



Media Release
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Free TV Reveals New Brand And Website

Leading media industry organisation Free TV Australia today unveiled a new brand image and website.

The new look represents the first change to the organisation's brand since 2003. Free TV Australia Chief Executive Officer, Bridget Fair, said the new logo and brand identity reflect the modern media landscape and the strong future for commercial free-to-air television in the lives of all Australians.

"The way Australians consume content has changed significantly over the past decade and Free TV broadcasters have changed with them, delivering new channels, new on-demand services and continuing to evolve our content offering," she said.

"We are at an inflection point for the future of our industry, both in terms of changing viewer behaviour and the resultant pressures on our regulatory framework. With these changes in mind, the time seemed right to revitalise our brand.

"The inspiration for our new logo is television without borders, which reflects the fact Free TV Australia is a modern, future-facing organisation. It also highlights the vibrant and innovative future of the commercial free-to-air television sector," Ms Fair said.

Today's announcement follows the launch in June of ClearAds, the new name and brand identity for Free TV Australia's Commercial Advice division.

Ms Fair said the changes to the Free TV Australia brand underlined the key role its members play in the Australian media sector and the broader economy.

"Commercial free-to-air television makes a valuable contribution to the Australian community, with Free TV members employing more than 15,000 people and contributing \$2.8 billion to the Australian economy. Free TV Australia plays an important role in supporting and advancing that contribution," she said.

Free-to-air television broadcast services are available in 98% of all Australian homes, with 13 million Australians watching free-to-air television every day. More than 70% of Australians rely on the free-to-air platform for their broadcast television services.

Ms Fair said: "In 2017-18, Free TV broadcasters spent \$1.63 billion on Australian content, up from just under \$1.1 billion in 2009-10 and representing more than 84% of their total content spend.



AUSTRALIA

“Free TV broadcasters are proud of their role as the backbone of the local television production industry. We make great Australian programming. We fund production companies. We create jobs. We tell Australian stories. We give Australians a voice. The shows we fund are a breeding ground for local talent, in front of and behind the camera. Every day, we make a real and tangible contribution to the Australian economy and to Australian cultural life.”

The new Free TV Australia logo and brand refresh was developed by multidisciplinary design agency CRE8IVE. Ms Fair said: “CRE8IVE came up with a logo and brand identity that really captures Free TV’s new direction and positions us for the future.”

The new website was created by the Sydney digital creative agency Chook. “Chook were the perfect partners to bring our new brand direction to life and create a website that highlights the outstanding Australian content available on Free TV. We could not be happier with the result,” Ms Fair said.

[Click here to view the new website](#)

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ABOUT FREE TV AUSTRALIA

Free TV Australia is a leading media industry organisation. It represents all of Australia’s commercial free-to-air television licensees through advocacy, innovation and strategic advice. The members of Free TV Australia are Seven West Media, Nine Entertainment Co, Network 10, Southern Cross Austereo, Prime Media Group, WIN Network and Imparja Television.