



Media Release

2 March 2020

## Free TV television commercial (TVC) puts finishing touch on brand refresh

SYDNEY – From today, the well-known Free TV television commercials, affectionately known as “code spots” will have a new look and feel.

The commercial features Free TV’s “television without borders” logo and the refreshed brand identity first unveiled in 2019.

Free TV CEO, Bridget Fair said: “We chose an animated format to bring our message to life in a fresh and accessible way. Everybody seems to know these spots which have been around for decades and we felt it was time to give them a modern edge. We are really pleased with the result.”

The TVC was produced by filmed content company Marshlandia. Andrew Marsh, Executive Producer - Director of Marshlandia said: “Our aim was to create a multi-layered, attractive framework to deliver important information to viewers. We are very happy with the result and hope audiences will enjoy the spot.”

Free TV is the peak body representing the television networks in Australia. With more than 25,000 hours of Australian content shown on commercial television each year, and 13 million viewers tuning in each day, free-to-air television is a powerful and important media platform. In FY18, Free TV broadcasters spent \$1.63 billion on Australian content. Since 2009-10, they have injected almost \$13 billion into the Australian production sector.

The Free TV brand was completely updated last year to reflect a more modern look and feel. The last asset to be updated was the Free TV television commercial.

Take a look at the new commercial [here](#)



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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.