



AUSTRALIA

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## **PacificAus TV Expands Services to the Cook Islands and Niue as Part of Australia's Indo-Pacific Broadcasting Strategy**

**PacificAus TV**, an important part of the Australian Government's recently announced Indo-Pacific Broadcasting Strategy, is proud to announce its expansion to the Cook Islands and Niue. This significant development is set to enhance the availability of quality free-to-air television content from Australia across these Pacific nations, fostering stronger cultural ties and sharing stories throughout the region.

Starting in September, residents of the Cook Islands and Niue will gain access to a diverse range of Australian television programming, including acclaimed dramas, documentaries, sports coverage, news, entertainment, and children's shows. This expansion is aligned with the broader goals of the Indo-Pacific Broadcasting Strategy, which aims to strengthen connections within the region through accessible and engaging Australian media content.

PacificAus TV, which is managed by **Free TV Australia**, has played a crucial role in delivering high-quality content that resonates with Pacific audiences since 2020. By extending its services to the Cook Islands and Niue, the initiative reaffirms its commitment to strengthen Australia's connections with the people of the Pacific, offering programming that entertains and informs.

"We are excited to bring PacificAus TV to the Cook Islands and Niue," said Free TV CEO, Bridget Fair. "This expansion is a key component of Australia's Indo-Pacific Broadcasting Strategy, demonstrating our commitment to deepening relationships across the Pacific."

The content will be broadcast through local free-to-air channels, ensuring that all residents of the Cook Islands and Niue can enjoy the programming at no cost. The lineup features a broad array of genres catering to all age groups, with a special emphasis on sporting and other content that is of direct interest to Pacific nations.

The Director of PacificAus TV, Shane Wood, said, "With the addition of our new partners in the Cook Islands and Niue, PacificAus TV will now be sharing the best of Australian television with 17 free-to-air broadcasters in 11 Pacific nations across 6 time zones."

"We are extremely grateful to be able to access such a wide variety of Australia's top programming for airing on Cook Islands Television at no rights and delivery cost. This really means a lot to us." said Jeane Matenga, CEO of Cook Islands Television. "Being able to

offer relevant, engaging and top-quality content is extremely beneficial towards us providing a continuous service.”

This expansion underlines PacificAus TV’s role in the Australian Government’s efforts to enhance media accessibility and support local broadcasters across the Pacific by providing high-quality Australian content that complements local programming.

For more information on PacificAus TV’s expansion and the programming available in the Cook Islands and Niue, please visit [www.pacificaustrv.com](http://www.pacificaustrv.com)

## **ENDS**

### **About PacificAus TV:**

PacificAus TV is a key component of the Australian Government's Indo-Pacific Broadcasting Strategy, designed to enhance Australia's engagement in the Pacific.

The objective of the program is to project an accurate image of modern Australia through increased access to high quality, trusted and credible content, contributing to a diversity of media in the Indo-Pacific.

PacificAus TV achieves this objective by making the broadcast rights to a wide variety of Australian commercial television content available to broadcast partners in Papua New Guinea, Fiji, Vanuatu, Solomon Islands, Tonga, Samoa, Kiribati, Tuvalu, Nauru, Niue, and the Cook Islands.

This includes making rights available to at least 2,000 hours per year of premium Australian commercial television programs including lifestyle programs, news, current affairs, children’s programs, drama, reality TV and sport.

The PacificAus TV program is proudly delivered by Free TV Australia.

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### **ABOUT FREE TV AUSTRALIA**

Free TV Australia is a leading media industry organisation. It represents all of Australia’s commercial free-to-air television licensees through advocacy, innovation and strategic advice. The members of Free TV Australia are Seven West Media, Nine Entertainment Co, Network 10, Southern Cross Austereo, WIN Network and Imparja Television.