

INTRODUCTION OF NEW BROADCASTING STANDARDS

- **THERE ARE EVOLVING BROADCAST AND COMPRESSION STANDARDS WHICH AUSTRALIA WILL NEED TO ADOPT OVER COMING YEARS TO MAXIMISE SPECTRUM EFFICIENCY AND HIGH QUALITY SERVICES ON THE TERRESTRIAL TELEVISION PLATFORM.**

Timescales for Video Coding Standards			
	Standard Published	Added to DVB	First Broadcast Services Launched
MPEG-2	1995	1996	1997
H.264/AVC	2003	2004	2005
HEVC	2013	2014	2015

- **IN THE SHORT TO MEDIUM TERM, HBBTV AND MPEG-4 (AVC) ARE THE MOST IMPORTANT STANDARDS TO PLAN FOR.**
 - **ESTIMATE >80% MAIN SETS IN AUSTRALIAN HOMES HAVE MPEG-4 CAPABILITY**
 - **HBBTV PRODUCT IS ABOUT TO START ENTERING THE MARKET IN READINESS FOR LAUNCH OF SERVICES. GFK CAN TRACK HBBTV PENETRATION.**

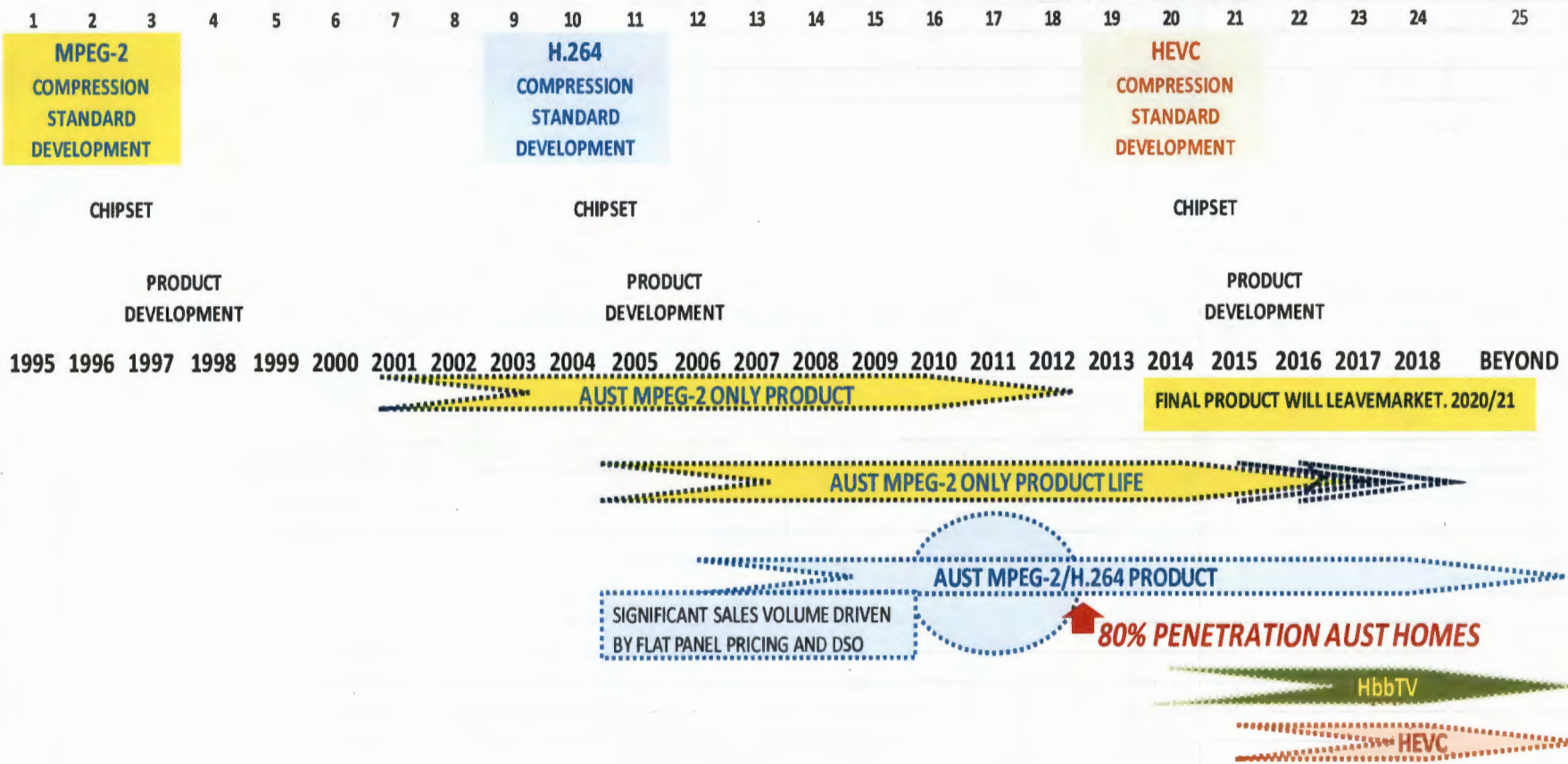
GLOBAL DEVELOPMENTS

- **MANY COUNTRIES ARE INTRODUCING NEW STANDARDS IN THE TERRESTRIAL PLATFORM.**
- **AS CHIPSETS IN RECEIVERS ARE DESIGNED FOR GLOBAL MARKETS, PRODUCTS ENTERING AUSTRALIA OFTEN INCORPORATE STANDARDS ALREADY INTRODUCED EARLIER ELSEWHERE. WHERE POSSIBLE, AUSTRALIA SHOULD FOLLOW GLOBAL STANDARDS TO INCREASE THE AVAILABILITY OF PRODUCT AND DECREASE THE COST TO CONSUMERS.**
- **AS THE FOLLOWING TWO SLIDES SHOW, IT TAKES AROUND TEN YEARS FOR A STANDARD TO REACH SUFFICIENT PENETRATION IN THE AUSTRALIAN MARKET TO TRANSITION TO IT.**
- **WITH THE PACE OF TECHNOLOGY CHANGE INCREASING, THE ADVENT OF NEW STANDARDS WILL BECOME MORE COMMON IN THE TERRESTRIAL ENVIRONMENT THAN HAS HISTORICALLY BEEN THE CASE SO TRANSITIONS WILL BE MORE FREQUENT.**
- **AUSTRALIA NEEDS TO PLAN FOR THE INTRODUCTION OF THESE STANDARDS NOW. THE ACMA TERRESTRIAL ROUNDTABLE PROCESS IS THE IDEAL FORUM TO DO THIS.**
- **WHEN ADOPTING NEW STANDARDS, AUSTRALIAN NEEDS TO BALANCE THE MARKET, TECHNOLOGY MIGRATION, PLATFORM EVOLUTION AND CONSUMER PROPOSITION.**
- **THE AUSTRALIAN INDUSTRY GROUP CAN PROVIDE MORE INFORMATION ON THE STEPS INVOLVED IN PLANNING FOR THE INTRODUCTION OF NEW STANDARDS.**

CONSUMER ELECTRONICS PRODUCT DEVELOPMENT, PRODUCTION AND LIFE

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MARKET ADOPTION RECEIVER TECHNOLOGY

