



NEWS RELEASE

MORE AND MORE AUSTRALIANS ADOPT DIGITAL TV

February 25, 2010

Freeview today welcomed the latest Digital Tracker research from the Federal Government's Digital Switchover Taskforce which shows the number of Australian homes able to receive free-to-view digital television jumped by five percentage points in the October to December quarter of 2009.

This takes the percentage of Australian homes enjoying digital TV and the new Freeview channels to 61 per cent, with more than five million households now converted to digital TV.

Freeview CEO Robin Parkes said the enthusiastic up-take of digital television by Australians was due to the increasing number and variety of Freeview channels, plus the broad-based marketing and communications campaigns from both the Digital Switchover Taskforce and Freeview, as well as the promotional efforts of individual free-to-air television broadcasters.

"When Freeview launched just over a year ago, there were five free-to-view TV channels," Ms Parkes said. "Now, Australians can watch up to 16 digital channels, and all for free, which is the way TV should be.

"The latest Digital Tracker figures clearly demonstrate that Australians are embracing the benefits of switching to digital TV."

Ms Parkes added that Freeview and the free-to-air TV networks would launch a number of key initiatives, including new digital channels, during 2010 to further enhance the free digital TV viewing experience.

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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 is owned by ABC, SBS, Network Seven, Nine Network, Network Ten, Prime, Southern Cross and WIN.