

# We're changing our labels.



## WHAT EXACTLY IS CHANGING?

Only the way we talk about Freeview and the labels for viewing options are changing. Nothing else is.

Freeview|HD, Freeview Satellite, FreeviewPlus and MyFreeviewPlus will be removed.

We'll just have one single brand for New Zealand free-to-air TV: Freeview.

The Freeview viewing options will be called Live TV, On Demand and Record - simple ways we can all enjoy fantastic content, free.

## WHY ARE WE DOING THIS?

To make it easier for customers to select products that give them the Freeview viewing options they want!

We want to make sure that everyone is clear about what Freeview is and what their viewing options are from day one.

## YOUR FREEVIEW WILL STILL WORK.

Current products with Freeview will still work exactly the same.

And of course, you can always talk to us.

Our contact details are at the bottom of this page.

## Customer wants

**Live TV**

**On Demand**

**Record**

## Old labels

Freeview|HD  
Freeview Satellite

FreeviewPlus

MyFreeviewPlus



Just look for  
**Freeview Live TV**

Just look for  
**Freeview On Demand**

Just look for  
**Freeview Record**

## New labels

**freeview**  
LIVE TV

**freeview**  
LIVE TV • ON DEMAND

**freeview**  
LIVE TV • ON DEMAND • RECORD

for UHF and Satellite

for UHF and Satellite

for UHF and Satellite

Products with Freeview work with either a UHF aerial or a Satellite Dish, or both in the case of Dual Tuner TV products.

The tags "for UHF aerial", "for Satellite dish" and "for UHF and Satellite" are used in product labels so consumers can select a product that works with their TV antenna.