

# News Update

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## Your regular briefing from Freeview and Digital UK

*Welcome to News Update from Freeview and Digital UK – working together to support the UK's most-watched TV service.*

### **OCTOBER LAUNCH FOR NEW FREEVIEW PLAY TV SERVICE**

Freeview Play, the next-generation of the UK's biggest TV platform, will launch in October, Freeview and Digital UK have [announced](#). Panasonic televisions are first to offer the new connected service and compatible TVs already on sale can be updated from today (24 September).

Freeview Play combines catch-up TV from the BBC, ITV and Channel 4 - with Channel 5 coming soon - on-demand services and live television to make watching what you want, when you want as easy as possible. The service is free from subscription and will work with existing broadband connections.

Viewers will be able to add Freeview Play to their existing TVs via digital recorders from manufacturers including Humax, Manhattan and Vestel. Panasonic will also introduce recorders and Blu-ray players at a later date. Freeview will unveil a new TV advertising campaign to support the launch in the coming weeks.

Speaking at a Digital UK industry event today, CEO Jonathan Thompson set out his strategy for an increasingly hybrid DTT platform, underpinned by Freeview Play and increased industry partnership.

### **NEW FREEVIEW TVS AND BOXES MUST BE HD FROM 2017**

All new Freeview products must be HD from the end of next year, it was [announced](#) today. Only Freeview TVs and boxes capable of receiving high-definition terrestrial services will be licensed to carry the Freeview trademark logo after 31 December 2016. Freeview, alongside Digital UK and the DTG, has been working with manufacturers and retailers to encourage the take-up of HD to deliver the best viewing experience for consumers and increase the use of more efficient technical standards.

The move is expected to give a major boost to sales of HD products, which last year accounted for over 70% of new Freeview TV sales in the UK. Guy North, Managing Director of Freeview, said: 'By moving all Freeview products to HD we are ensuring that our viewers can get the full range of channels available to them and the best possible quality.'

### **DIGITAL UK SUPPORTS 'NO CHANGE' POSITION AT WRC-15**

Digital UK has published a briefing on The World Radiocommunication Conference 2015 (WRC-15) and proposed changes to airwaves that could affect the future of Freeview. The document notes that Digital UK is against any reallocation of airwaves in 470-694MHz band, alongside the UK Government, the European Commission and the CEPT, which co-ordinates the European view in WRCs among

48 member countries. Recent reports indicate that the Arab Spectrum Management Group and World Broadcasting Unions, representing broadcaster networks around the globe, have also opposed changes to this spectrum band. You can view our briefing [here](#).

### **TV RECEPTION GUIDE PUTS DTT VIEWERS IN THE PICTURE**

Extra advice on aerials and ensuring the best Freeview reception is now available from the Digital UK [website](#). Our good reception guide offers tips for trouble-free viewing, a look at the common causes of picture problems and ways to find out more about resolving any issues.

### **ITV UPGRADE BOOSTS HD IN WALES AND EXTENDS ITV4**

More viewers can tune into ITV4 on Freeview following technical upgrades by ITV on 25 August. Homes in Wales can also now watch specific ITV programming for their region in high definition. Following the changes, some viewers may need to retune their TV equipment to receive these services. Advice on retuning is available at [digitaluk.co.uk](http://digitaluk.co.uk).

### **CBS DRAMA AS MORE FREE CHANNELS ARRIVE FOR VIEWERS**

Several new channels have arrived on Freeview, offering viewers even more great free entertainment. Making a dramatic entrance on channel 74, [CBS Drama](#) brings classic series including Dallas and Sex in the City back to the living room. Joining this is YourTV, the first free-to-air channel from [Fox](#), which promises 'sensational real-life stories, irresistible experiences and thrilling tales'. YourTV is on channel 78, with a +1 service on 79. From this week movie lovers can also enjoy [Talking Pictures TV](#), the new home of the good old black and white film, on channel 81.

In local news viewers in Cambridge can now receive their own service on channel 8, while homes in Manchester can tune into ShowBiz TV for the latest celebrity antics. People can check the channels available in their area using the coverage checker on the Freeview or Digital UK websites.

#### **About Freeview**

Launched in 2002, Freeview is a subscription-free TV service offering more than 60 standard and high-definition TV channels, radio stations and interactive services through an aerial. It is managed by DTV Services Ltd, a company owned and run by its five shareholders - BBC, Sky, Channel 4, ITV and Arqiva.

#### **About Digital UK**

Digital UK supports Freeview viewers and channels on digital terrestrial television (DTT). The company is owned by the BBC, ITV, Channel 4 and Arqiva.

Digital UK and Freeview work together to support the UK's most watched digital TV service. Find out more by visiting [digitaluk.co.uk](http://digitaluk.co.uk) and [Freeview.co.uk](http://Freeview.co.uk)

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