

MEDIA RELEASE



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Broadcast Australia to supply TVS digital transmission services

Following the Federal Government's recent decision to allocate digital spectrum and funding for the transition of Community Television to digital, TVS (Television Sydney) today announced that Broadcast Australia has been appointed as its digital transmission services provider.

TVS Chief Executive, Laurie Patton, said that digital broadcasting was the channel's most significant initiative since its launch in February 2006.

"With more than 50 percent of Sydney homes now digital the ability to simulcast in both digital and analogue has become critical," Mr Patton said. "Going digital means that TVS will instantly become available to a much wider audience and with more viewers the station will be able to boost much needed sponsorship revenue".

Under the deal signed today Broadcast Australia endeavours to have TVS simulcasting by March 2010. Broadcast Australia's Managing Director, Graeme Barclay, said, "Broadcast Australia has had a long and positive relationship with TVS and we look forward to helping them with their transition to digital TV."

He continued, "We are very excited about providing TVS with a fully managed digital transmission service and pleased that we will be part of history, enabling the first Australian community TV channel to operate on the digital TV platform."

In addition to supplying the digital transmission facility BA will provide TVS with the technical capability of joining Freeview when its proprietary Electronic Program Guide is launched. Earlier this year Freeview agreed to carry the community channels in addition to the other new free-to-air digital channels as they come on stream. Placement on the Freeview EPG will ensure a greater profile for TVS and improved exposure for its programs.

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