



The Digital Switchover & High Definition TV

Just like when vinyl records were replaced by digital CDs, TV broadcasting is moving from an analogue system into the digital world.

With digital TV, you will have access to many channels, as well as a whole new range of interactive media.

How does Digital TV work?

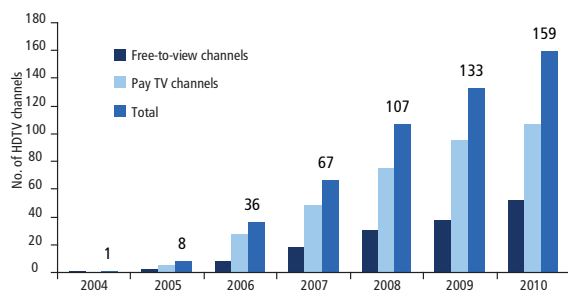
In the past, television signals were exclusively broadcast as an electrical signal that varies continuously in amplitude and frequency. This system, called analogue television, is currently being phased out and replaced by digital broadcasting. With digital TV, signals are broadcast using informational codes of 1's and 0's.



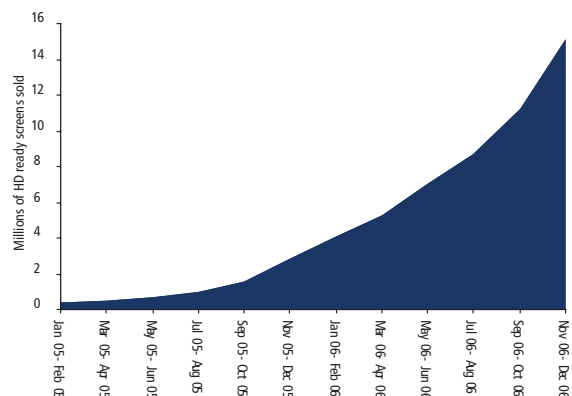
The Switchover

Though many people in Europe already have digital TV, all terrestrial television stations in the European Union should switch from analogue to digital signals by 2012. One of the main advantages of digital TV is the possibility of broadcasting TV programs in High Definition. As more broadcaster switch to digital TV, the number of programmes available in **High Definition** will steadily increase as well. With unparalleled image and sound quality, **High Definition TV is the future of television ... today.**

HD TV: The future of Broadcasting



More than 15 mill. HD ready TV sets have been sold by year end 2006 (in Europe)



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The countdown to the digital switchover deadline began years ago in Europe, when each country passed the legislation to set the final date for turning off analog broadcasting and switching on digital broadcasting. The figure below provides a summary of major European countries' time tables for digital switchover and the progress of migration in those countries.

