

JOIN THE FREE-TO-AIR REVOLUTION



Freely, the next-generation TV platform from Everyone TV, backed by the BBC, ITV, Channel 4, and Channel 5, launched in 2024 as the replacement to Freeview and Freesat.

Freely is available on next-generation smart TVs and for the first time audiences can stream live TV alongside on demand content for free, removing the need for a dish or aerial. Featuring world-first innovations for free TV, viewers can now switch seamlessly between live and on demand content from the UK's leading public service broadcasters and other free-to-air broadcasters, such as AMC Networks International UK, PBS America, GB News, QVC, and UKTV.

Freely is available on Amazon Fire TVs, Hisense, Bush, Toshiba, Sharp, TCL and Panasonic 2024 4K smart TVs. Freely TVs are available in stores across the UK and online at all major retailers.

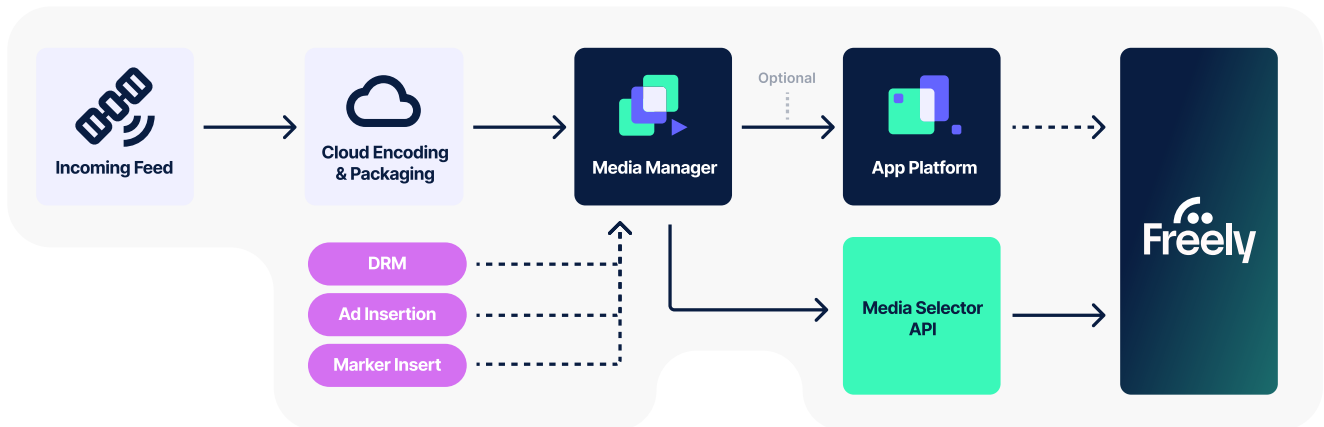
Simplestream is the only trusted Freely service provider to offer a comprehensive delivery solution including live streaming, catch-up, VOD and App development.

Independent broadcasters pay a fixed monthly fee per channel, inclusive of any carriage fees and technical costs plus variable costs on a Pay As You Go basis. All advertising revenue is retained by the content partner and there is no inventory share with any party.



THE FUTURE OF FREE-TO-AIR TV IS HERE

►► Freely x Simplestream Solution



TECHNICAL SPECIFICATIONS

►► Inputs

Input Formats Supported: SRT (up to 20mbps). HLS. RTMP. Channel acquisition from satellite.
NB. SCTE-35 markers are required for Server-side Ad Insertion (SSAI)

►► Encoding

Inputs are encoded into up to five renditions that are consistent across all Freely channels:

RENDITION	RESOLUTION	BITRATE	FORMAT
1	640×360	658kbps	SD
2	768×432	1241kbps	SD
3	1024×576	2,407kbps	SD
4	1280×720	3,573kbps	HD
5	1920×1080	4,739kbps	HD

Up to 60 FPS

▶▶ Packaging

The encoded stream is packaged into Freely's prescribed format, which is a derivative of DVB-DASH.

▶▶ Monetisation

The packaged stream with SCTE-35 markers can optionally support Server-Side Ad Insertion (SSAI) for both pre and mid-rolls. Simplestream works with each Content Provider's preferred Ad Decision Server (ADS) and ad partner(s) to implement VAST tags with the required macros for targeted CTV monetisation.

▶▶ DRM

Where required Microsoft PlayReady DRM can be applied. This is SL2000 and SL3000 compliant.

▶▶ CDN

Streams are delivered using Simplestream's CDN network and video streams are geo restricted to the UK (GB) for added security.

▶▶ Analytics

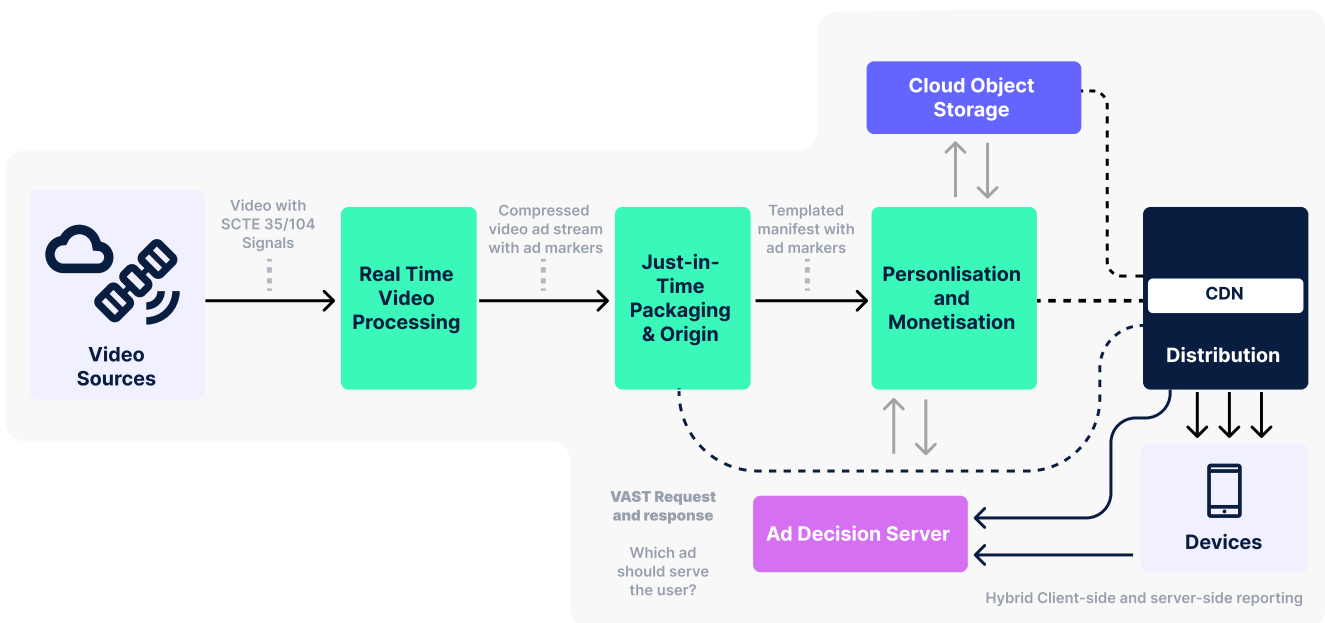
Audience measurement, content and platform performance analytics will be available through Simplestream soon, in partnership with Everyone TV. This will allow channels launched on Freely to create bespoke reports, with audience segmentation, to understand viewer behaviour.



SERVER-SIDE AD INSERTION

Server-side ad insertion (SSAI), or dynamic ad insertion, is a process used to insert adverts into a piece of high-quality, long-form content. Media and content owners can rely on a robust ad insertion process with seamless transitions from content to ad, then back to content again, without buffering.

Ads are inserted into the video stream in milliseconds and become part of the content itself. It's a seamless process and is available on multi-platform services (desktop, mobile, and connected TV devices).



BENEFITS OF SIMPLESTREAM'S SSAI FEATURE

- ▶▶ SSAI is well-suited for **linear** and **live streams**, or **video on-demand**.
- ▶▶ **Instant deployment across multiple platforms** – SSAI is deployed once on the backend and can be instantly applied to an unlimited number of applications
- ▶▶ **Prevents ad-blocking** by seamlessly stitching ads into content
- ▶▶ Supports the **insertion of ads over a linear slate**, avoiding black screens
- ▶▶ **No SDKs required** – the integration is codeless, and no regular code updates are required
- ▶▶ **Rich tracking and metrics** for ad performance reporting

Get in touch to learn more about the Simplestream x Freely Solution