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Foxtel signs Joanna Lumley for BoxSets Channel

Foxtel today announced the signing of **Joanna Lumley** to star in the promotional campaign for the **BoxSets** channel, which will launch in November.

The much-loved British actress's first television commercial for Foxtel BoxSets will air tomorrow during the AFL Grand Final coverage on the Seven Network and be played on screen at the MCG.

Foxtel has secured the rights for the campaign created for Sky's On Demand service in the UK, by agency Brothers and Sisters, which feature Ms Lumley explaining the value of the BoxSets proposition and paying comedic homage to featured series such as *Game of Thrones*.

Ms Lumley will also shoot customised spots for Foxtel BoxSets' properties, including *The Sopranos* and the homegrown international hit *Wentworth*.

"I've been having a wonderful time with the BoxSets shoots," Ms Lumley said. "I think I made a marvellous choice casting myself as almost everyone in *Game of Thrones* but I am now turning my attention to the *Wentworth* characters and I cannot wait to show off my Aussie accent."

Foxtel Networks Head of Premium Entertainment (showcase, SoHo, The Comedy Channel and BoxSets) Graham Burrells said "The response to the announcement of Foxtel's BoxSets launching in November has already generated great enthusiasm.

"BoxSets will be a library home for some of the world's most talked about TV dramas. Having the fabulous Joanna Lumley to explain the channel and its programming, with her unique one-woman show performances, will take the talkability and awareness to a whole new level amongst both existing and new customers."

As part of the launch festivities, BoxSets has secured *Absolutely Fabulous* Seasons 1-5, the treasured series starring Jennifer Saunders and Ms Lumley, to be available on the channel for three months.

Foxtel BoxSets will launch on November 3 and will be available in the Foxtel Drama pack.

BoxSets is dedicated to offering subscribers live and Anytime access to some of the most popular programming available from the subscription service. It will include complete series of library drama and complete past seasons of returning drama series on a regularly updating basis.

Initial titles to be available at or shortly after launch in live and Anytime include *Game of Thrones* – Seasons 1-4, *The Sopranos* – Seasons 1-6, *Big Love* – Seasons 1-5, *The Newsroom* – Seasons 1-2, *Rome* – Seasons 1-2, *Band of Brothers*, *Entourage* – Seasons 1-8, *Wentworth* – Seasons 1-2.

Available in Anytime (On-Demand) titles include *Getting On*, *Looking* – Season 1, *Girls* – Seasons 1-3, *Angels in America*.

Another of the other acclaimed series coming up on BoxSets will be Foxtel's Australian drama *Devil's Playground*.

BoxSets can be viewed live, or in Anytime through Foxtel Go or with an internet connected iQ box. For customers without an internet connected iQ box, Foxtel BoxSets will feature continuous broadcast of popular drama series that can be recorded on the Foxtel iQ and played back at their convenience.

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%). foxtel.com.au

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