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# Catch-up TV comes of age

# Introduction

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In short, catch-up TV provides television viewers access to programs after the primary broadcast, via the internet.

And while this service has been available before now, this year has seen catch-up TV really come of age, with each of the commercial free-to-air networks launching or revamping their own dedicated, catch-up TV service.

It is yet another exciting development set to revolutionise the television landscape.

# Network offerings

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This year, each network has launched a new or revamped catch-up TV service:

- Seven, leveraging the growing appetite for video streaming through Yahoo!7, launched its new catch-up TV portal, Plus7
- Nine, building on its previous catch-up services on Ninemsn, launched its new and improved long-form offering FIXPlay
- Ten revamped and significantly enhanced its existing online offering by launching Watch TV.

# Plus7

The screenshot shows the Yahoo! Plus7 TV website. At the top, there are navigation links for 'Yahoo!7', 'My Yahoo!7', 'Mail', 'More', 'Make Y!7 My Home Page', 'New User? Sign Up', 'Sign In', and 'Help'. The main header features the 'YAHOO! TV PLUS7' logo. A search bar on the right is labeled 'Find a TV Show' and contains the placeholder text 'Enter show title'. Below the header, there are navigation tabs for 'Home', 'Browse all shows A-Z', 'FAQs', 'My Shows', 'TV Guide', and 'Yahoo!7 TV'. The main content area displays a video player for the show '30 Rock', showing a scene with a man in a suit. Below the video, the text reads '30 Rock Sun 23 May, series 4 episode 18' and includes a '+ Login to add to MyShows' button. A 'Watch now' button is also present. At the bottom, there is a navigation bar with 'Featured Episodes', 'Hot Shows', and 'Sneak Peeks'. A series of numbers 1 through 10 is displayed below the navigation bar.

Supported by video and online banner advertising.

Find a TV Show

Home Browse all shows A-Z FAQs My Shows TV Guide Yahoo!7 TV

Short ads no longer than 30 seconds play at 15min intervals during programs.

MyShows allows you to store shows in one area to keep track of episodes. You can also opt in to receive alerts when new episodes become available and when episodes are about to expire.

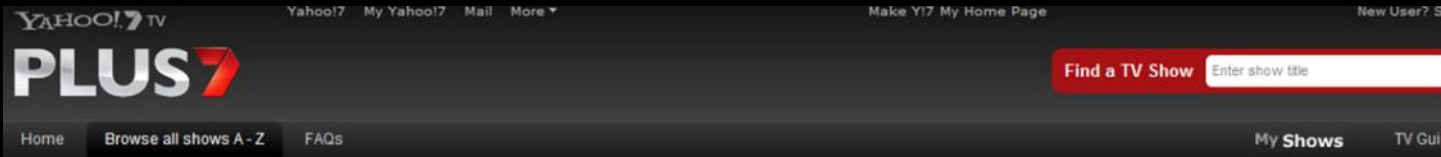
30 Rock  
Sun 23 May, series 4 episode 18 + Login to add to MyShows Watch now

1 2 3 4 5 6 7 8 9 10

Featured Episodes Hot Shows Sneak Peeks

Previews of upcoming shows.

# Plus7



Streams full length episodes as seen on Seven, 7TWO & other content partners.



New episodes are added daily and are available for 7 to 28 days.

Programs appear online immediately after they have aired.

# FIXPlay

**FIXPLAY** BETA

TOP SHOWS FROM OUR CATALOGUE OF HUNDREDS OF HOURS OF FREE TV

[Underbelly](#) | [V](#) | [The Big Bang Theory](#) | [The Mentalist](#) | [Spaced](#)

[Browse all shows](#) ▼

**underbelly**  
THE GOLDEN MILE

Hundreds of hours of long-form content from Nine, GO! and other international providers.

FEATURED SHOW

## Underbelly: The Golden Mile

Underbelly: The Golden Mile is set in King Cross in 1988-1999, where bent cops, straight cops, cool criminals and colourful characters all converged to make their mark

[WATCH NOW](#)

Commercial opportunities for long-form content including pre, post & mid-roll advertising.

Overall sponsorship packages also available.

think tv

# FIXPlay

Current Nine & GO! programming as well as back-catalogue content.

FIXPLAY BETA

TOP SHOWS FROM OUR CATALOGUE OF HUNDREDS OF HOURS OF FREE TV  
Underbelly | V | The Big Bang Theory | The Mentalist | Spaced

Browse all shows

### FIXPlay: hundreds of hours of free tv

 <b>Balls of Steel</b> Seasons 1,2,3 UK   Comedy	 <b>Black Books</b> Seasons 1,2,3 UK   Comedy	 <b>Derren Brown Mind Control</b> Seasons 1,2 UK   Comedy	 <b>Derren Brown Trick Of The Mind</b> Seasons 1,2 UK   Comedy	 <b>Domestic Blitz</b> Season 4 Australia   Reality	 <b>Father Ted</b> Seasons 1,2,3 UK   Comedy
 <b>Fringe</b> Season 2 USA   Thriller	 <b>Getaway</b> Season 18 Australia   Travel	 <b>Green Wing</b> Season 2 UK   Comedy	 <b>Gossip Girl</b> Season 2 US   Drama	 <b>Hey Hey It's Saturday</b> Seasons 1 Australia   Comedy	 <b>McLeod's Daughters</b> Seasons 7,8 Australia   Drama
 <b>Peep Show</b> Seasons 1,2 UK   Comedy	 <b>RPA</b> Seasons 16 Australia   Reality	 <b>Sea Patrol</b> Seasons 2,3,4 Australia   Drama	 <b>Spaced</b> Seasons 1,2 UK   Comedy	 <b>The Block</b> Season 2 Australia   Reality	 <b>The Big Bang Theory</b> Season 3 USA   Comedy

Up to 13 episodes of a program.

Multiple seasons.

# Watch TV

The screenshot shows the ten.com website interface. At the top, there's a navigation bar with 'FULL EPISODES & VIDEOS', 'TV SHOWS', 'TV GUIDE', 'COMPETITIONS', and 'COMMUNITY'. Below this is a 'FULL EPISODES & VIDEO' section with a video player and a 'Video Menu' sidebar. The 'LATEST EPISODES' section features thumbnails for 'Merlin', 'MasterChef', 'Neighbours', 'Lie To Me', and '7pm Preject'. Below that are sections for 'LATEST NEWS', 'ENTERTAINMENT SCOOP', and 'VIDEO EXTRAS'. The 'LATEST NEWS' section includes 'Early News Bulletin', 'L'PAD', 'Red Shield Appeal', 'Sleep Meet', and 'SPORTS NEWS'. The 'ENTERTAINMENT SCOOP' section includes 'Let Us Entertain You' and 'LATEST WEB-EXCLUSIVE CONTENT'. The 'VIDEO EXTRAS' section features a grid of thumbnails for various shows like 'Beverly Hills Cop', 'Call of Duty', 'Criminal Minds', 'Glee', 'House', 'Medium', 'NCIS', 'Neighbours', 'Recruits', 'Sports', '7pm Preject', 'E3', and 'Video Baller'.

Entertainment-related advertisers may integrate into the wings of the site .

Full season episodes available, in some cases multiple seasons .

Streams hundreds of hours of full length episodes from both TEN and ONE.

Other content includes news, entertainment, sport bulletins and web-exclusives.

# Watch TV

Users can create their own playlists from all content on TEN to watch at their leisure.

The screenshot displays the Watch TV interface. On the left is a video player showing a scene from 'Modern Family' with a man and a woman. Below the video is a 'modern family watch full episodes' banner. On the right is a 'Video Menu' section with a search bar and a 'My Playlist (0)' button. Below this is a list of five playlist items, each with a thumbnail, title, description, and an 'Add to Playlist' button.

Video Menu My Playlist (0) Type search keyword here

Home ▶ Modern Family

- "The Pilot" - Today's families come in all shapes and sizes. This is the modern family.** Add to Playlist +
- Modern Family ep 1 (2/4)**  
"The Pilot" - Today's families come in all shapes and sizes. This is the modern family. Add to Playlist +
- Modern Family ep 1 (3/4)**  
"The Pilot" - Today's families come in all shapes and sizes. This is the modern family. Add to Playlist +
- Modern Family ep 1 (4/4)**  
"The Pilot" - Today's families come in all shapes and sizes. This is the modern family. Add to Playlist +
- Modern Family a first look**  
Here's a sneak peek at the "Modern Family". Add to Playlist +

Commercial opportunities include 15 and 30 second pre-roll advertisements and a 468x60 leave behind.

# Watch TV

## FULL EPISODES & VIDEO

The screenshot displays a video player interface for the TV show 'Modern Family'. The main video area shows a scene with Jay and Gloria. A video menu on the right lists episodes 1/4 through 4/4 of Modern Family ep 2. A sharing menu is overlaid on the video player.

**Video Menu** My Playlist (0)

Home ▶ Modern Family

- Modern Family ep 2 (1/4)**  
"The Bicycle Thief" - Phil is determined to prove that Luke is responsible enough to have a new bike.  
[Add to Playlist](#) +
- Modern Family ep 2 (2/4)**  
"The Bicycle Thief" - Phil is determined to prove that Luke is responsible enough to have a new bike.  
[Add to Playlist](#) +
- Modern Family ep 2 (3/4)**  
"The Bicycle Thief" - Phil is determined to prove that Luke is responsible enough to have a new bike.  
[Add to Playlist](#) +
- Modern Family ep 2 (4/4)**  
"The Bicycle Thief" - Phil is determined to prove that Luke is responsible enough to have a new bike.  
[Add to Playlist](#) +
- Modern Family ep 1 (1/4)**  
"The Pilot" - Today's families come in all shapes and sizes. This is the modern family.  
[Add to Playlist](#) +

**Sharing Menu:**

- Share on Facebook
- Share on Twitter
- Email this video
- Embed this video
- Direct Link
- RSS

00:04 / 07:24

**modern family**  
watch full episodes

Ability to watch video full screen and in two different resolutions.

Sharing tools include the ability to post to Twitter, Facebook and email as well as syndication by RSS.

# Key benefits for viewers

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Catch-up TV means viewers never need to miss their favourite program. Viewers can also get access to additional content including;

- behind-the-scenes footage
- longer-form episodes
- highlights of next weeks shows
- character insights
- exclusive web content
- extensive back catalogues of popular programs.

It's a world where TV viewers can truly immerse themselves and engage with their favourite programs on a much deeper level.

# Key benefits for advertisers

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Catch-up TV enables advertisers to:

- Target loyal and highly engaged viewers who seek out specific content
- Increase audience reach across both TV and online audiences
- Tailor creative across a variety of advertising formats, eg. pre, mid and post-roll, video player skinning, and banner format
- Create tailored online sponsorship packages
- Make an impact in a low-clutter advertising environment.

# Conclusion

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While nothing will ever replace the primary broadcast, catch-up TV provides a way for viewers to engage with their favourite programming on a far deeper level than ever before.

It also provides advertisers with a unique opportunity to connect and engage with these audiences that's hard to beat.