

TELEVISION AWARDS SHINE ON THE STARS BEHIND THE SCENES

(Sydney, March 27, 2015) Outstanding achievement in television will be recognised by the 2015 ASTRA Industry Excellence Awards, which open for nominations today.

The annual awards, which recognise excellence in marketing, advertising and promotion across Australia's subscription television industry, are open to TV channels, operators, production houses, media, advertising agencies and other creatives.

Five new awards – three for individuals and two for teams – have been introduced this year to shine more of the spotlight on the professionals whose work behind the scenes in television deserves formal recognition. They illustrate the evolution of the awards and the industry itself.

“The ASTRA Industry Excellence Awards applaud the wonderful spread of creative talent in subscription television,” Mr. Andrew Maiden, ASTRA CEO, said.

“The talent is reflected in the very healthy state of our diverse industry, which offers more creative opportunities than the free-to-air networks. Subscription television currently invests more than \$600 million a year in Australian content, provides 7000 jobs and adds nearly \$2 billion to the economy.

“Industry data shows that in 2013-14 subscription television produced a record 7367 hours of first-run promos, interstitial segments and hostings. This intensive activity shows how marketing and promotion go hand-in-hand with program production to build success, and that's why the Industry Excellence Awards are so important.”

This year the awards – in 11 categories, for outstanding individual and team achievement – will be determined by leaders from a wide range of creative industries who will join subscription television executives on judging panels to decide finalists and winners. The categories cover:

INDIVIDUAL AWARDS *(new)*

- Creative Professional of the Year (in a marketing or communications function)
- Television Professional of the Year (in a role other than creative, marketing or communications)
- Rising Star (outstanding individual aged under 30)

TEAM AWARDS

- Most Outstanding Advertising Campaign *(new)*
- Most Outstanding Corporate Responsibility Campaign *(new)*
- Most Outstanding On-Air Promotion
- Most Outstanding Off-Air Promotion
- Most Outstanding Social Media Campaign
- Most Outstanding Public Relations Campaign
- Most Outstanding Marketing Campaign under \$50,000
- Most Outstanding Use of Technological Innovation

Entries in the ASTRA Industry Excellence Awards can be submitted until Tuesday, April 28. For more information on how to enter and eligibility go to www.astra.org.au. The awards will be presented on Thursday, July 16, 2015.

#ASTRAIEA

About ASTRA

ASTRA is the peak body representing more than 30 organisations including subscription media platforms, channels, suppliers and technology companies. ASTRA members broadcast and stream content to one in three Australians, invest more than \$600 million in local content, add nearly \$2 billion to the economy and create jobs for 6600 Australians. For more information visit www.astra.org.au.

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