



NEWS RELEASE

FREEVIEW WELCOMES SBS TWO

1 June, 2009

Freeview today welcomes SBS TWO to the collection of Australian free-to-view digital television services.

The new channel launches tonight.

SBS TWO will offer quality, diverse content including documentaries, in-language programming, films, major sport, news and current affairs.

Freeview CEO Robin Parkes says: "SBS TWO is a compelling addition to the free digital channels available on the Freeview platform.

"With free-to-view digital take-up steadily increasing, SBS TWO provides another reason for viewers to switch to Freeview for the best television Australia has to offer."

Freeview currently offers five digital-only, free-to-view channels: ABC2, SBS TWO, Seven HD, Nine HD and ONE, complementing the networks' main channels: ABC1, SBS ONE, Seven, Nine and TEN – providing a suite of 10 channels available NOW.

More new channels will progressively launch this year.

Ends.

About Freeview

Launched in 2008, Freeview is the brand name for the collection of Australia's free-to-view digital television networks. Freeview is not a channel or service, but a suite of channels and represents Australians' right to watch quality television, for free. Freeview educates and encourages Australians to switch to free-to-view digital television by promoting its benefits that include 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.