

MEDIA RELEASE



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ASTRA Industry Awards finalists announced

More than 40 outstanding individuals and teams have today been announced as finalists for the 2017 ASTRA Industry Awards.

The annual awards, to be held on 27 July in Sydney, recognise excellence in marketing, advertising and promotion in Australia's subscription television industry.

"The ASTRA Industry Awards celebrate the extraordinary individuals and teams whose creativity sets subscription television apart as bold and imaginative," ASTRA chief executive officer, Andrew Maiden, said today.

"This year's list of finalists is our most impressive to date, and reflects the growing pool of talented creatives now working in subscription television," he said.

The annual awards include three categories for individual excellence and six categories for teams responsible for promotions, marketing and innovation.

A record number of finalists were selected from independent channel brands including Viacom, SKY NEWS, NBC Universal, Discovery, BBC Worldwide and BeIN Sports.

Females represent a majority of finalists for individual awards, reflecting on the efforts subscription television leaders have made to advance the participation of women in the sector.

The ASTRA Industry Awards are judged by panels of more than 30 creative leaders drawn from across the industry.

The awards are open to television channels, subscription platforms, production houses, media, advertising agencies and other creatives.

A full list of finalists is attached.

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About ASTRA – The Australian Subscription Television and Radio Association (ASTRA) is the peak body representing the subscription media industry in Australia. Members include content makers, distribution platforms, technology companies and supporting industries. ASTRA members produce content that reaches one in three Australians. In 2015/16 they invested \$893 million in local content production and created 8339 jobs.

CATEGORY NAME	ENTRY	COMPANY
Most Outstanding Advertising Campaign	MTV Fit Sessions	MTV Australia
	[V] Hits Island Parties presented by Little Green Cider	[V] Hits
	Rexona Pressure Series	FOX SPORTS, MCN SPORT
Most Outstanding Campaign under \$50k	Dan Ricciardo Ultimate Track	FOX SPORTS
	Retro Round	FOX SPORTS & FOX FOOTY
	1000 Greatest Songs of All Time	Max
Most Outstanding Innovation	The Wentworth BOT	showcase
	Lifestyle & APN CATCH Service	Lifestyle
	WATCH AFL	FOX FOOTY
	SKY NEWS REAL ESTATE - LiveU	SKY NEWS BUSINESS
Most Outstanding Off-Air Promotion	Lifestyle Rebrand Campaign	Lifestyle
	FOX LEAGUE	FOX LEAGUE
	The Discovery Intern	Discovery Networks
	Big Bash League	Nickelodeon
Most Outstanding On-Air Promotion	We Are League	FOX LEAGUE
	The Comedy Channel	The Comedy Channel
	Can't Take My Eyes Off You	FOX SPORTS News 500
	Louis Litt Character Spot	Universal Channel
	New Louis [Theroux] Campaign	BBC Knowledge
Most Outstanding PR Campaign	Lifestyle Rebrand PR Campaign	Lifestyle
	Dan Ricciardo Ultimate Track	FOX SPORTS
	Suits Publicity Tour	Universal Channel
	MTV Beats & Eats	MTV Australia
Most Outstanding Social Media Campaign	Are Millenials F*cked?	MTV Australia
	Wentworth Season 5	showcase
	ELECTION 2016	SKY NEWS LIVE
	World Movies Cult: Aussie Exploitation	World Movies
Creative Professional of the Year	James Rochford	FOX SPORTS
	Brigitte Slattery	Foxtel
	Asha Burns	FOX SPORTS
	Todd Phillips	Viacom
	Steve Potter	NBC Universal
Rising Star	Steph Lukin	FOX SPORTS
	Melissa Lu	Discovery Networks
	William Lewis	Foxtel
	Thomas O'Brien	SKY NEWS
	Sarah Tucker	Multi Channel Network
Television Professional of the Year	Colleen Meldrum	Foxtel
	Jemma Hawksford	FOX SPORTS
	Rebecca Jacobsen	FOX SPORTS
	Jesse Hicks	SKY NEWS
	Paul Steadman	BeIN SPORTS