



LIZ ROSS, CEO Freeview Australia

AUSTRALIA

SNAPSHOT

9.9m
Households

99%
HbbTV Market
potential

- Launched in Sep '14 with HbbTV 1.5
- Certification managed by Freeview
- 6 x HbbTV services
 - All (5) major broadcasters and FV+

PHILIPS



SAMSUNG

Hisense

Panasonic

SONY

TOSHIBA

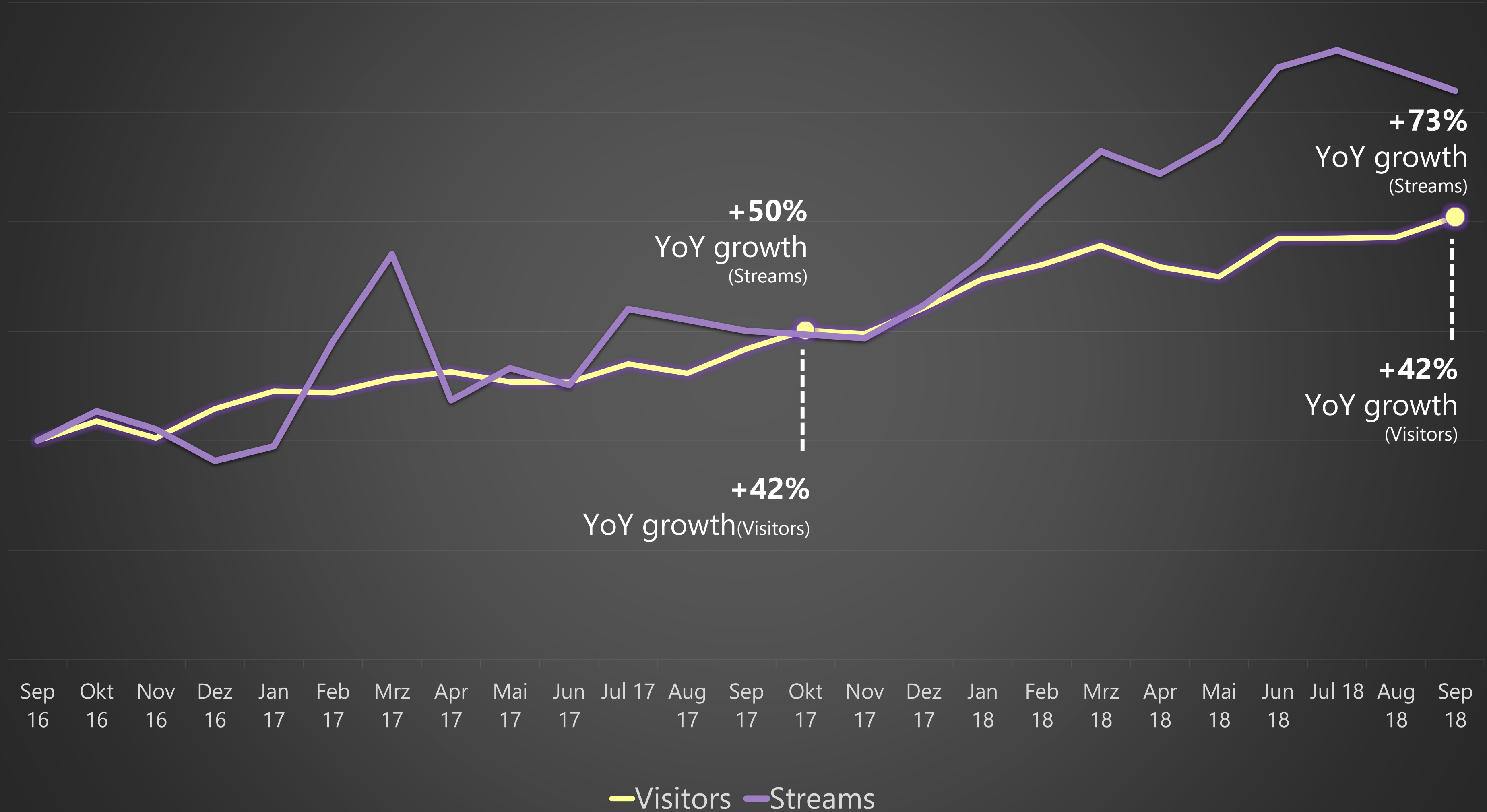
HbbTV

IN AUSTRALIA

- Currently 4.06m receivers in market
- Around 85-90% of all receiver sales or 100% of all major and medium size manufacturers
- More than 98% are fully certified
- HbbTV 2.0 mandated in 2018
- Est. HbbTV penetration – 41% of all Aust. Households
- Green (FV+) and Red (b'caster) button entry

OUR PRODUCT

Freeview Plus: Indexed Monthly Unique Visitors vs Streams



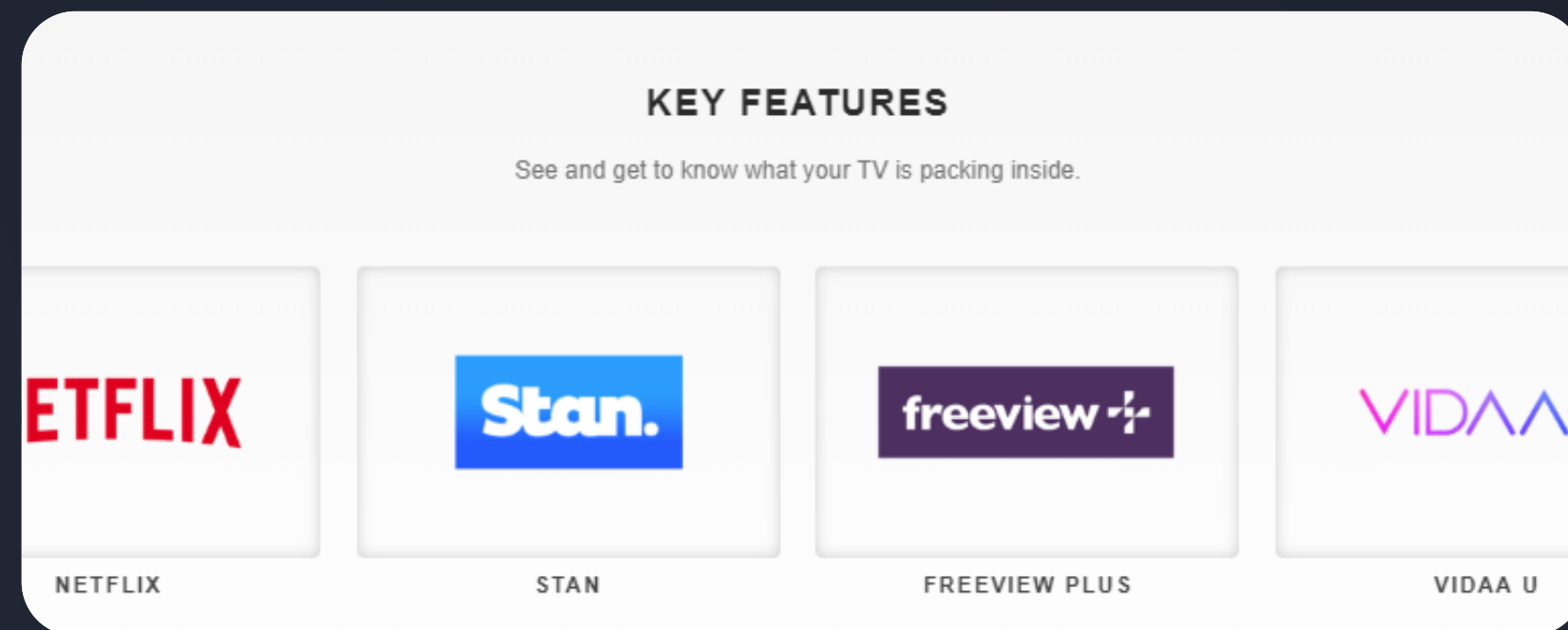
WHAT'S WORKED?

- Strict certification – mitigating interoperability issues
- Now own a test centre
- Securing manufacturer commitment
- Cross promotion – brand ingredients strategy
- Dedicated TV campaign – 33 weeks of year





POS DISPLAY PHILIPS



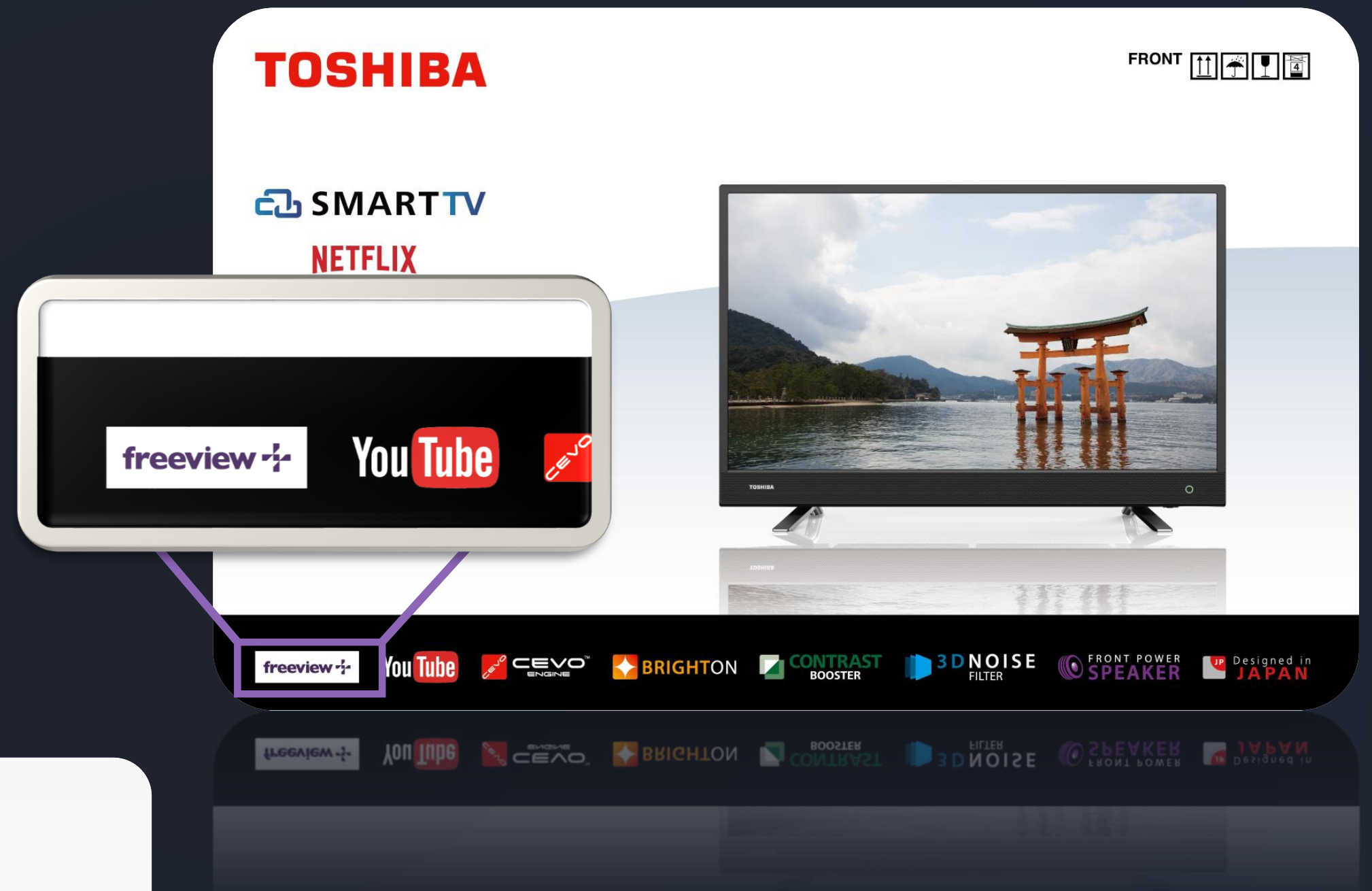
NETFLIX

STAN

FREEVIEW PLUS

VIDAA U

PACKAGING TOSHIBA



WEBSITE FEATURE HISENSE



WHAT HAVE WE LEARNED?

- Significant consumer education and retail support needed in first 3-4 years
- Keep coloured button need **to a minimum**
 - Provide navigation using arrows/OK
- Users want to find **everything** from first screen:
 - Mini guide – scroll channels
 - Search – always present
 - Catch up (On Demand) – easy access
- More work to do on **surfacing personalisation**

THE LATEST TVC

- After four years we no longer focus on what FP is, how to get it etc.
- New focus is – use it... green button
- TV Campaign S4 of Freemans family and 'Douggee', their dog



'THE GREEN BUTTON' 30s



THANK YOU

