

**PRIME**  
MEDIA GROUP  
**MEDIA RELEASE**

Under Embargo until: 8.00am Tuesday 28<sup>th</sup> July

## **PRIME TAKES YOU TO THE RACES**

PRIME Media Group today announced it has begun broadcasting the Victorian Racing.com racing network to regional viewers.

Commencing today Tuesday 28<sup>th</sup> July, Victorian thoroughbred racing will be broadcast daily into the viewing areas of regional Northern NSW, Gold Coast, Southern NSW, ACT, Victoria and Western Australia on Channel 68.

PRIME will broadcast the Racing Live feed from Racing.com until the new Racing.com racing network is launched in late August.

PRIME Media Group CEO Ian Audsley said, “The addition of the racing channel complements PRIME’s existing datacast channels TV4ME and ishopTV. We’re very pleased to provide these channels to regional audiences looking for alternative viewing options, and I’m sure the racing channel in particular will attract a sizeable and loyal audience”.

To receive Racing.com on Channel 68 in regional viewing areas, some households and pubs/clubs will need to retune their television sets. Those with older televisions, in particular those purchased prior to 2009, may need a set-top box or Personal Video Recorder (PVR) to enjoy the daily broadcast.

For further information please contact:

CRYSTAL BERGEMANN

Phone: (02) 49520500

Email: [crystal.bergemann@prime7.com.au](mailto:crystal.bergemann@prime7.com.au)

Internet: [www.prime7.com.au](http://www.prime7.com.au)



## **FREQUENTLY ASKED QUESTIONS**

### **Where can I watch Victorian thoroughbred racing on Free-To-Air TV?**

PRIME will broadcast Victorian racing on Channel 68, in regional viewing areas of Northern NSW, Gold Coast, Southern NSW, ACT, Victoria and Western Australia.

\*In metropolitan capital cities (Melbourne, Sydney, Brisbane, Adelaide and Perth) the broadcast is available on Channel 78.

### **What is Channel 68?**

Channel 68 is a free-to-air channel broadcast using MPEG4 technology and will showcase Victorian thoroughbred racing 363 days-a-year.

### **When does Channel 68 begin broadcasting?**

The showcase coverage of Victorian thoroughbred racing will commence on Channel 68 on Saturday, 29 August 2015. PRIME will provide an interim broadcast on Channel 68 from Tuesday 28<sup>th</sup> July to assist punters, fans and participants impacted by the Sky Racing blackout. During the test period until 29 August, this will be a re-transmission of the existing online broadcast on Racing.com.

### **Will existing PRIME channels be affected?**

No, viewers will continue to receive existing entertainment channels PRIME7, 7TWO, 7mate and datacast channels TV4ME and ishopTV, in addition to Channel 68. Channel 68 should automatically appear in the channel list of most TVs. If not, then the first thing to do is to re-tune your TV.

### **What will I see on Channel 68?**

Channel 68 will re-transmit the existing Racing.com coverage of Victorian thoroughbred racing as an interim measure whilst preparations commence for the launch of premium coverage on the channel from Memsie Stakes Day, 29 August. The Racing.com coverage incorporates live racing, raceday previews and interviews and replays.

Channel 68 will showcase Victorian thoroughbred racing only. The daily coverage on Channel 68 will see over 520 Victorian thoroughbred meetings covered annually when fully operational. Further details of the coverage will be announced upon launch of the premium service.

### **What is MPEG4 Technology?**

Currently PRIME and Seven's other channels are broadcast using MPEG2. MPEG4 is a more efficient format of broadcasting which has the ability to provide better picture quality, particularly for sporting events.

### **How can I tell if my TV is MPEG4 compatible?**

All major recognised brands of televisions, set top boxes and Personal Video Recorders (PVR's) purchased since 2009, including any devices bearing the Freeview logo, will have this capability, but those bought prior to 2009 may not support MPEG4. Some old receivers which have not been compatible during the introduction of the MPEG4 service have included:-

- Schaub Lorenz Televisions
- Baumann Meyer Televisions
- NEC and Sherwood (rebadged NEC) Televisions
- Next Wave PVR's

If you are unsure if your current TV supports MPEG4 you will need to refer to your TV manual or contact the manufacturer of your TV.

### **How do I know if my TV doesn't support MPEG4?**

TVs which do not support MPEG4 are most likely to demonstrate the following behaviour: Channel 68 appears in the channel list, but the picture is black and the sound may or may not be heard.

### **I think my TV is MPEG4 compatible but I can't find Channel 68. Why?**

Channel 68 should automatically appear in the channel list of most TVs. If not, then the first thing to do is to re-tune your TV. Most TVs have an option to automatically re-scan channels within the TV menu. In many cases, Channel 68 will appear after completing this process. Some televisions may require reset to Factory Defaults or a software upgrade. If you're unsure how to re-scan channels you should refer to your TV manual or contact the manufacturer of your TV.

### **Can I still watch Channel 68 if my TV is not MPEG4 compatible?**

Not without purchasing a set top box which supports MPEG4. Set top boxes range in price from approximately \$25 to \$50, are relatively simply to connect to your TV and are available where most TVs are sold. The vast majority of set top boxes support MPEG4, however you should seek confirmation from sales staff when purchasing.



**I have a set-top box but I still can't get Channel 68?**

Some of the very early set top boxes provided by Government as part of the Household Assistance Scheme during Australia's switch to digital TV may not be MPEG4 compatible.

**Do I need to get a set top box to watch Channel 68 if I already have a Personal Video Recorder (PVR)?**

You can use a PVR in similar fashion to a set top box to make your television MPEG4 compatible if you cannot immediately see Channel 68. If you're unsure how, you should refer to your PVR manual or contact the manufacturer of your PVR.

**If I need assistance in tuning my television or knowing if it's compatible who do I call?**

Following are the customer service numbers for all the major TV manufacturers:

Hisense	1800 447 367	8.30am - 7.30pm M-F, 9.00am - 5.00pm S-S
LG	1300 542 273	7.00am - 7.00pm 7 days
Panasonic	132 600	8.30am - 6.00pm M-F
Phillips	1300 886 649	
Samsung	1300 362 603	
Sharp	1300 135 022	
Soniq	1300 765 663	
Sony	1300 137 669	9.00am - 5.00pm M-F
TCL	1300 738 149	9.00am - 5.30pm 7 days