



REGIONAL VICTORIA GOES DIGITAL-ONLY

On 5 May 2011, Victoria was the first aggregated regional TV market to switch to digital-only television with the analogue broadcast signal switched off for almost half a million households.

What's happening in each remaining switchover region?

Australia's transition to digital-only television is occurring on a region-by-region basis between 2010 and 2013. Mildura, Regional SA and Broken Hill have completed switchover in 2010.

Regional Victoria was next and will be followed by Regional Queensland in the second half of 2011. Some smaller transmitters in Regional Queensland may convert before the main switchover in the region.

Conversion to digital TV in aggregated regional TV markets was at 85% during Q1 2011. This places regional markets well ahead of the national average conversion rate which was 79%.

According to the latest TV ratings data the new commercial digital channels account for around 20% of total commercial viewing in regional markets

For a Digital TV Timetable by Region go to:

http://www.digitalready.gov.au/Content/Documents/PDF/DigitalTVTimetable_by_Region.aspx

