



**ASTRA 2010
CONFERENCE**

The Future is Now.

MEDIA RELEASE

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ASTRA INDUSTRY EXCELLENCE AWARDS FINALISTS ANNOUNCED

The ASTRA Industry Excellence Awards Finalists were announced today. The awards specifically recognise excellence in the promotion of subscription television. These award categories have previously been awarded as part of the ASTRA Awards, now distinguished in their own context to highlight the campaigns striving for continued industry development.

Categories covering programming and talent remain part of the ASTRA Awards and will be presented on June 24, 2010. Entries for the Industry Excellence Awards were sought from television channels, operators, production houses, media, advertising and creative agencies that contribute to Australian subscription television.

Panels of senior subscription television executives and marketing specialists judge the entries and determine finalists and winners in all categories. Entries are scored on a set of benchmark statements and then by peer review. Benchmark components include campaign objectives, budget, target audience and use of media. The judges review each entry and assess its merits based on the strength of the campaign strategy, implementation, results and creativity.

This year there were 28 judges from across the subscription television industry involved.

The Finalists are:

MOST OUTSTANDING MARKETING CAMPAIGN - SUBSCRIPTION SALES

Awarded to the most outstanding Australian consumer marketing campaign used to drive subscription sales.

- Pub With No Sport, AUSTAR
- What Inspires You?, AUSTAR
- EOFYS, FOXTEL
- FOXTEL Good Thinking Sale, FOXTEL

MOST OUTSTANDING MARKETING CAMPAIGN - SUBSCRIBER RETENTION

Awarded to the most outstanding Australian consumer marketing campaign used to encourage customer retention and loyalty.

- MyStar Education, AUSTAR
- FOXTEL Multiroom, FOXTEL



- FOXTEL NEXT GENERATION Launch, FOXTEL
- Your Place, FOXTEL

MOST OUTSTANDING USE OF SUBSCRIPTION TELEVISION MEDIUM FOR A CONSUMER ADVERTISING CAMPAIGN

Awarded to an organisation for the most outstanding use of the Australian subscription television medium in a consumer advertising campaign.

- Mentos Kissing Confessional, Multi Channel Network
- TRESemme's Sponsorship of PRAs2, Multi Channel Network & Arena TV & Razor
- Telstra's Sponsorship of ANTM5, Multi Channel Network & FOX8 & OMD Sydney
- Banana Boat, Turner International Australia
- Yates, The Party Garden, The LifeStyle Channel - XYZ Networks

BEST ON-AIR PROGRAM PROMOTION

Awarded to the most creative and effective on-air program promotion for a single subscription television program, series or event.

- Serial Killer Sunday, The Crime Investigation Network
- Project Runway Australia Launch, Arena
- The Contender Australia Launch, FOX8

BEST OFF-AIR PROGRAM PROMOTION

Awarded to the most creative and effective off-air program promotion for a single subscription television program, series or event.

- SpongeBob Square Pants at Sydney Aquarium, Nickelodeon
- The Contender Australia, FOX8
- Australia's Next Top Model, FOX8

MOST OUTSTANDING CHANNEL IMAGE SPOT

Awarded to an organisation for the most creative and effective channel image spot designed to define, launch, build awareness, or change perception of the channel brand.

- Every Hour Every Day, 13th Street
- Nat Geo Wild, National Geographic Channel
- Entertaining Everyday, LifeStyle FOOD
- Boomerang Image Spot – Fun Dial, Boomerang

BEST MIXED MEDIA PROMOTION

Awarded to the most outstanding integrated consumer marketing campaign to promote Australian subscription television channel identity, platforms, programs or customer retention/acquisition.

- Shark Week, Discovery Channel
- Kingdom of the Blue Whale, National Geographic Channel
- I Love Food Awards 2009, LifeStyle FOOD
- The Contender Australia, FOX8

BEST PR/COMMUNICATIONS CAMPAIGN

Awarded to the most creative and effective stand-alone PR or Communications campaign to promote an Australian subscription television channel, platform, program and/or drive subscription sales/subscriber retention.

- Deadliest Catch with Captain Andy Hillstrand, Discovery Channel
- Austar Gippsland Emergency Relief Concert, AUSTAR
- Australia's Next Top Model, FOX8
- The Contender Australia, FOX8
- Lifestyle YOU Launch, LifeStyle YOU

MOST OUTSTANDING USE OF TECHNOLOGY

Awarded for the most creative and effective use of technology for consumer use.

- Zeke & Luther Website & Skateboard Creator, Disney Channel
- SpongeBob Active Wallpaper for Mobile, Nickelodeon
- Cartoon Network Toon Creator Awards, Cartoon Network

MOST OUTSTANDING USE OF INTERACTIVE TELEVISION

Awarded for the most creative and effective use of interactive television for consumer use.

- Australia's Next Top Model Game On, FOX8
- Record Me, FOXTEL
- iSuggest, FOXTEL

The winners will be awarded at the ASTRA 2010 Conference, *The Future is Now* on Thursday 18th March at the Sydney Convention & Exhibition Centre.

ASTRA 2010 Conference sponsors include AUSTAR, FOXTEL, BBC Worldwide, XYZnetworks, FOX SPORTS, Discovery Networks, NDS, OzTAM, ACP Custom Media, Turner Broadcasting System Inc, AI Media, Red Bee Media, Pace, Three Drunk Monkeys.

The Future is Now ASTRA 2010 Conference will draw together Australia's subscription television industry for a timely look at the media landscape and what lies ahead. An innovative and thought provoking range of topics and speakers will focus on how enhanced technology and viewer demand is impacting the industry today.

Registration details are available at www.astra.org.au/Conference2010.

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