

= Prime7 =

Prime7 is an Australian television network owned by Prime Media Group Limited , and an affiliate of the Seven Network . Prime Television launched on 17 March 1962 as CBN / CWN in Orange and Dubbo , New South Wales , and has since expanded to cover regional New South Wales , Victoria and the Australian Capital Territory .

Prime7 (along with GWN7 national broadcast facilities are based in Canberra . Prime Media Group head office / administration is located in Pymont , Sydney .

= = History = =

= = = Origins = = =

Prime Television originally began as a group of separate stations and networks ? Midstate Television in Orange , Dubbo and Griffith , RVN / AMV in Albury and Wagga Wagga , and 'NEN / ECN in Tamworth and Taree .

CBN @-@ 8 Orange began on 17 March 1962 , followed by CWN @-@ 6 Dubbo on 1 December 1965 . The two stations were both licensed to Country Broadcasting Services (also the owner of radio station 2GZ in Orange) . CWN was a full @-@ time relay of CBN ? the first Australian television station to relay another . The two stations thus formed the country 's first regional television network .

At the same time , RVN @-@ 2 Wagga Wagga began on 19 June 1964 , and MTN @-@ 9 Griffith began on 15 December 1965 . The two stations merged in 1971 as the Riverina and North East Victoria Television Service Pty Ltd with the callsign RVN / AMV on air .

In northern New South Wales , NEN @-@ 9 Tamworth began transmission on 27 September 1965 , with a relay in Armidale (NEN @-@ 1 , later NEN @-@ 10) on 15 July 1966 . ECN @-@ 8 Taree started on 27 May 1966 . At one stage , ECN @-@ 8 was tied NRN @-@ 11 Coffs Harbour (now owned by Southern Cross Broadcasting as Southern Cross Ten) , however the two stations split . NEN later merged with ECN as NEN / ECN .

= = = Television 6 @-@ 8 @-@ 9 = = =

As a result of the financial difficulties that many independent stations faced , MTN @-@ 9 joined CWN @-@ 6 and CBN @-@ 8 to form Television 6 @-@ 8 @-@ 9 in 1973 . Relays were launched in Portland , Lithgow , Mudgee , Cobar , Kandos and Rylstone and Bathurst . In 1981 , 6 @-@ 8 @-@ 9 changed its name to Midstate Television .

Colour television was introduced at the same time as the rest of the country , on 1 March 1975 ? one of the single most expensive processes undertaken by CBN to date . The station was a prominent broadcaster of local sporting events including Tennis and Rugby . In 1979 a documentary titled Goin ' Down The Road , about the 1978 National Rodeo Titles won the network a Logie award for an ' Outstanding Contribution by a Regional Station ' .

Midstate produced a number of local programs , including the Weekend Report , Early Shift , Rural Roundup and Around the Schools . Since 1968 CBN was able to access the Postmaster General 's microwave link for national news and other major events .

= = = Aggregation = = =

Midstate Television was bought out by media magnate Paul Ramsay 's Ramcorp Ltd. in October 1987 . It was soon merged with Ramcorp 's other stations , RVN / AMV and NEN / ECN . In 1988 , Midstate Television was renamed Prime Television and began to show increased Seven Network programming in readiness for aggregation .

When aggregation took place , Prime began broadcasting to both southern New South Wales and

northern Victoria . Transmission problems meant that aggregation in southern New South Wales took place in two stages ? first the Australian Capital Territory and NSW south coast on 31 March 1989 , followed by Orange , Dubbo , and Wagga Wagga on 31 December 1989 . These changes led to the de @-@ merger of RVN @-@ AMV , with RVN becoming CBN @-@ 2 .

Griffith remained a one @-@ station market , however instead of taking programming from Prime in line with the network 's other stations , MTN @-@ 9 relayed programming mainly from WIN Television in southern New South Wales . A supplementary licence , AMN @-@ 31 , was successfully bid for by MTN in 1996 , providing a relay of Prime Television . Soon after the station was purchased by WIN Television , which undertook a number of minor changes ? mainly changing the news service to WIN News , and using entirely WIN branding . AMN @-@ 31 remains a relay of Prime . Similarly , the Mildura licence area remained separate from the remainder of Victoria , albeit with a single station , STV @-@ 8 , later bought out by WIN Television in 1996 . In 1997 Prime was successful in bidding for a new licence for the area at a cost of \$ 3 @. @ 2 million . PTV @-@ 31 began broadcasting the following year .

Although advertising revenue increased post @-@ aggregation , local programming declined as a result of the costs incurred by the network 's expansion ? an estimated \$ 45 million had been spent by Ramcorp during and in the lead @-@ up to aggregation . After losses of \$ 50 million , it was not until 1993 that the renamed Prime Television Limited posted a profit .

Prime Television became the first commercial network in Australia to add a watermark to the networks broadcasts , starting in the early 90 's the first watermark consisted of the Prime text from the networks former circle logo , located on the top right of the screen . The watermark was updated once again in 2001 to coincide with Primes new logo , still at the top right of the screen . This lasted up until Prime Televisions relaunch to Prime7 in 2011 , the watermark is now seen at the bottom right of the screen , like all common watermarks .

In November 1996 , Prime 's parent company , Prime Television Limited , purchased the Golden West Network , a merged group of four stations in regional Western Australia ; BTW @-@ 3 Bunbury , VEW @-@ 8 Kalgoorlie , GTW @-@ 11 Geraldton and GSW @-@ 9 Albany . Western Australia , similar to Griffith and Mildura , remained a one @-@ station commercial market until 1999 when GWN became a Seven Network affiliate , after WIN Television began transmission as an affiliate of both the Nine Network and Network Ten .

The network began to expand into New Zealand in 1997 , when a number of licences were purchased from United Christian Broadcasters for an estimated \$ 3 @. @ 6 million . Prime Television New Zealand began broadcasting on 30 August 1998 , with a nightly local news program in both Waikato and Christchurch . Prime also expanded into Argentina with the purchase of the Canal 9 network .

== = 2000s == =

The renamed Argentine network Azul Televisión was sold for \$ 108 million in early 2000 due to lower @-@ than @-@ expected performance . During the same year , Prime benefited greatly from its affiliation with the Seven Network throughout its carriage of the 2000 Summer Olympics in Sydney . The network 's relationship with Seven was further developed throughout the early 2000s , leading to the unsuccessful introduction of 7onPrime branding for Seven Network @-@ produced programs .

Local news bulletins for Newcastle , the Gold Coast , Canberra , and Wollongong were axed in 2001 due to falling ratings and the anticipated costs of the switch to digital television . This , and the closure of a number of news bulletins by Southern Cross Broadcasting , prompted the Australian Broadcasting Authority to investigate the adequacy of regional news services The ABA later mandated that stations broadcast a minimum level of local content , based on a points system ? two points per minute for local news , and one point per minute for other local content , excluding paid advertisements .

Prime formed a partnership with the Nine Network (affiliated in Australia to competitor WIN Television) , giving its owner , PBL Media the option to purchase a 50 % share of Prime Television

New Zealand in return for access to original programming , and cross @-@ promotion in PBL 's New Zealand magazine titles . Following this , Prime Television New Zealand began to take on branding and programming similar to that of the Nine Network . In November 2005 , Prime Television New Zealand was purchased by subscription television provider SKY Network Television for \$ NZ30 million , completed after approval by New Zealand 's Commerce Commission in February 2006 .

Mildura Digital Television , a digital @-@ only station in Mildura began transmissions in 2006 as a joint venture between Prime Television Limited and WIN Corporation . Section 38B of the Broadcasting Services Act allowed for the provision of a third station owned by either one or both existing networks . MDT is a direct relay of Ten Melbourne , albeit with local advertising .

Prime Television announced on 21 December 2009 that it would start broadcasting 7TWO on 23 December 2009 .

== 2010s ==

On 25 September 2010 , Prime began transmission of the new HD digital channel 7mate aimed at men 16 ? 49 . The first program to be broadcast was the drawn 2010 AFL Grand Final . On 15 January 2011 , Prime Media Group reported that Prime and GWN were to rebrand as Prime7 and GWN7 respectively . The news bulletins has changed to Prime7 News and GWN7 News , during that , 7TWO and 7MATE dropped the " Prime " logo on the multichannels . Prime and GWN relaunched on 16 January 2011 at 6 : 00pm .

== Programming ==

Prime 's programming schedule is almost identical to those of metropolitan counterparts ATN in Sydney and HSV in Melbourne , with some differences . Since the network 's inception it has featured a broad range of original local programming , currently including children 's program Possum 's Club with Madelaine Collignon and station mascot Prime Possum as well as community service segment Prime7 InfoNet , a series of short updates listing local community events .

Prime 's overnight schedule also differs from the Seven Network feed , containing infomercials from Danoz Direct , Home Shopping , and a feed from pay television channel Expo . Past programming from Prime Television has been recognised nationally , with some local productions winning the Logie Award for ' Outstanding Contribution by a Regional Television Station ' . The network has won Logies for Goin ' Down The Road (CBN @-@ 8 , 1979) , Naturally (NEN @-@ 9 / ECN @-@ 8 , 1984) , Stranded (Prime Television , 1993) , Rest in Peace (Prime Television , 1994) , and No Time For Frailty (Prime Television , 1996) .

== Prime7 News ==

Prime7 News is the network 's local news service . Full bulletins are produced for the towns and surrounding regions originally covered by the stations " Midstate 6 @,@ 8 @,@ 9 Television " , Dubbo / Orange , " RVN @-@ 2 / AMV @-@ 4 " , Wagga Wagga / Albury and " 9 / 8 Television " (NEN @-@ 9 / ECN @-@ 8) Tamworth / Taree , prior to the aggregation of regional television services in New South Wales that occurred in the early 1990s . In other areas two @-@ minute news updates are shown at various times of the day .

Prime7 News bulletins are presented from Canberra weeknightly at 6pm in the Albury @-@ Wodonga Border , North West , North Coast , Central West and Wagga Wagga broadcast areas . Prime7 News at 6 : 30 (with Daniel Gibson) also comes from the Canberra news centre .

== Availability ==

Prime7 is available in standard definition digital format . Since June 2007 a 1080i high definition simulcast has also been available , replacing the network 's former 576p service . Prime is viewed

mainly through free @-@ to @-@ air terrestrial transmitters , although subscription cable also provided by TransACT and Neighbourhood Cable in the Australian Capital Territory and Ballarat , respectively .

Prime broadcasts to southern New South Wales through stations based in Orange and Dubbo , northern New South Wales from stations in Tamworth and Taree , Victoria from its Albury @-@ Wodonga @-@ based station AMV , and Mildura via PTV .

= = Logos = =

Prime Television became a network in November 1988 , with a shared logo produced and used across the regional stations , featuring the word Prime Television above an outlined rectangle . Aggregation occurred across the network on 31 December 1989 , along with the introduction of a green logo featuring the word Prime with the letter i dotted with a globe . This logo was used across the network until 1991 , when a new gold logo was introduced . Following a decade in use , 2001 saw the launch of a new simplified yellow logo , with the removal of the circle . This logo has been used since , and was launched concurrently with a similarly design logo on the Golden West Network . Following the 2011 relaunch , a new logo was introduced which incorporates the Seven Network logo .