



Using HbbTV to bring the best possible free to view experience to UK consumers

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Who are we?

DigitalUK

- Digital UK brings terrestrial TV and on-demand together in TVs and boxes from leading manufacturers – known as Freeview Play
- Since 2015, Digital UK has led development of the Freeview Play platform; working with world-leading companies to deliver television which informs, educates and entertains



Digital UK also operates the UK's Freesat platform

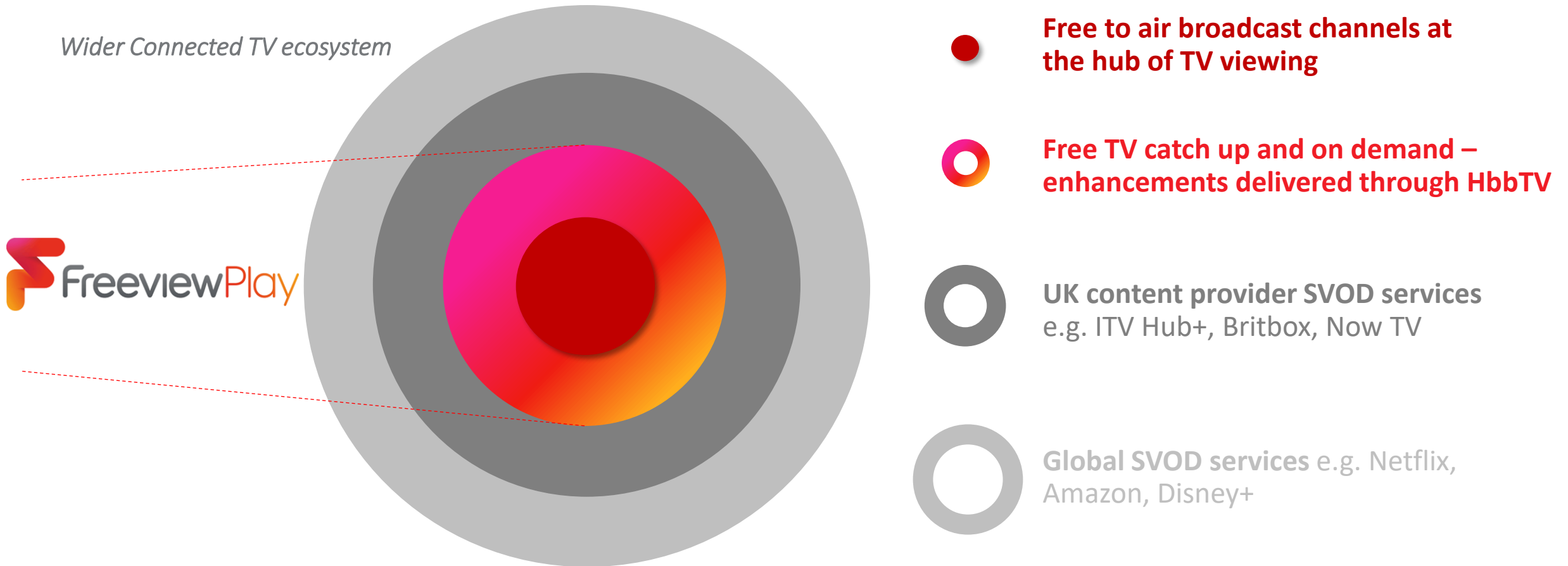
Freeview Play
content partners



- DTV Services Ltd, known as Freeview, owns the Freeview brand
- Freeview leads on consumer and retail marketing and advertising. Working closely with Digital UK, it also grants trademark licences to Freeview Play device, content and retail partners and has invested over £200M developing the brand and in marketing devices



Delivering a consumer proposition of free to view DTT broadcast and VOD services (but which works alongside SVOD)



Freeview Play in the UK market

FACTS AND FIGURES



Number 1
TV platform across
the UK



15 million FVP devices sold
10 million active connected devices



Over 40,000 Hours
of Free-to-View On Demand content



HbbTV enabled On Demand and interactive services from all UK Public Service Broadcasters and other major advertising funded broadcasters

Freeview Play partners with 19 of the top 20 TV device brands:



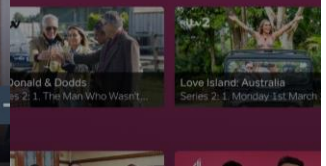
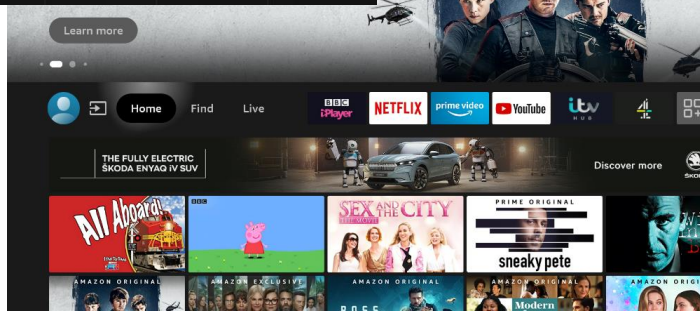
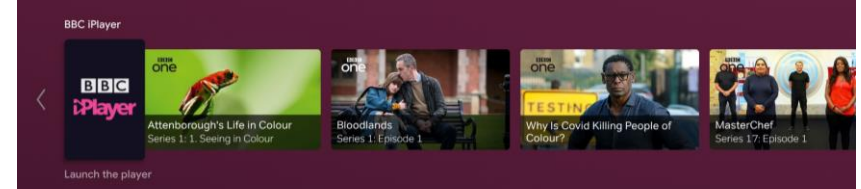
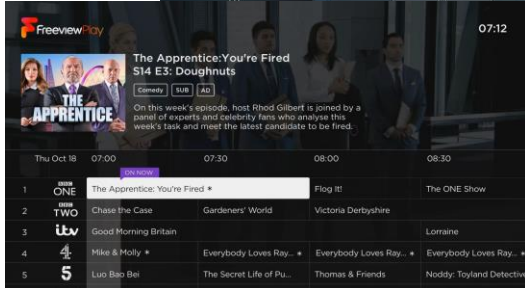
We also integrate Freeview Play with all major global TV operating systems:



And partner with all major TV retailers in the UK ...

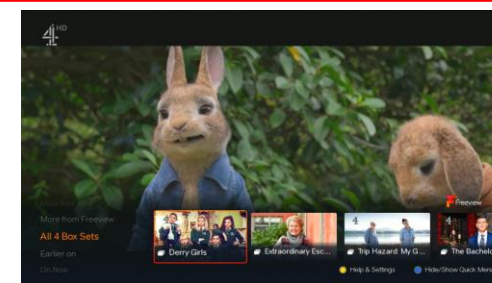
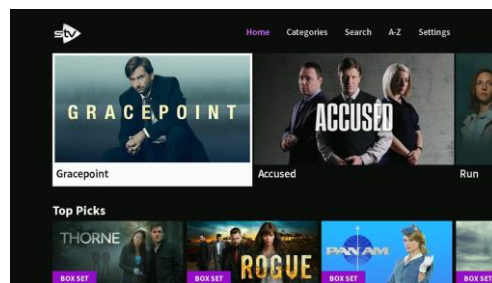
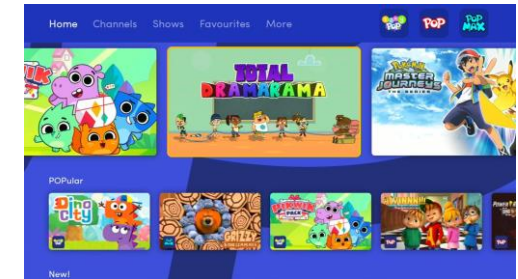
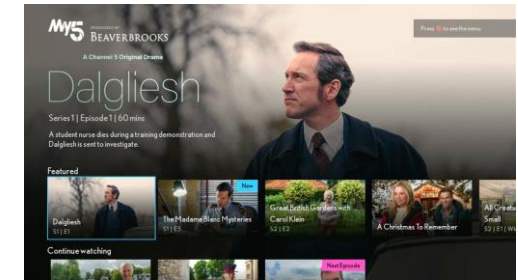
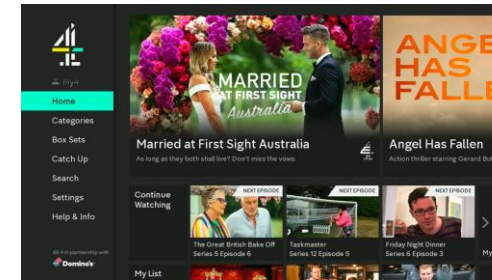
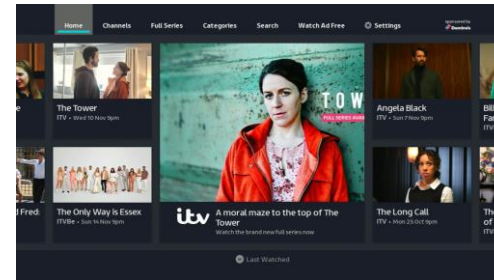
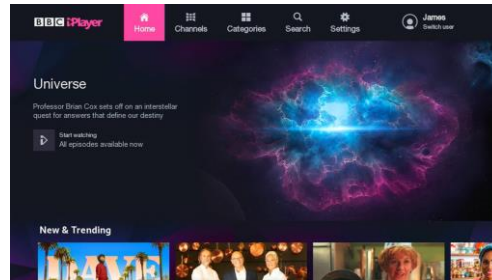


The platform provides metadata and images - enabling user interfaces which encourage the discovery of UK content



Content and services are accessed through HbbTV apps

Separate HbbTV VOD player and interactive apps from PSBs and free to view broadcasters

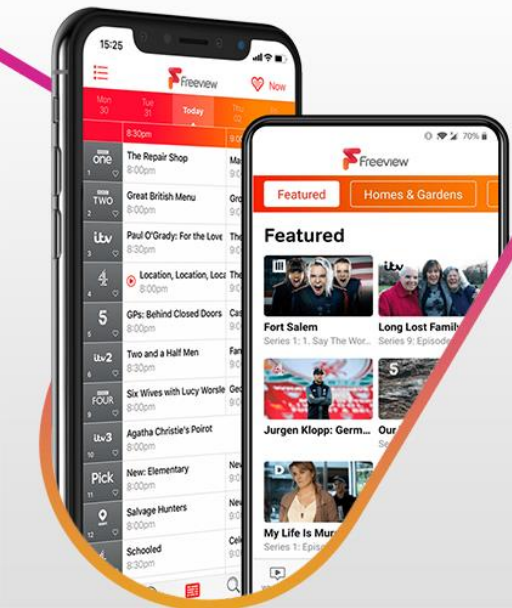
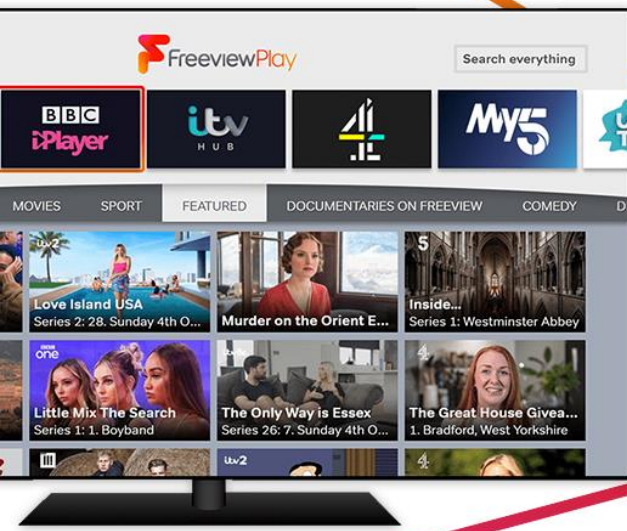


Complemented by Freeview Play's own HbbTV content discovery apps

Freeview Accessible TV Guide

- Available from channel 555 as an HbbTV broadcast-related app
- Available on 95% of the FVP connected base (potential up to c.12M)
- Key features:
 - ✓ Simplified navigation
 - ✓ Filtering for Subtitles, Audio Description, Signing
 - ✓ Permanently zoomed to increase legibility
 - ✓ High contrast display
 - ✓ Optional “Text to Speech” technology to help blind and partially sighted people navigate it

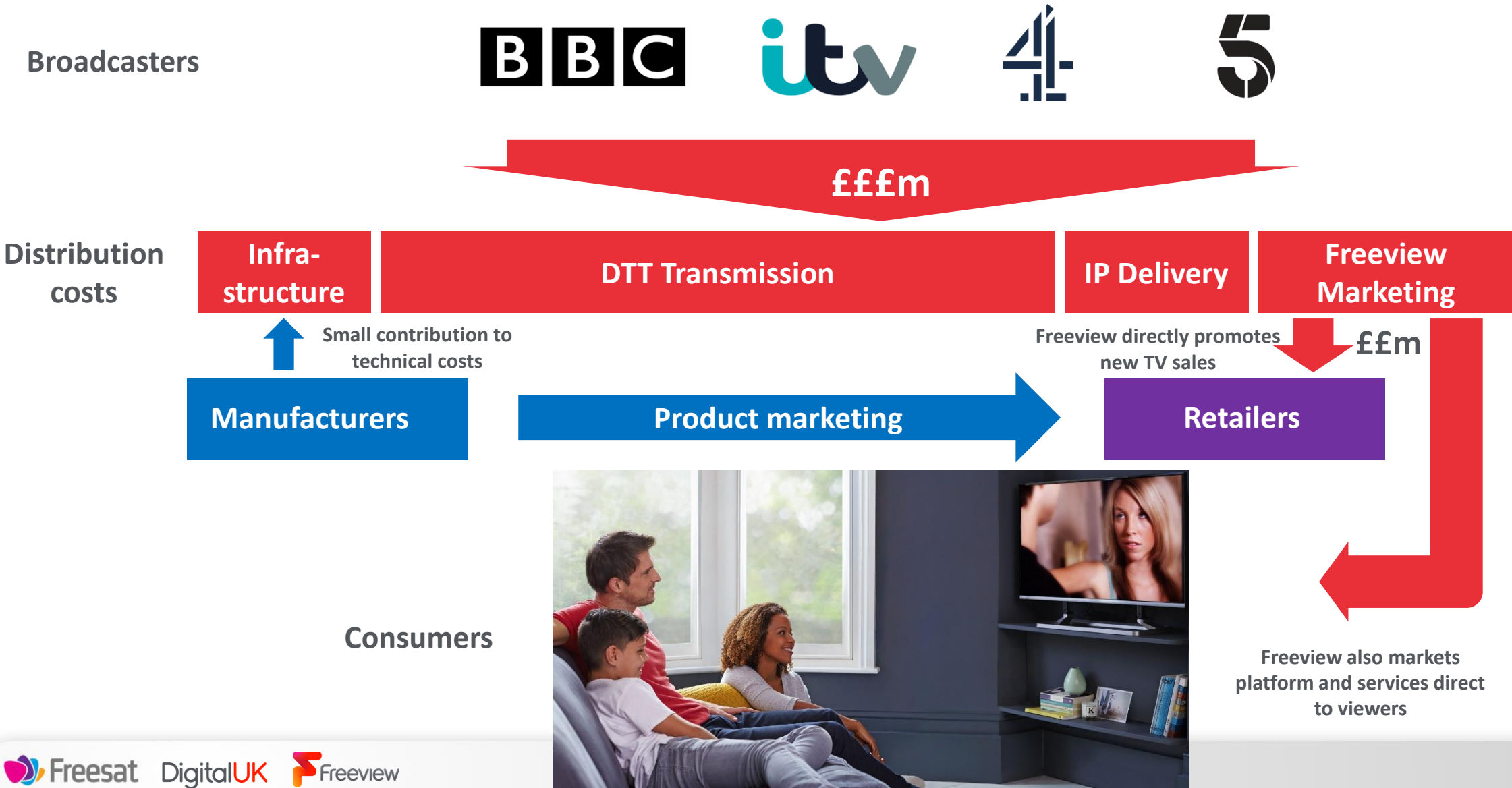




- True hybrid delivery, DTT and broadband (with DSAT coming soon)
- Works with any ISP
- Built into a very wide range of compatible TV and boxes, and also available on:
 - Mobile app on iOS + Android
 - Website with popular TV guide, customer support and links to FVP device retailers
- Increasingly we are using HbbTV to implement our own user interfaces – to offer consistent, easy to use and compelling content promotion and discovery

Success through partnership

99% of the costs of Freeview Play are paid for by broadcasters



Every year Freeview spends £ millions to support the marketing of new Freeview Play TVs



Freeview Play

Crack open the good biscuits and enjoy the biggest shows live and on demand

All for free

With Freeview Play you get:

- 95%** of the nation's favourite TV **FREE**
- 30K** Over 30,000 hours of TV on demand **FREE**
- Pause, record & rewind live TV (Recorders only)** **FREE**
- Search and Recommendations** **FREE**
- Mobile app for TV on the go** **FREE**
- Subscription streaming services** **TOP UP**


Live and on demand TV

With Freeview Play, you get over 70 TV channels, 15 HD channels and 7 on demand players. So you can enjoy your favourite shows live or on demand all for free. That's a whole lot of something for nothing.

Plus with 7 day catch up built in, you can scroll back through the TV guide to watch shows you missed from the last 7 days. Just make sure your TV or recorder is connected to the internet and you're good to go.

[View Freeview Play TVs >](#)

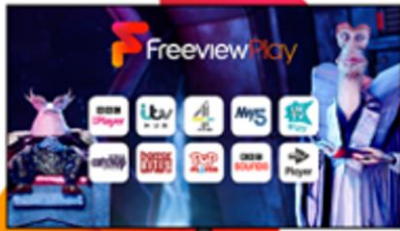
[View Freeview Play Recorders >](#)



Freeview Play


All your favourite shows, all in one place and all for free.

[Shop Freeview Play](#)



What is Freeview Play?

Built-in to a range of TVs and recorders, with Freeview Play you can find on-demand shows from BBC iPlayer, ITV Hub, All 4, My5 and UKTV Play and live television all together in one place with no monthly bills. Just make sure your Freeview Play TV, recorder or box is connected to the internet and you're good to go.



Freeview Play, TV with no monthly bills

- Get 95% of the nation's favourite TV.
- Over 30,000 hours of TV on demand.
- Mobile app for TV on the go.
- Plus, top up with subscription streaming services.

[Shop Freeview Play](#)

Video on this slide (13)

This investment in marketing TVs is hugely important in making it possible for viewers to easily find UK content





Thank you

