



## Extension of time for change of frequency in Hobart

The ABA is proposing to extend the time period within which community radio service 7HFC Hobart is required to change its operating frequency, to 31 December 2003.

The ABA determined the licence area plan for Hobart radio on 13 December 2001. In the plan the ABA made alternative FM channel capacity available for the 7HFC service and increased the maximum effective radiated power of the service. It also proposed that 7HFC move to an alternative transmitter site at Mt Wellington, one year after the gazettal date of the licence area plan, which was 9 January 2002.

7HFC has advised the ABA that it is finalising arrangements to move to the alternative transmitter site but it will not be ready to start operating the alternative frequency at Mt Wellington until the end of this year. For this reason the ABA is proposing to extend the time frame within which the frequency change is required.

A copy of the variation to the Hobart licence area plan is available on the ABA web site at [www.aba.gov.au](http://www.aba.gov.au) or tel: Freecall 1800 810 241.

## Digital television in Australia: new survey report

The ABA and the Interactive Television Research Institute (ITRI) have published the findings of the survey, *Digital Television in Australia: 2002 Industry Survey*, conducted by the institute on the views of the relevant industry players on the potential drivers and inhibitors for the industry. Professor Duane Varan, Director of the Institute presented the preliminary results of the survey at the ABA's Annual Conference in May 2002. Professor Varan also holds the Foundation Chair for New Media, Murdoch University, Western Australia.

To see the report, *Digital Television in Australia: 2002 Industry Survey*, go to [www.aba.gov.au](http://www.aba.gov.au)

The survey of 90 key players in the free-to-air, pay TV and advertising industries has predicted that digital television uptake in Australia will be 46 per cent by 2008. The figure includes both free-to-air and pay TV digital.

The top benefits of digital television to consumers according to the survey would be multi-channelling and electronic program guides. High definition television and the Australian version of datacasting were seen as the two weakest benefits.

The survey tested attitudes for 17 different types of programs to see which the industry thought would benefit most from the enhancements possible with digital television. The top five were sport, games shows, children's television, reality television and music programs.

The top benefits to advertisers were perceived to be improved measurement and better media targeting.

The three biggest inhibitors to digital television uptake were seen as expense (including cost of infrastructure and set top boxes), lack of content and complexity.



Professor Duane Varan presenting preliminary findings of the report at the ABA's Annual Conference in May 2002.

### C and P programs

**Programs granted C and P classification between 20 January and 24 February 2003. Producers interested in submitting programs for classification should contact the ABA's Children's Television section on (02) 9334 7700.**

Program title	Origin	Class	New/renewal	Decision dated	Applicant
Bambaloo	Australia	P	new	23-1-2003	Yoram Gross EM TV
The Boogie Woogies	Australia	PRP	new	21-1-2003	Grande Musical Promotions
Seaside Hotel	Australia/France	PRC	new	13-2-2003	Yoram Gross EM TV

C - children's program, P - Preschool, PRC - provisional C, PRP - provisional P, Class. - Classification