

DIGITAL UK WINS TOP TECH AWARD FOR FREEVIEW EXPLORE

Digital UK has received an industry award from the HbbTV Association for its development of Freeview Explore, it has been announced.

A new feature now rolling out across Freeview Play devices, Freeview Explore saw off stiff competition from across the globe to take first place in the *Best use of HbbTV for content discovery (VOD and Guides)* category at the first HbbTV Awards held in Rome this week.

Freeview Explore lets viewers get the most out of their Freeview Play TVs and boxes by showcasing the best on-demand programmes from the UK's leading broadcasters. Viewers can browse recommendations from BBC iPlayer, ITV Hub, All 4, Demand 5 and UKTV Play, or quickly search the thousands of shows which are available to watch on-demand. The easy to use app was praised by judges for its seamless integration of services.

Technical development of Freeview Play, including product specification, is led by Digital UK.

James Jackson, Technology Director at Digital UK, said: 'Freeview Explore provides the perfect way for Freeview Play viewers to catch-up with the TV they love or discover new and exciting shows for the first time. We're delighted to receive this award from the HbbTV Association in recognition of the hard work of the teams at Digital UK and Freeview, and the support of our manufacturing partners.'

Freeview Play TVs account for more than half of all Smart HD TV sales in the UK, with products available from around 20 leading brands*. More than 1.5m Freeview Play devices have already been sold.

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*Freeview Play is supported by Blaupunkt, Bush, Digihome, Finlux, Goodmans, Hisense, Hitachi, Humax, JVC, Laurus, LG, Linsar, Luxor, Manhattan, Mitchel & Brown, Panasonic, Polaroid, Sharp, techwood, Telefunken and Toshiba.

About Digital UK: Digital UK supports digital terrestrial TV (DTT) in the UK. The company provides operational support for the platform, including management of the Freeview electronic programme guide, and leads on developing DTT strategy, working with broadcast partners and industry. We have also led development of Freeview Play, a new hybrid platform bringing together free-to-view DTT and catch-up services in a range of TVs and set-top boxes. Digital UK is owned by the BBC, ITV, Channel 4 and Arqiva.

About HbbTV: Hybrid broadcast broadband TV (HbbTV) is a global initiative aimed at harmonising the broadcast and broadband delivery of entertainment services to consumers through connected TVs, set-top boxes and multiscreen devices. The HbbTV specification is developed by industry leaders to improve the video user experience for consumers by enabling innovative, interactive services over broadcast and broadband networks. The specification uses elements of existing specifications from other standards including OIPF, CEA, DVB, MPEG-DASH and W3C.