Analytic Program (ACAP) and highlights the value of census data in examining social issues within Australia.

Further details are in **Australian Census Analytic Program: Australia Online: How Australians are Using Computers and the Internet** (Cat. No. 2056.0).

This document published 12 January 2004 and last updated 18 March 2005
-Accessed on the 2nd May 2005 from
www.abs.gov.au

APPENDIX TWO



What is Free to View Digital Television?

Digital Television is an exciting new technology that changes the way that you can receive your Free to Air television channels.

With digital television, all of the great programming you now enjoy - sport, movies, news, drama and comedy - is available to you but in much better broadcasters provide their television broadcasts to you, the viewer. Digital television provides better picture quality, with improved sound and superior reception to your existing analogue television service.

Read on to find out more about the facts and the benefits that free to view digital television offers you.

How does digital television offer me better picture quality?

Television programs broadcast in digital provide a picture quality equal to that provided by DVD.

Like DVD, digital television also allows broadcasters to provide programs in a widescreen (16:9) picture format, giving a larger and more natural viewing area. This base format of digital television broadcast is called "Standard Definition".

Digital television also allows broadcasters to select programs in a very high quality picture format comparable to that shown in cinemas. This format is known as "High Definition," and allows television broadcasters to deliver television programs in cinema quality right to your home.

Standard Definition and High Definition are sometimes abbreviated as "SD" or "SD-TV" and, "HD" or "HD-TV" respectively.

How does digital television offer me improved sound?

Digital television delivers viewers CD-quality stereo sound as standard. Broadcasters may also choose to deliver Dolby Digital surround sound with programs such as movies, concerts or drama.

The sound quality of Dolby Digital when teamed with a High Definition television program offers viewers, the best possible television viewing experience available today.

How does digital television provide superior reception to my existing analogue television service?

Digital television overcomes one of the basic issues with analogue television reception. Digital and analogue television signals both weaken as they travel away from the television transmitter. An analogue television picture slowly degrades with a weaker signal resulting in a fuzzy or ghosted picture. However, digital television will continue to show the same high quality picture regardless of distance up until the point where the signal can no longer be received.

What will digital television deliver in the future beyond my existing Free to View Air television programming?

Over time, broadcasters will be able to offer more and more benefits to viewers of digital television including program guides, multi-view and interactive services. Some broadcasters may offer services such as additional television or radio channels.

Why should I be interested in getting Digital Television?

Digital television takes the best quality programming provided by the Free to Air broadcasters and extends it by providing: · DVD- quality pictures · CD- quality sound · Clearer reception · Widescreen pictures · High Definition cinema quality pictures and sound.

When can I get Digital Television?

Free to View digital television is available to over 75% of Australian households right now. All metropolitan areas and an increasing number of regional centres around Australia have access to digital television broadcasts.

By the end of 2003, all metropolitan centres and 13 regional centres around Australia will have access to all of their existing Free to Air television channels in digital.

How can I find out whether or not I can receive digital television broadcasts?

For more information on where Digital Television is available, Digital Broadcasting Australia (www.dba.org.au) provides a guide to the availability of digital television around Australia.

What will happen to my existing analogue television?

Your current television will continue to receive the existing Free to Air analogue television channels provided by broadcasters until at least 2008, when the government will review whether or not analogue broadcasts should be turned off and if so, when.

How do I get Free to View Digital Television?

What are my options for gaining access to digital television?

You can get digital television by purchasing a digital television set top box (sometimes also called a digital television adaptor) that connects in between your antenna and existing television.

Should you be looking at replacing or upgrading your existing television, you also have the option of purchasing an integrated digital television that connects directly to your television antenna.

What is a digital television set top box?

A digital television set top box is simply a device that connects to your television antenna and converts digital television programming into a signal compatible with your existing analogue television or VCR. A set top box can also offer additional features such as a channel guide, the ability to receive High Definition broadcasts and Dolby Digital surround sound dependent upon the particular manufacturer's specification.

What is an integrated digital television?

An integrated digital television is a standard television that also contains a digital tuner that allows the television to receive digital television broadcasts without any additional equipment. You connect the television to your antenna cable and you are ready to receive digital television programming. An integrated digital television, like a set top box, can also provide additional features.

Can I use my existing antenna to receive digital television?

Yes. You should be able to receive digital television through your existing antenna provided it and your antenna wiring are in good condition.

What do I need to receive and watch High Definition television programming?

To receive the best possible viewing experience delivered by high definition television programming, you will need either: a High Definition set top box coupled with a High Definition display device such as a television, monitor or projector, or; a High Definition integrated digital television.

You can receive high definition television programming by connecting a High Definition set top box to your existing television, however, this will only deliver a picture quality equal to the display capability of your existing television.

What does digital television cost?

Once you purchase either a digital television set top box or integrated digital television there is nothing more to pay. Free to View Digital Television is exactly that, free to view with no contracts and no ongoing monthly fees.

A range of digital television set top boxes and integrated digital televisions is now available from your electrical retailers around Australia. For more information on digital television products and electrical retailers in your area who stock digital television product please visit the Digital Broadcasting Australia (www.dba.org.au) website.

Where can I get more information on Digital Television?

Further information in relation to digital television is available on this website and from the Digital Broadcasting Australia (www.dba.org.au) website.

Accessed on the 5th May 2005 from:

<http://www.winnet.com.au/winnet/digital/FAQ.htm>

Eleanor Hillard

APPENDIX THREE



Digital TV a flop?

Opinion from AustralianIT.com.au's readers

March 22, 2005

According to your letters, the government shouldn't need an enquiry to work out why people aren't flocking to digital TV: it's blatantly obvious. Read Your Say!

Reports from Australian IT:

March 18 | Enquiry to prove DTV disinterest

The reason why Digital TV hasn't taken off because many people don't care about the quality and shape of the picture. It's the information and entertainment that's most important no matter how snowy the picture is.

- Adam Nelson

How do we write to this inquiry? I have a few suggestions! Let the stations multicast, put exclusive content only on the digital channels (like certain sport events), put ad-free movies on the digital channels every now and again. THIS IS NOT ROCKET SCIENCE, encourage people to have digital, make it must have, and people will take to it like ducks to water!

Eleanor Hillard

- Grant Burton, Point Cook

The government has barely advertised digital television anywhere and so far only implemented limited coverage over Australia. Normal SD television, while sharp and clear, is hardly worth viewing on any TV when normal free to air TV can be received in most areas anyway. What viewers need is a new and attractive alternative like HD. Current HD programming is quite limited and living in the ACT there is no mainstream HD television programs available. We've been told that it will have an image quality three times better than DVD and support digital surround sound, and to me that would be a reason worth while to invest in new equipment to experience it. Living in Canberra, the nation's capital, I would have thought it would be one of the first places to get HD television. Regardless of that, I still haven't seen much advertising that talks about any form of free to air digital television. However most people would be able to tell you some of what Hugh Jackman has been telling us repeatedly about Foxtel digital. That's what normal free to air digital is lacking. Possibly because there is no content to sell?

- Ben H - Kambah, ACT

-Accessed on the 2nd May 2005 from

<http://australianit.news.com.au/article2/0,7237,12617577%5E15425%5E%5Enbv%5E,00.html>

Eleanor Hillard

APPENDIX FOUR

::::: Digital Broadcasting Australia

TV networks unite for Digital TV push

(19 June 2003)

Personalities from networks Seven, Nine and Ten have united in a major new advertising campaign communicating to Australians that digital television is here, it's available now and it's free to view.

digital tv : free to view

C'TVA

**COMMERCIAL
TELEVISION AUSTRALIA**

The campaign called 'Free to View' includes a 30 second community service announcement featuring Bert Newton, Johanna Griggs and Catriona Rowntree spearhead and can be viewed from Sunday 22 June across Seven, Nine, Ten and regional networks with a 30 second .

Speaking at an industry event today to promote the Digital TV:Free to View initiative, Julie Flynn, CEO of Commercial Television Australia (CTVA) commented, 'Broadcasters have already invested around \$1 billion in the Australian digital roll out with content broadcast 24 hours a day 7 days a week in metro areas since January 2001'.

Other speakers at the event included Tim O'Keefe (DBA), Andrew Mason (Film Producer City Productions) and Ian Lowe (Sony).



'Retailers have reported that sales of digital set-top boxes and integrated digital televisions are definitely rising. Making consumers aware of the benefits of digital television will help increase adoption if this exciting new technology, and we support the networks in this initiative', said DBA's Tim O'Keefe.

[Download the CTVA Media Release](#)

[Download the CTVA Digital TV Q&A](#)

Source: CTVA

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