



MEDIA RELEASE

FREEVIEW LAUNCHES NEW WEBSITE FEATURES

26th October, 2009

Freeview has launched a refreshed website (www.freeview.com.au) with several new features that will help consumers to find what they need to get digital TV channels and great content for free.

“The new features and functionality on our website has been designed with the consumer in mind, equipping them with all the tools and information they need to switch to digital TV and receive great content for free” Freeview CEO Robin Parkes said.

“We will continue to add features and improvement to our site based on consumer feedback and new channel launches to make the site as user-friendly as possible.”

Among the new functionality and features are:

- **TV Channels & Shows section:** this outlines which channels are available in each region. PDFs of the channel grid for each region can be downloaded and printed. These indicate which channel numbers to tune into the TV, as well as whether the channels are standard definition or high definition.
You can then click through from the grid to look at each individual channel and highlighted shows available on the channel.
- **Products section:** In the PRODUCT MANUFACTURERS section, Freeview has listed the manufacturers which have signed an agreement with Freeview. When consumers click on the manufacturer logo, a list of the products (including model number) that have been endorsed by Freeview will appear. This is a great reference section for retailers and consumers who are unsure of which brands, products and models are Freeview certified.

- **Stockists section:** Freeview has listed the retailers that stock Freeview endorsed product. It features the logo, a description of the company and Freeview has also added a “special offer” section, that this month features Harvey Norman.
- **5 things I need to know about Freeview:** On the home screen, consumers can download “5 things you need to know about Freeview”, which is a summary of the top 5 questions asked about Freeview.
- **Glossary:** In addition to a comprehensive set of FAQs, Freeview has incorporated a glossary of technical terms used by the television industry, manufacturers and stockists when talking about the switch to digital. This glossary is designed to help demystify the ‘jargon’ for consumers.
- **Additional functionality –** Consumers can adjust the size of the text on the Freeview site, share the site with friends via social media and can also search the Freeview site for anything they may be looking for.

Freeview’s website was designed and built by **McCann Sydney**.

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

Contact:

Rochelle Burbury or Simon Lloyd
Access Public Relations
Rochelle@accesspr.com.au