

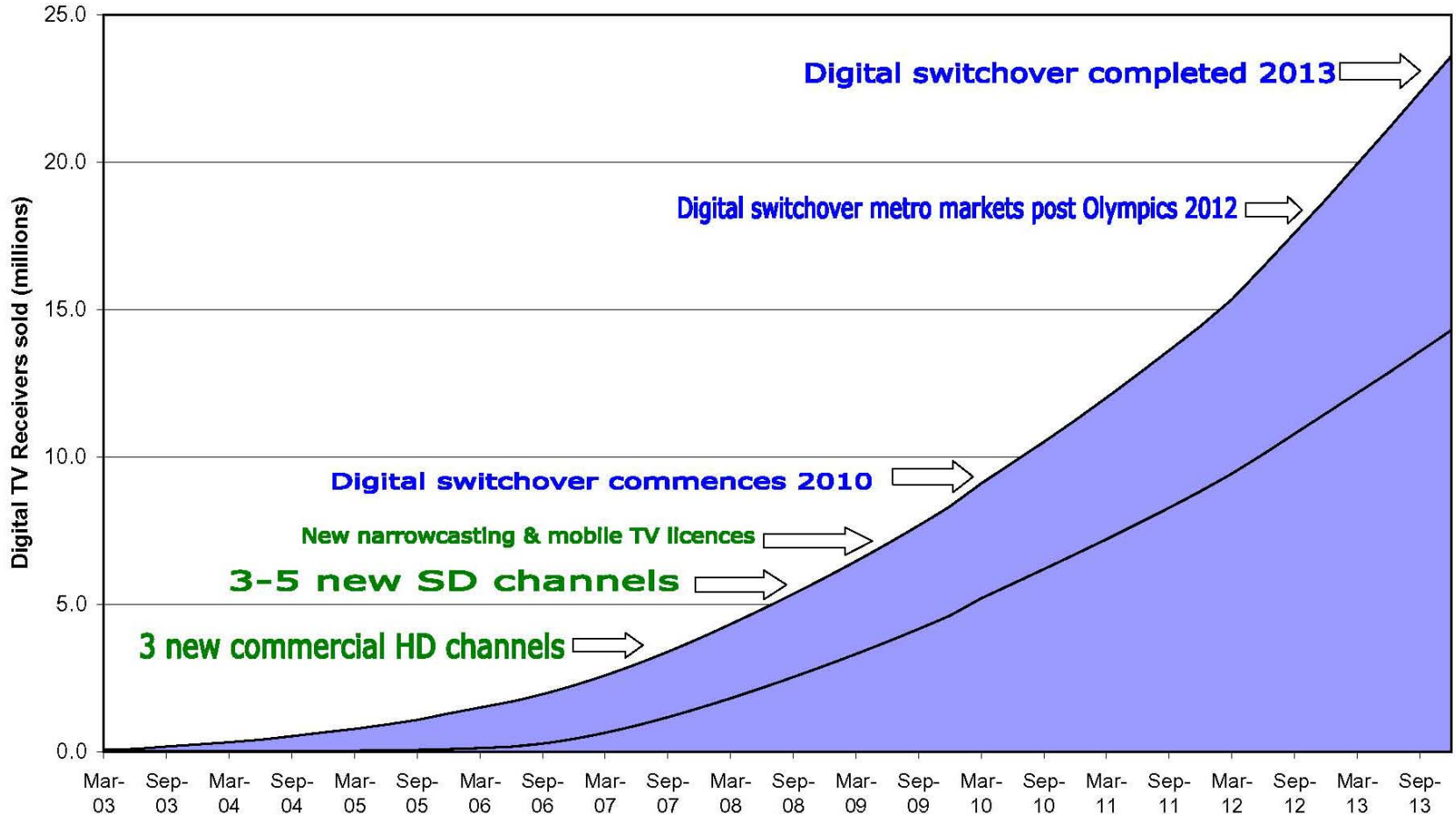
# Australian Digital Suppliers Industry Forum (ADSIF)

- Membership
  - All major TV & STB, antenna & mobile handset suppliers
  - Strength of the Ai Group headed by CEO Heather Ridout
- Objectives
  - Voice for manufacturers and suppliers of digital products to government and broadcasters; and
  - Coordinate industry/government programs that promote the uptake of digital broadcasting services.
- Action Plan
  - Coordinate the efforts of suppliers & retailers to achieve digital switchover 2010-13
  - Promote HD, multichannel and mobile content as drivers for uptake
  - Promote global strategy for High Definition content protection
  - Encourage the development of all digital broadcasting platforms to be based on open published global standards

# ADSIF Supplier Representation and Coordination

- Support for a fixed switchover timetable 2010-2013
- Support for the DST work groups
- Integrated HDTVs, HD-PVRs and HD-STBs for Australia
- First independent digital testing and conformance centre
- Address technical and commercial issues for the establishment of a facility for updating software in TVs & STBs over the air
- Participation in the development of Australian Standards based on global specifications (wherever possible)
- Formation of Mobile Broadcast Project Group
- High Definition Tick labelling initiative

**Cumulative Sales of Digital Terrestrial TV Receivers from 2003-2013 Switchover**





## HD Tick Logo Initiative

Criteria	Operation
<ul style="list-style-type: none"><li>▪Screen resolution of at least 720p (includes 1080i and 1080p)</li><li>▪HD Terrestrial Tuner is built-in</li><li>▪HD tuner is Australian Standard compliant</li><li>▪HDMI with HDCP certification</li><li>▪Dolby AC3 certification</li><li>▪Software updateable</li><li>▪Registered with DVB</li></ul>	<ul style="list-style-type: none"><li>▪Registered Trade Mark owned by the Ai Group</li><li>▪Launched at Ten Sydney Aug '07</li><li>▪10 CE suppliers licensees representing 85-90% market share</li><li>▪Audits and penalties</li><li>▪Licence fees:<ul style="list-style-type: none"><li>▪Year 1 - \$12,500</li><li>▪Year 2 onwards - \$6,250</li></ul></li><li>●Minimal promotional budget</li></ul>



# HD Tick Logo Endorsements



## High Definition TV Models

- LCD – 120 models certified:
  - Hitachi (3), LG (14), Panasonic (7), Philips (11),
  - Samsung (32), Sharp (6), Sony (23), TCL (7)
  - Toshiba (17)
- Plasma – 46 models certified:
  - Hitachi (5), LG (9), Panasonic (14),
  - Philips (2), Pioneer (6), Samsung (10)



# HD Tick logo Website

**Watch for this logo.**

[How does a TV get an HD Tick?](#)

[Listing of TVs with an HD Tick](#)

[Information for Digital TV Suppliers](#)

[Information for Digital TV Retailers](#)

[Information for Media](#)

[Informative Links](#)

[HD Tick Enquiry Form](#)

An initiative of the  
Australian Digital Suppliers Industry Forum





# Supplier identification

SONY

SAMSUNG AUSTRALIA

Pioneer *sound.vision.soul*

HITACHI  
Inspire the Next

TCL  
The Creative Life

Panasonic  
ideas for life

LG  
Life's Good

SHARP  
..... be sharp

TOSHIBA  
Leading Innovation >>>

PHILIPS  
sense and simplicity

1. Product displayed in retail stores
2. Consumer product (removable)
3. Product promotional brochures
4. Supplier promotional websites
5. Approval for retail catalogues

# Retail Support

SAMSUNG



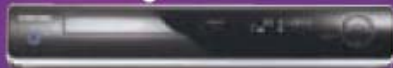
SEE IN-STORE FOR ADDITIONAL CASHBACK OFFERS.

SAMSUNG 'F' SERIES LCD TV WITH HD DIGITAL TUNER. 1920X1080 RESOLUTION, 100HZ MOTION PLUS 25000:1 CONTRAST RATIO, PC INPUT & 3X HDMI.

\$649



BLU-RAY



SAMSUNG BLU-RAY PLAYER. FULL HD 1080P PLAYER, DOLBY DIGITAL PLUS DECODER & HD UPSCALING VIA HDMI. BDP1400

\$2499<sup>#</sup>

AFTER \$150 CASHBACK

HOT PRICE

OR \$350 CASHBACK

WHEN YOU PURCHASE THIS TV WITH A SELECTED SAMSUNG HOME THEATRE SYSTEM, BLU-RAY PRODUCT OR FURTHER LCD TV<sup>1</sup>

100HZ



SAMSUNG 101CM (40"). LA40F81BOX. #YOU PAY \$2649. \$150 CASHBACK VIA REDEMPTION FROM SAMSUNG. POSTAGE EXTRA. <sup>1</sup>\$350 CASHBACK VIA REDEMPTION FROM SAMSUNG. POSTAGE EXTRA.<sup>\*\*</sup>

\$2999<sup>#</sup>

AFTER \$200 CASHBACK

HOT PRICE

OR \$450 CASHBACK

WHEN YOU PURCHASE THIS TV WITH A SELECTED SAMSUNG HOME THEATRE SYSTEM, BLU-RAY PRODUCT OR FURTHER LCD TV<sup>1</sup>

100HZ



SAMSUNG 116CM (46"). LA46F81BOX. #YOU PAY \$3199. \$200 CASHBACK VIA REDEMPTION FROM SAMSUNG. POSTAGE EXTRA. <sup>1</sup>\$450 CASHBACK VIA REDEMPTION FROM SAMSUNG. POSTAGE EXTRA.<sup>\*\*</sup>

\$4699<sup>#</sup>

AFTER \$300 CASHBACK

HOT PRICE

OR \$650 CASHBACK

WHEN YOU PURCHASE THIS TV WITH A SELECTED SAMSUNG HOME THEATRE SYSTEM, BLU-RAY PRODUCT OR FURTHER LCD TV<sup>1</sup>

100HZ



SAMSUNG 132CM (52"). LA52F81BOX. #YOU PAY \$4999. \$300 CASHBACK VIA REDEMPTION FROM SAMSUNG. POSTAGE EXTRA. <sup>1</sup>\$650 CASHBACK VIA REDEMPTION FROM SAMSUNG. POSTAGE EXTRA.<sup>\*\*</sup>

 ProductCover  
 see in-store for details

Optional 3 or 5 year Product Cover warranty available.

**MYER** *is my store for electrical*

# Competition for label space



# Competition for label space on TVs

Digital TV related labels

Government labels

Product differentiation labels

Foreign labels

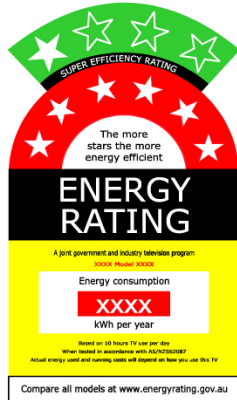


HD ready

DVB

HDMI

DOLBY DIGITAL



DST digital mark?



PC Input



10-bit PANEL



CineSpeed



## Advisory label on analog TVs

### **CONSUMER ALERT**

**This television receiver has only an analog broadcast tuner and will require a converter box after February 17, 2009, to receive over-the-air broadcasts with an antenna because of the Nation's transition to digital broadcasting. Analog-only TVs should continue to work as before with cable and satellite TV services, gaming consoles, VCRs, DVD players, and similar products. For more information, call the Federal Communications Commission at 1-888-225-5322 (TTY: 1-888-835-5322) or visit the Commission's digital television website at: [www.dtv.gov](http://www.dtv.gov).**

## ADSIF position on TV labelling

1. Support a simple analog TV consumer advisory label linked to a switchover timetable information
2. Any digital TV label should be based on the agreed Australian Digital TV Receiver Standard
3. Recommend that any government endorsed generic digital TV label should be compatible with the HD Tick label to avoid consumer confusion between current labels on certified HDTVs and proposed labels on other products
4. A 'Freeview' labelling scheme is unnecessary, will create confusion and is likely to add to the development cost of product
5. HD Tick logo initiative would be helped with recognition and endorsement by government and broadcasters