

Future of TV Spectrum

Greg Bensberg MBE, Everyone TV

16th May, 2025

Who are Everyone TV (ETV) and what do they do?







everyone^{TV}

Equally owned by our 4 members

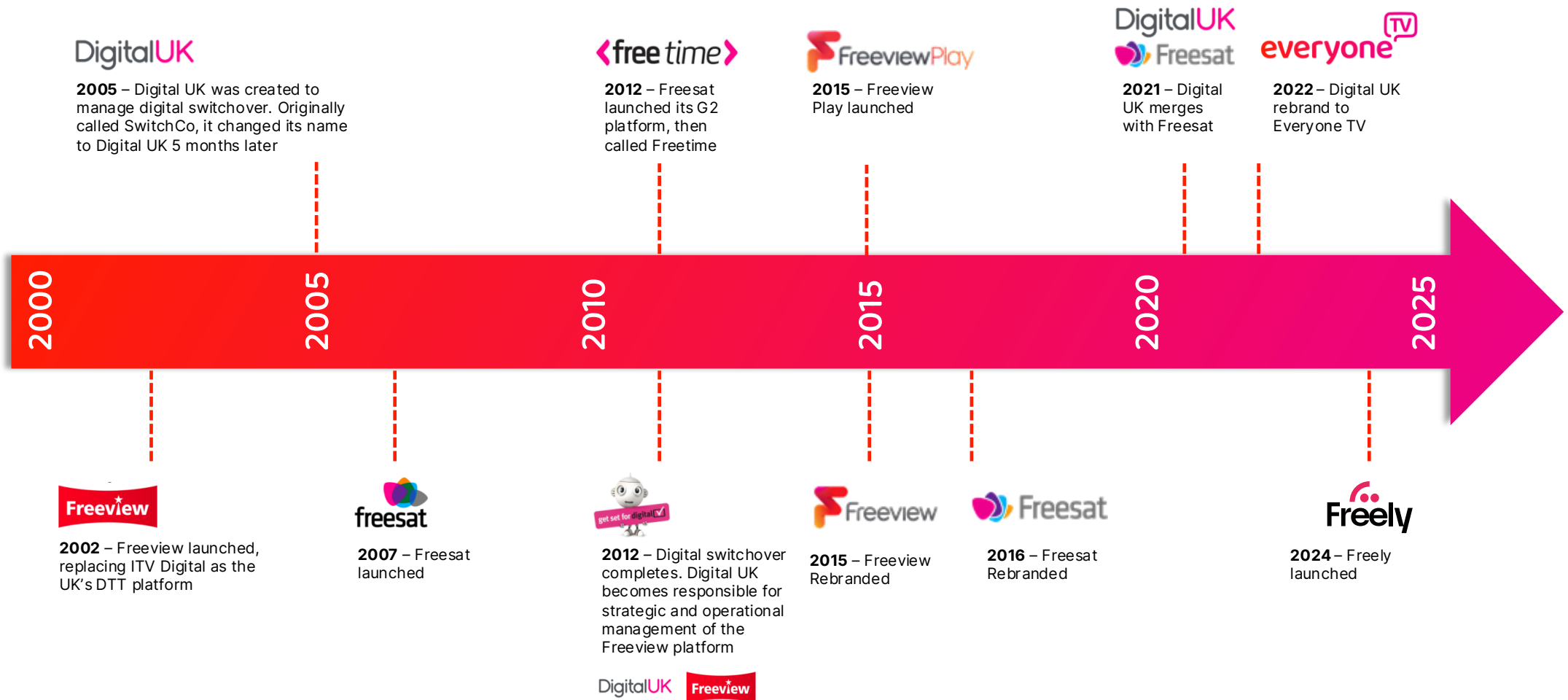
   

Championing free TV for all through PSB collaboration

We operate 3 free TV platforms

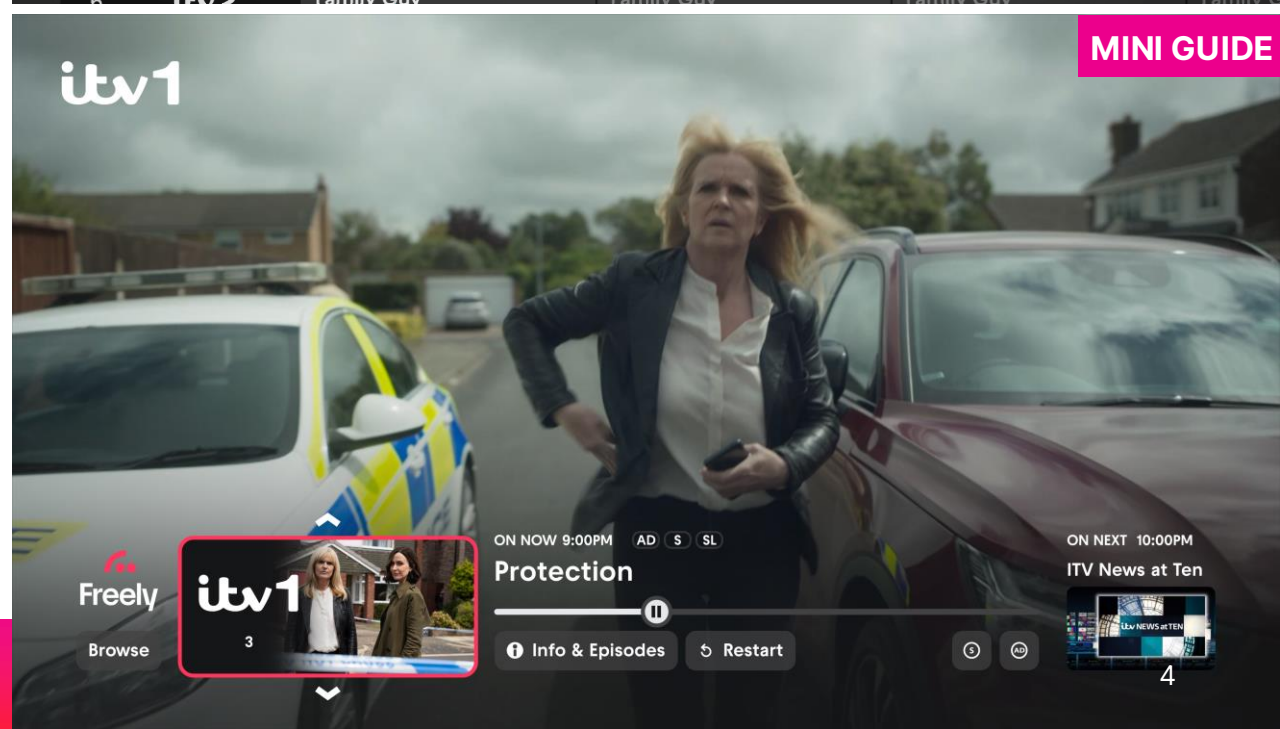
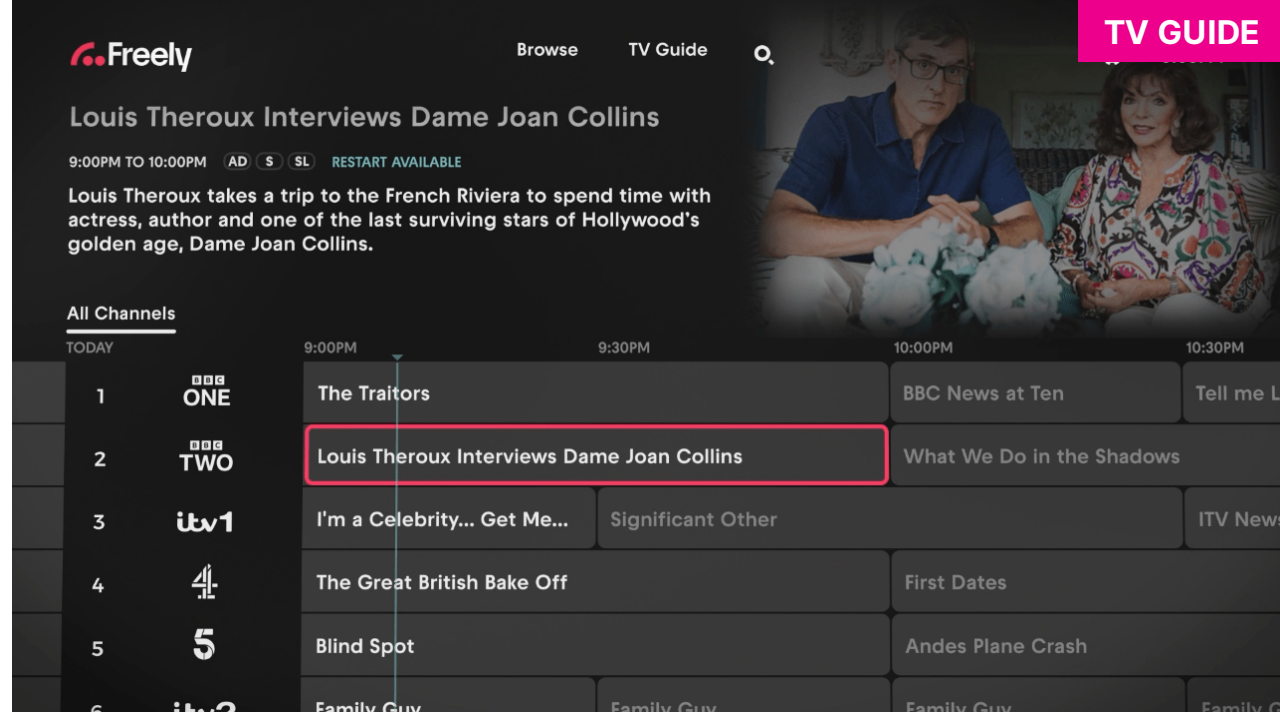
		
		
1m Homes	15m Homes	Since April '24

ETV has a long history of championing free TV for all, since the launch of Freeview (DTT platform) in 2002



What is Freely?

- Launched a year ago, Freely brings live and on demand content from PSBs and commercial broadcasters together on Smart TVs all in one place for free
- Available on TVs ranging from <£200 to over £3000 from brands like Hisense, Panasonic, and Toshiba
- Works over a WiFi or a hybrid WiFi/DTT connection
- More than just an app tile (a HbbTV-based Operator App), it allows multiple entry points to free to air TV content from Smart TV homepage and remote control
- Offers viewers access to >70k hours of On Demand content, more than any other major streamer
- The UI includes viewer features which bring the free TV experience into the streaming age:
 - Switching seamlessly between live & on demand TV
 - A first, Mini Guide that takes advantage of features such as pause, restart and access to more episodes
 - Bookmarking favourites with 'My List'
 - Up to date, tested accessibility capabilities



Key issues for the Public Service Broadcasters

- DTT viewing share is slowly falling but is still key for viewing and advertising revenue. Desire to maintain quality & quantity of DTT/Freeview for benefits of these viewers
- Are challenged by rising costs including content and dual distribution (IP & DTT) with the rising cost per viewer/ hour viewed on DTT challenging its fundamental economics
- Through Freely, PSBs are providing viewers that choose to watch TV solely online with a compelling IP-based FTA TV service, whilst still supporting the DTT platform as a key element of their PSB service & obligations
- Regulation of DTT platform is complex, and any substantial changes should require careful planning and coordination between government, regulators and impacted sectors (viewers, broadcasters, infrastructure, etc.)
- Desire for certainty now on the future of distribution/ the DTT network given the long-term planning and nature of infrastructure decisions



BBC iPLAYER

Thank You

