

Online marketing central to Freeview device

The new Freeview Playback recorder will be extensively marketed online as the company looks to unlock the power of the network.

When the internet campaign begins on June 11th, consumers will be directed towards a special micro site which will attempt to explain the benefits of the new service.

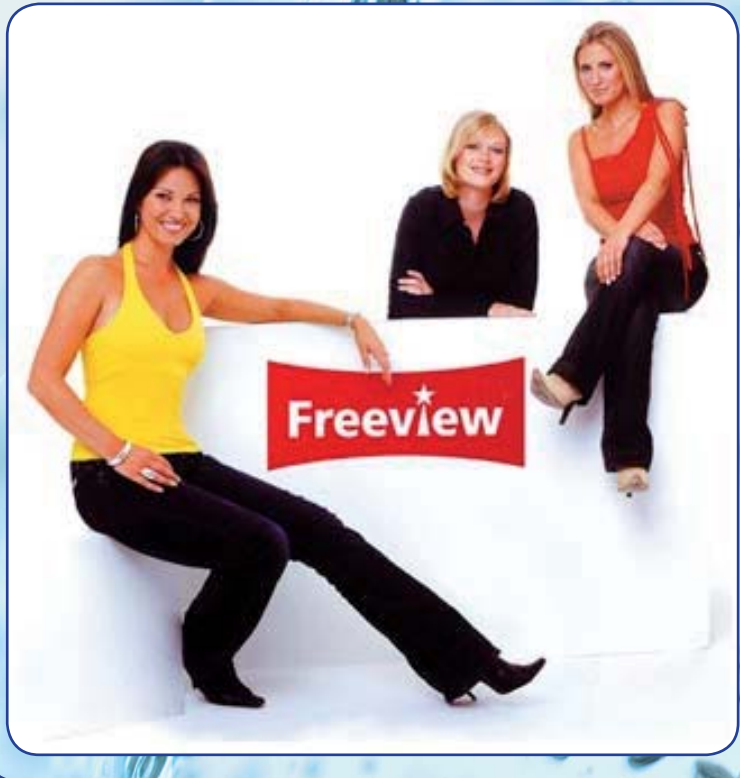
General manager at Freeview Ilse Howling said that the marketing drive was directed towards a technologically-savvy demographic.

“Our combined online and press campaign aims to reach 18 to 35-year-olds who have an understanding of technology and are likely to demand more from their viewing experience,” she commented.

The online marketing campaign is set to be complimented by an offline advertising drive which will include a publication in London and page sponsorships in TV listings.

It will be the first time that the company has placed such centralised importance on an online advertising push.

Freeview is responsible for the overall UK shift towards digital television, which has clearer picture quality than analogue.



<http://www.liaseonline.co.uk/news.html>

