



MEDIA RELEASE
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NZ Racing Board takes lead in going digital

The New Zealand Racing Board's Trackside television broadcast will switch to a fully digital service from August 1, resulting in better broadcast quality and reliability for all viewers.

The switchover sees the NZ Racing Board taking the lead in making the change to a 100% digital service as part of the Government's initiative to switch off the UHF analogue service nationwide.

"We've put a lot of work into preparing for the Government's switchover and we're ready to go now," said NZ Racing Board Head of Broadcasting Glen Broomhall.

"We've opted to switch off our ageing UHF service on July 31. In the meantime we'll work to get those customers still on the analogue service set up using digital."

From August 1 Trackside will only be available via Freeview|HD (Channel 11) or SKY Digital (Channel 36). TAB TV will continue to be broadcast on SKY Digital (Channel 35).

The next phase of the digital switchover means only live racing will be broadcast via UHF from July 4.

Broadcasting Minister Jonathan Coleman welcomed the move to broadcast Trackside in digital.

"It's great to see the NZ Racing Board preparing well in advance for the switch to digital television," Dr Coleman said.

"Digital switchover will be phased starting with Hawke's Bay and the West Coast in September 2012, but if you can make the switch now, I encourage people to do so."

The rest of the country will switch over in three stages with an end date of December 2013.

Mr Broomhall says the digital service is delivering better sound and picture quality and ultimately better free-to-air racing coverage.

“Many New Zealanders are already using the fully digital service via SKY, Freeview and TelstraClear, so they’re already set. People currently without one of these services have a range of options, by either purchasing a set-top box or a television with Freeview built-in, then they can go digital right now.

“The NZ Racing Board remains committed to providing a comprehensive free-to-air racing broadcast to viewers and this allows us to deliver that.”

The NZ Racing Board has full information on how to make the digital switchover at www.tab.co.nz/tsdigital. Information is also available at www.goingdigital.co.nz.

“We’ve gathered all the information people need in one place to help people decide which option is best for them,” said Mr Broomhall.

“In addition, people wanting assistance and guidance can call us on 0800 102 106 and our staff can talk them through the process.”

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For further information please contact John Mitchell, Communications Manager, on 027 294 0736 or john.mitchell@nzzracingboard.co.nz