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Free TV working towards Australia's step up to the Pacific

Free TV Australia today confirmed that it has entered discussions with the Australian Government on an initiative to deliver premium Australian content to the Pacific region.

Free TV Australia Chairman Harold Mitchell AC said today: "We recognise the Prime Minister's strategic intent to prioritise the Pacific region and are pleased to be working towards this important policy direction.

"This initiative will showcase the best and most popular Australian content. It's a powerful way to strengthen Australia's Pacific partnerships and connection to the region."

Free TV CEO Bridget Fair commented: "Free TV broadcasters are the powerhouse of local Australian production.

"Australia's commercial television networks invest over \$1.6 billion annually in great Australian content and deliver the most popular and well-loved programs on television. More importantly our drama, children's entertainment, news and sports programs reflect our Australian community and our values. We are excited to be able to share the best of Australian programming with our Pacific neighbours.

"We look forward to working with the Government to finalise this important initiative." Ms Fair said.

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