



PRESS RELEASE UNDER EMBARGO UNTIL: Monday, 19 September 10:00 AEST

ABC WANTS YOU TO DOWNLOAD ABC ME!

ABC ME, a complete digital and broadcast service for Australian primary school children, is live and ready to download

It's here! ABC ME is now available on broadcast and via the ABC ME App available to download from the App Store for iPad and from Google Play for android tablet devices.

Building on the success of ABC3, ABC ME offers short and long form Australian content, along with the best international programming, that reflects and celebrates the lives of young Australians. Primary school children and their families can now watch anytime and anywhere with a tailored experience to suit their needs.

Head of Audience and Digital for ABC Television, Rebecca Heap, says: "This year, we've seen ABC3 content on iview average six million program plays per month¹, demonstrating how quickly the habits of our young audience are changing and highlighting how important it is that we evolve our service and content to meet their needs. ABC ME offers them this freedom within a safe environment that parents can trust. We're thrilled to launch ABC ME, jam packed with exciting content that puts kids at the heart of the audience experience."

Key features of the ABC ME app include:

- My Shows: users can create their own playlist, collecting all of their favourite programs in one convenient location
- Explore: discover new content via 'Our Picks' – find the best of drama, animation and education here!
- Personalisation: users can create their own personalised profile and use emoji-like 'reacticons' to react to content they have watched
- Parental control: parents and carers can filter content to suit their family needs, ensuring ABC ME is a tailored and trusted space for their children to enjoy and explore

Featuring a huge variety of fresh new Australian and international programs, ABC ME offers a great range of distinctive content for children to explore, including weekly pop-culture review show *News to Me*, sci-fi action animation series *Prisoner Zero*, animated comedy *Winston Steinburger & Sir Dudley Ding Dong*, and short-form documentary series *This Is Me*, as well as new seasons of audience favourites, *Nowhere Boys*, *You're Skitting Me*, *Good Game SP*, *Behind the News*, and two new specials from smash hit comedy *Little Lunch*, and the best international content including *Bear Grylls: Survival School* and *Annedroids*.

Locally created short form content has been designed to encourage interactivity and act as a springboard from which children will be inspired to play and create; programs include *Let's Go*, a high-octane travel series hosted by Grace Koh, who joins kids all around regional Australia to 'Walk', 'Meet', 'Splash', 'Eat' and 'Jump' around their hometowns; *Cartoon It Up*, a series in which cartoonist Jazza teaches audiences to draw cartoons; and *Dance Like...*, in which resident expert Jess Quinn shows viewers how to dance like their favourite performers and invites them to submit their own dancing videos, allowing everyone to be part of the ME dance crew!

The new ABC ME offering represents another step in the ABC's move towards a more digitally-savvy experience for audiences. As viewers move from broadcast to digital viewing, the ABC is keeping pace, adapting to ensure its content lives where audiences live, and fits into the lives of contemporary Australians.

ABC ME is now on broadcast and digital: channel 23 on free to air, channel 723 on Foxtel. The ABC ME App is available from the App Store for iPad and from Google Play for android devices. A smartphone version is coming soon.

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