

Table 2: Unallocated licences (ctd)

Licence area	Licence no.	Interested groups
<b>Victoria</b>		
Mildura	SL010097	0
Mount Beauty	SL1150015	0
Swan Hill	SL1150003	0
<b>Queensland</b>		
Beaudesert	SL1150712	1
Boonah	SL1150749	1
Cherbourg	SL1150098	1
Esk	SL1150748	0
Gympie	SL1150117	1
Mackay	SL1150019	0
Nambour 104.9 MHz	SL1150113	3+
Nambour 106.5 MHz	SL1150720	3+
Noosa	SL1150115	1
Palm Island	SL1150090	1
<b>South Australia</b>		
Riverland	SL010177	0
<b>Western Australia</b>		
Bridgetown	SL010063	0
Bruce Rock (Merredin)	SL010318	0
Bunbury	SL010066	0
Collie	SL010062	0
Geraldton	SL010348	0
Kalgoorlie	SL010334	0
Kalgoorlie	SL010341	0
Katanning	SL010069	0
Mandurah	SL010061	0
Margaret River	SL010068	0
Narrogin	SL010084	0
Northam	SL010085	0
Northampton	SL010346	0
Port Hedland	SL010343	0
Wagin	SL010086	0
<b>Northern Territory</b>		
Katherine	SL010170	0
<b>Territories</b>		
Christmas Island	SL010362	0
Cocos Island	SL010363	0

Greg Cupitt, ABA Manager Television Planning and Ennio Ravanello, Manager Engineering and Information Services represented the ABA at Broadcast Asia 2001 Annual Conference and Exhibition, held in Singapore from 18 to 22 June 2001. This is their report on the conference.

## Broadcast Asia 2001 annual conference and exhibition

The seventh annual Broadcast Asia International Conference and Exhibition, including three specialist streams — CableSat, Professional Audio Technology and ComGraphics & Animation 2001 — was held in conjunction with CommunicAsia 2001. This combination of events provided a unique opportunity to assess technology developments and trends across the range of broadcasting, radiocommunication and multimedia fields.

This year's conference focused on emerging technologies and applications including digital television, digital audio broadcasting, data broadcasting, interactivity and broadband delivery.

The digital television session included presentations which served to highlight not only the progress, but also the challenges that continue to face broadcasters in this area. One speaker, commenting on the United Kingdom experience, noted the importance of competition in public awareness and take-up of the technology. The same speaker noted that sales of set top boxes in the UK had levelled off, but that integrated digital television sets were expected to experience the biggest sales growth in coming years. The uptake of digital television was also expected to receive a boost with a number of European countries scheduled to commence services in the coming year.

One session was devoted to developments in digital audio broadcasting. Here again, the United Kingdom appears to be taking the lead. Some thirty-eight services

are reported operating in London alone, and this figure expected to increase to fifty by the end of the year. Of particular interest were the promotional and marketing efforts being adopted by some multiplex operators in an effort to increase both public awareness and take-up of consumer receivers. One London-based operator cited innovative marketing campaigns which used links with a highly successful UK record label, and music and promotional campaigns in conjunction with electronic retail chains and a local chip-set manufacturer. Several third-party manufacturers demonstrated a variety of new digital audio broadcasting products and services in the exhibition halls, displaying evidence of increasing support for digital audio broadcasting. Overall, it appears that the uptake of digital audio broadcasting is progressing, albeit at a slower pace than initially envisaged.

The data broadcasting session occupied the last day of the conference and drew considerable interest from delegates. Many of the papers dealt with the recently approved multimedia home platform (MHP 1.1) specification. Speakers from some of the largest consumer electronic manufacturers spoke of the features afforded by the new specification as well as the anticipated benefits for consumers. These include increased freedom of choice, reduced prices and a greater impetus for rollout of new interactive services.