

MAY 2016

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 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.

Find out more online at:

freeview.co.uk and
digitaluk.co.uk



[Freeview
Digital UK](https://twitter.com/FreeviewUK)



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CHANNEL 5 HD NOW AVAILABLE TO ALL ON FREEVIEW

Freeview HD viewers can watch [Channel 5](#) in high definition from 4 May. Available at position 105 on the TV guide, the channel is home to hit shows including crime drama *Suspects*, *Gotham: Rise of the Villains* and *The X-Files*. Viewers can also look forward to upcoming programmes such as *Up Late with Rylan* and new comedy *Borderline*.

Guy North, Managing Director of Freeview, said: 'Freeview aims to provide the best in British TV to audiences free from subscription, and Channel 5 HD is a fantastic addition to our high-definition line-up. Our HD offering continues to grow with the biggest channels and I'm sure Channel 5 HD will prove hugely popular with viewers.'

UKTV BRINGS CATCH-UP SERVICE TO FREEVIEW PLAY

Viewers with Freeview Play will soon be able to catch up on their favourite UKTV shows, it has been [announced](#). UKTV Play will offer on-demand access to programmes from Dave, Yesterday, Really and Drama. In addition, viewers can scroll backwards in the Freeview TV guide to instantly watch programmes they've missed from these channels. The UKTV Play app also offers exclusive previews of new series and will automatically appear on compatible TVs and boxes when it launches later this year.

OFCOM SEEKS VIEWS ON SUPPORT FOR DTT VIEWERS

Ofcom is seeking views on its decision to reassign some airwaves currently used by Freeview to mobile services. The plan will see a clearance of spectrum in the 700MHz band and TV channels moved to new frequencies. While most viewers will simply need to retune when this happens in their area, Ofcom estimates up to 270,000 homes may need to either replace or adjust their aerial.

The Government is currently considering whether there is a case for making public funding available to support viewers with these changes. Ofcom has issued a Call for Input, which is available [here](#). A separate [consultation](#) concerns the timing and use of frequencies, which could affect the network's broadcasting capacity. Digital UK will be responding to both, which close for comments on 13 May and 20 May respectively.

MARKETING CAMPAIGN SCOOPS INDUSTRY AWARD

Freeview's 'Set Yourself Free' campaign for the launch of Freeview Play has won the best marketing campaign accolade at this year's TV Connect Awards. The company's biggest promotion to date incorporated TV ads, in-store, print and outdoor advertising, as well as digital and social activation. The CGI-led TV ad features iconic song I Dreamed A Dream from *Les Miserables*, performed by singer Sarah Kingsmill.

CBS LEADS LATEST CHANGES TO FREEVIEW TV GUIDE

Some Freeview channels have recently moved to new numbers following the promotion of Local TV services in the programme guide.

[CBS Drama](#) fans can now find their favourites at 71, while shopping channel [Create and Craft](#) has moved up the listings to 23. [5USA+1](#) will also have a new home at 78 from 4 May. Freeview and Digital UK recommend viewers retune from time to time to ensure they have the most up-to-date channel line-up. Due to changes in the way CBS Drama is broadcast, HD equipment is now required to receive this channel where viewers are in coverage.

FREEVIEW APPOINTS ANOMALY AS CREATIVE AGENCY

Following an industry wide tender process Freeview has appointed Anomaly as its new advertising agency. Owen Jenkinson, the marketing director at Freeview, said: 'We're thrilled to be working with Anomaly who demonstrated excellence in strategy, comms planning and creativity throughout the whole process.'

'We look forward to working with them to help make Freeview Play the new normal way of watching TV.'

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