

DELIVERY

TUESDAY 21 JULY ■ 2:30PM – CONFERENCE ROOM 2

Title: Freeview Australia – A Technical Perspective

**Presenter: Andrew King
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Abstract

In 2008 Australian commercial and national broadcasters formed a joint company to develop and promote digital terrestrial broadcasting by enhancing the free-to-air broadcaster's current transmissions with integrated platform functionality. Central to those plans are the development of a common electronic program guide with enhanced features, operational in an unregulated open horizontal market for receiver consumer devices.

This paper examines the technical structure of Freeview, the business reasons for technology selection, the development of testing regimes and Freeview's plans for future developments.

Bio

Andrew King is currently Network Manager, Spectrum and Transmission for Network Ten Pty Ltd. He has responsibility for network facilities that use spectrum, transmission to the viewers and represents Ten on various engineering standardisation bodies. He chairs several FreeTV Australia Project Groups including DTV Service Information and some Spectrum related groups. In the latter role he has led some Australian delegations to the ITU-R. He is also Ten's representative on Standards Australia contributing to the development of the digital transmission, receiver and cabling standards. During a career at AWA, AUSSAT, Optus, Scientific-Atlanta and now Network Ten, Andrew has been involved in various broadcast industry-related roles.

Andrew is currently on secondment to Freeview Australia to provide engineering oversight and guide the development of the next phase of the project including the introduction of a middleware-based EPG.