

Digital

RTÉ

### Digital Broadcasting

Digital Broadcasting is a relatively new method of broadcasting which involves replacing analogue signals with a digital format to provide better quality and choice for the audience. At present, RTÉ Television and Radio use a terrestrial transmission network to deliver analogue free-to-air television and radio signals to 99% of the population in Ireland. The EU plans to switch off analogue and change over to a digital platform in all EU member states by 2012. In response to this, RTÉ is currently supporting the Irish Government in the development of digital policies for terrestrial radio and television in an effort to fulfil our Public Service remit and reach all our audiences.

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### Digital Radio

Digital Radio refers to any delivery of radio in a digital format. This can be over the air, on satellite or cable and online. Digital Audio Broadcasting (DAB) transmits Digital Radio over the air. DAB Digital Radios bring clearer sound, more choice for the listener and a variety of new features such as pause / rewind and one touch tuning. At present, DAB Digital Radio is received by almost 475 million people in 40 countries worldwide. RTÉ, as a Public Service Broadcaster, is leading the development of DAB Digital Radio in Ireland.

#### What are the advantages of DAB Digital Radio?

- Clearer, better sound – free of 'hiss and crackle' interference
- More choice for the listener with a wide variety of content
- Easy to use - one touch tuning with pause and replay facilities
- Additional services through your digital radio including station name.

### Digital Television

Digital television transmits a television signal using the same format of digital code used in computers. This is a more advanced technology than the analogue system currently in use as it allows broadcasters to deliver more programmes, therefore more variety. It offers clearer, more stable pictures with better sound quality. Today, Digital TV is available in Ireland as Pay TV on a number of platforms, such as cable, MMDS and satellite.

In August 2006, a two-year, free-to-air Digital Terrestrial Television (DTT) Pilot commenced in Ireland during which time DTT broadcasts will transmit from the Three Rock site in Dublin and the Clermont Carn site in Louth. The objective of the trial is to identify the issues associated with a transition from analogue to digital.

#### What are the advantages of Digital Television?

- More variety and choice of channels
- Enhanced picture and sound
- Availability of extra services such as digital teletext and interactivity
- Ease of use.

**Further information available from RTÉ**  
[www.rte.ie/about/rtdigital\\_english.pdf](http://www.rte.ie/about/rtdigital_english.pdf)  
[www.rte.ie/about/rtdigital\\_irish.pdf](http://www.rte.ie/about/rtdigital_irish.pdf)