



NEWS RELEASE

MUCH TO CELEBRATE ON FREEVIEW'S FIRST BIRTHDAY

26 November, 2009

Freeview tonight marked its first birthday and celebrated a number of achievements, including:

- Every free-to-air broadcaster has now launched at least one free digital channel, with more to come
- More than half of Australian homes have made the switch and can now enjoy free-to-view digital television and access Freeview channels*
- Freeview is launching the latest phase of its marketing campaign with a brand new television spot debuting across all networks in a roadblock on Sunday 29 November

Freeview's birthday festivities were held at Pink Salt restaurant in Sydney's Double Bay and were attended by network executives, celebrities, representatives from the Government, Freeview's manufacturer and retail partners and suppliers and Freeview executives.

Freeview Chairman Kim Dalton said: "In just 12 short months we've gone from just five channels to a brand new digital environment, more than doubling the number of free-to-view channels with more to come.

"Networks have suspended their traditional rivalries in the name of a shared vision, ensuring that every Australian is ready for the future of digital television *and* can access the best quality television the industry has to offer – for free.

"We're also preparing for the next stage of Freeview's evolution, with the launch next year of the Freeview electronic program guide, and plans in the not-too-distant future for much of our content to be available on-demand, online and via new and emerging platforms."

Mr Dalton added that Freeview continued to work concertedly with government, manufacturers and retailers to educate consumers about the benefits of taking up digital television now and ensuring they are able to purchase the required and appropriate digital devices.

"We have all delivered a single and focussed message and promoted the Freeview brand," Mr Dalton said.

“We are firm believers that television remains the most important and influential medium in Australia, and Freeview now brings consumers more than ever before. In conjunction with all of Australia’s free-to-air networks, I thank the Freeview team for all their hard work over the past year to achieve these outstanding results.”

Freeview CEO Robin Parkes said: “The next 12 months for Freeview will be very exciting, with more content, more new shows and more choice than ever before.

“We’ll see an EPG in the free-to-air space, new Australian content commissioned by the networks, more technology and more firsts than ever before – like the World Cup Soccer, The Commonwealth Games and the Winter Olympics – all in high definition digital for the first time in Australia, for free.

“We are looking forward to the year ahead.”

Ms Parkes also unveiled Freeview’s new television spot that will go to air this Sunday, 29 November, at 6.29pm across all free-to-air networks.

“Our new marketing campaign, called ‘More for Me’ will enhance consumers’ understanding of Freeview as the free-to-air digital platform in Australia and encourage viewers to go to their local retailers or visit the Freeview website to find out more about switching to digital,” Ms Parkes said.

The formal part of the event concluded with celebrities joining network executives and the Freeview team in cutting a giant Freeview birthday cake.

ends.

**Source: Federal Government Digital Switchover Task Force ‘Digital Tracker’ research, July – September 2009.*

About Freeview

Launched in November 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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