

						
Channel	72	73	99	90	1	11
Definition	Standard Definition	High Definition	Standard Definition	High Definition	High Definition	Standard Definition
Launch Date	1 November 2009	25 September 2010	9 August 2009	26 September 2010	26 March 2009	11 January 2011
Target Audience	Adults 25+	Men 16-49	People 14-39	Women 35+, Grocery Buyers with kids	Men 25-54	People 13-29
Genre	Broad entertainment with something for everyone. Includes themed genre nights: action & adventure, lifestyle and movies.	Male-skewed programming including sport, factual content and comedies.	Popular entertainment for the young and the young at heart. Programming includes comedies and reality shows.	General entertainment programming including classic comedies, cherished dramas and movies.	Sport and targeted general entertainment programming for a 'distinctly male' audience.	Distinctly youthful programming including local dramas and U.S. comedy favourites.
Channel Positioning	7TWO has something for everyone, catering to a wide range of TV tastes with a great mix of the new and the classic. Programming has been strategically selected to grow Seven's audience between its channels, and maximise opportunities for audiences and clients.	7mate unashamedly targets the elusive young male demographic and complements Seven's main channel and multi-channel offering.	GO! offers a broad suite of entertainment with new hit shows, as well as classic favourites. Primarily targeting a younger audience, GO! offers more diversity and choice for both viewers and advertisers.	GEM is a carefully crafted channel aimed at the sophisticated, discerning viewer. It is designed to appeal to a wide audience cross-section, and to complement Nine's existing channel brands.	ONE offers premium sport, premium High Definition factual programs and movies, along with action and adventure programming with particular appeal to men 25-54.	ELEVEN will broadcast bold, fun, and entertaining content - creating a community where advertisers can interact and engage with viewers in a creative manner.
Programming Highlights	Knight Rider, 24, A Touch of Frost, Lost, Ugly Betty, Heroes, The Sopranos, Six Feet Under, Coronation Street.	AFL Grand Final, Family Guy, 30 Rock, How I Met Your Mother, Scrubs, Stargate Atlantis, Jersey Shore, Punk'd, Air Crash Investigations, Fifth Gear, Mega Structures.	Gossip Girl, The Hills, Survivor, Hellcats, Spartacus, Vampire Diaries, Human Target, The Bachelor, Seinfeld Hell's Kitchen, Dark Blue.	The Big C, Weeds, CSI, Secret Diary of a Call Girl, Wife Swap, Miami Medical, Cold Case, The Chopping Block USA, McLeod's Daughters, Secret Millionaire USA.	Sons of Anarchy, Long Way Round, Sports Tonight, Bondi Rescue, RPM, Cops, Airline, Emergency Search and Rescue, F1 Grand Prix, Ice Road Truckers, AFL.	The Simpsons, Neighbours, Dexter, The Cleveland Show, Futurama, Supernatural, Nurse Jackie, 90210, Smallville, The Office, Sex and the City.
For more info	7TWO	7mate	GO!	GEM	ONE	ELEVEN
Contact for advertising queries	Seven Network Prime Media Group	Seven Network Prime Media Group	Nine Network WIN NBN Television Nine Perth	Nine Network WIN NBN Television Nine Perth	Network Ten Southern Cross Media	Network Ten Southern Cross Media