

New streaming service, Freely, launches in landmark collaboration between UK broadcasters

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- Freely now available as BBC, ITV, Channel 4 and Channel 5 come together to futureproof free TV for the streaming age
- TiVo's operating system to offer Freely with more partnerships to be announced

Everyone TV - the organisation leading the evolution of free TV in the UK - today announces that its new streaming service Freely has launched. Backed by BBC, ITV, Channel 4 and Channel 5, Freely is available through the next generation of smart TVs now on sale in stores and online.

Freely will futureproof live TV for the streaming age. For the first time, audiences can stream live TV channels alongside on demand content for free via their smart TVs, removing the need for a dish or aerial. Featuring world-first innovations for free TV, viewers can switch seamlessly between live and on demand content from the UK's leading broadcasters.

The new service marks the first time all four of Britain's public service broadcasters have come together to launch a streaming proposition, signalling the beginning of a journey to secure the future of free TV through collaboration.

Kieran Clifton, Director, BBC Distribution & Business Development, said:

"The launch of Freely is a historic moment for UK television. Collaboration between the UK PSBs is critical to connecting and protecting all audiences as we transition towards the streaming era - and delivering live TV over broadband for free is a ground-breaking innovation that will futureproof public service broadcasting."

Martin Goswami, ITV Group Strategic Partnerships and Distribution Director, said:

"The success and impact of programmes like ITV's *Mr Bates vs the Post Office* shows the importance of UK PSBs and ITV is proud to be part of this exciting new chapter for free TV in this country with Freely. Bringing live streamed channels and on demand content together in Freely gives viewers the opportunity to access the very best in British content as easily as possible, from live and recent programmes to a wealth of on-demand options."

Grace Boswood, Technology & Distribution Director, Channel 4, said:

"Freely will deliver the best of Britain's world-leading public service content seamlessly and for free. It further supports Channel 4's Fast Forward strategy as we accelerate our transformation into the streaming age, ensuring our trusted, brand-safe content is available to everyone."

James Tatam, SVP Business & Revenue for Channel 5, said:

"We're delighted to be part of Freely, which will ensure UK audiences can continue to easily discover and enjoy original, high quality British programmes from Channel 5 and the other public service broadcasters - live and on-demand, for free."

Everyone TV has confirmed that STV and S4C will also bring their channels and on demand content to Freely, via broadband. STV and S4C are free-to-air public

service broadcasters for Scotland and Wales respectively, whose content can be viewed across the UK.

Hisense, previously announced as the first Freely smart TV partner, brings Freely TVs to market today. TVs will be available in stores across the UK and online at retailers such as Currys, Argos, AO and Very.

It has also been announced today that TiVo, a subsidiary of Xperi Inc., will be offering Freely as part of its TiVo OS platform. Freely will run on smart TVs Powered by TiVo, providing consumers with choice and a simple navigation to discover content quickly and efficiently without the burden of walled gardens. Initially Freely will be available via Vestel smart TVs Powered by TiVo. Vestel was previously announced as a Freely smart TV partner, with Vestel Freely TVs due to launch in the coming weeks.

Gabriel Cosgrave, general manager of EMEA, Xperi, said:

“Xperi is dedicated to delivering an extraordinary entertainment experience that is more intuitive, immersive and personal. By integrating Freely into the TiVo OS platform, we are empowering UK audiences to navigate content without constraints and unlocking more personalized options, quickly and seamlessly, inclusive of public service broadcaster’s content.”

The user interface for Freely was unveiled earlier this year, with new features which bring the free TV experience into the streaming age. For the first time for free, viewers will be able to switch seamlessly between live and on demand TV from leading UK broadcasters, taking advantage of features such as pause, restart and access to more episodes, without having to pay for the service. Freely TVs can also be placed anywhere in the home where there’s a Wi-Fi connection, removing the need for a dish or aerial. Freely ensures all audiences continue to have easy access to an aggregated free TV experience, however they choose to connect.

More details around Freely will be announced in the coming weeks, including additional smart TV, operating system and content partners.

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Notes to Editors

The first iterations of Freely are now in market, with additional features and software updates being provided to users as the service develops. Homes

connected via IP only and those using a hybrid IP and DTT connection may experience varying channel offerings as Freely continues to develop.

Manufacturers make the TV hardware, whereas the TV OS partner run the software platform on the TV. Freely is partnering with both manufacturers and OS providers.

Programmes showcased within images provided are for illustrative purposes.

About Everyone TV

Everyone TV (formerly Digital UK) is a joint venture owned and supported by the UK's leading public service broadcasters - BBC, ITV, Channel 4 and Channel 5.

Leading the evolution of free TV into the streaming age, Everyone TV believes that great quality TV should be accessible to all, regardless of location or income. Through delivering compelling free TV services for audiences and advocating for the future of free TV, Everyone TV ensures the best content made for British audiences remains free, easily accessible and discoverable.

In 2024, Everyone TV launched Freely, a new streaming service which allows viewers to watch the best live and on demand TV for free, all in one place. Freely is now available in the UK through the next generation of smart TVs.

Everyone TV also runs the UK's free-to-view TV platforms - Freeview and Freesat - reaching over 17 million UK households.

Formerly known as Digital UK, the organisation updated its name to Everyone TV in January 2023 to better reflect its mission - to champion free TV for all.

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