



## **TVNZ'S iPad APPLICATION IMMINENT**

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Hard on the heels of the release of iPad into the NZ market, TVNZ will be releasing its iPad app.

The iPhone app was released in October 2009 and has been the Number One free news app since it launched last year. Critics have raved about it, one even called it better than CNN's.

TVNZ's Digital Media team has been working on an Apple-approved iPad app for the last couple of months and its release is imminent.

"We are initially focusing on delivering news content to the iPad – a dedicated news, weather and TV schedule iPad app is the priority, but TVNZ is prototyping a separate iPad application for the highly popular TVNZ Ondemand service as well", said Tom Cotter, GM of TVNZ Digital Media.

TVNZ's news iPad app will have up to the minute information from ONE News, including instant access to breaking news and news video. It is packed with national, world, business, sport and entertainment news, along with comprehensive weather information, including regional forecasts and an up-to-date TV schedule that will cover all TVNZ and free-to-air channels.

Additional functionality and features are already in the pipeline and will continue to be rolled out to the iPad and iPhone apps over the next few weeks, with a focus on video.

The team is working with our partners to prototype the TVNZ Ondemand app which would enable access to TVNZ's catch-up video service.

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