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Lynette Ireland receives ASTRA Pioneer Award

FOXTEL Chief General Counsel Lynette Ireland has been awarded the coveted ASTRA Pioneer Award at this year's ASTRA conference.

Having worked with FOXTEL since its inception in 1995, Lynette has played a crucial part in establishing the company and over the past twenty years has driven the legal and business development aspects of major issues concerning subscription television benefitting both content makers and broadcasters.

ASTRA Chairman Tony Shepherd said the ASTRA Board wished to acknowledge Lynette's contribution to the industry over a long period, which had made a material and lasting difference to the success of ASTRA.

"In the past, this acknowledgement – in the form of an ASTRA Pioneer Award – has honoured four chief executives and creative professionals who have served the industry with distinction.

"Today, in our twentieth year, it is my pleasure to add a Lynette's name to this list.

"She has helped drive our advocacy, established key agreements that underpin our industry, and driven changes that benefit both content makers and broadcasters.

"In addition to her role at Foxtel, she has been a wonderful ambassador for subscription television through her board memberships of the Communications and Media Law Association, the Intellectual Property Awareness Foundation, and, of course, ASTRA itself," Mr Shepherd said.

Previous winners of the ASTRA Pioneer Award include Kim Vecera, Executive Producer, Showtime in 2010; David Malone, Premier Media Group (Fox Sports) CEO in 2011; Kim Williams AO, Foxtel CEO in 2012; John Porter, Austar CEO in 2013.

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About ASTRA – The Australian Subscription Television and Radio Association (ASTRA) is the peak body representing the subscription media industry in Australia. Members include television

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operators, independent content companies, technology companies and the industries that support them. ASTRA members produce content seen by nearly nine million Australians. In 2014/15 members invested \$796 million in local production, generating 253,000 hours of Australian content and creating jobs for 8370 Australians.

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