



For immediate release
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Broadcast Australia to be Principal Sponsor of ABU Digital Broadcasting Symposium 2009

Broadcast Australia will be a Principal Sponsor of the Asia-Pacific Broadcasting Union's (ABU) Digital Broadcasting Symposium 2009, to be held in Kuala Lumpur on 9-12 March.

The symposium, with the theme *Towards Higher Definition in Radio & Television*, is the fifth in a series of annual symposiums staged by the ABU to help radio and television broadcasters make the digital transition. The 2008 symposium attracted more than 300 delegates from the Asia-Pacific region and beyond.

The 2009 symposium will feature presentations by experts, panel discussions and workshops, as well as an exhibition showcasing the latest broadcasting products and services.

Broadcast Australia's Managing Director, International Business Group, Chris Jaeger, said: "I am delighted that Broadcast Australia will be a Principal Sponsor for the ABU Digital Broadcast Symposium 2009. This event offers a unique forum for Broadcast Australia and other key industry stakeholders to grow their business and share information in the Asia-Pacific region."

The ABU's Secretary-General, David Astley, said: "Broadcast Australia has consistently supported the ABU, particularly with the annual digital broadcasting symposiums. We are very pleased that it is stepping up its level of support to become a Principal Sponsor for the first time."

As the owner and operator of one of the most extensive terrestrial broadcast transmission networks in the world, Broadcast Australia provides transmission services for radio and television (analogue and digital) broadcasters and offers site sharing, co-hosting and infrastructure services to the telecommunications, emergency services and broadcasting industries.

With over 75 years broadcast transmission experience, Broadcast Australia plays a strategic role in developing new and emerging technologies, including infocasting, digital radio and mobile TV. The company's aim is to provide world-class broadcasting solutions throughout the Asia-Pacific region by working with strategic partners.

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 acts as the 'neutral host' for customers across a range of technologies utilising its transmission infrastructure.

Broadcast Australia is a 100 percent owned subsidiary of Macquarie Communications Infrastructure Group, an entity listed on the Australian Stock Exchange.

About the ABU

The Asia-Pacific Broadcasting Union (ABU) is a non-profit, non-government, professional association of broadcasting organisations, formed in 1964 to facilitate the development of broadcasting in the Asia-Pacific region and to organise co-operative activities amongst its members. It currently has over 195 members in 56 countries, reaching a potential audience of about 3 billion people. For more information, visit www.abu.org.my

For more information about the 2009 symposium, please contact Sharad Sadhu at sharad.s@abu.org.my. Tel: +(603) 2282-3592.