

# NEWS UPDATE

SEPTEMBER 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](http://freeview.co.uk) and [digitaluk.co.uk](http://digitaluk.co.uk)



[Freeview](http://freeview.co.uk)  
[Digital UK](http://digitaluk.co.uk)



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## SALES SURGE FOR SMART TVs WITH FREEVIEW PLAY

Sales of [Freeview Play](http://freeview.co.uk) TVs now account for more than half of all Smart HD TV sales in the UK. In June, 55 per cent of Smart HD TVs sold were Freeview Play enabled, a rise of 20 percentage points since January 2017. Launched less than two years ago, Freeview Play brings UK consumers a seamless combination of live, catch-up and on-demand content all in one place with no monthly subscription.

Guy North, Managing Director, Freeview said, 'Freeview Play is fast becoming the smart choice for UK consumers. I'd like to thank all our partners who have helped us reach this milestone. It's a remarkable achievement.'

## CHANGE TO TV AIRWAVES CONTINUES IN SCOTLAND

Clearance of Freeview channels from airwaves in the 700MHz band continues across the north of Scotland. Following an initial change in the Shetland Islands this July, essential engineering has been completed successfully at a number of transmitters throughout the region and will continue across the Highlands and Islands until early October.

The changes are required following a decision by Ofcom to reallocate some airwaves used by Freeview for the development of future mobile broadband services. Transmitters will be updated across the UK until mid-2020 and viewers will need to retune when this takes place in their area. Information on upcoming events is available at [www.freeview.co.uk/tvchanges](http://www.freeview.co.uk/tvchanges)

## NEW FREE SPORTS CHANNEL OFFERS 24-HOUR ACTION

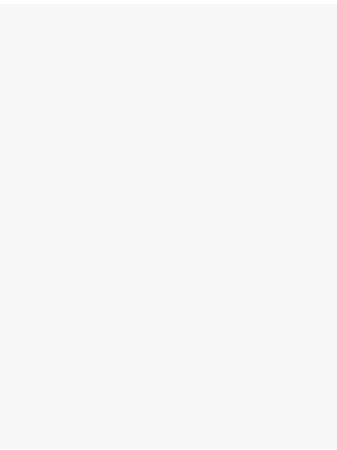
Sports fans can now keep up with events around the clock with the launch of [FreeSports](http://freeview.co.uk), Freeview's first free 24-hour sports service. Available on channel 95, FreeSports will be bringing viewers thousands of highlights from the UK and global sporting calendars. Programming includes football, with up to 10 live matches a week, rugby league, hockey from the NHL, tennis, show jumping, motorsports, mixed martial arts and more.

## FREEVIEW JOINS RNIB TO HIGHLIGHT EYE HEALTH WEEK

Freeview recently partnered with Channel 4 and the Royal National Institute of Blind People (RNIB) to let viewers 'see' its TV ad through the eyes of the two million people living with sight loss conditions in the UK today. Highlighting National Eye Health Week, filters representing five common conditions - macular degeneration, cataracts, diabetes, hemianopia and glaucoma - were applied to adverts during *The Undateables*. Amazon, O2, Specsavers and Paco Rabanne also took part in the campaign.

## HUMAX UNVEILS NEXT-GEN FREEVIEW PLAY RECORDER

Humax has announced an improved flagship version of its popular Freeview Play recorder. The FVP-5000T offers faster, slicker operation and new features including 'Smart Search' and 'Top Picks' recommendations to help users plan their viewing. Three TV tuners allow up to four programmes to be



recorded at once, while Wi-Fi provides quick access to Freeview Play catch-up services. Prices start at £229 with 500GB, 1TB and 2TB versions available from October.

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