



8th
ANNUAL
ASTRA
AWARDS

MEDIA RELEASE

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ASTRA AWARDS UNVEIL 'NEW LOOK' FOR 2010

The Australian Subscription Television and Radio Association (ASTRA) is proud to announce the return of the Annual ASTRA Awards with an entirely new look and feel for 2010.

The awards – which are a celebration of the production, creation and delivery of subscription television programs – will be announced at a black tie gala held at Sydney's iconic State Theatre on Thursday 24 June.

Following an intimate cocktail reception in the lavish and historic Grand Assembly Room, guests will be guided into the Auditorium where the awards will be presented in a continuous theatre ceremony interspersed with top quality performances.

Petra Buchanan, Chief Executive Officer of ASTRA said: "I am incredibly excited and confident in the creative vision for the 8th Annual ASTRA Awards. With a brilliant new team of talented individuals on board, we are undertaking a new direction for the ASTRA Awards. It will be a fantastic night to applaud the rich talent and creativity of the Australian subscription television industry."

Now in its 8th year, the ASTRA Awards recognise the wealth of talent that drives the industry and highlight the creativity, commitment and investment of subscription television in production and broadcasting.

Award nominations are open from today and close on 9 April - submission guidelines, applications and fees are available for download from the ASTRA website <http://astra.org.au/awards>.

About ASTRA

ASTRA is the peak industry body for subscription television in Australia. The subscription TV industry is the undisputed market leader of digital broadcasting with more than 110 channels broadcast on the FOXTEL, AUSTAR and OPTUS subscription TV platforms received by 32% of Australians through their homes and many more through hotels, clubs and other entertainment and business venues.

About the ASTRA Awards

Now in its 8th year, the ASTRA Awards recognise the wealth of talent and programming that fuels the subscription television industry in Australia.

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