



Freely Sizzle to play



Freely: Collaboration for the streaming Age

Jonathan Thompson, CEO, Everyone TV

Who we are and what we do

everyone 

Equally owned by our 4 shareholders, the UK
Public Service Broadcasters



Championing free TV for all through
collaboration

We operate 3 free TV platforms in the
UK

 Freesat



1m
Homes

 Freeview
 FreeviewPlay



16m
Homes

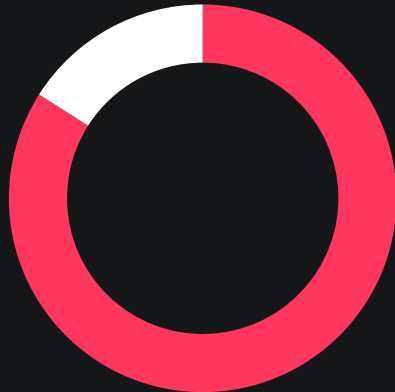
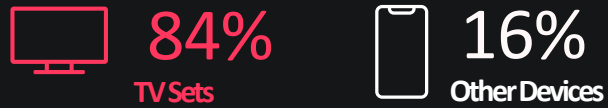




Since
April '24

In the UK, viewers mainly watch content on their TVs, and increasingly connect via IP

Viewers mainly use their TV sets to watch their favourite shows...



UK Total In-Home Video Viewing 2023¹

...and are increasingly connecting via IP only

2023

20%

2030+

50%+

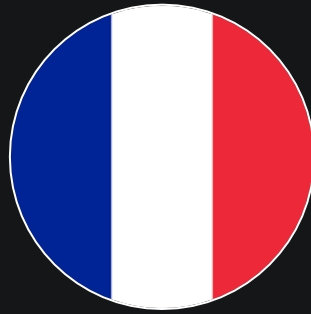


UK TV households relying only on the internet for watching TV²

This is making it harder for local content to remain accessible in an increasingly crowded landscape



Speaking with **international** public broadcasters, they face similar conditions



The Freely Principles



Close
Collaboration
with Partners



Deep TV Set
Integration



Intuitive Points
of Entry



Simple access to
the best of British
TV

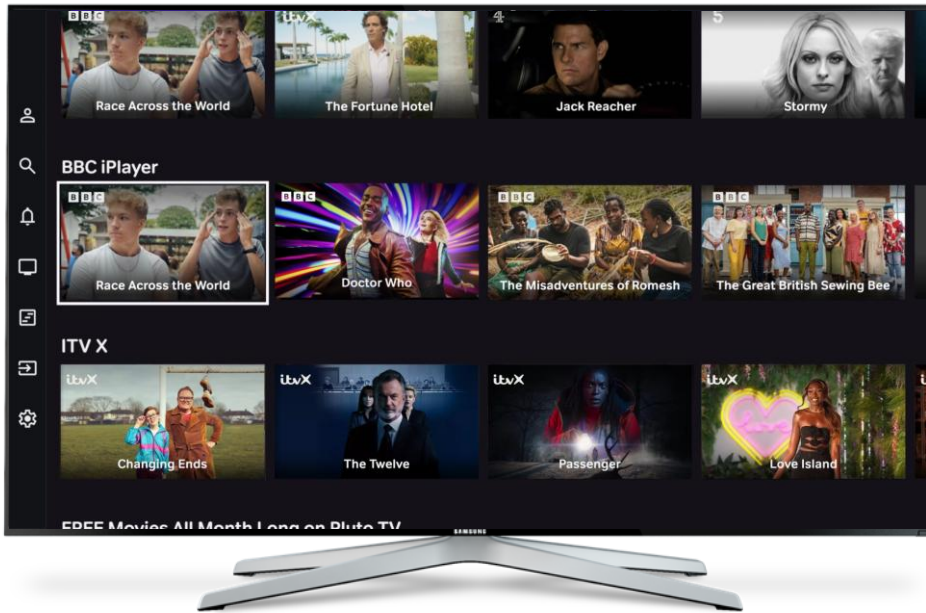


Built on
international open
standards



On Next Gen
Smart TVs

This means Freely has **intuitive** entry points...



- 1 Open Freely, or direct to player via tiles
- 2 Freely Live TV rail
- 3 Guide, and dedicated Freely remote control button
- 4 Direct to PSB players via content thumbnails (below the fold)



The Twelve

Two ex-lovers, one gruesome murder - Sam Neill returns in the hit drama. Brett defends his clients for the murder of a wealthy farmer, but are they guilty?



Watch On Demand



Live TV



Doctor Who



Digging for Britain



Cooking With the Stars

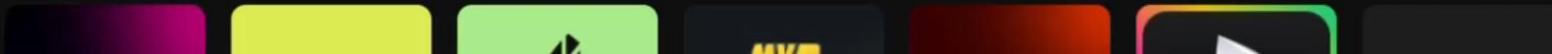


The Great British Bake...



The Yorkshire Vet

Apps



BBC News at Six

6:00PM TO 6:30PM

AD

S

SL

RESTART AVAILABLE

The latest national and international news from the BBC.



All Channels

TODAY

6:00PM

6:30PM

7:00PM

7:30PM

1



BBC News at Six

BBC London

The One Show

Eastender

2



Richard Osman's House O...

Great British Railway Jour...

Amol Rajan Interviews

3



ITV News London

ITV Evening News

Emmerdal

4



Channel 4 News

Live: Paralympics Paris 2024

5



Dogs Behaving (Very) Badly

Madrid with Michael Portillo

6



Celebrity Catchphrase

Family Fortunes

Freely makes free TV more accessible

Content Partners



Technology



Manufacturers & OSs



Retailers



Freely brand and content video

We continue to **enhance and expand** the Freely proposition

Using the HbbTV technology means...



Easy to continuously update and improve



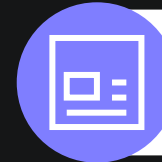
Offering better insight into viewer behaviours



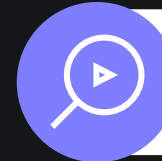
Enabling us to better meet our viewers' evolving needs



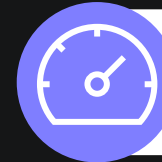
TO COME



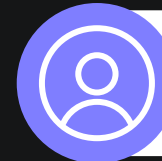
UX Enhancement



Content Discoverability



Performance Optimisation



Personalisation

All this makes Freely the best solution for free TV in the streaming age, for everyone

A graphic of a television screen with a black frame and a red stand, set against a black background with red geometric shapes. The screen displays the text "All you need is Wi-Fi" and a red Wi-Fi symbol.

All **you** need is **Wi-Fi** 



Thank You



Jonathan Thompson, CEO, Everyone TV