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MEDIA RELEASE
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PARENTAL LOCKS GIVE PARENTS GREATER CONTROL

Free TV Australia today launched a new initiative to inform consumers about a feature available on most digital TVs that gives parents and guardians greater control of their children's television viewing options.

The Parental Lock allows viewers to block access to programs based on their classification, and in some cases block access to entire channels, with the use of a personal identification number (PIN). Once the Lock is activated, only those who know the PIN can access or view the blocked content.

Free TV said that while nothing should ever replace parental supervision, the Parental Lock is an additional safeguard for parents.

CEO Julie Flynn said, "The Parental Lock is an important tool for parents who wish to control their children's viewing choices.

"With a couple of clicks on the remote control, parents can block access to any program based on their classification, or even block whole channels."

In addition to a 30-second Community Service Announcement (CSA), which will air nationally on Free TV networks from Sunday, Free TV has also produced a series of Fact Sheets which includes a one-page user guide. The Fact Sheets and more information can be found at www.freetv.com.au/parentallock

Parental Locks are available on most digital TVs, digital set-top-boxes and digital video recorders. The Australian Communications & Media Authority (ACMA) has mandated that all new digital TV receivers sold in Australia after 4 February 2011 must include Parental Lock functionality.

Free TV recommends viewers refer to their digital TV product manual or contact their manufacturer for detailed instructions on how to use the feature on their particular device.

For media enquiries please contact Free TV on (02) 8968 7100