



## **MEDIA RELEASE**

### **Digital Television Countdown for Bunbury!**

**In a joint announcement, GWN7 and WIN Television are pleased to announce the introduction of digital television to the South West of WA.**

The final countdown is now on with work nearing completion at the Mt Lennard transmitter site.

From July 28, the Greater Bunbury area will receive digital signals for the three commercial television broadcasters and their digital multi-channels:

**GWN7, 7Two and 7Mate**

**WIN, GO! and Gem**

**TenWest, OneHD and 11**

These will complement the existing digital ABC and SBS services:

GWN7/Prime7 Chief Executive Officer Doug Edwards welcomed the new digital era: "Regional WA viewers will now be able to enjoy the whole digital experience. Put simply – this means more choice of free-to-air television with superior quality picture and sound. With the addition of 7Two and 7Mate, we are now offering greater choice for our audience".

"Digital coverage will be progressively rolled out across the South West by December 2011, with the remainder of Regional WA in early 2012" says Mr Edwards.

WIN Television Manager Legal, Regulatory & Network Affairs Shirley Brown said "the roll out of the full suite of digital channels has been a long wait for the viewers of regional WA, we are pleased that the wait is nearly over and viewers will receive the same services as viewers in Perth have received for some time" . . .

Viewers wanting to access digital services can contact the Digital Switchover Taskforce on 1800 20 10 13 or go to the website [www.australia.gov.au/digital.ready](http://www.australia.gov.au/digital.ready) for more information.

For further information:

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