

As proud OTT service provider for Freeview AU, Switch Media is thrilled to have facilitated end-to-end delivery of the award-winning **Freeview Plus service upgrade**. Winning Best TV/Video Upgrade or Launch at the international 2018 Connies Awards in London, the upgrade was designed to make content discovery easier than ever before, with a simplified user experience, additional features and a fresh look and feel.

Having worked with Freeview to deliver the world-first Freeview FV mobile app, Switch Media was best placed to facilitate the Freeview Plus service upgrade which launched on June 21st, 2017, delivering to more than 2.2 million Freeview Plus-enabled TVs across Australia.

“The Freeview Plus upgrade is a significant one and we are excited to deliver the next level in content discovery and choice for Australia’s free-to-air TV programming. Australian broadcasters are truly leading the world in innovation and providing a complete TV experience. With this upgrade and our recently launched Freeview FV mobile app, viewers not only have great convenience but also a fantastic choice of how, when and where they watch their favourite content – for free.”

– Liz Ross, CEO, Freeview Australia

Freeview Media Release 08 May 2018

Freeview Plus awarded top honour at international Connies Awards

Freeview has won Best TV/Video Upgrade or Launch for its Freeview Plus service upgrade at the prestigious Connies Awards, announced overnight in London.

The only Australian company to win an award, this marks the third win for Freeview in the category, winning in 2015[^] for the launch of Freeview Plus and again in 2017 for Freeview FV, the world-first free-to-air industry TV live streaming and catch-up mobile app.



The Connies Awards recognise innovation and best practices from all sectors of the media landscape around the world. The awards showcase initiatives that meet the needs of leading media businesses and practitioners in delivering value to the ever-more connected consumer.

“This is a great tribute to the amazing team effort behind the significant Freeview Plus upgrade,” said Freeview CEO Elizabeth Ross.

“With this upgrade and the world-first Freeview FV mobile app, viewers not only have great convenience but also a fantastic choice of how, when and where they watch their favourite content – for free.”

Key to the Freeview Plus upgrade was the implementation of world’s best practice interface design which features image-based browsing and the introduction of the Explore TV function.



Explore TV presents viewers with image-based carousels including personalised recommendations and favourites along with live TV, catch up and genre-based browsing.

The Freeview Plus upgrade features also include an easy-to-use guide with backwards navigation to catch-up content and a simplified Mini Guide for quick program discovery.

Freeview Plus is a hybrid digital television service that provides access to catch-up free-to-air programming on TVs and has led the world since it launched in 2014, consistently winning local and international accolades for its ground-breaking technology and user interface.

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About Freeview

Launched in 2008, Freeview is the free digital television service in Australia which presents and promotes free-to-air channels and content to all Australians. Freeview encourages Australians to watch free-to-air content across various platforms by promoting benefits that include more than 25 channels and catch-up services for free. Freeview's mission is to deliver the free-to-air content to all Australians where, when and on whatever device they choose.

^ Previously the Videonet Connected TV Awards

About Switch Media: Switch Media is an Australian company founded in 2006 that is a world leader in delivering online video content for organisations from broadcasters through to government. Its services include content management platforms, app development, and dynamic ad insertion, through to the delivery of video to end users across multiple devices. Its Australian designed and developed video content management solution, coupled with world class technical teams, means Switch can deliver tailored solutions to its clients - anytime, anywhere, any device.