

For immediate publication

MEDIA ANNOUNCEMENT—BroadcastAsia 2009 Preview

Big plans for Broadcast Australia at BroadcastAsia 2009

30 March 2009: Digital broadcast specialist Broadcast Australia is looking forward to sharing its unique digital network insights with visitors to June's BroadcastAsia exhibition. The company, which offers network consulting services, has spent a number of years gaining an unsurpassed understanding of key digital network deployment issues, via several planning projects and field trials.

“The main message stands: good planning is key,” said Chris Jaeger, Managing Director of Broadcast Australia's international business. “Do not discount the planning effort. Whether we're talking fixed or mobile reception networks, there are significant benefits that are derived from rigorous planning and modelling. It ensures that the rollout of digital infrastructure happens on time and on budget.

“Conversely, poor planning will result in schedule delays, cost overruns and poor quality outcomes. The cost of planning is only a small percentage of the whole project, but each per cent spent on good planning will deliver big returns further on in the project.”

Jaeger cited coverage modelling as a huge factor in the early stages of network deployment, particularly given the differences between analogue and digital reception characteristics. “The ‘cliff effect’ is a well documented digital phenomenon, but what isn't always taken into account is its contribution to black-spot areas,” he said. “Digital can eradicate analogue reception problems such as ghosting, but network planners need to recognise its different coverage characteristics at the beginning. Otherwise, it can lead to avoidable re-work.”

In recent years, Broadcast Australia has also completed multiple mobile TV network field trials and coverage modelling projects in Singapore, Hong Kong, Kuala Lumpur and Sydney. Each of these cities, said Jaeger, presents a unique environment, with different clutter and building penetration characteristics.

“It’s important to be able to understand and refine coverage prediction models according to the individual environment,” Jaeger said. “This is especially important for mobile TV networks, where the aim will be to maximise building penetration with minimum infrastructure. Broadcast Australia’s work in different environments has allowed us to refine network models to achieve the optimum balance for any given application.”

To learn more of Broadcast Australia’s consulting and network planning portfolio, visit the company’s stand at the BroadcastAsia exhibition: Stand 7J4-06, June 16-19, 2009.

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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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