



## MEDIA RELEASE

# WIN DIGITAL ROLL OUT COMMENCES IN REGIONAL WESTERN AUSTRALIA

*Historic change will begin on June 10, 2010*

**Regional Western Australia will begin the switch to digital television on June 10, 2010, when WIN Television commences digital transmission into Mawson, Mingenew, Kalgoorlie and Karratha.**

WIN Television, GWN and the new TEN West will all commence digital services to these areas on June 10, 2010, with WIN Television continuing to broadcast a premium combination of WIN and Network TEN programming.

Viewers will enjoy WIN favourites such as **60 Minutes, Hey Hey It's Saturday, The Footy Show, and MasterChef**, plus all new episodes of **Two and a Half Men, The Big Bang Theory, Top Gear, NCIS, The Mentalist, House**, and Australia's highest rating program of 2010; **Underbelly: The Golden Mile**.

Still to come this year, WIN will launch a quality line-up of new Australian drama, entertainment, reality and sporting events to suit all Australians and age groups.

**The Farmer Wants a Wife 5, Celebrity MasterChef 2, Top Gear Australia, COPS L.A.C.** starring *Kate Ritchie*, **RESCUE Special Ops, Random Acts of Kindness, The Politically Incorrect Parenting Show, Australian Federal Police, The Block 2010**, plus plenty more.

WIN Television's commitment to delivering first-class sporting events to regional Western Australians is unprecedented. The year started with a sensational summer of international **cricket**, followed by the glory of the **Vancouver 2010 Olympic Games**, and the hotly contested **2010 AFL Premiership Season**. In the coming months viewers will be spoilt with the **AFL Finals Series**, as well as three of the most anticipated sporting events of the year - **Commonwealth Games 2010 Delhi, 2010 Ashes Series and The JBWere Australian Masters Golf**.

All the behind-the-scenes action from these events will be covered by WIN's dedicated news teams who provide five and a half hours a day of local, national and international content starting with **TODAY** at 5.30am, followed by **Morning News, Nine News, A Current Affair** and **WIN News** with Deborah Kennedy.

WIN's new digital service is the initial step in rolling out the digital television service to regional Western Australia, part of the Australia-wide analogue switch-off.

Digital switchover will deliver more choice and content, better picture and sound quality and free up spectrum which can be used for the delivery of new and improved broadcasting and communications services, such as high speed broadband. Analogue services to the entire state of Western Australia will be switched off on December 31, 2013.

Viewers in Mawson, Mingenew, Kalgoorlie and Karratha with a digital set top box, or an in built digital tuner, may need to re-scan their set top boxes or run an automatic channel scan from June 10 to view the WIN Television digital service.

The next stage of the progressive digital roll out in regional WA will see Bunbury, Bridgetown, Mandurah, Manjimup, Margaret River, Nannup, Pemberton, and Geraldton have their digital services installed by December 31, 2010.

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Date: 26 May 2010

**Where can I find out more information about the switch to digital TV?**

If you'd like to know more about the switch to digital TV you can:

- Visit [www.australia.gov.au/digitalready](http://www.australia.gov.au/digitalready)
- Call the Digital Ready Information Line **1800 20 10 13** (Freecall within Australia)
- Contact the Translating and Interpreting Service **131 450**
- Contact the TTY service: Users who are deaf or have a hearing or speech impairment can call **1800 55 56 77** and ask for **1800 20 10 13**