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ABC iview celebrates 10th birthday with major refresh to video-on-demand features for digital audiences

The ABC has marked the 10th birthday of ABC iview by releasing a major update of the free video-on-demand (VOD) service, delivering new features and improvements for audiences across Australia.

The nation's leading free-to-air television VOD service reaches 3.3 million devices monthly by focusing on quality, distinctive programs for audiences, including acclaimed drama, comedy and factual series such as *Mystery Road*, *You Can't Ask That* and *F*!#ing Adelaide*.

ABC iview has been a game-changer in meeting audience expectations for quality on-demand television, enabling viewers to access programs anywhere at any time. ABC iview offers immediate, on-demand viewing of engaging and innovative content from Australia and overseas, free to all Australians, highlighted by binge television viewing, exclusive digital-only programs, agenda-setting news and current affairs, and live streaming of ABC channels.

The major updates to ABC iview include:

- A redesign of the entire look and feel of iview across mobile apps and the website, showcasing the depth of quality Australian and international programs available to watch on-demand.
- The introduction of Show Pages that bring together all available series, episodes, video extras and cast and guest information in the one place.
- A re-engineered Search tool that makes it simpler to search for a program and start watching sooner.

The update coincides with the ABC iview drama binge throughout June and July, featuring the Australian premieres of *Killing Eve*, *City and the City*, *Apple Tree Yard* and *The Tunnel* series three.

ABC iview Manager Sally O'Donoghue said: "The major refresh of the ABC iview experience makes it easier to find all of our great shows and our growing catalogue of complete series, including *Mystery Road* and *Killing Eve*. The new and improved ABC iview not only looks fresher and cleaner – it's also much simpler to search for a program and to find everything from your favourite shows on the same page.

"The ABC is immensely proud of iview and its engagement with Australian audiences, built up over the past 10 years. Thank you to all our industry partners and the Australian public for their creative energy and support. We will continue to listen to audiences and innovate with iview and other ABC on-demand services to provide more of our distinctive and engaging content, free to all Australians."



The ABC is a pioneer in delivering quality, distinctive Australian content across drama, comedy, children's and the arts in the digital era:

- Launched on 23 July 2008, ABC iview was Australia's first internet television service – developed totally in-house and at low cost by the ABC.
- In 2010, the ABC was the first Australian broadcaster to make its online streaming service available on tablet computers.
- In 2012, the ABC was the first to make its service available on smartphones.
- In 2014, ABC iview began bi-annual “Binge on the Best” Australian comedy and drama series.
- In 2015, the ABC launched the ABC Arts channel, available exclusively on iview.
- In 2015, the ABC launched the ABC KIDS iview app, for pre-school children.
- In 2016, the ABC launched the ABC ME iview app, for school-age children.
- In 2016, the ABC launched continuous live streaming of its broadcast channels.
- In 2018, the ABC started live streaming separate state and territory feeds of its main channel, delivering relevant and valued local programming to viewers across Australia.

The ABC is constantly innovating with iview to engage with audiences as they shift towards on-demand digital content, including commissioning digital-exclusive and digital-first Australian programs. Highlights on iview include the award-winning made-for-digital series *You Can't Ask That*, which returns for its third series on Wednesday 11 July, with all episodes available on iview from that date.

The ABC is the home of Australian stories and conversations, not only on the traditional platforms that have dominated in the past but on the platforms that are central to the future, in an online and mobile world.

The major update of ABC iview will be rolled out to connected TVs at a later date.

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