

Media Release
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PacificAus TV Celebrates Five Years of Connection and Cultural Exchange Across the Pacific

Sydney, Australia — Free TV is proud to celebrate the **fifth anniversary** of PacificAus TV, marking half a decade of bringing the best of Australian television to audiences across the Pacific. Since its launch in **May 2020** in Papua New Guinea, Solomon Islands, and Fiji, PacificAus TV has grown into a vibrant cultural bridge, now supplying Australian programs to **17 free-to-air broadcasters across 11 Pacific nations**.

Funded by the Australian Government as part of the Indo-Pacific Broadcasting Strategy and delivered by Free TV, PacificAus TV has supplied thousands of hours of popular Australian content—from drama and children’s programming to lifestyle, current affairs, and live sport—fostering stronger cultural and people-to-people ties between Australia and the Pacific.

“We are incredibly proud of what PacificAus TV has achieved in just five years,” said **Bridget Fair, CEO at Free TV**. “It’s more than just delivering TV programs—it’s a platform for media resilience, cultural exchange, and shared values across the region.”

The Hon Anika Wells MP, Minister for Communications, said PacificAus TV has gone from strength to strength over the past 5 years.

“With quality Australian programs now being accessed by 11 nations across the Pacific, PacificAus TV is a powerful example of our commitment to the region – fostering stronger cultural links and a more vibrant regional media landscape. We’re pleased that Free TV Australia will be continuing to deliver this important initiative that brings communities in our shared region closer together.”

Francis Herman, Chief Executive Officer of the **Vanuatu Broadcasting and Television Corporation (VBTC)**, also praised the initiative:

“We wish PacificAus TV a happy 5th birthday and acknowledge the immense contribution it makes to quality content on our local television service.”

Launching in **late May 2020**, PacificAus TV delivered **1,188 hours of programming** in its first year alone. These programmes featured entertainment programs such as The Voice, MasterChef and Lego Masters as well as elite sporting codes much loved in the region such as Rugby Union, Rugby League, Football and Netball. In 2025, **2,950 hours**

will be delivered — more than doubling PacificAus TV's initial output and underlining its important role in regional broadcasting.

As PacificAus TV celebrates this important milestone, it continues to focus on collaboration, locally relevant programming, and strengthening regional media capacity to support a strong, diverse Pacific voice.

PacificAus TV is a key component of Australia's Indo-Pacific Broadcasting Strategy and supports Australia's longstanding commitment to supporting a robust media sector in the Pacific.

[View our Five Year Celebration Reel here](#)

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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.

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 strengthen Australia's cultural ties to the Indo-Pacific region by providing broadcasters in the Pacific with access to high quality, trusted and credible Australian television content, contributing to a diversity of media in the Indo-Pacific.

PacificAus TV achieves this objective by making rights to at least 2,000 hours of Australian television content available to partner broadcasters in Papua New Guinea, Fiji, Vanuatu, Solomon Islands, Kiribati, Tuvalu, Nauru, Tonga, Cook Islands, Niue and Samoa including sporting, lifestyle, news, current affairs, children's, drama, and entertainment programs.

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