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**MEDIA STATEMENT**  
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## **DIGITAL SWITCHOVER TIMETABLE MUST NOT LEAVE VIEWERS BEHIND**

The commercial television industry today welcomed the federal government's announcement of a Digital TV switchover timetable for Australia.

"The timetable provides greater certainty for the industry and Australian viewers," Free TV Australia chief executive, Julie Flynn said today.

"The timetable is challenging but achievable," Ms Flynn said, "and we look forward to working with the government and other stakeholders to ensure no viewers are left behind as we make the transition to digital."

In a country the size of Australia, if even one per cent of people can't convert, that amounts to 200,000 viewers no longer receiving free-to-air television.

Ms Flynn said most Australian viewers rely solely on free-to-air broadcasters for their television service, and as such, it is important that viewers are well informed about the coming changes

"We are determined to work in the interests of viewers to ensure minimum disruption during the switch-over process.

"Free TV recommends that benchmarks be set and achieved for minimum take-up levels of Digital TV in each region, before analog switch-off occurs," Ms Flynn said.

**For media enquiries, please call Free TV Australia on (02) 8968 7100.**