

FOXTEL™

THE MARKET

Since TV was first introduced to Australia, it has been considered a favourite family member of households right across the country. Growing in popularity and becoming the defining voice for a unique brand of Australian news, entertainment and drama, TV and its population of larger-than-life celebrities, heroes and villains, and has been avidly welcomed into Australian homes for over five decades.

Today the Australian Subscription TV and Radio Association (ASTRA) records that 98% of all households across the nation have TVs, and 34% of these have Foxtel, who spend more than 4.5 hours watching per day, with 44.5% having three or more televisions dotted around the house.

Since 2007, Foxtel's service is completely digital – with conversion beginning in 2004 – and is one of the fastest rates of changeover from analog to digital in the world, in preparation for the rollout of the NBN. This will enable advanced digital services to be provided throughout Australia - the explosion of media diversity bringing extra excitement to the industry - as Foxtel looks to deliver programming and services over new platforms.



ACHIEVEMENTS

Naturally Foxtel's success is measured by its viewing and audience figures and its attractiveness to advertisers. As such some of its more notable achievements include:

Australia's Next Top Model - a locally produced series based on a successful American franchise and hosted by Australian supermodel Sarah Murdoch - who also served as head judge and co-executive producer.

Love My Way - a Logie Award winning drama series filmed in Sydney that won the AFI award for Best Television Drama Series for each of its three seasons (2005–2007) and featured an all-star cast of Australian actors.



Tim Winton's Cloudstreet - the three-part mini-series of the modern Australian classic novel set in and around Perth during the 1940s and 50s, starring the crop of top Australian acting talent.

Kalgoorlie Cops - an enormous success for the Crime & Investigation Network in 2011 that remains the highest rating factual program on Foxtel for a locally produced series.

Crime Investigation Australia - an Australian true-crime series that first premiered in August 2005 and aired for four seasons.

Kapyong - a documentary for the 60th anniversary of the battle of Kapyong that explored one of the most heroic battles of the Korean War.

News and Weather - dedicated teams from SKY News and The Weather Channel that deliver up-to-the-minute reports from Australia and around the world and allows viewers to personalise their



news and weather updates.

The LifeStyle Channel - the benchmark for the lifestyle-programming genre in Australia.

Australian Nickelodeon Kid's Choice Awards - now in its 10th year, the show features Aussie and international celebrities and musical acts.

Channel [V] - a 24-hour music channel targeted at the youth market, which plays both mainstream and alternative music from local and international artists.

The National Rugby League – still the highest rating programming event on Foxtel with live and exclusive matches for Rugby League in Australia.

HISTORY

Back in 1995, before Foxtel came along, Australian TV was a limited five-channel affair. Since then, the company has grown from a 20-channel analogue platform delivered over cable, to broadcasting hundreds of digital channels across satellite, cable and broadband.

Where the brand sits today is the result of sustained investment in broadcast innovation.

Now delivering a world-class entertainment experience every day to each of its 2.3 million subscribing homes through exclusive and inspiring programming across all genres, Foxtel is a constant champion of innovation. Bringing customers the



latest personal digital recording technology, Australia's largest HD offering, Foxtel 3D, and in 2012 the most comprehensive Olympic Games coverage Australia has ever seen, Foxtel continues to grow and grow and makes television viewing more relevant, personal and dynamic.

Owned by Telstra Corporation Limited ACN 051 775 556 (50%), The News Corporation Ltd (25%), and Consolidated Media Holdings Ltd (25%) Foxtel has gone from strength to strength with a list of impressive milestones including:

2005 – The revolutionary iQ personal video recorder, allowing customers to pause, rewind and record live TV at the touch of a button.

2006 – The mobile television service Telstra Mobile FOXTEL and the live broadcast service Virgin Live 2 Air across the Virgin Blue jet fleet.

2008 – Australia’s most comprehensive High Definition offering, with 24 dedicated channels, plus premiere blockbuster movies.

2009 – A Voluntary Code of Conduct in alliance with the Australian Government committed to improving the energy efficiency of its set top boxes and customers to reduce their energy consumption, and power bills.

May 2010 – The first ever 3D broadcast in Australia of the Socceroos live from Melbourne, plus the first dedicated 3D channel for Australian audiences – Foxtel 3D.

October 2010 – The iQ broadband connection, now active in over 1.1 million iQ boxes, enabling customers to enjoy Foxtel On Demand

November 2010 – Foxtel on Xbox 360, the result of a partnership with Microsoft to offer channels over the Internet direct to TV via Microsoft’s Xbox LIVE product.

June 2011 – Foxtel on T-Box, offering Telstra T-Box customers access to over 30 of our world-leading channels and a selection of Catch Up TV channels.

THE PRODUCT

Foxtel offers thousands of hours of fresh and inspiring programming each week, covering all genres such as news, sport, general entertainment, movies, documentaries, music and kids’ programming. Delivered in a range of innovative ways, Foxtel partners with some of the world’s most popular channel brands and leading content providers.

Committed to continued investment in high quality Australian content – part of a sector that spends around \$600 million every year on local productions – Foxtel have brought their customers the latest personal digital recording technology with the iQ series of set-top-boxes, Australia’s largest HD offering and the country’s first dedicated 3D channel.

RECENT DEVELOPMENTS

Foxtel consistently ensures it evolves all its platforms to suit the growing needs and trends of its subscription base, as well as using exclusive broadcast and programming deals to promote growth, such as:

February 2012 – FOX FOOTY –

a dedicated AFL channel, televising every game live and commercial free, siren-to-siren under a historic new agreement with the AFL.

May 2012 – a new national subscription television service, bringing together Foxtel and Austar, allowing the delivery of new digital products and services to customers Australia-wide.

July 2012 – Foxtel on Internet TV – a partnership with Samsung to offer up to 30 channels via internet

delivery exclusively direct to Samsung TV’s.

August 2012 – Australia’s most comprehensive Olympic Games broadcast delivering 1,100 hours of live events - and in HD - over 3,200 hours of sports coverage, and the launch of ‘The LONDON 2012 App’, giving customers access to eight live Games channels and catch up events on compatible tablet devices.

BRAND VALUES

Foxtel’s motto of ‘One company, one team, one brand’ ensures the team works together to celebrate creativity and to challenge the status quo. Having fun along the way, employees aim to make things honestly simple and work together toward clear goals.

The brand’s personality is playful, ingenious and entertaining, promising that its amazing content will stir emotions, raise a smile, provoke thoughts and never be dull.

Everything Foxtel does aims to deliver a better entertainment experience for its customers,

because they are at the heart of everything the brand delivers.

To deliver on this promise, their everyday values start with the customer and everyone works as one team, making things simple through courage and creativity.

LENDING A HELPING HAND

Foxtel also enjoys thinking outside the box - especially when it comes to the communities it broadcasts to – and continues to focus on reaching out and making a contribution to Australian life by:

Providing over 4,000 jobs for Australians (direct and indirect).

Raising over \$2.5 million for children’s medical research through the Foxtel Lap.

Providing on air support for around 34,000 Community Service Announcement spots.

Publishing our second Reconciliation Action Plan (RAP).

Helping avoid 20,000 tonnes of carbon emissions through set top box innovation.

In addition to the above Foxtel have ongoing partnerships with the following organisations:

- The Starlight Children’s Foundation
- The Salvation Army



- The Australian Film Television and Radio School (AFTRS)
- The Australian Writers’ Guild
- The Walkley Foundation
- Ai-Media (provider of captioning for the hearing impaired)
- Aurora Community Channel
- Australian Indigenous Mentoring Experience (AIME)
- Centre for Social Impact
- Cancer Council Australia

THINGS YOU DIDN'T KNOW ABOUT FOXTEL

- 70% of Foxtel subscribers have an iQ personal video recorder.
- Foxtel provides a free service to children’s hospitals, children’s wards around the country.
- Foxtel operates offices in Sydney, Melbourne and the Gold Coast employing around 2,500 Australians.
- Foxtel was the first to broadcast a 3D movie with Despicable Me in January 2011.
- Hugh Jackman was the original face of Foxtel signing on in the 1990s.
- Foxtel launched 20 channels in 1995 with a staff of just under 60 people.
- The Honorable John Howard opened its North Ryde Television centre in 2006.
- Foxtel have a specially designed remote for kids called the MiniMote, which allows parents greater control over the kinds of things little ones watch.
- Foxtel founded the Media RING (Reconciliation Industry Network Group) to promote indigenous employment in the sector.

