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Press release

FREEVIEW PLAY TO LAUNCH NEXT MONTH

Freeview and Digital UK today announce that the new Freeview Play connected TV service, the next generation of the UK's biggest TV platform, will launch in October. Panasonic televisions will be the first to introduce the service and in the lead-up to October existing compatible TVs will update automatically.

Freeview Play combines catch-up TV from the BBC, ITV, Channel 4 and Channel 5 [1], on-demand services and live television, bringing the ability to watch what you want, when you want, as easily as possible, to the mass market. The service is free from subscription and works with all existing broadband services. Freeview will also be unveiling a new TV advertising campaign to support the launch.

Freeview Play will launch on Panasonic's new 2015 line-up of VIERA TVs [2] and viewers will be able to scroll back through the TV guide for programmes on catch-up or access on-demand programming through the apps page.

Following the TV launch, Panasonic will also be introducing a full range of video products equipped with Freeview Play, including three Blu Ray recorders and two digital recorders. In addition, Humax will launch Freeview Play digital recorders, Manhattan TV and Vestel will also launch ranges of Freeview Play products, and other major TV manufacturers will follow.

Digital UK and Freeview announced plans to launch Freeview Play last year. Since then Ilse Howling, Managing Director, Connected TV at Digital UK has led a dedicated team to develop the product specification for the new service.

Digital UK has worked closely with Arqiva to build the technical system required to support Freeview Play. Freeview will focus on marketing the new service to viewers through its biggest ever advertising campaign.

Guy North, Managing Director of Freeview, said: 'We believe that Freeview Play is set to become the new normal way of watching TV. Viewers will be free to choose what they watch and when they watch it on their main set free from subscription.'

Caroline Thomson, Chair of Digital UK, said: 'The launch of Freeview Play is a landmark moment for UK television. Our aim is to make watching the best free broadcast and catch up

TV easy for everyone. It's testament to the work of Ilse Howling, Guy North and their teams, as well as the many partners across our industry, that we are bringing Freeview Play to market with a service that makes watching your favourite TV so simple.'

Andrew Denham, Managing Director, Panasonic UK, said: 'By teaming up with Freeview Play, we are bringing better television to homes across the UK. Our partnership means that we can not only provide outstanding picture quality, but a much wider selection of programmes and viewing flexibility to Panasonic customers in the UK.'

- Ends - notes follow

Notes to editors

[1] Channel 5 to be added soon to scroll back TV guide. Demand 5 player is already available via the apps page

[2] Freeview Play available on CX680, CX700, CR730, CX802 and CR852 VIERA TVs.

About Freeview: Launched in 2002, Freeview is a subscription-free TV service providing over 60 TV channels, up to 12 HD channels and over 25 radio stations. The service is delivered through the aerial and is subscription-free.

Freeview 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 is working in partnership with Freeview to develop Freeview Play. The company is leading on technical development of the new service, including product specification, the creation of a metadata service and a test regime for TVs and set-top boxes. The company also manages strategy, policy and service development for digital terrestrial television (DTT) in the UK and provides day-to-day technical management of the Freeview Electronic Programme Guide (EPG). Digital UK is owned by the BBC, ITV, Channel 4 and Arqiva.

About Panasonic:

Panasonic Corporation is a worldwide leader in the development of diverse electronics technologies and solutions for customers in the consumer electronics, housing, automotive, enterprise solutions and device industries. Since its founding in 1918, the company has expanded globally and now operates 468 subsidiaries and 94 associated companies worldwide, recording consolidated net sales of 7.715 trillion yen for the year ended March 31, 2015. Committed to pursuing new value through innovation across divisional lines, the company uses its technologies to create a better life and a better world for its customers. To learn more about Panasonic: <http://www.panasonic.com/global>

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