



PRESS RELEASE

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## **FREEVIEW BRAND NOW FEATURED ON TiVo**

Freeview is pleased to announce that TiVo now proudly displays the Freeview logo on its 'home page' within TiVo's Central menu. This signifies TiVo's support for the Freeview digital TV platform.

All TiVo customers can now "Watch Freeview" instead of "Watch Live TV" as the TiVo Central screen has been changed to support the Freeview digital TV brand.

Freeview CEO, Robin Parkes said "Incorporating the Freeview brand name into TiVo's central menu helps consumers make the connection between the free-to-view digital channels and the Freeview brand. With new channels launching, such as 7TWO on the 1 November and ABC 3 launching on 4 December, linking the brand to be synonymous with these new channels is important for Freeview."

Both these channels will be available when you switch to digital. One of the ways you can do this is via TiVo.

ends.

### **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, better

picture and sound, for free. Freeview is not-for-profit and owned by ABC, SBS, Seven, Nine, Network Ten, Prime, Southern Cross and WIN.

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