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FREE TV SUPPORTS DIGITAL SET-TOP-BOX PROGRAM

Free TV Australia today said it strongly supports the Federal Government's digital set-top-box program.

Free TV CEO, Julie Flynn, said the program has already been rolled out successfully in Mildura, regional Victoria and regional South Australia.

Flynn said, "The Household Assistance Scheme ensures that the most vulnerable members of the community will all be able to continue to receive free-to-air television services that they rely on, as we switch to digital-only services."

The Scheme has been carefully designed through the Digital Switchover Taskforce (DSTF) in full consultation with the extended industry advisory group to the DSTF, which includes representatives from all broadcasters, pay TV, retailers, installers and representatives of the property industry.

Managed through Centrelink, the Scheme has already successfully helped 38,000 households to manage the switch and to understand and enjoy the full benefits of the Freeview digital platform with 16 channels.

Australians continue to rely heavily on free-to-air television for their information and entertainment. Free-to-air is the only platform that delivers high quality programming to all Australian viewers, for free.

The success of the Scheme demonstrates that Australia has avoided the mistakes seen in countries such as the U.S. where a voucher scheme was a major disaster and resulted in a delay in the switch-off of their analogue services.

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