



Media Release: Tuesday 26 April 2016

Mark Buckman to Join Foxtel

Foxtel Chief Executive, Peter Tonagh today announced that Mark Buckman would join Foxtel as Managing Director, Customer and Retail, commencing in June.

"Mark Buckman is a globally recognised business leader," said Mr Tonagh. "Having worked most recently in London, he has many years of experience with two of Australia's most significant businesses and an undisputed record of success in changing consumer perceptions and building customer loyalty.

"Mark has a true understanding that companies only win and retain customers if they pay close attention to the total customer experience: from the marketing message that attracts them, to the process by which they join, and the service they receive when they have questions or requests or need problems solved.

"Therefore, I have decided to restructure key aspects of Foxtel's business so that Mark will take responsibility for both Foxtel's sales and marketing functions and all customer service operations. He will ensure that a Foxtel customer's experience is second to none. This will drive customer loyalty and advocacy, which will further support sales growth.

"Mark will be responsible for further developing Foxtel's brand which is synonymous with the best content from Australia and around the world and an amazing entertainment experience. He will ensure that the attributes of our brand are present at every customer touch point.

"I am particularly pleased to have Mark coming on board as his previous experience with Telstra Media means that he knows the Foxtel business well and will really hit the ground running," Mr Tonagh said.

Mr Buckman said, "I am delighted to be joining the Foxtel leadership team at such an exciting time. With a line up of amazing Australian and international drama, entertainment and factual programs and brilliant live sport, Foxtel provides the best entertainment available in Australia. By combining the marketing, sales and customer service teams we will be able to create a seamless and fantastic experience for all our customers."

"Following the recent appointment of Deanne Weir, Mark completes the team that will guide Foxtel over the coming years. That team is very strong and Mark's appointment only makes it stronger," Mr Tonagh concluded.

Prior to joining Foxtel Mr Buckman was Chief Strategy Officer of Accenture Interactive in London. Before that he was Group Managing Director, Media and Marketing and Chief Marketing Officer at Telstra. Mark has also held positions as Chief Marketing Officer at the Commonwealth Bank and as Chairman and CEO Pacific Region of advertising agency McCann World Group.

###

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

Media enquiries:

Bruce Meagher

Group Director, Corporate Affairs

bruce.meagher@foxtel.com.au

T +61 (2) 9813 7593 / M +61 (0) 412 254 690