



## **NEWS RELEASE**

### **FREEVIEW IS PROUD TO ANNOUNCE ITS SPONSORSHIP OF THE TV WEEK LOGIE AWARDS FOR 2010**

February 25, 2010

Freeview, Australia's free digital television service, is delighted to announce that it has become a proud Partner of the 52<sup>nd</sup> Annual TV Week Logie Awards.

Freeview is confident its partnership with the Logies will help to boost consumer awareness and understanding of the great benefits of free digital TV, and encourage further conversion to digital among Australian viewers.

Commenting on the deal, Freeview CEO Robin Parkes said Freeview and the Logies were a perfect fit, and that the partnership was an exciting opportunity.

"Freeview is the home of all the free-to-air channels and the Logies is an Australian icon in the eyes of Australian TV viewers so it's only natural that Freeview should become a partner.

"We're very proud to be so closely associated with the Logies and are looking forward to a fantastic awards celebration this year," Parkes said.

She added that in 2009, there were 23 categories of Logie nominations, every one of which was won by actors and/or shows that appear on Freeview.

"We'll be making best use of our Logie partnership to educate viewers that to continue to get free-to-view TV and see the great stars and content that's being recognised at the Logies, they need to switch to Freeview digital TV," Parkes said.

Freeview will have a presence in TV Week, Australia's number one TV and entertainment magazine, in the lead up to the Logie Awards and will announce soon an exciting Freeview Logies promotion.

"Freeview's Logies partnership will be a real highlight for us in 2010, a year in which we'll also be launching a whole range of innovations and initiatives to give Australian digital viewers more for free," Parkes said.

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