

ABC Managing Director, Mark Scott spoke about the ABC's evolution, some of the innovations taking place now through which the ABC of the future is being created.

He explained how the new children's channel, ABC3 and the ABC's 24/7 News channel aligned with the ABC's Charter and Act. The ABC was never intended to be a niche broadcaster. It is, in fact, obliged to provide comprehensive services, programs that have wide appeal and those for specialised audiences as well.

And the ABC Board is required to ensure the ABC performs efficiently, "with maximum benefit to the people of Australia.". The ABC has the greatest range of news programs and more journalists than any other new organisation. It will drive the return on this investment further – without additional revenue from Government – through the new 24/7 news service.

Mark spoke about iView – the ABC's internet television service which enables viewers to catch up on programs, some new ABC Online sites such as the Environment and The Drum, new digital radio services and the ABC Open Project which aims to teach regional Australians digital story-telling skills, as further examples of innovation at the ABC.

He closed the presentation with a brief video about some other innovations that are under way, aimed to ensure the ABC continues to play an important role in Australian life in future.

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REPORT

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TODAY

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REPO

FEATURED PROGRAMS



Radiohead In Rainbows From The Basement



Blue Murder

Series 4 Episode 2



Australian Story

Mon 22 March 2010

UNMETERED USERS

Experiencing video playback problems? We have an [update](#) for unmetered users.

COMING SOON

In a first for the ABC, the new series of Doctor Who is launching on iView two days prior to its broadcast on ABC1. Catch it from midnight on the 16th of April.

WHAT'S NEW?

Check out cult comedy [The League Of Gentlemen](#); Follow the ups and downs of those quirky British couples in [Cold Feet Series 3](#); and watch an iView exclusive [Titus: The Gorilla King](#).

iView RSS

Check out our new [iView RSS feeds](#), including Last Chance, Drama, Comedy and more.

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**ABC 3**

**THE NEW KID  
ON THE BLOCK**

**ABC3 IS A  
WHOLE NEW WORLD  
JUST FOR KIDS.**

The image is a promotional poster for ABC 3. It features two young people, a girl and a boy, jumping through a jagged hole in a wall. The wall is covered in a repeating pattern of the ABC 3 logo, which includes the number 3, the letters ABC, and various icons like a crown, a skull, and a speech bubble. The girl is wearing a pink and white patterned tank top, blue shorts, and a blue and white cap. The boy is wearing a blue and white plaid shirt over a grey t-shirt and blue jeans. They are both smiling and looking towards the camera. The background behind them is a solid red color. At the bottom of the poster, there is a large, stylized number 3 with eyes, and the text 'ABC 3' below it. To the right of this logo, the text 'THE NEW KID ON THE BLOCK' is written in large, bold, black letters. Below that, the text 'ABC3 IS A WHOLE NEW WORLD JUST FOR KIDS.' is written in smaller, bold, red letters.



**ABC 24/7 News**

