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ABC iview now available on Apple TV

ABC is pleased to announce that iview is now available on the recently released 4th generation Apple TV.

iview is Australia's most popular video on demand service and continues to delight Australians of all ages with an extensive range of Australian titles, immensely popular children's programming, a dedicated ABC Arts channel and iview Originals.

iview's fast and simple interface, which has been designed especially for the 4th generation Apple TV, makes program discovery easy and a new 'continue watching' option on the home screen allows viewers to easily pick up where they left off.

ABC Head of TV Strategy and Digital Products, Rebecca Heap, says "we've had strong audience demand for iview on the new Apple TV and have built an experience that makes it easier than ever to explore and watch the ABC's distinct and diverse Australian stories on your TV."

To access ABC iview on 4th generation Apple TV, simply download the app from App Store through the device.

About ABC iview

ABC iview has become a destination of choice with its diverse offering digital-first content, popular programming binges and your favourite ABC TV shows available to watch anytime, anywhere.

Titles launching exclusively on iview in 2016 include series 2 of the YouTube hit *The Katering Show*, edgy comedy *DAFUQ?*, Indigenous factual series *Black As*, and the curious entertainment series *You Can't Ask That*."

ABC iview remains Australia's most popular video on demand service¹, accounting for over 50% of total minutes viewed across the TV Video Players (Seven, Nine, Ten, SBS & Foxtel Go)². In January, ABC view received a record 50 million plays for the month³.

For further information contact:

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¹ Nielsen Australian Connected Consumers Report, Feb 2015

² OzTAM's Video Player Measurement (VPM) Report

³ WebTrends data