

Freeview now a "Must Have" as E4 switches, says Hauppauge

Submitted by: Media Link (Berkshire)

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- New launch coincides with the start of the sixth series of 'Big Brother'
- Time-shifted channel E4+1 also comes to Freeview
- 33 free digital tv channels now available

London, England – Hauppauge Digital, maker of Freeview boxes and WinTV Freeview cards for PCs, has welcomed the addition of Channel 4's E4 to the line-up of free-to-air channels on Freeview today. Hauppauge says that Freeview is now a "must have" for television viewers in the UK, with a greatly expanded list of high-quality channels. Freeview converters are available for TVs and PCs from around £50, without further subscription.

The introduction of E4 onto Freeview comes less than a month after ITV's Men & Motors (May 2) made the switch, and brings the TV channel line-up to 33, including eight TV channels from the BBC. Freeview also carries 24 free digital radio stations.

"With E4 arriving today, and the addition of Men & Motors earlier in the month, Freeview is even more compelling," commented Yehia Oweiss, Managing Director of Hauppauge Digital. "Sales of Freeview set-top boxes and WinTV boxes to convert PCs into digital TVs continue to rise and will be further buoyed by these new channels."

Andy Duncan, chief executive of Channel 4, said, "E4's launch on Freeview will make one of digital TV's 'must-have' channels available to 8m new viewers," adding that taking E4 free-to-air was "key to our strategy of extending presence in multichannel" and "strengthening public service contribution."

Hauppauge Digital has confirmed that owners of its DEC series of Freeview set-top boxes and WinTV Nova-t products, which add digital television to PCs, will automatically add E4 to their channel listings when the station goes live.

E4 has brand new series of top US shows including Desperate Housewives, ER, Scrubs, The Sopranos and The OC. E4 also has cutting edge British entertainment including brand new shows like Shameless and No Angels, as well as Channel 4 entertainment favourites like Derren Brown.

Men & Motors now, ITV4 "in the wings"

Men & Motors, available since May 2 on Freeview, was revamped for its Freeview debut, taking it away from its 'lads mag' image. The channel is described as an aspirational men's entertainment channel, with the addition of The Sweeny and The Professionals, observational shows with adult content, late night comedy and event-based shows.

ITV currently has five channels on Freeview after it paid in the region of £5m to buy an extra channel slot from Crown Castle. The company is expected to launch ITV4 on Freeview later this year.

With around 33 free-to-air TV channels currently available, the Freeview line-up offers broadcasters greater exposure to a consumer base that's growing at a much faster rate than the Sky digital satellite

platform.

About Hauppauge:

Hauppauge Digital, is the world leader in desktop TV products, with a range covering PC and Mac, analogue and digital, satellite television broadcast, teletext, FM stereo radio, Dolby surround and video capture.

In addition the company has recently moved into the set-top box market with the Freeview receiver range.

Prices range from £29 to £199 including VAT. www.hauppauge.co.uk

WinTV and DEC Product is available online and on the high street, from Amazon, Comet, Dabs, eBuyer, Inmac, Insight, John Lewis, Light Computer Systems, Maplin Electronics, MicroDirect, MicroWarehouse, Micro Anvika, PCUpgrader, PC World, Procom Direct, RS Components, Savastore.com, Scan, SMC Direct, Staples, Technomatic, Time Computers.

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