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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 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



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FOUR NEW TV PARTNERS JOIN FREEVIEW PLAY FAMILY

Freeview has [announced](#) that Freeview Play, the subscription-free catch-up and on-demand TV service, will be available on Blaupunkt, Hisense, Sharp AQUOS and Toshiba devices in the coming months. Since its debut in October 2015, around 20 leading brands including Panasonic, Humax, LG and JVC have launched Freeview Play TVs and set-top boxes. Freeview Play is now the most widely supported catch-up TV platform in the UK.

DIGITAL UK LOOKS TOWARDS A CONNECTED TV NATION

Freeview Play will help bring the benefits of connected TV to everyone, says Jonathan Thompson, Chief Executive of Digital UK. Speaking at a Digital UK industry event on 22 November, Mr Thompson said: 'Just as Freeview helped to democratise digital TV, Freeview Play can take the connected experience to those who would otherwise be left behind.'

As well as noting the appeal of the hybrid TV service to viewers who do not currently use broadband, Mr Thompson stressed the continuing importance of strong free-to-air broadcasting in the UK and that this can act as a foundation on which viewers can build their preferred TV package by topping up with additional on-demand subscription services. He also noted any marginalisation of traditional channels in favour of on-demand would be a mistake. 'The linear schedule is the best launch pad to offering viewers greater choice, flexibility, and opportunities to watch.'

The event, held at the BFI Southbank, was attended by stakeholders including broadcasters, channel providers, manufacturers, installers, consumer groups and Ofcom. Presentations and speeches from the event are now available to [download](#).

CAMPAIGN HIGHLIGHTS THE OTHER WAY TO WATCH TV

Freeview has [launched](#) its most innovative and ambitious advertising campaign to date, 'The Other Way'. Using access to scripts from some of the biggest shows, the campaign highlights Freeview as the smart alternative to pay TV and features short contextual films in ad breaks linked to the storylines of programmes being shown or events that have happened that day. The campaign is Freeview's first with advertising agency Anomaly and features the voice of Cold Feet actor Robert Bathurst.

LG BRINGS FREEVIEW PLAY CATCH-UP TO THE TV GUIDE

Viewers with compatible 2016 LG TVs can now catch up on programmes they've missed directly through the TV guide. A new downloadable update enables Freeview Play's 7-day 'scroll back' feature offering access to shows from the BBC, ITV, STV, Channel 4, Channel 5 and UKTV.

D-BOOK 9 SETS STANDARD FOR NEW TV TECHNOLOGIES

The DTG has published the latest version of its technical specification for digital terrestrial television in the UK. Developed in collaboration with industry, 'D-Book 9' includes requirements and guidelines for using new technologies such as Ultra HD and High Dynamic Range (HDR) for improved picture quality on internet-delivered content, and Hybrid Broadband TV (HbbTV), designed to deliver the next generation of interactive services. All TV equipment must adhere to D-Book standards to carry the Freeview logo. Freeview Play is the first service in world to use the HbbTV 2.0 standard.

Jonathan Thompson, Chief Executive of Digital UK, said: 'The DTG 's D-Book has been vital to the success of digital terrestrial TV in the UK. The inclusion of HbbTV in this latest edition will allow us to streamline the specification for Freeview Play going forward and drive future innovation on the platform.' More information available from the [DTG website](#).

AND FINALLY...

Happy birthday TV! This month saw the 80th anniversary of the first regular TV service from the BBC.

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