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# **William Shatner introduces Foxtel Broadband: Powered by Entertainment**

**Entertainment legend fronts new marketing campaign bringing Foxtel Broadband to a national audience**

**Watch the new Foxtel Broadband television commercial featuring William Shatner:**  
<https://www.youtube.com/watch?v=v4FFInmJhDc>

Foxtel today announced that Hollywood legend William Shatner has taken the helm of its new national marketing campaign, dubbed 'Introducing Foxtel Broadband: Powered by Entertainment'.

Shatner, best known for his iconic portrayal of Captain James T. Kirk in the epic sci-fi TV series and movies, *Star Trek*, and his role as Danny Crane in *Boston Legal*, makes an action packed entrance into the Foxtel Broadband campaign, when he abseils from a helicopter into the command room of a gigantic Foxtel Hub, Foxtel's WiFi modem. Once at his post, Shatner sets about conducting a host of Foxtel stars, including Wallaby phenomenon Israel Folau; the Melbourne Housewives, Janet Roach, Chyka Keebaugh, Lydia Schiavello and Gina Liano; the first lady of Australian comedy Magda Szubanski, Aussie NBA star Matthew Dellavedova, Olympic sprinter and TV presenter, Matt Shirvington and Formula One driver Daniel Ricciardo.

Shatner assumes a familiar and humorous caricature of himself, interacting comically with his sidekick Jason, the Foxtel Hub's chief engineer, while overseeing Foxtel's home grown talent furiously pumping away on treadmills, illustrating the theme 'Foxtel Broadband: Powered by Entertainment'.

In Foxtel's signature entertainment style, the campaign is rolling out over TV, cinema and digital and features a short prequel that is currently airing; a 30" spot that started Sunday; a 60" spot, which begins on October 18; and a series of 15" pre rolls, that together build the full story.

The campaign was filmed in Sydney by one of Australia's top commercial directors, David Denneen, envisioned by Clemenger BBDO Sydney and brought to life by Felix, Foxtel's in house creative team in conjunction with Filmgraphics Entertainment and Method Studios who were behind the commercial's production.

Foxtel's Broadband campaign will see Shatner front TV commercials, as well as social and digital channels, as marketing is ramped up.

The campaign follows on from Foxtel's successful limited Broadband launch in February of this year, when existing Foxtel TV customers were offered the opportunity to bundle their TV service with broadband and home phone in a Foxtel Triple Play bundle.

Now all Australians can get on board, and subscribe to a Foxtel Broadband Bundle and start enjoying the benefits of ADSL broadband, connected to one of Australia's largest telecommunications networks, home phone and Foxtel's world class subscription cable and satellite TV service.

Ed Smith, Foxtel's Executive Director of Sales and Marketing said, "Today we kicked off our national marketing campaign alerting customers that our triple play of Foxtel Broadband, TV entertainment and home phone is available, and what better personality to help us flip the switch than TV and film legend, William Shatner. Shatner's trademark charm and cheeky delivery provides us with a perfect platform from which to announce Foxtel Broadband's arrival and to highlight Foxtel's world class content and innovative technology. It was a pleasure having him on board to lead Foxtel's Broadband mission."

Foxtel Broadband Bundles offer subscribers a simple customer experience, providing a single Foxtel account for their TV, broadband and home phone services. Foxtel Broadband Bundles have been specifically designed with entertainment and video in mind and in a way that maximises the value of a Foxtel subscription through flexibility, customisation of services and the best in TV entertainment.

For example, new Foxtel customers can sign up to an amazing Entertainment 50GB Home Bundle, which features Foxtel's Entertainment TV Pack with 45 popular news, general entertainment, factual and lifestyle channels, 50GB of broadband internet data and unlimited standard local calls, for \$95<sup>^</sup> per month on a 12 or 24 month plan.

Foxtel's Broadband Bundles also offer 250GB, 500GB and 1TB monthly data packages, with each bundle offering unlimited standard local calls, no peak or off peak data limits and no data download limits for Foxtel TV on Foxtel Go and Anytime when customers are connected to Foxtel Broadband<sup>3</sup>. Presto and Foxtel Play customers can also enjoy the benefit of no data download limits when connected to Foxtel Broadband.

Foxtel Broadband subscribers also receive the Foxtel Hub, a WiFi modem purpose built for entertainment. The Foxtel Hub is designed to deliver fast WiFi speeds<sup>4</sup>, great in-home coverage and easy streaming to multiple devices. The Foxtel Hub connects easily to internet-enabled iQ set-top-boxes to maximise Foxtel access and enjoyment.

Key features of Foxtel's TV, Broadband and Home Phone bundles include:

- Broadband and home phone delivered on one of Australia's largest telecommunications networks.
- A range of great value data options to choose from, with 50GB, 250GB, 500GB, & 1TB packages.
- No peak or off peak data limits<sup>1</sup>.
- The Foxtel Hub – Foxtel's WiFi modem, designed to deliver fast WiFi speeds<sup>4</sup>, great in-home coverage and easy streaming to multiple devices.
- Unlimited standard local calls<sup>2</sup> on all bundles, with the added benefit of unlimited standard national calls included in the 500GB and 1TB bundles.
- No data download limits for Foxtel TV on Foxtel Go and Anytime, Foxtel Play and Presto when connected to Foxtel Broadband<sup>3</sup>.
- Data usage alerts when you have reached 50%, 85% and 100% of your included monthly data allowance.
- Easy management of all Foxtel services via MyAccount.
- A convenient single source of customer care, including billing and 24/7 technical support.

Foxtel's new broadband bundles are available from today.

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

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**^Min cost \$1574 on a 12 month direct debit plan**, based on an Entertainment 50GB Home Bundle with a Foxtel iQ2, includes a \$119 bundle activation fee, \$140 Foxtel Hub fee, \$100 standard TV install fee and a \$75 iQ2 equipment fee. **Min cost \$2514 on a 24 month direct debit plan**, based on an Entertainment 50GB Home Bundle with a Foxtel iQ2, includes a \$59 bundle activation fee, \$0 Foxtel Hub fee, \$100 standard TV install fee and a \$75 iQ2 equipment fee. **\*\*Bundle prices only apply where you continue to take all relevant services in that bundle. Cancel fees apply.**

<sup>1</sup> **ADSL Broadband** speed slowed to 256kbps if included monthly data exceeded.

<sup>2</sup> **Home Phone:** Compatible handset required. Standard home phone to landline call types only. Does not include calls to mobiles, 13xx, 19xx, 1234 and 12456 numbers. For full call charge details, see [foxtel.com.au/priceguide](http://foxtel.com.au/priceguide).

<sup>3</sup> **Unmetered Foxtel:** (Anytime) Available to internet-enabled and connected Foxtel iQ STUs only. You must subscribe to a channel in your residential pack to access corresponding content. Not all channels/programs available. (Foxtel Go) Available to Foxtel residential cable & satellite customers with an STU, excluding Optus TV feat Foxtel customers. Must subscribe to channel (or relevant tier) to access applicable content. Not all channels/content available. Check content and compatible devices/operating systems at [foxtel.com.au/discover/foxtelgo](http://foxtel.com.au/discover/foxtelgo). (Foxtel Play) Available to Australian residential users with a compatible internet connected device running an eligible operating system. See full list of compatible devices here: [www.foxtel.com.au/foxtelplay/howitworks](http://www.foxtel.com.au/foxtelplay/howitworks). Not all channels/content available on all devices with Foxtel Play. (Presto) Presto requires an internet connection, data and a compatible device. Full list of compatible devices available at [www.presto.com.au/devices](http://www.presto.com.au/devices). (Foxtel Go, Foxtel Play & Presto) Recommended internet speeds apply. ISP/data charges apply when connected to 3G/4G. Video quality may vary on 3G/4G or WiFi services.

<sup>4</sup> **WiFi Speeds:** Actual speeds experienced will vary due to a range of factors that affect broadband and WiFi performance, not limited to condition of network lines, network congestion, the number of active wireless devices in the home, the software and hardware used, distance from exchange, local conditions, physical objects and the wiring at your location.

**Standard terms:** Foxtel TV, Home Phone and Broadband service must be connected at same physical address. Residential subscribers and standard installs only. Only available for use in Australia. Foxtel Fair Use policy applies. Foxtel and some services, including Foxtel Broadband, not available to all homes. Contact us to check your serviceability. Foxtel marks are used under licence by Foxtel Management Pty Ltd.

#### **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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