

CASE STUDIES – DIGITAL TELEVISION

DGTEC digital television introduction

Project background and description — It is the pre-digital television era, 1997-1999 with the Australian government planning to sell the analog spectrum to be used in the 3G 2100MHz spectrum at an estimated \$1.169Bn and develop the release of digital terrestrial free to air television to every Australian citizen nation wide. All television broadcasters were under pressure, under legislation to provide broadcast content in both analogue and digital formats simultaneously without additional revenue or government subsidies. Who would be first to develop a cost effective digital solution to the Australian market by the government designated January 2001?

The problem — The Australian federal government had set an impossible task at an unprecedented scale due to the conflicting budget restraints of a myriad of commercial entities with an undefined and ever moving timetable effecting broadcasters (metro and regional), digital content, implementation of transponders, overcoming black spot locations, digital television manufactures tec. This led to the core element of the challenge was to product a cost effective digital receiver compatible to all major metro and regional broadcasters, content providers and global television manufacturers. solutions alone.

Project goals and objectives — Once the technical delivery of digital formatting of content had been agreed between federal government agencies and broadcasting bodies, the national retail logistics and distributions channels could not be simply fixed by stocking physical retail stores. An education process was implemented for both retail professionals and consumers to ensure a clear understanding of the benefits, features and timelines of the full digital integration leaving no Australian without digital TV access.

Outcome — Digital terrestrial television was introduced on 1 January 2001 in Australia's five largest capital cities, later to be expanded to smaller cities and regional areas by 1 January 2004.

As founder and Director of DGTEC, Paul Cormick was instrumental in paving out a solution driven plan to bring government, broadcasters, content providers and retailers to successfully release a digital television product and service for the first time in Australia's history.

