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TV AN INTEGRAL PART OF NEW MEDIA LANDSCAPE, SAY INDUSTRY EXPERTS

Free TV Australia, under its trade marketing arm Think TV, today announced the launch of its second documentary series, *The New TV Landscape*. The series is part of the highly-acclaimed 2020 Vision initiative which is dedicated to exploring how TV will evolve over the next ten years.

The New TV Landscape provides access to some of the most respected voices in the industry, from a range of different disciplines, who share their thoughts on the evolution of the TV platform and the new opportunities it is providing the advertising and marketing community.

The new five-part documentary features the opinions of Mark Holden from PHD, Dan Wieden from Wieden+Kennedy, Coca-Cola's Jonathan Mildenhall, Nielsen's Steve Hasker, and David Poltrack from CBS. The experts reveal how TV will play an integral role in the new media landscape:

- Mark Holden, global strategy director of PHD, says TV's role will only grow in importance in the next 5 to 10 years and that it will play a significant role in facilitating a commercial relationship between consumers and brands. "TV will effectively be the new retail, the shop front where we purchase products," says Holden.
- Uber creative Dan Wieden, CEO and co-founder of Wieden+Kennedy says that while the landscape is changing, TV is still at the heart of the most successful, game changing campaigns. "TV is about the opportunity to say something to a mass audience so well, it's absolutely unforgettable," he says.
- Jonathan Mildenhall, VP of global advertising strategy at The Coca-Cola Company explains how TV helps drive a real relationship between the consumer and the Coca-Cola brand: "I want to use TV in a way that inspires people to then seek out other channels of content and have a dialogue with us."

Free TV's director of marketing, Rhonda Brown, says the series is a valuable resource for the industry. "The second series of 2020 Vision provides real insight from those who have helped shape and continue to shape our industry globally - their opinions are provocative and inspiring," Brown says.

The five x 5-minute documentaries will be rolled out over the coming weeks and available on the thinktv.com.au website. The Series was developed by Host and The Glue Society and produced by Will O'Rourke.

[To preview 2020 Vision, Series Two: *The New TV Landscape*, click here.](#)

For more information contact Free TV Australia (02) 8968 7100.