

For immediate publication

MEDIA ANNOUNCEMENT

Broadcast Australia ‘chalks-up’ 500th DTTB service

23 September, 2008: In a ‘world’s first’ achievement, leading broadcast transmission provider, Broadcast Australia, has successfully deployed its 500th digital terrestrial television broadcast (DTTB) transmitter. Located at Broadcast Australia’s recently upgraded Mt Read site on Tasmania’s western coast, the company’s latest facility transmits digital video broadcasting-terrestrial (DVB-T) services to local surrounds and beyond.

Broadcast Australia’s 500th digital television service represents a significant milestone in the deployment of what it is believed to be geographically the largest DTTB network in the world. It is the latest addition to a massive Australia-wide network, spanning approximately 580 sites and a geographic area of almost 77 million square kilometres. So far, the DTTB network deployment has rolled out in stages since 2001--starting in metropolitan centres, followed by regional centres, translator sites, major tourist areas, and rural Australia. Over 97.3 per cent of Australia’s population now has access to DTV services, courtesy of Broadcast Australia’s network.

According to Broadcast Australia Engineering Team Leader, Andrew Clements, Broadcast Australia’s strength centres on its experience in the design, deployment, management, and operation of end-to-end digital broadcast networks. “Digital networks are significantly different to analogue networks, demanding a multiplicity of new technology and expertise” he said. “Over the past eight years, we have pioneered many of the techniques and skills required for establishing and operating successful DTTB transmission services, resulting in a unique expertise in the digital broadcast arena.”

This expertise extends to detailed coverage plans and network design, plus deployment and site upgrade strategies. “Furthermore, most Broadcast Australia’s DTTB transmission facilities are linked to our network operations centre (NOC) in Gore Hill, Sydney, which provides real-time monitoring and control,” Clements said. “In addition to our 500 fully managed DTTB services, our network hosts nearly 200 additional digital services, plus over 1370 analogue television and radio services.”

As host of Broadcast Australia's 500th DTTB service, Mt Read exemplifies the dedicated engineering approach the company takes with individual site upgrade projects. "The site fulfils two important roles," Clements said. "It provides DTV coverage to the nearby town of Rosebery, and at the same time is a key element in the program distribution network via UHF 'line-of-sight' links. Owing to the extreme weather conditions experienced by the site, we've installed custom-designed ice-resistant radomes on the UHF solid dish antennas. The end-result is an improvement in overall availability of television services to the region. The state-of-the-art multi-purpose broadcast facility provides in-built flexibility for future expansion."

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Broadcast Australia's 500th DTV service is the latest addition to the company's massive Australia-wide DTTB network.

Company background

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), digital media network/infrastructure specialist Singapore Digital, 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).

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