



NEWS RELEASE

FREEVIEW WELCOMES TASMANIAN DIGITAL TELEVISION'S LAUNCH OF CHANNEL ONE

8th July 2009

Freeview welcomes the announcement by Tasmanian Digital Television (TDT) that they will be bringing ONE to the viewers of Tasmania on the 30th of July, 2009 at 7pm.

ONE will be available to television viewers in Tasmania who currently receive TDT's high definition service.

Freeview CEO Robin Parkes says: "All Australians have the right to watch TV for free. At Freeview, we fully support wider coverage of all our digital channels as this announcement will play a fundamental role in switching even more Australian viewers from analogue to digital viewing".

"ONE is a fantastic channel with sports coverage of the AFL, Cricket, Le Mans endurance motor racing, Netball, Formula 1, Moto GP, NASCAR, Australian Rally Championships, NFL, Major League Baseball, NBA, Golf, US College sports, Cycling, Boxing, Superbikes, Drag racing, Tennis, Swimming and the Commonwealth Games in Delhi in 2010."

Other great Sporting programs available to the Sport's loving viewers of Tasmania include:

- One Week at a time: A Melbourne-based show is for all AFL lovers.
- Thursday Night Live: Based in Sydney, Thursday Night Live will satisfy the appetite of all sports lovers.
- Sports Tonight: Extended versions of the 'must-watch' show for sports fans, Sports Tonight: Mondays – Fridays: 9.30 pm (AEST / AESST)
- Sundays: 'Sports Tonight - The Weekend Wrap', an hour-long show at 7.30 pm (AEST / AESST)

Freeview currently offers five digital-only, free-to-view channels: ABC2, SBS TWO, Seven HD, Nine HD and ONE, complementing the networks' main channels: ABC 1, SBS ONE, Seven, Nine and TEN – providing a suite of 10 channels available NOW.

More new channels will progressively launch this year.

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.