ASTRA Subscription Television Australia

10th ASTRA AWARDS

MEDIA ALERT

PAST AND PRESENT SUBSCRIPTION TV PERSONALITIES COME TOGETHER TO CELEBRATE 10 YEARS OF THE ASTRA AWARDS

With the milestone of ten years at the forefront of this year's ASTRA Awards, some of subscription TV's most recognisable faces at present and from over the past decade will come together to present at this year's ceremony tomorrow night.

There is arguably no bigger name in Australian broadcasting than **Eddie McGuire**. A familiar face to most of the viewing public for his contribution to both free to air and subscription TV over the years, McGuire can be seen weekly on FOX FOOTY's comprehensive AFL magazine program line up.

Australian shoe queen **Terry Biviano**, currently the star of Arena's *WAG Nation* and her football star husband **Anthony Minichiello** will be among the list of celebrity presenters at this year's ASTRA Awards. This will be Terry's first year to walk the red carpet as a subscription TV identity, with the Sydney 'It' couple presenting for the first time together. Minichiello, however, will be a familiar face to Subscription TV audiences, seen regularly on FOX SPORTS NRL coverage.

With beauty and style part of the excitement of the ASTRA Awards red carpet and ceremony, **Laura Dundovic** and **Ruby Rose** will both return to present this year. Dundovic, the host of hit show *Dating in the Dark* on FOX8, will present with **Lincoln Younes**, star of showtime's *Tangle*. Also presenting this year is former MTV Australia VJ Rose, 2009 winner of the ASTRA Award for Favourite Personality – Female.

Steve Liebmann, one of Australia's most respected journalists, covers some of Australia's most infamous crimes on *Crime Investigation Australia* on the CINetwork and will return to the ASTRA Awards stage as a presenter. Former 'Face of Foxtel' and a past regular at the ASTRA Awards **Mike Hammond** will team up with self-professed 'general media handyperson' **Melissa Hoyer** to also present this year. Hoyer has a rich history with subscription TV, having previously co-hosted *Arena Style* on Arena with Jodhi Meares and is a regular nightly panellist on *Paul Murray Live* on SKY News.

No stranger to the ASTRA Awards having won Most Outstanding Performance by a Presenter in 2004 and Favourite Male Presenter in 2005, **Brendan Moar** will also present this year.

Glamorous music star **Tina Arena** will also take to the stage as a presenter, as will actor **Rodger Corser**.

Already confirmed to present at this year's ceremony is **Natalie Bassingthwaite, Asher Keddie, Rove McManus, David Wenham, Megan Gale, David Speers, Oriel Morrison** and **Diana Glenn**.

The 10th Annual ASTRA Awards will be held tomorrow night, Thursday 21st June, returning this year to Sydney Theatre at Walsh Bay.

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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

For further information on the 10th ASTRA Awards, please contact 6dc:

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