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**Media Statement
19 August, 2015**

FREE TV WELCOMES HD RULE CHANGES

Free TV today welcomed the introduction of legislation that will allow broadcasters to transmit in High Definition (HD) on their main channels.

Free TV CEO Julie Flynn said, "This is a win for viewers as it will give broadcasters the flexibility to screen more premium content in HD.

"In a digital environment, it doesn't make sense to limit the primary service to Standard Definition. We welcome this as a first step to allowing free-to-air broadcasters to deliver more enhanced services to all Australians, for free.

"These positive changes may take some time to implement for each broadcaster, depending on the resolution of technical and rights issues.

"This is a move in the right direction. However, we still have a long way to go. The Australian television industry is facing unprecedented challenges, including some of the highest broadcaster licence fees in the world and the entry of largely unregulated global content providers.

"We commend the government and urge them to implement further deregulation measures to allow free-to-air broadcasters to remain competitive so they can continue to deliver these highly valued services to all Australians for free," said Ms Flynn.

For media inquiries contact Free TV Australia on (02) 8968 7100