



MEDIA RELEASE

GET READY FOR DIGITAL IN WA'S SOUTH WEST

A television revolution is about to sweep WA's south west with the WIN Network, TenWest and GWN7 banding together to bring viewers more channels and more choice.

Viewers in the Bunbury reception area will be able to receive the commercial digital channels GO!, Gem, 7TWO, 7mate, One, and Eleven from Thursday, July 28.

WIN Television Manager Legal, Regulatory & Network Affairs Shirley Brown said, "The start up of the Bunbury digital service delivering all the digital multichannels broadcast by WIN, GWN7 and TEN West is the culmination of planning and negotiation with the Federal Government, the Australian Communications & Media Authority and the broadcasters so that this milestone could be achieved. This is the start of our digital roll out delivering nine commercial channels to Bunbury and we are pleased to be able to deliver the choice of digital channels that other Australians may take for granted."

The Mt Lennard transmission site will broadcast digital signals into Bunbury with coverage reaching from Dunsborough to the south, Donnybrook to the east and Waroona to the north.

To receive the new digital channels viewers will need a digital set box which can be plugged in to existing televisions, or a television with a built-in digital tuner. The correct antenna system is also very important for reliable digital reception.

Currently your WIN television service is transmitted to an analogue receiver, with WIN being received on UHF Channel 39. The addition of the digital services to Bunbury requires WIN to shift the current WIN analogue service to UHF Channel 40.

Viewers who do not have a set top box or digital television will need to retune their existing analogue television sets to continue to receive WIN analogue channel in Bunbury on UHF Channel 40. This retuning will need to take place from Thursday, July 28, when the digital broadcast commences.

"This is a major step forward for television in regional Western Australia," said Paul Bowen, WIN Network Regional Manager WA. "We encourage viewers to embrace this new technology and update to digital receivers in order to access the full line-up of entertainment, sport, comedy, and drama."

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