

ASTRA MEMBER COMMUNICATIONS

ASTRA Website: www.astra.org.au

A content rich website informs members and the industry about a broad range of topics relating to subscription television (STV) including events, news, policy, submissions, issues, programming, and facts and figures. Included is a members' only section (secure login) providing specific information on research and policy, as well as ASTRA committee activities and minutes. The website is updated 1) weekly: with ratings reports, news releases and policy activities; and, 2) monthly: with programming details, interviews with industry leaders (Conversations) and to ensure continued relevance to members.

ASTRA Website Newsfeed and Weekly Wrap-up Newsletter: www.astra.org.au

Located on the ASTRA homepage is a rolling feed of news items which is updated throughout the day as news is breaking. Each Friday afternoon, ASTRA distributes a newsletter to registered members containing headlines and links to the news that week.

Weekly Ratings Report: <http://www.astra.org.au/Menu/News>

Issued Monday mornings before 10am, the Weekly Ratings Report is a summary of subscription TV ratings in STV Homes, Metro and Regional for the previous Sunday to Saturday. It also includes Year-to-Date Share of Viewing, Year-on-Year comparisons, Top Broadcasts by Genre and Top 10 Sport, Non-sport and Time-shifted Programs.

Weekly Media Release: <http://www.astra.org.au/Menu/News>

ASTRA issues a weekly media release to select journalists to inform about STV share of viewing and ratings trends. Topics covered in these releases include increases in specific genre viewing year-to-date, year-on-year and shape of the day trends as well as specific programming successes around Australian content and live events.

Fortnightly E-newsletter

Distributed to members every two weeks, the newsletter notifies recipients about ASTRA events, policy submissions and industry news. The lead story is the CEO column which offers perspective on a variety of themes and timely industry issues.

To receive ASTRA communications please contact admin@astra.org.au

ASTRA EVENTS

ASTRA Spotlight: <http://www.astra.org.au/Menu/Events/ASTRA-Spotlight>

ASTRA Spotlight Events provide a forum and resource for ASTRA members to gain access to expertise, knowledge and insight on different topics and issues, from marketing and publicity to

policy, programming, research and technology. The events aim to educate both new subscription TV professionals as well as seasoned veterans, around the ever changing and growing STV environment. Events are open to all ASTRA members.

ASTRA Conference: <http://www.astraconference2012.com.au/>

The Annual ASTRA Conference brings together Australia's subscription TV industry for a timely look at the media landscape and what lies ahead. An innovative and thought provoking range of topics are covered. The conference is held in March and includes a presentation of the ASTRA Industry Excellence Awards.

ASTRA Industry Excellence Awards: <http://bit.ly/HlLegv>

The ASTRA Industry Excellence Awards specifically recognise excellence in the marketing and promotion of subscription TV. Entries are sought from television channels, operators, production houses, creative agencies and others that contribute to STV.

ASTRA Awards: <http://www.astra.org.au/Astra-Awards/Home>

The Annual ASTRA Awards recognise the wealth of talent that drives the Australian subscription TV industry and highlights the creativity, commitment and the investment of STV in production and broadcasting. Entries are sought from STV channels and platforms. ASTRA Award winners are announced at a gala event in June.

ASTRA COMMITTEES

<http://www.astra.org.au/AstraLogin/AstraLogin>

The following committees are comprised of representatives from ASTRA member organisations:

Executive, monthly

Legal & Policy, monthly

Technical & Planning, monthly

Research, every six weeks, 8x/year

Channels, bi-monthly

SOCIAL MEDIA

Linked In, Twitter and Facebook

ASTRA pushes information to members as well as the broader community through Slideshare, a LinkedIn group (724 members), two Twitter feeds: 1) dedicated to industry news (@astra_news) and 2) dedicated to ASTRA events (@astraevent), and a Facebook page which is activated around ASTRA Awards viewer voting.