

For immediate publication

## **MEDIA ANNOUNCEMENT**

### **Digital success: planning is the key**

**20 February, 2008:** Leading broadcast transmission services provider, Broadcast Australia, will highlight the importance of digital broadcast planning--in terms of coverage, network and business model--at the 2008 Asia-Pacific Broadcasting Union (ABU) Digital Broadcasting Symposium in March. Broadcast Australia will draw on its technical expertise and experience to provide some of the region's key broadcast industry stakeholders with valuable insights into digital television (DTV) planning.

“Establishing DTV broadcast infrastructure requires comprehensive network planning to achieve the required coverage, as well as a clearly defined business model,” said Broadcast Australia’s Vice President International Business Development, Mike Dallimore. “Along with expert network implementation and management, proper planning is critical to overall performance and profitability.”

Broadcast Australia will deliver three sessions at the symposium on different aspects of network planning. These encompass two presentations--‘*Business planning for Mobile TV*’ and ‘*Network Planning*’ and one interactive workshop ‘*Coverage Planning for Digital Services*’.

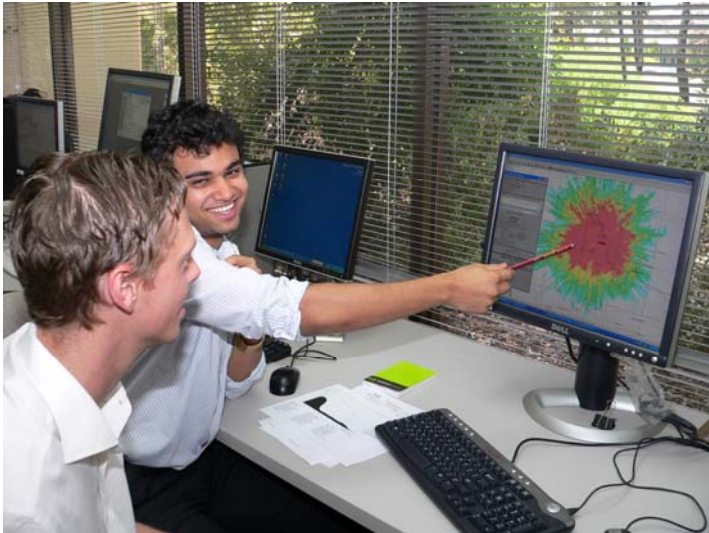
According to Dallimore, the key considerations when developing a successful mobile TV business plan can be known as the ‘four Cs’--content, coverage, convenience and cost. “Mobile TV subscribers demand compelling content and expect ubiquitous coverage, indoors and out,” said Dallimore. “Convenience is also a key factor with consumers opting for easy-to-use handsets. In addition, it’s important to offer the service at the right cost to the consumer. This means understanding and minimising the costs involved in establishing and maintaining Mobile TV networks.”

Another important issue is the formation of strategies to successfully implement new and overlaid broadcast solutions, while also highlighting the importance of understanding spectrum and service plans in different regions. “Selecting suitable broadcast system components, such as transmitters,

antennas, combining systems and feeders is a vital early step in establishing a successful DTV network,” said Dallimore. “Broadcast site location and determining how to best use existing infrastructure when overlaying DTV solutions are also imperative.”

According to Dallimore, the workshop on ‘*Coverage Planning for Digital Services*’ presented by Broadcast Australia at the symposium will be an interactive affair. “Coverage planning is an essential element of both network and business planning,” he said. “It feeds into the business plan, especially in site-dense Mobile TV networks where the costs are directly proportional to the level of coverage that is required. The discussion-based forum will allow attendees to leverage Broadcast Australia’s extensive DTV experience and highlight what is required to successfully plan a DTV broadcast network, tailored to the local broadcast environment.”

To hear Broadcast Australia’s presentations on digital broadcast network planning, or to attend the workshop, register for the symposium at <http://www.abu.org.my/dbsymposium>. The ABU Digital Broadcasting Symposium will be held between 10-13 March, at the Prince Hotel, Kuala Lumpur, Malaysia.



Broadcast Australia’s regional spectrum planning facility: a key aspect of digital network planning includes spectrum planning using advanced software tools.

### **Company background**

With over 70 years’ experience as the owner and operator of one of the most extensive terrestrial broadcast transmission networks in the world, Broadcast Australia provides end-to-end transmission services for radio and television (analogue and digital) broadcasters. The company’s core competencies include planning and network design, engineering design and project management, complex systems integration, site development and installation, operations and network management and in-house repairs and maintenance.

Broadcast Australia also develops world-class solutions and applications for new and emerging technologies—such as Infocasting, Digital Radio and Mobile TV—working with strategic partners throughout the Asia Pacific region. Subsidiary companies include Hong Kong-based confined space coverage group, Radio Frequency Engineering Limited (RFE), and systems integration and product supply specialist, The Bridge Networks. Broadcast Australia is a 100% owned subsidiary of Macquarie Communications Infrastructure Group, an entity listed on the Australian Stock Exchange (ASX code: MCG).

**Web site** <http://www.broadcastaustralia.com.au/>

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