WELCOME HOME TO
A NEW NETWORK
NINE IN HIGH DEFINITION

The Nine Network today announced a series of exciting new developments that will transform the way viewers watch and engage with Australia’s longest running free-to-air television network.

As we prepare to celebrate the 60th anniversary of television in Australia in 2016, a raft of innovations will signal the dawning of a new era at Nine, one in which traditional television and digital converge and where content will be available in more ways than ever before.

From Thursday, November 26, Channel Nine will be simulcast in high definition (HD).

Australia’s most loved programs and sporting events, including the upcoming summer of cricket and the 2016 NRL season, will be beamed into households across the nation on Channel Nine in stunning high definition.

The commencement of Nine’s HD broadcast will coincide with the Third Test between Australia and New Zealand in Adelaide (starting November 27) where viewers will be able to see every blade of grass and every bead of sweat in high definition.

David Gyngell, CEO Nine Entertainment Co, said: “This is all about using the available technology to give viewers what they want. We’ve been listening to feedback from our audience and consistently they tell us they want their programs in HD. Until now, there have been some barriers preventing us from rolling out HD on Nine, but it gives me great pleasure today to announce that from November 26, Channel Nine will be screened in crystal-clear high definition. All your favourite programs have never looked so good.”

Viewers without a HD television will still be able to watch Channel Nine through a simulcast standard definition (SD) broadcast.

To accommodate the HD upgrade there will be a realignment of Nine Network channel numbers. 9HD will be available through Channel 90, while the SD broadcast will be on Channel 91 (and 9). 9Gem will move to Channel 92 and 9GO! will now be seen on Channel 93 (and 99). Nine’s at-home shopping channel, Extra, will now be available on Channel 95. Some viewers may need to perform a channel rescan on their television sets.

The upgrade to HD coincides with the launch of a brand new channel on the Nine Network. From November 26 viewers will welcome 9Life into their living rooms on Channel 94.

The Nine Network has scoured the globe to collate the world’s best lifestyle and reality programs, which will screen on 9Life, Australia’s first free-to-air lifestyle channel.
9Life will become your new home for lifestyle and reality as it screens some of the hottest programs in the world right now including Million Dollar Listing, House Hunters International and The Bachelor USA.

The Nine Network will also introduce a new streaming and video-on-demand service, 9Now, in early 2016.

9Now will enable viewers to take control of their viewing experience in a way not seen before. All programs across the network’s suite of channels will be streamed there live, empowering viewers to take their screens with them.

9Now will also become a premier catch-up destination, with Nine Network programs available to watch on-demand, after their linear broadcast, at a time convenient to viewers.

"9Now will put the viewer in control like never before," Mr Gyngell said. "We understand that not everyone is at home at six o’clock to watch Nine News. 9Now will enable them to do so on their mobile phone while on their commute home, whether on the train or bus. With 9Now you can be at the beach while enjoying the cricket, live on your tablet. 9Now will give viewers the power to take charge of what they watch, how they watch and when they watch it."

All broadcasts on 9Now will also be available in HD.

The Nine Network is also refreshing its on-air branding, introducing updated channel logos and a cleaner, more contemporary look across all channels.

For further information:
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