



## **‘Mezzo Live HD’ launches daily branded block on ‘Foxtel Arts’**

**7<sup>th</sup> October 2015, Cannes** - Lagardère Active and Lightning International announce a new major carriage agreement that sees 'Mezzo Live HD' launch a daily 4-hour branded block on FOXTEL's in-house arts channel 'FOXTEL Arts'.

Starting 2<sup>nd</sup> November 2015 'Mezzo Live HD' will be retransmitted live daily on 'FOXTEL Arts' Monday to Friday from 12 noon to 4pm (NSW) and offer the best of classical music, opera, ballet and jazz to 'FOXTEL Arts' subscribers.

'FOXTEL Arts' launched this year and is available on channel 133 in the HD and Docos packages.

This marks the first agreement for Mezzo Live HD in Australia and another major step in the channel's development in Asia-Pacific.

Gérald-Brice Viret, CEO, Lagardère Active TV, declared: "We are thrilled to bring Mezzo Live HD to another major pay-tv provider in Asia-Pacific. We are confident that the great value of our premium music content will contribute to drive growth and viewership for 'FOXTEL Arts' and establish the channel as the top destination for arts lovers in Australia."

Stephen Baldwin, Foxtel's Head of Channels & Operations remarked "The addition of Mezzo Live HD will provide Foxtel Arts subscribers access to performances from European Concert Halls and Festival Stages thus strengthening the content offering on the channel.

James Ross, CEO of Lightning International, the Asia-Pacific representative for Mezzo Live HD added "We have had a fantastic response to the rollout of Mezzo Live HD in the region from our partners and operators, and we welcome FOXTEL as the latest affiliate – with more to come soon!"

Now available in 6 major Asia-Pacific markets, Mezzo Live HD' features the best classical and jazz concerts with 100% of content in HD and over 80% self-produced from the most prestigious international venues like Paris' Opera, London's Covent Garden, Milan's Scala or Moscow's Bolshoi.

The channel plans additional localised content in 2015 with new partnerships in the works in Australia, Japan, Korea, Singapore, Hong Kong and Taiwan.

### **About Mezzo**

Since 1996, Mezzo has established itself as the international reference for classical music, jazz and dance on TV. Currently broadcast in 44 countries and 25 million households, Mezzo is an essential part of the music lover's entertainment with a selection of features, interviews, documentaries and performances, while remaining accessible to the newcomer. Mezzo is complemented by Mezzo Live HD, which focuses on the newest and greatest performances in the worlds of classical, opera, dance and jazz. Mezzo and Mezzo Live HD is operated by Lagardère Active TV.

### **About Foxtel Arts**

Foxtel Arts launched in March, 2015 to deliver a wide range of local and international arts programming to Foxtel subscribers. The channel's programming is a mixture of documentary specials and series as well as the best in live performance television - especially from the worlds of fine music and dance.

### **About Foxtel**

Foxtel is one of Australia's most progressive and dynamic media companies, directly employing around 2,800 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 2.8 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, subscription on demand (SVOD) entertainment service, Presto and television, broadband and home phone bundles with Foxtel internet and voice services delivered over Australia's largest telecommunications network. Foxtel is owned by Telstra Corporation Limited ACN 051 775 556 (50%) and News Corporation (50%). [foxtel.com.au](http://foxtel.com.au)

### **About Lightning International**

LIGHTNING INTERNATIONAL distributes a range of TV channels such as Mezzo Live HD, TRACE Sport Stars HD, TRACE Urban HD and Australia Channel. Additionally, the company distributes a full catalogue of programming from Asia and around the world both as finished shows and formats. Headquartered in Hong Kong, LIGHTNING INTERNATIONAL was established to offer companies outside Asia a single platform from which to launch and/or consolidate their reach among Asian television viewers.

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