

PRESS RELEASE:

Wednesday, March 12th, 2008

Freeview DTT Service Name Announced

Freeview, the digital television and radio platform, today announced the name and unveiled the logo (below) of its new HD capable digital terrestrial service. It will be known as the Freeview | HD™ service.



It also announced the creation of an HD logo that will be used to identify programmes that are broadcast in native High Definition on the Freeview | HD™ service. This will be used by broadcasters on-air, be included in the Freeview Guide (eight-day electronic programme guide) and is available for inclusion in printed programme listings.



"We want consumers to know what their choices are for digital television and radio access. The name we've chosen clearly does that. It'll enable consumers to clearly identify the consumer electronics devices that include a Freeview HD capable receiver and provides broadcasters with a platform to showcase high definition programming. The Freeview | HD™ platform will be operating at the cutting edge of broadcasting innovation," says Steve Browning, General Manager, Freeview.

Rigorous testing has been conducted to ensure the necessary transmission infrastructure is in place in advance of the launch of Freeview | HD™. An announcement from Freeview concerning the specific launch date is expected shortly. To clearly distinguish the two Freeview service options the Freeview logo (without globe - below) will be used in conjunction with the Freeview satellite service.



Freeview New Zealand is the first digital television platform in the world to operate both satellite and terrestrial digital services under the one brand providing Kiwi's with a choice



Freeview Limited

of access methods to their favourite programmes in crystal clear digital quality with no monthly subscription.

ENDS

For more information or details concerning the launch event please contact:

Paul Gunn

TBWA\PR

09 366 6266 or 0274 409 964

paul.gunn@tbwawhybin.co.nz

Kelly Bennett

TBWA\PR

09 366 6266 or 021 380 035

kelly.bennett@tbwawhybin.co.nz
