



Media Release

AUSTRALIA WIDE DIGITAL UPGRADE

Thursday, 29 January 2009

SBS is pleased to announce an Australia wide upgrade to their Digital service on 29th January 2009, which in-brief is the installation of state of the art equipment.

This new equipment will permit SBS to increase the resolution of its High Definition program and provide 7 day Electronic Program Guide information.

In keeping with a responsible environmental policy this will result in less power consumption and a more compact hardware system.

Secondly and most importantly this upgrade will allow SBS the capability of providing different service offerings into metropolitan and regional areas.

As a result of this work, some viewers may lose their ability to view SBS services on the normal channels. These viewers should set their receiver back to default mode and rescan.

It is recommended that all viewers capable of viewing High Definition programs rescan their receiver.

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An early story: The foundation of modern day Public Relations is largely attributed to an arts event. In 1915 Edward L. Bernays took on Diaghilev's Ballet Russes American tour. Ballet was something Americans at that time were unfamiliar with, and therefore uninterested in. Bernays set out to change that, associating ballet with interests people related to and enjoyed. Among other things, editorial reports in various magazines, which Bernays arranged, widened the appeal of ballet's fashion and gracefulness with the result that men and women alike were awaiting the tour with anticipation. So much so, the ballet was sold out before the opening. Bernays had remolded biases, and the American view of ballet and dance was changed forever – and public relations, as we know it, was born.

Six Billion Stories and counting...