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Foxtel for Everyone set to revolutionise subscription TV

New brand and reenergised streaming service, Foxtel Now, heralds transformative new era for Foxtel

Today, at a special celebration event, Foxtel launched a new look and new strategy designed to pronounce that Foxtel is for everyone. Regardless of genre, budget or personal circumstance, Foxtel has something for every Australian taste.

The event opened with a surprise visit from Lily Sullivan, Madeleine Madden and Ruby Rees, the stars of Foxtel's upcoming drama *Picnic at Hanging Rock*, which has just finished shooting, followed by the unveiling of a dramatically different new brand and logo symbolising a major turning point in Foxtel's delivery of content across multiple touch points.

Foxtel partnered with design business Maud on the creation of its new visual identity, designed to better reflect Foxtel's more open and inclusive service offering.

As a major part of its new strategy, Foxtel also announced the arrival of a revamped internet delivered TV service, Foxtel Now. Foxtel Now is a new evolution of the Foxtel Play service and features low-priced, flexible bundles coupled with the addition of HD streaming on select devices[^], a new user interface and the ability to watch on the big screen via Google Chromecast.

Foxtel CEO Peter Tonagh said, "We believe everyone deserves to experience the world's best entertainment.

"Foxtel offers award winning home-grown drama, plus the best choice in live sport, new movies, new shows and complete seasons than anyone else in Australia. Unfortunately, not enough Australians are able to enjoy this incredible programming.

"We think it's time to change that, so we've taken some big steps to diversify our service to offer the biggest, most affordable, range of options for everyone.

"From tomorrow, all Australians can watch what they want, when they want and where they want at a price that suits them best, from low-price, no-commitment, HD streaming up to a state-of-the art viewing experience via our cable and satellite iQ3 set top box."

Subscribers to Foxtel Now will be able to sign up and enjoy the highly anticipated seventh season of *Game of Thrones*, in HD, for only \$15 per month.

Foxtel also reaffirmed its ongoing commitment to bring the best in local and international programming. Foxtel invests more than \$100m each year on original Australian programs, outside news and sport, and its Foxtel Original productions have garnered numerous industry awards in recent years.

Foxtel's exclusive deal as the Home of HBO guarantees the ongoing broadcast of some of the most highly acclaimed programming ever, including, **Westworld**, **VEEP**, **Big Little Lies**, **Girls** and **Silicon Valley**, in addition to **Game of Thrones**.

Recognising the popularity of on demand viewing, Foxtel has also been continually broadening its Foxtel On Demand library and now hosts a selection of more than 16,000 titles of on demand TV and movie programming with over 1,200 of the hottest movies available, including, in 2017, 98 of the top 100 Box Office movies of 2016. Foxtel's 20th Century Fox recent-release titles arrive 12 months before Netflix and Stan, including blockbuster movies **Eddie The Eagle**, **X-Men: Apocalypse**, **Independence Day: Resurgence** and Ice **Age: Collision Course**.

Foxtel Now will initially be available on PC/Mac via the Google Chrome browser, Telstra TV, iOS and Android mobiles and tablets, and Chromecast with additional devices updated in the coming months. Foxtel will also be launching a 'puck' device as another streaming option later in the year.

Foxtel Now's launch features a national marketing campaign conceived with TBWA and co-produced with Foxtel's in-house team, Felix, and includes a new TVC directed by Joel Kefali from Good Oil.

Foxtel cable and satellite subscribers can sign up for as little as \$26* per month on a 12 month plan and will continue to enjoy flexible and mobile access via innovative services like Foxtel Go, Start Over and Look Back.

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Foxtel Now requires internet and compatible device. Data charges may apply. Australia only.

[^]HD is only available on PC/Mac via Google Chrome browser, Telstra TV and Chromecast. Not all services/programs available in HD. HD not available on mobile/tablet.

***Min cost \$537 on 12 month direct debit plan** (including \$100 standard install & \$123 equipment fee) based on Entertainment with an iQ3. Residential customers and standard install only. Cancel fee applies. Foxtel and some services not available to all homes.

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. Foxtel effortlessly connects Australians to all the stories they love by offering a better entertainment experience every day to more than 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 channel offering; the Foxtel Go App for tablets and mobile devices; internet TV service, Foxtel Play; 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%).

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