

Mildura makes the switch to digital television

The Sunraysia region in north-west Victoria became the first area in the country to make the switch to digital-only broadcasting on 30 June when the analog television signal was switched off for good.

'The switch to digital-only television in Mildura/Sunraysia is an historic day for Australia,' said the Minister for Broadband, Communications and the Digital Economy, Senator Stephen Conroy.

'People in Mildura/Sunraysia have today moved from having some of the worst television reception and the most limited choice of channels, to leading Australia in the move to 16 or more channels of clear pictures and crisp sound.'

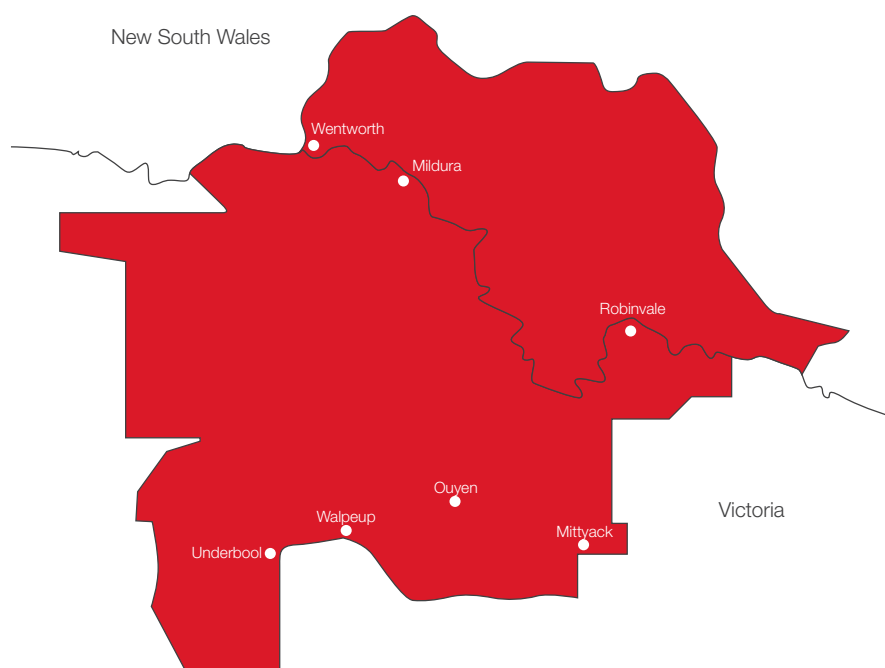
The ACMA has visited the Mildura region on a number of occasions to collect data and measurements in the lead-up to the digital switchover in June. This data has been used to create coverage maps of the region, which can be viewed on the Department of Broadband, Communications and the Digital Economy's *Are you READY for digital TV* website at www.digitalready.gov.au.

Since 1998, the ACMA has been planning broadcast spectrum to ensure that digital television and its associated benefits can be made available to viewers across Australia as analog television broadcasts are progressively turned off. Digital television broadcasts began in the major metropolitan centres in 2001. Analog broadcasts will be switched off, region-by-region, between 2010 and 2013.

The next phase in the digital switchover will see analog signals switched off in regional South Australia and Broken Hill on 15 December 2010. 📺

For more information on digital television and the ACMA's role in the switchover process, visit the ACMA website at www.acma.gov.au (go to: For the public: Consumer & community advice > Broadcasting : Digital broadcasting > Digital television).

Figure 1: Mildura/Sunraysia digital television rollout



Source: www.digitalready.gov.au