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FOX LEAGUE named Channel of the Year

FOX LEAGUE has been voted Channel Brand of the Year by ASTRA, the peak body for subscription television in Australia.

Launched in early 2017 as a destination channel to champion rugby league, FOX LEAGUE has enjoyed significant ratings success, with 23 games in subscription television's list of top 50 programs for the year to date.

Subscribers also rate the channel with a high net promoter score, while high brand awareness is attracting new subscribers to the Foxtel platform.

"No channel better represents the success of subscription television in attracting passionate audiences in large numbers to watch quality content," ASTRA CEO, Andrew Maiden, said today.

"Since launch, FOX LEAGUE has become one of Foxtel's most watched channels, attracting large audiences for its live, ad-free coverage of every game, while its suite of magazine programs set the conversation around the sport on screen and online," he said.

FOX SPORTS CEO Patrick Delany praised the team responsible for the new channel.

"Just when we think our jobs can't get any better we win an award for a labour of love. Building FOX LEAGUE from the ground up was as much fun as you can have at work, so to be named ASTRA Channel Brand of the Year in its first year is ridiculously rewarding," Mr Delany said.

"As always, we thank the players who perform brilliantly and we thank our audiences for their loyalty and passion. The reception the channel and brand has been given is a massive reward for our team," he added.

The award was one of several announced at a ceremony in Sydney last night.

Foxtel Arts received the ASTRA Channel Achievement Award for its exceptional showcase of the arts, artists and their creative achievements.

Jesse Hicks of SKY NEWS was named ASTRA Television Professional of the Year, while Foxtel's Brigitte Slattery was crowned ASTRA Creative Professional of the Year. Thomas O'Brien of SKY NEWS was voted ASTRA Rising Star.

"The industry's success depends on the professionalism and creativity of our people, and this year's winners are outstanding role models to the 8000 people who work in the sector," Andrew Maiden said.

The following creative campaigns were also recognised –

- Most Outstanding Advertising Campaign, MTV Fit Sessions, MTV Australia
- Most Outstanding Campaign Under \$50k, Dan Ricciardo Ultimate Track, FOX SPORTS
- Most Outstanding Innovation, The Wentworth BOT, showcase
- Most Outstanding Off-Air Promotion, Lifestyle Rebrand, Lifestyle (Joint)
- Most Outstanding Off-Air Promotion, FOX LEAGUE, FOX SPORTS (Joint)
- Most Outstanding On-Air Promotion, Phone Mouth, The Comedy Channel

- Most Outstanding Public Relations Campaign, Dan Ricciardo Ultimate Track, FOX SPORTS
- Most Outstanding Social Media Campaign, Are Millennials F*cked?, MTV Australia

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About ASTRA – The Australian Subscription Television and Radio Association (ASTRA) is the peak body representing subscription media in Australia. Members include television operators, independent content companies, technology companies and the industries that support them. ASTRA members produce content seen by nearly nine million Australians. In 2015/16 members invested \$893 million in local production and created jobs for more than 8000 Australians.