

WIN Corporation Pty. Limited

A.C.N. 000 737 404

Locked Bag 8800, South Coast Mail Centre, Wollongong, 2521, NSW, Australia
Television Avenue, Wollongong, NSW, Australia
Telephone: (02) 4223 4199 Facsimile: (02) 4223 4194

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The Secretary
Standing Committee on Communication
Information Technology and the Arts

Cita.reps@aph.gov.au

House of Representatives Inquiry into the Uptake of Digital Television in Australia

This short submission is on behalf of WIN Corporation Pty Limited ("WIN") television licensees and NBN Limited ("NBN").

WIN is the holder of regional television licences throughout regional Australia with the exception of the Northern Territory. NBN is the holder of a regional television licence in Northern NSW. Both WIN and NBN are parties to the Freetv Australia submission, which we endorse.

However, WIN and NBN wish to address a further matter and that is the mandating of digital tuners in Australia. The regional roll out still has a number of years left to completion, however, the majority of major regional areas already have digital reception. Last year the Australian retail market sold in the order of 1.5 million television sets. It is our view, that had these television sets contained digital tuners, a natural replacement cycle would have automatically been established.

Whilst the UK has decided against mandating digital tuners, the US has decided to do so to help stimulate take-up of the digital technology in free-to-air markets. A move to digital technology worldwide should create economies of scale for manufacturers in relation to the production of digital tuners lowering the price difference that exists between analogue and digital sets.

The consideration by the Committee, and, if necessary, consultation with stakeholders in relation to a government mandate for digital tuners to assist to drive the take up of digital in Australia is requested.

Yours sincerely

FOR & ON BEHALF OF WIN CORPORATION PTY LIMITED & NBN LIMITED

Shirley Brown
Manager, Policy and Network Affairs

