

For immediate publication

**MEDIA ANNOUNCEMENT—BroadcastAsia 2008 exhibition overview**

**Broadcast Australia in consulting mode at BroadcastAsia**

**Thursday 24 April 2008:** Broadcast Australia will showcase its extensive and growing portfolio of consulting services available to Asian telecommunications and broadcast industry groups at the 2008 BroadcastAsia exhibition. These services support those seeking to deploy digital terrestrial and mobile TV networks, and include a full range of essential planning services, plus broadcast network design and deployment. In addition, recent acquisitions in Hong Kong and Australia have introduced new offerings in confined-space coverage and online hosting solutions.

“The Asian region is seeing a new wave of digital terrestrial and mobile TV network deployment, which is driving significant demand for expertise in multiple facets of digital broadcasting,” said Chris Jaeger, Managing Director of Broadcast Australia’s International Business Group. “It all starts with planning—arguably the most important step. Moreover, it’s important to realise that the business plan and the various aspects of network planning are irrevocably linked. Many Asian broadcasters are on the cusp of deploying DTV, or looking at Mobile TV services, and perhaps wondering how they’re going to do it. We’re here to assist!”

Broadcast Australia offers technical consulting services for spectrum and service planning, which respectively encompass strategies for the most efficient use of spectrum, and the means of achieving coverage. Both planning exercises are impacted dramatically by the inclusion of mobile TV services in the DTT and analogue TV environment. The challenges of spectrum planning will be the focus of a BroadcastAsia Conference presentation, *Spectrum planning for digital broadcast systems*, by the company’s Engineering Director, Stephen Farrugia, on Thursday 19 June at 4:00pm.

Complementing this is Broadcast Australia’s mobile TV business planning service, which is founded on ensuring that ‘the four C’s’ of mobile TV success—compelling *content*, user *convenience*, appropriate *coverage* and *cost*—are appropriately balanced. The business plan must also take into account the different roles, skills and needs of various partners typically associated with mobile TV services.

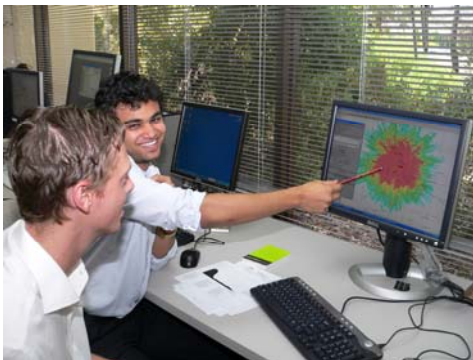
As the result of recent acquisitions and business partnerships with Hong Kong-based confined-coverage engineering company, Radio Frequency Engineering (RFE), and critical application management and online hosting provider, Hostworks, Broadcast Australia is now expanding its portfolio of consulting services and solutions for broadcasters and content providers.

“The provision of RF coverage inside buildings and tunnels will be essential for mobile TV services,” Jaeger said. “Just as 80 per cent of Asian mobile phone calls are made indoors, mobile TV viewing is expected to follow suit—perhaps even to a greater extent. Confined coverage solutions will play a critical role in mobile TV services, and the Broadcast Australia/RFE partnership offers unsurpassed technical expertise in that regard.”

According to Jaeger, the company is also keen to explore long-term partnerships with broadcasters and other companies seeking to deploy digital services--including free-to-air or subscription television, mobile TV and infocasting applications. “Broadcast Australia can provide both technical and capital resources to ensure networks are not only designed and deployed correctly and speedily, but also managed efficiently on an ongoing basis. This also establishes an environment where infrastructure sharing is possible, and provides economies of scale,” he said.

To learn more of Broadcast Australia’s consulting portfolio, visit the company’s stand at the BroadcastAsia exhibition: Stand 7N3-06, Singapore Expo Hall 7, June 17-20, 2008.

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Broadcast Australia’s extensive portfolio of consulting services includes spectrum planning, a key aspect of digital network planning.

### **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), systems integration and product supply specialist, The Bridge Networks, and critical application and hosting provider, Hostworks. 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.broadcaustralia.com.au/>

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