



44 Avenue Road
Mosman NSW
Australia 2088

T : 61 2 8968 7100
F : 61 2 9969 3520
W : freetv.com.au

Media Release
30 January, 2008

HD is already here and it's Free!

"You don't need to pay a 'premium' to get high definition (HD) television", the CEO of Free TV Australia, Julie Flynn, said today.

"In fact you don't have to pay anything at all because the best HD television content is already available in Australia - and it's free!"

All five free-to-air broadcasters have been transmitting full HD services since the introduction of free-to-view digital in 2001.

In late 2007 two new dedicated HD channels commenced; 7HD and Ten HD. These channels are broadcasting up to 60 hours a week of unique programming in stunning high definition. Nine HD is due to launch in March 2008.

Free TV's HD channels are optimised in full 1080i MPEG-2, which is a superior and proven broadcast quality.

The free-to-view HD channels provide viewers with the very best content from here and overseas; live sport, block-buster movies, compelling documentaries and Australia's favourite hit programs such as Desperate Housewives, CSI, and Australian Idol.

The new HD channels are also providing viewers with more choice than ever before including specially themed programming such as Sci-Fi night on Ten HD and The Night Cap on 7HD which is being produced exclusively for their HD channel.

In 2008 the Beijing Olympics will be broadcast by Channel 7 in HD, Channel 9 is producing the 20/20 cricket in HD as soon as this Friday night, and Channel 10 will continue to broadcast the AFL in HD. HD is a reality on Free TV now.

“In the last year or so Australians have been voting with their feet and increasingly buying flat screen televisions with HD tuners built-in”, Ms. Flynn said.

“Viewers don’t have to pay a premium to enjoy the very best quality digital content from here and overseas – they simply buy their HD integrated TV or HD set top box, take it home and turn it on.”

“Most importantly you don’t need to sign up for a two year contract at more than \$115 a month.”

-ENDS-

Media enquiries and interviews:

Julie Flynn, Chief Executive Officer, Free TV Australia – 02 8968 7100