

*Switch Media is excited to have provided end-to-end development and delivery of the Freeview FV website, now available on all major browsers. The project delivery included frontend web platform development built on React with editing driven by Prismic CMS, provision of flexible content APIs with support for complex business rules, Electronic Program Guide and program metadata using Gracenote services, 3rd party player integration, as well as OzTAM VPM and Adobe analytics integration.*

*Now viewers can watch and plan all free-to-air TV or access on-demand shows using their online browsers. Simple and easy to use, Freeview brings the best Australian television content to you on any device. You can watch your favourite shows on your computer, phone, tablet or certified TV, wherever you are, whenever and however you want.*

Check it out at [freeview.com.au/watch-tv](http://freeview.com.au/watch-tv)

## News Release

Source: B&T, 18 December 2018, *By Vanessa Gregory.*

Link: [Freeview Adds Web To Live Streaming & On-Demand FV Line-Up](#)

## FREEVIEW ADDS WEB TO LIVE STREAMING & ON-DEMAND FV LINE-UP

**In a world-first, free-to-air (FTA) industry body Freeview has launched the new FV online television platform, which allows viewers to stream live TV or use it for on-demand content needs.**

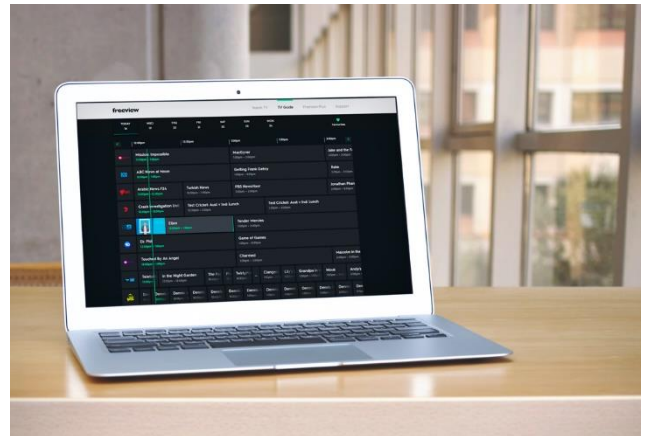
A major milestone for Freeview, FV allows Australian viewers to access live streaming and available broadcast video-on-demand (BVOD) content from FTA networks through one single web platform on their Mac or PC.

FV on the web rounds out the suite of Freeview viewing products available in Australia, including Freeview Plus for smart TVs, and the Freeview FV app available at the Apple App Store and Google Play.

The new FV for web is available across current browsers. In addition to live streaming and BVOD, the simple-to-use platform makes viewing more accessible than ever, with features including content discovery across FTA channels and BVOD, a TV guide for all FTA channels, easy access to favourite shows, and program recommendations.

Freeview CEO Liz Ross says the addition of the new FV website gives Australians more access to free TV content through more platforms than any other country in the world.

“Now more than ever, people want ease and simplicity when it comes to their TV viewing,” she said.



“With FV on the web now joining the Freeview family, viewers can experience more ways to watch FTA content wherever they choose, across all devices.”

“The launch of our FV product on the web is exciting, and Freeview continues to push the boundaries of FTA, constantly evolving our accessible multi-platform experience.”

FV on the web provides access to live-streaming and catch up content from more than 20 FTA channels including the ABC, SBS, Seven, Channel 9, 10, 10 Bold, 10 Peach, ABC Comedy/ABC Kids, ABC Me, ABC News, SBS Viceland, SBS Food, NITV, 7TWO, 7Mate, 7food network, 7Flix, Racing.com, 9Gem, 9Go!, 9Life, Extra and TVSN.

More live channels will be added as they become available.



The Freeview website was designed by London agency W12 Studios and developed by online video specialists **Switch Media**, who also delivered the Freeview FV apps on mobile and Apple TV, as well as Freeview Plus.

For more information visit [www.freeview.com.au](http://www.freeview.com.au)

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**About Switch Media:** Founded in 2006, Switch Media have extensive experience in delivering complex, multi-award-winning solutions for major content providers and live events worldwide, including the Olympics and Game of Thrones. Evolved over more than a decade to address the most complex media workflows, Switch Media’s modular platform integrates with existing systems to deliver exceptional online video. Use any or all of its capabilities to enhance, replace or launch the best viewing experience for your audience, across any screen. Effortless Online Video.

[www.switch.tv](http://www.switch.tv)