

# FOXTEL

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## Foxtel. Make It Yours.



Foxtel's creative platform 'Make It Yours' continues in July with new activity across media that includes a starring role by movie superstar Chris Hemsworth as you've never seen him before.

The campaign showcases the differentiating benefits for customers of Foxtel, including the ability to stream from over 1,200 of the hottest movies on demand, anytime you want, and the best choice in new drama, lifestyle shows and complete seasons to suit everyone. The campaign digs deep to entertain us with the real ways people watch their favourite shows and movies.

Conceived by Whybins TWBA, produced with Foxtel's Felix, and shot by Finch's Nick Ball, the activity spans cinema, TV, online video, dynamic digital, Facebook 'canvas' units, digital out-of-home, radio and national press. The campaign with Chris Hemsworth launched yesterday (Sunday July 3) online and on televisions across Australia. In the six spots we see Chris enjoying Foxtel Movies on his TV, laptop and tablet around the house.

Rob Farmer, Director of Content Marketing, said: "After a big impact with the launch of this creative platform to customers earlier in the year, anchored around the return of big shows like *Game of Thrones*, *Girls* and *Wentworth*, it's great to see the 'Make It Yours' campaign now evolve to embrace Foxtel's other points of difference with a focus on movies. We're excited to share these original spots with Australia as they feature a candid Chris Hemsworth relaxing at home with his Foxtel."

Foxtel's on demand streaming service Anytime is home to a deep selection of the world's most popular new shows and complete seasons – from Foxtel Original drama and lifestyle programming to the best from the US and UK – all available to stream on TV and devices, anytime, anywhere. Anytime has more recent film releases from all the major Hollywood studios than Netflix, Stan and Presto combined, and the best part is access is included with your existing Foxtel Movies subscription at no extra cost\*.

Every customer with an internet-connected iQ box, or Foxtel Go app downloaded to their device (the app is available to all customers at no extra cost), can stream shows from Anytime that are part of their package including highly-anticipated pop up events like all seven *Fast & Furious* movies, for Foxtel Movies customers over the weekend of July 8-11.

Foxtel brings customers the content they love with the best in live sport, new movies, new shows and complete seasons, in the ways they want to watch it – live and on demand. Foxtel's streaming on demand service Anytime makes it easy for customers to binge on every episode ever of the world's greatest dramas, including HBO's *Game of Thrones*, BBC's *The Musketeers*, Foxtel Original Drama and global hit *Wentworth*, and many more.

For more information visit [www.foxtel.com.au](http://www.foxtel.com.au).

*\*Anytime requires an internet enabled and connected iQ or compatible Foxtel Go device. You must subscribe to a channel as part of your pack in order to access corresponding content. Not all channels/content available. ISP charges may apply.*

#### About Foxtel

Foxtel is one of Australia's most progressive and dynamic media companies, directly employing around 2,500 people, and delivering a diverse subscription television service over cable, satellite and broadband distribution. We offer a better entertainment experience every day to each one of our 2.6 million subscribing homes through delivery of new and inspiring programming across all genres, the world's most popular channel brands, and investment in high quality local content. As constant champions of innovation we have brought customers the iQ personal digital recorder, Australia's largest HD offering, the Foxtel Go App for tablets and mobile devices, internet TV service, Foxtel Play and online movie service, Presto. Foxtel is owned by Telstra Corporation Limited ACN 051 775 556 (50%) and News Corporation (50%).

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