

TIME TO RETUNE YOUR TV FOR THE NEW FREE-TO-AIR CHANNELS



Seven Network has upgraded their main program stream to MPEG4 High Definition. Originally Seven transmitted HD on LCN70 in MPEG2 picture with Dolby AC3 sound. When 7mate HD was introduced, LCN70 was reserved for a future HD service. Now Seven have changed LCN70 back to HD, this time in more efficient MPEG4 (H.264) compression, with Dolby AC3.

To optimize available bitrate, 7mate on LCN73 will change from MPEG2 HD with Dolby AC3 to MPEG2 SD with MPEG 1 Layer 2 sound. In anticipation of these changes, all Seven Service Names have been revised to remove the word "digital" and add the market name e.g. in Melbourne, "7 Digital" has become "7 Melbourne".

No PIDs will change, however some receivers will need a re-scan to pick up the changes.

Melbourne, Sydney, Brisbane/Gold Coast, Adelaide & Perth changes were made Tuesday May 10th.

Initially, 7HD will carry an MPEG 2 simulcast of the main 7 service in Melbourne & Adelaide, and a simulcast of 7mate in Sydney, Brisbane/Gold Coast & Perth. No changes will be made to 7QLD services at this stage.

Viewers with original MPEG 2 receiving equipment will be unable to receive the primary Commercial broadcast programs and an increasing number of secondary programs, once simulcast ceases. This is likely to create renewed demand for Set Top Boxes from people with otherwise perfect TVs. A good STB can be a better choice than some of the less expensive TV's available, some of which feature receivers of poor sensitivity that can work unreliably unless signal quality is high. Should any problems be encountered, please contact: Seven Network (Operations) Limited 03 9697 7768 or your local 7 Network Station.



The name of the new channel is 7flix, it is on Channel 76 using MPEG4 and will be a dedicated free-to-air channel. [Click here for further information.](#)



7HD on Ch70 will be a simulcast of 7 in Melbourne and Adelaide and 7HD on Ch70 will be a simulcast of 7mate in Sydney, Brisbane and Perth. Seven's main channels are broadcast using MPEG2 whereas Racing.com (Ch78) and 7flix (Ch76) are MPEG4. MPEG4 is a more efficient format of broadcasting and has the ability to provide better picture quality. To make room for 7HD it was necessary to convert 7mate from HD back to SD. In Sydney, Brisbane, Perth you can enjoy even better quality HD on Ch70.



What's new? The WIN Network is launching 2 exciting new channels, WINHD and 9Life.

WINHD will give you exceptionally clear, crisp pictures with vivid colours and double the detail of standard definition, adding extra life to all your favourite programs, movies and sport. 9Life offers the best in Lifestyle and Reality content sourced from around the world, including popular franchises like The Bachelor and The Real Housewives. The Free to Air television Industry is moving to new technology called MPEG 4 which allows us to view more channels at a higher quality. Some broadcasters have already commenced transmissions using this new technology. A simple retune of your receiver will confirm if you are able to get the new channels. Some of your existing channel numbers will change and new channels will be added. See wintv.com.au for more information on the changes. To watch WINHD and 9Life you will need to retune your TV. Some receivers will tune automatically to the new channels and some will require you to RETUNE. Some older Televisions & Set Top Boxes may not be able to receive the new channels. What if I can't receive the new channels? You may need to visit your local Electrical Store and ask about their MPEG 4 capable



TV's. If you don't upgrade to an MPEG 4 capable TV, you will still be able to receive all your favourite programs on WIN, GEM and GO. WINHD is simulcast with WIN so you'll still receive the same programs in Standard Definition on WIN. For further assistance call the WINHD and 9Life help line 02 42234199.



Why the sudden rush for new channels and HD? Well, what happened back when Digital started free-to-air TV offered their main channels in HD, but when the Networks realised they could instead add more channels, but those new channels took away the HD bandwidth within the limited spectrum each network has. Each network only has a small allocated "airspace" to broadcast within, and they have to fit all their channels into that space. What's happened more recently is the ability to broadcast a channel using the MPEG-4 encoding technology which squeezes a HD channel into the same space as a SD channel. This has enabled the return of HD in some channels