



NEWS RELEASE

FREEVIEW REACHES NEW MILESTONE AS SEVEN LAUNCHES 7TWO

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Freeview has reached an important milestone in its development with the announcement that the Seven Network will launch its new digital channel 7TWO next month. In less than 12 months, all the free-to-air networks have launched digital channels as part of the Freeview initiative, giving consumers even more great content for free.

Freeview has welcomed the much-anticipated announcement by the Seven Network that its digital channel 7TWO will launch on November 1st, featuring broad entertainment. It will be the new home for premiere episodes of Seven's international hits including J.J Abrams' *Lost*, *Ugly Betty*, *Heroes* and *24*, as well as much-loved programming such as *The Sopranos*, *Six Feet Under*, *Murphy Brown* and new, primetime episodes of *The Jay Leno Show*, five nights a week.

"The launch of 7TWO signals an important milestone for Freeview. We have delivered on our objective to have all the free-to-air networks launch their digital channels in a year and we are very pleased to say that we have achieved that goal – and there're more to come," Freeview CEO Robin Parkes said.

"Freeview will premiere its new marketing campaign at our first birthday event later next month, which will showcase all the great content consumers can receive for free with digital TV and will include 7TWO and the soon to launch ABC kids channel, ABC3."

Digital penetration of Australian households has reached 53 per cent by the end of June '09, according to the Federal Government's Digital Switchover Taskforce.

"We are eagerly awaiting the July to September '09 results due at end of November. We're also expecting consumer interest to grow in the lead up to Christmas, especially with two new channels in the offering, it's a great time to switch to digital TV," Parkes said.

7TWO will feature drama, lifestyle, reality, comedy and movies. Its program highlights include *A Touch of Frost*, *Prime Suspect*, premiere episodes of motoring hit *Fifth Gear*, an extensive catalogue of family titles from Disney's studios and handpicked cooking programs from the world's top chefs including Jamie Oliver, Curtis Stone, Rick Stein, Ainsley Harriott and Gary Rhodes.

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There will also be a broad mix of new and classic programs including *Coronation Street*, *Emmerdale*, *Shortland Street*, *The Martha Stewart Show*, *Home and Away - The Early Years*, *Sons and Daughters*, *Magnum, PI* and *Moonlighting*.

Popular television presenter Tom Williams will be the face of 7TWO.

The announcement of 7TWO, follows the recent launches of GO!, SBS TWO and ONE HD, while ABC will launch its dedicated kids channel on ABC3 later this year.

“Freeview is all about more for free and all these new channels add to the already fantastic mix of news, entertainment and sport already available on free-to-air digital TV channels,” 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.

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