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OFCOM GIVES GREEN LIGHT TO FIFTH FREEVIEW HD TV CHANNEL

Ofcom has granted permission for a fifth high definition terrestrial TV channel to launch in the UK. The regulator has invited applications from public service broadcasters for the slot, which will be available free to viewers via Freeview, as well as through satellite or cable providers.

Ernest Doku, technology expert at uSwitch.com, comments: "As Britain moves towards complete digital switchover, more than half of homes now have access to HD channels. But many are being left behind - missing out on this great viewing experience. Ofcom's announcement today is an important step forward in making more HD television available to a wider audience. Adding another HD channel is an opportunity to improve and broaden the range of HD programmes available.

"This desire for fresh and compelling programming will doubtlessly be a major determining factor in Ofcom's choice of an additional Freeview channel. We look forward to seeing who will vie for this valuable slot, and hope that this addition will bring a better standard of high-definition programming to more homes as Freeview HD continues to expand."

For more information visit www.uswitch.com or call 0800 093 0607

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