



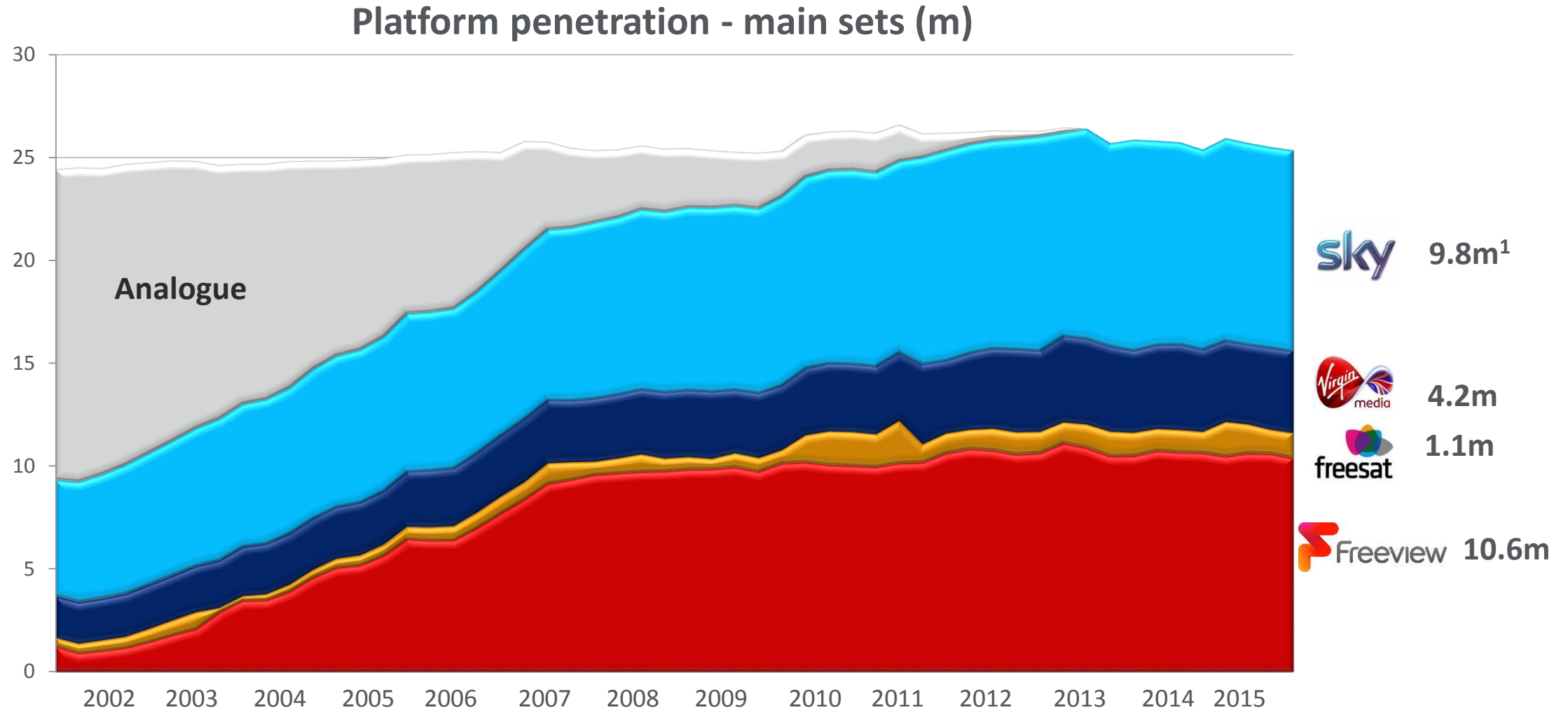
The natural next step in TV

Ilse Howling, Managing Director, Connected TV, Digital UK

James Jackson, Technical Director (acting), Digital UK

8 December 2015

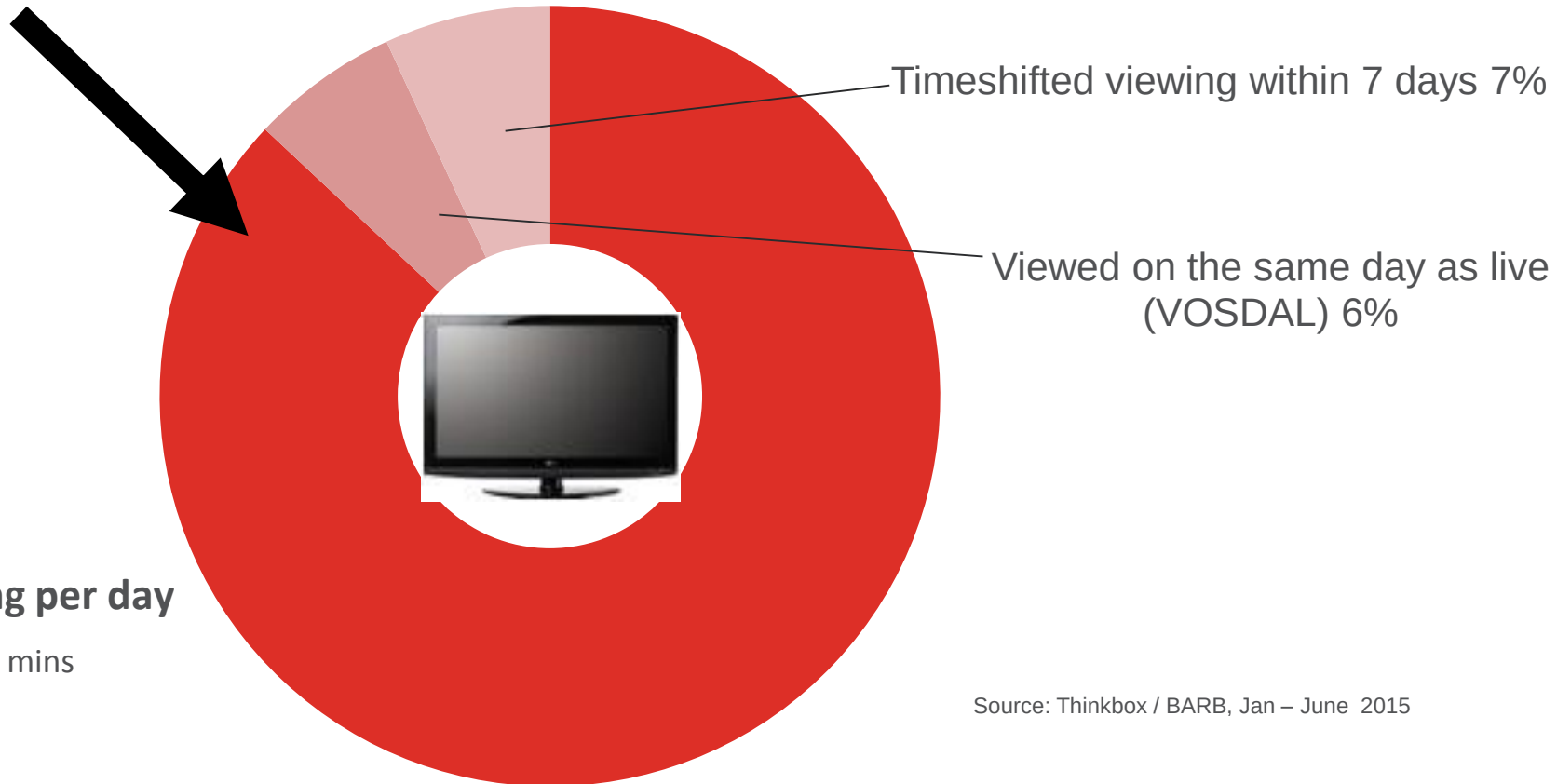
Freeview is the number 1 TV platform in the UK



Freeview is in 18.8m homes, 73% of all UK homes with a TV

Live TV is hugely popular in the UK

Live 87%



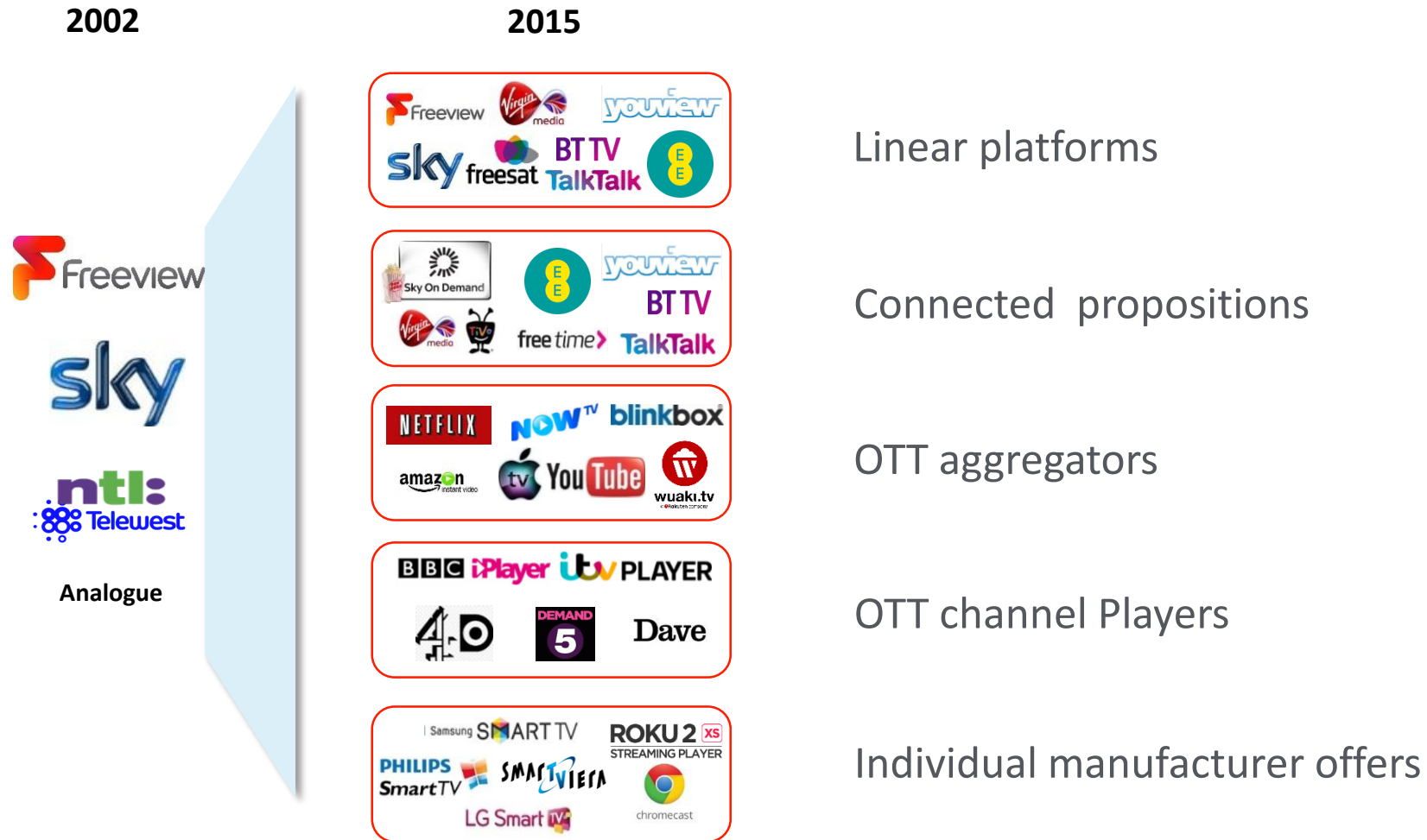
Average TV viewing per day

All Individuals: 4hrs, 20 mins

16-24s: 3hrs, 30 mins

Source: Thinkbox / BARB, Jan – June 2015

TV market complexity is growing, Freeview Play is about simplifying



Freeview Play = new normal TV

- Best of broadcast and on demand
- Built-in to TVs and STBs
- Leading catch-up services
- Free-to-view, subscription-free



Principles underpinning our approach to Freeview Play

- Consumer focused: easy access to broadcast and catch up
- Trusted Freeview brand helps to drive take up
- Free and unbundled service (no obligation to subscribe)
- Open and collaborative
- Based on open international standards

Freeview Play Partners

Panasonic

VESTEL

HUMAX

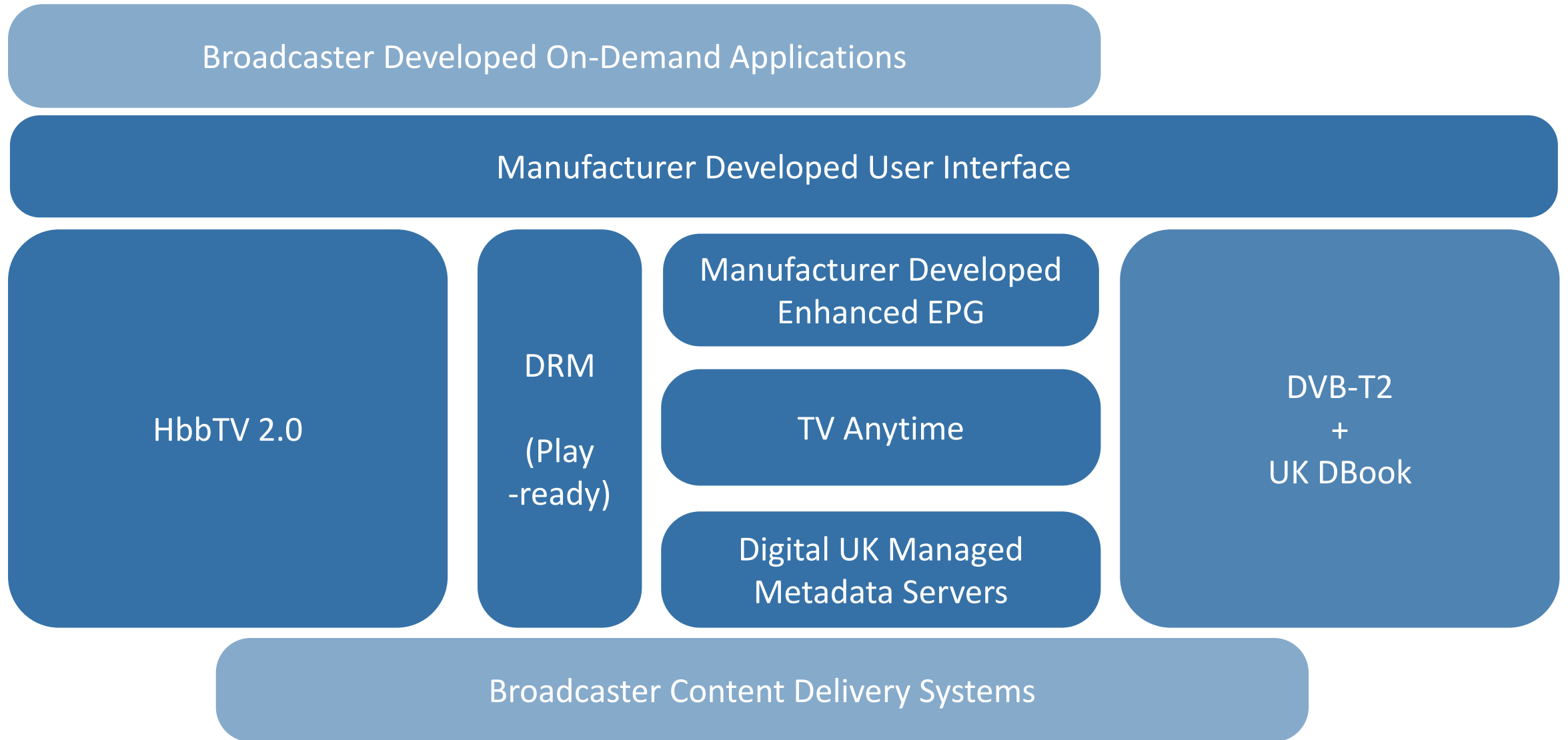
Manhattan



Our engagement approach



Components of Freeview Play



Thank you

Freeview Play EPG on Panasonic TV

1 BBC One The One Show

Matt Baker and Alex Jones host the live magazine show, with a team of roving reporters presenting stories of interest from around the UK, plus big-name studio guests.

Broadcast (60 min) SD S

2 BBC Two London

Today

19:00

19:30

20:00

20:30

1 BBC One	The One Show		Inspector George Gently	
2 BBC Two	Coast Australia	Nat...	Inside the Factory: How Our Favourite Foods Are...	
3 ITV	Emmerdale	Coronation Street	Britain's Got Talent	
4 Channel 4	Channel 4 News		The Restoration Man	
5 Channel 5	GPs: Behind Closed Doors		The Nightmare Neighbour Next Door	
6 ITV2	You've Been Framed!	You've Been Framed!	Two and a Half...	FILM Bridget Jones: th...

Schedule

Jump now

Catch Up

OK

Channel

Back

Freeview Play catch-up players on Panasonic TV



TV Guide






<	Today	19:00	19:30	20:00	20:30	>
one	1 BBC One	The One Show		Inspector George Gently		
TWO	2 BBC Two	Coast Australia	Nat...	Inside the Factory: How Our Favourite Foods Are...		
itv	3 ITV	Emmerdale	Coronation Street	Britain's Got Talent		
4	4 Channel 4	Channel 4 News		The Restoration Man		
5	5 Channel 5	GPs: Behind Closed Doors		The Nightmare Neighbour Next Door		
itv2	6 ITV2	You've Been Framed!	You've Been Framed!	Two and a Half...	FILM Bridget Jones: th...	

Back

OK

Back

Freeview Play scroll back TV guide on Panasonic TV







Come Dine with Me

Outgoing hair salon owner Natalie Crompton hosts the second dinner party in Wigan, and since she loves to party she plans a fun-filled night for her guests.

Broadcast (30 min) SD S






< Sunday	Monday	Tuesday	Today	>
Sunday Brunch	Countdown	Deal or No Deal	Everybody Loves Ray...	 1 BBC One
George Clarke's Amaz...	Hollyoaks	Couples Come Dine...	Frasier	 2 BBC Two
A Place in the Sun: Ho...	How the Other Half Eat	Hollyoaks	Undercover Boss	 3 ITV
Speed with Guy Martin	Food Unwrapped	Kirstie and Phil's Love...	Come Dine with Me	 4 Channel 4
For the Love of Cars	The Stranger on the Br...	No Offence	A Place in the Sun: Wi...	 5 Channel 5
Grayson Perry's Dream...	Jimmy Carr: Making P...	8 Out of 10 Cats Does...	Posh Pawnbrokers	 6 ITV2

Schedule
Jump now
Catch Up
OK
Channel
Back

TV apps area: another way in to Freeview Play alongside Netflix, Amazon Prime and Youtube

