

NEWS UPDATE

MARCH 2017

Your regular briefing from Freeview and Digital UK - working together to support the UK's most-watched TV service.

About Freeview

Launched in 2002, Freeview is a subscription-free TV service offering 70 standard and 15 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 provides operational management of DTT and leads innovation on the platform, including the development of Freeview Play. The company is owned by the BBC, ITV, Channel 4 and Arqiva.

Find out more online at: freeview.co.uk and digitaluk.co.uk



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FREEVIEW PLAY SALES PASS ONE MILLION MARK

More than a million Freeview Play TVs and set-top boxes have now been sold, [Freeview has announced](#). Launched in late 2015, the connected TV service offers viewers a seamless combination of live, catch-up and on-demand content without subscription. One-in-three (34 per cent) smart TVs sold in the UK now offers Freeview Play and the service is already supported by more than 20 leading brands.

Guy North, Managing Director of Freeview, said: 'I'm delighted that we have reached this major sales milestone so early in Freeview Play's lifespan. This achievement is a testament to all our many partners whom I'd like to thank for their outstanding support. With new content, manufacturer and product enhancement announcements on the horizon, Freeview Play is on track to becoming the new normal way viewers access TV.'

FIRST RETUNE FOR CLEARANCE IN SCOTTISH BORDERS

The first [change to Freeview signals](#) for the 700MHz clearance programme was completed in the Scottish Borders on 1 March 2017. Viewers receiving their TV from the Selkirk transmitter were required to retune as BBC channels moved to a new frequency. Advice on retuning and extra support for anyone experiencing difficulty receiving these channels as a result of the change is still available via the Freeview advice line. The main clearance programme, which will see some TV airwaves cleared for the development of new mobile services, begins this summer.

NEW FREEVIEW PLAY FEATURES IN PANASONIC 2017 TVs

Panasonic has [unveiled](#) its next generation of Freeview Play TVs, the first to be based around a new technical specification for 2017. Search and recommendations features now make it even easier to find great free-to-air programmes, while Panasonic's innovative Quick Look Guide takes full advantage of Freeview Play's rich metadata to give viewers a visual overview of what's on at a glance, showcasing the best of live TV and catch-up.

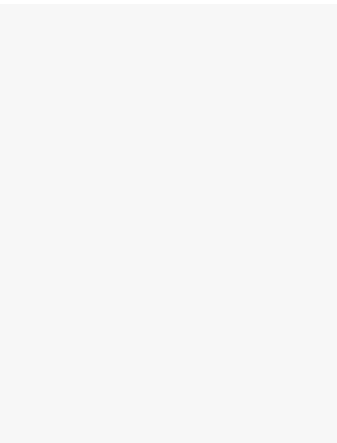
More products designed using the Freeview Play 2017 specification, which includes optional support for Ultra HD (4k) and HDR content via broadband, are expected to be available soon.

RESPONSES TO TV GUIDE CONSULTATION PUBLISHED

Digital UK has published [non-confidential responses](#) to its latest consultation on the Freeview TV guide. Issued in October 2016, the consultation explores options for expanding channel genres to accommodate new services and to simplify Digital UK's policy around assigning channel numbers, providing greater flexibility for channel providers. A statement on the outcome of this consultation will be published in the coming weeks.

DISCOVERY ON QUEST TO DELIVER MORE ON FREEVIEW

Discovery is set to bring even more great entertainment to Freeview viewers this month with the launch of [Quest Red](#). Billed as 'the home of irresistibly real TV', the company's second free-to-air channel will launch on 15 March and be targeted towards female audiences. Viewers in coverage will need to



retune their TV or set-top box to watch the new service where equipment does not do this automatically.

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