



## **NEWS RELEASE**

### **FREEVIEW LAUNCHES NEW TELEVISION CAMPAIGN**

26 November, 2009

This Sunday night Freeview's new television campaign debuts with a 'roadblock' across every Australian free-to-air television network.

At 6.29pm on November 29<sup>th</sup>, ABC, SBS, Seven, Nine TEN, Prime, WIN and Southern Cross will air the new Freeview TV spot.

It aims to enhance consumers' understanding of Freeview as the free-to-air digital platform in Australia and point viewers to their local retailers or the Freeview website to find out more about switching to digital free-to-view television.

Freeview CEO Robin Parkes said: "One overriding lesson we've learnt over the past 12 months about our viewers is that there is a great deal of passion for free-to-air TV in Australia.

"No matter what your age, where you live, your household makeup or taste in entertainment, there is something for everyone on Freeview. That's why we have used real people, not actors, in our new campaign, to portray the genuine passion they have for free-to-air television.

"We know they all want more unique content, more choice, more channels and they want it for free. And who better to bring you the best quality Australian TV shows and channels than the best in the business: ABC, SBS, Seven, Nine, TEN, WIN, Prime and Southern Cross."

Ms Parkes added that the campaign would run over the summer period, highlighting that Freeview content is free and easy to get.

"We know those viewers that have made the switch are loving the new content on ONE, 7TWO, GO! SBS2 and ABC2 and will also love the soon to launch ABC3 dedicated kids channel," she said.

#### **Creative credits:**

Agency: Banjo

Creative Director: Jane Eakin

Production: Capitol Productions

**About Freeview**

Launched in 2008, Freeview is the free digital television service in Australia. It comprises all the channels from Australia's free-to-view broadcasters. Freeview encourages Australians to switch to free-to-view digital television by promoting its benefits including more channels, more moments, better picture and superior sound, for free. Freeview is not-for-profit and owned by ABC, SBS, Seven, Nine, TEN, Prime, Southern Cross and WIN.

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