

## MEDIA ANNOUNCEMENT

### **Broadcast Australia teams with PGK Media to form Singapore mobile TV services joint-venture**

**10 June 2008:** Leading broadcast transmission service provider, Broadcast Australia, has inked an important joint-venture agreement in Singapore, targeting the company's involvement in the city-state's emerging mobile TV sector. Struck between Broadcast Australia and Singaporean broadcast technology group, PGK Media, the joint-venture agreement has created *Singapore Digital*—an important new entrant to Singapore's broadcast and digital media market.

Majority-owned by Broadcast Australia, Singapore Digital will focus on servicing Singapore's emerging digital television sector, with a particular focus on the development of a market position that will enable the cost effective delivery of mobile TV services and continue Singapore's leadership in digital broadcasting technologies.

"The Singapore Digital joint-venture is indicative of Broadcast Australia's intent to offer specialist digital broadcast solutions on a country-by-country basis," said Broadcast Australia Managing Director International Business Group, Chris Jaeger. "It provides a clear indication of our willingness to work closely with leading Asian media-sector players, within a wide range of strategic collaboration models, in the inevitable digitisation of Asian broadcast media."

The Singapore Digital joint-venture couples Broadcast Australia's proven digital broadcast infrastructure knowledge, network management experience and substantial financial strength, with PGK Media's innovation, entrepreneurial skills and local-market knowledge.

"Singapore Digital's core mission parallels that outlined by the MDA in its *Media 21 Blueprint* document, to see Singapore evolve as a global media city," said PGK Media Chairman, Giulio Dorrucchi, who also takes on the role of CEO of Singapore Digital. "An essential 'strategic thrust' outlined in this blueprint is digital media deployment, and central to this is the nationwide roll-out of digital TV services, both fixed and mobile. Singapore Digital provides the unique blend of attributes needed to realise the digitisation of Singaporean broadcast media."

As part of the joint-venture, Singapore Digital will take over the operation and management of **TV2GO**, Singapore's nationwide mobile TV trial initiated by PGK Media in 2006. Following a six-month technical trial, the operational phase of the **TV2GO** trial was officially launched in June 2007. It is Singapore's first nationwide mobile TV trial, and delivers a rich mix of premium content to around 100 Singaporean trialists.

To learn more about Broadcast Australia and Singapore Digital, visit the following stands at the BroadcastAsia exhibition (Singapore Expo Halls 7 and 8, June 17-20, 2008):

Broadcast Australia—Stand 7N3-06, Singapore Digital—Stand 8H4-03A

-[ENDS]-



**[IMAGE CAPTION]:**

<BA\_SingDig JV anntt\_1.jpg> Broadcast Australia Managing Director International Business Group, Chris Jaeger (left), with Singapore Digital Chief Executive Officer, Giulio Dorrucchi.

**Company backgrounds**

**About Broadcast Australia:** With over 75 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/>

**About Singapore Digital:** A Singapore-based company established in early 2008, Singapore Digital is the result of a joint-venture between broadcast technology group, PGK Media, and leading broadcast transmission services provider, Broadcast Australia.

The company maintains a singular focus on Singapore's emerging and dynamic digital television sector. It offers the Singaporean digital media market a unique blend of innovation, local market knowledge, digital broadcast infrastructure knowledge and management experience, and substantial financial strength. Singapore Digital aims to play a major role in the roll-out, management and ongoing development of

Singapore's fixed and mobile digital television infrastructure, and to assist Singapore in its quest to become a state-of-the-art media city. Singapore Digital is currently operating TV2GO, the first nationwide Mobile TV trial in Singapore. TV2GO transmits premium live channels, ranging from news to sport to entertainment, reaching more than 100 trialists.

**Technical enquiries—Broadcast Australia**

Chris Jaeger, Managing Director International Business Group, Broadcast Australia

Telephone: +61 418 384 622

E-mail: [Chris.Jaeger@BroadcastAustralia.com.au](mailto:Chris.Jaeger@BroadcastAustralia.com.au)

**Technical enquiries—PGK Media**

Giulio Dorrucchi, Chairman and Chief Executive Officer, PGK Media

Telephone: +65 6866 3280

E-mail: [gdorrucchi@pgkmedia.com](mailto:gdorrucchi@pgkmedia.com)

**Technical enquiries—Singapore Digital**

Giulio Dorrucchi, Chief Executive Officer, Singapore Digital

Telephone: +65 6866 3280

E-mail: [gdorrucchi@singaporedigital.sg](mailto:gdorrucchi@singaporedigital.sg)

**Media enquiries**

Relate Technical Communications Pty Ltd

Telephone: +61 3 9593 9973

E-mail: [info@relatetech.com.au](mailto:info@relatetech.com.au)