

MEDIA RELEASE

ASTRA Industry Excellence Awards Finalists announced

Sydney – 13 February 2012: The Australian Subscription Television and Radio Association (ASTRA) is pleased to announce the ASTRA Industry Excellence Awards Finalists.

The ASTRA Industry Excellence Awards recognise excellence in the promotion and innovation of subscription TV (STV). Entries for the Awards are sought from television channels, operators, production houses, media, advertising and creative agencies that contribute to Australian subscription TV. The winners will be announced as part of the ASTRA 2012 Conference, themed Driving Change, on Thursday 22 March at The Sydney Exhibition & Convention Centre.

“The ASTRA Industry Excellence Awards recognise exceptional talent across the STV industry and spotlight campaigns striving for continued excellence in promotion of industry. The variety of channels and content represented within the finalists clearly indicates that, across the board, the subscription TV industry is playing at the top of its field in developing successful promotions for premium quality content,” said ASTRA CEO Petra Buchanan.

The Awards are judged by panels of senior subscription TV marketing specialists who determine all finalists and winners in each award category. Entries are scored on a set of benchmark statements and then by peer review. The judging panel reviews each entry to assess its merits based on the strengths of the campaign strategy, implementation, results and creativity.

This year the following finalists have been shortlisted for the ASTRA Industry Excellence Awards.

The Finalists are:

PLATFORM MARKETING

MOST OUTSTANDING MARKETING CAMPAIGN FOR SUBSCRIPTION SALES OR SUBSCRIBER RETENTION/EXTENSION

Awarded to the most outstanding Australian consumer marketing campaign used to drive subscription sales and encourage customer retention and loyalty.

- Navigation Campaign, FOXTEL
- July Movies Campaign, FOXTEL
- AUSTAR AFL ‘Slap’, AUSTAR Entertainment
- AUSTAR Takes Sport to Amazing, AUSTAR Entertainment

MOST OUTSTANDING USE OF STV FOR A CONSUMER ADVERTISING CAMPAIGN

Awarded to an organisation for the most outstanding use of the Australian subscription TV medium in a consumer advertising campaign.

- Heineken on FOX SPORTS, Multi Channel Network
- Toyota FJ Cruiser – Interactive Campaign, Multi Channel Network

PROGRAM AND CHANNEL PROMOTION

MOST OUTSTANDING ON-AIR PROGRAM PROMOTION

Awarded to the most creative and effective on-air program promotion for a single subscription TV program, series or event.

- A Bit Extreme..., Selling Houses Australia Extreme, The LifeStyle Channel, XYZnetworks
- SLiDE Campaign, FOX8, FOXTEL
- Project Runway Australia Series 3, Arena, FOXTEL
- Kalgoorlie Cops, Crime & Investigation Network, FOXTEL

MOST OUTSTANDING OFF-AIR PROGRAM PROMOTION

Awarded to the most creative and effective off-air program promotion for a single subscription TV program, series or event.

- Planet Cake, LifeStyle FOOD, XYZnetworks
- SLiDE Launch Campaign, SLiDE, FOX8, FOXTEL
- Tim Winton's Cloudstreet, showcase, Showtime Movie Channels

MOST OUTSTANDING CHANNEL IMAGE SPOT

Awarded to an organisation for the most creative and effective channel image spot designed to define, launch, build awareness, or change perception of the channel brand.

- All Sports. All Emotions, Eurosport
- CMC Lovin' This Country, Country Music Channel, XYZnetworks
- Disney Junior: Heads, Shoulders, Ears and Bows, Disney Junior, The Walt Disney Company
- Nickelodeon Flo-Mo Campaign, Nickelodeon
- Forever Classic, FOX Classics, FOXTEL

MOST OUTSTANDING MULTI-MEDIA PROMOTION

Awarded to the most outstanding integrated consumer marketing campaign to promote an Australian subscription TV channel identity, program or a platform. Awarded for the most creative and effective use of technology and interactive television for consumer use.

- B430 Global Animal, B430 Season 3, Channel [V], XYZnetworks
- September 11 – 11 Days To Remember, National Geographic Channel, Fox International Channels
- SLiDE Launch Campaign, SLiDE, FOX8, FOXTEL

MOST OUTSTANDING PR/COMMUNICATIONS CAMPAIGN

Awarded to the most creative and effective stand-alone PR or Communications campaign to promote an Australian subscription TV channel, platform, program and/or drive subscription sales/subscriber retention.

- Donna Hay – Fast, Fresh, Simple, The LifeStyle Channel, XYZnetworks
- AUSTAR Carnival, AUSTAR
- Tim Winton's Cloudstreet, showcase, Showtime Movie Channels

MOST OUTSTANDING MARKETING CAMPAIGN UNDER \$50,000

Awarded to the most creative and effective consumer marketing campaign to promote a channel identity or program with a total marketing budget of \$50,000 or less.

- Grand Designs Australia Live Sponsorship, The LifeStyle Channel, XYZnetworks
- Mardi Gras Radio Promotion, Arena, FOXTEL
- I Believe..., Notes from the Hard Road and Beyond-Melb Fest 2011, STVDIO, SBS Subscription TV

TECHNOLOGY

MOST OUTSTANDING USE OF TECHNOLOGY

Awarded for the most creative and effective use of technology for consumer use.

- The SCI FI Channel Clustr app, SCI FI, TV1 Australia
- The TV1 Trivia app, TV1 Australia
- Perry's Mission of the Day, Phineas and Ferb, Disney Channel, The Walt Disney Company
- FOX Field, Rugby World Cup 2011, FOX SPORTS 1HD & FOX SPORTS 1, FOX SPORTS

The 2012 day-long Conference program will highlight opinions from leaders across the industry, allow for discussion and debate through a combination of panel discussions and break-out sessions and provide networking opportunities at the Women in Television breakfast, lunch and the closing cocktail function where the ASTRA Industry Excellence Awards will be presented.

Registration details are available at www.astraconference2012.com.au

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Note to Editors

- 7.3 million Australians have access to STV through their homes, this is 34% of the population
- Direct economic contribution of STV to the Australian economy in 2009-10 is estimated at \$700 million and over \$5 billion since its inceptionⁱ
- STV invested \$578.4 million into the development of Australian content in 2010ⁱⁱ
- STV employs 7,410 people including outsourcingⁱⁱⁱ

About ASTRA

ASTRA is the peak industry body for subscription TV (STV) in Australia. The STV industry is the undisputed leader of digital broadcasting with 200 channels (including HD and Plus2) broadcast on the FOXTEL and AUSTAR platforms, and channel packages offered through Telstra T-Box and Xbox360. STV platforms and channels directly employ over 7,400 people and in 2010 invested \$578.4 million into Australian content. The direct economic contribution of STV to the Australian economy is estimated to be over \$5 billion since its inception. Received by 34% of Australians through their homes and over a million more through hotels, clubs and other entertainment and business venues, STV provides 24 hour news, sport and entertainment. www.astra.org.au

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- ⁱ Deloitte Access Economics (2011)
- ⁱⁱ ASTRA Australian Content Survey (2010)
- ⁱⁱⁱ ASTRA Australian Content Survey (2010)

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