

ABC INTERNATIONAL LAUNCHES NEW MANDARIN/ENGLISH APP

Release date: Thursday, October 31, 2013.

On the 40th anniversary of the Australian Broadcasting Corporation's presence in China, ABC International has launched a Chinese/English mobile phone app into the Chinese market.

The app - ***Australia Plus*** - is now available for download from the iTunes China App Store and Android app stores or at AustraliaPlus.com/mobile. It features the best of Australian life covering the arts, business, science, education and entertainment.

Speaking at an event to launch the app, as well as to celebrate the ABC's 40 years in China, held in Beijing on Thursday, October 31, the Chairman of the ABC, Mr James Spigelman AC QC said 'Like the ABC, my personal involvement with China is forty years old. From the time I accompanied Prime Minister Whitlam on his visit in 1973, I have understood the importance of, and sought to enhance, the relationship between our nations. I am pleased to be able to continue to do so as Chair of the ABC.'

Managing Director of the ABC, Mr Mark Scott, noted that the launch of the Mandarin app coupled with recent partnership agreements between ABC International and many of China's leading media outlets provided a greater opportunity for both countries to share stories and engage more on issues of mutual interest. "The *Australia Plus* app and the new media partnerships give broadcasters in both Australia and China the opportunity to reach more people and provide greater insights into each other's cultures, and through that, a greater understanding and appreciation of our common interests as neighbours in the region".

ABC International is now engaging in partnerships with the Shanghai Media Group, CCTV, Beijing TV, China National Radio, China Radio International, Beijing City Radio, China Daily, China News Service, Sina.com, Tencent QQ, and Netease.

The *Australia Plus* app is free to download and features a question and answer-style introduction to Australian stories covering a wide range of topics of interest to a Chinese audience.

The app features a popular 'Aussiegram' site allowing users to create and share their own iconic Australian experience with koalas, kangaroos, crocodiles and native birds. The app's bi-lingual feature also provides a useful English language learning tool.

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