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NEW DOCUMENTARY SERIES EXPLORES “THE FUTURE OF TELEVISION”

Free TV Australia today announced the launch of “2020 Vision”: an industry initiative dedicated to exploring how the television platform will evolve over the next ten years.

To kick-start the project, Free TV Australia (under its marketing arm, Think TV) has commissioned a six-part documentary series canvassing the opinions of industry experts and pioneers exploring the future of the television platform.

The webisodes investigate:

- How technology is changing the way we interact and engage with TV
- The power of the audience
- Future programming trends
- The impact of the changing landscape on advertisers
- What will TV look like in 2020?

The films provide unprecedented access to business leaders, industry visionaries and production pioneers from Australia and around the world including Jeffrey Katzenberg (CEO, DreamWorks), Gary Carter (COO, FremantleMedia), Morgan Wandell (EP, ABC Studios), Melissa Lavigne-Delville (VP, Trends & Strategic Insights, NBCUniversal), Mark Fennessey (CEO, Shine Australia), Tim Baxter (President, Samsung USA) and Andrew Robertson (President & CEO, BBDO Worldwide).

Free TV’s director of marketing, Rhonda Brown, says the webisodes present an honest and informed discussion about the future of the medium that will inspire and excite advertisers.

Brown says, “The media landscape is changing at such a rapid pace. By seeking opinions from a range of different experts within the industry, we are hoping to give advertisers an insight into how the medium is evolving and how current trends may impact TV in the future.”

The first instalment entitled “The Multi-Screen Experience” launches next week and will be available online at www.thinktv.com.au. [Click here to view the 2020 Vision Trailer.](#)

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