

ASTRA MEMBER COMMUNICATIONS

ASTRA Website: www.astra.org.au

A content rich website informs members and the industry about a broad range of topics relating to subscription television (STV) including events, news, policy, issues, programming, and facts and figures. Included is a members' only section (secure login) hosting a forum and more specific information on research and policy. The website is updated 1) weekly: with ratings reports, news releases and policy activities; and, 2) monthly: with programming details and to ensure continued relevance to members.

ASTRA Website Newsfeed: www.astra.org.au

A rolling feed of internet stories which are relevant to the industry. The newsfeed is updated throughout the day as news is breaking.

Weekly Ratings Report: www.astra.org.au/news

Issued Monday mornings at 10am, the Weekly Ratings Report is a summary of subscription television ratings in STV Homes, Metro and Regional for the previous Sunday to Saturday. It also includes Year-to-Date Share of Viewing, Year-on-Year comparisons, Top 10 Sport and Non-sport Programs, and Time-Shift Viewing.

Weekly Media Release: <http://astra.org.au/news>

Commencing 9 June, ASTRA has released a weekly media release to select journalists to inform about STV share of viewing and ratings trends. A few topics covered in these releases include Year-to-Date, Year-on-Year and Shape of the Day trends as well as specific programming successes around Australian content and live events.

Fortnightly E-newsletter

Distributed to members every two weeks, the newsletter notifies recipients about ASTRA events, policy submissions and industry news. The lead story is the CEO column which offers perspective on a variety of themes which have included advertising sales, independent ratings reports, the convergent media environment and policy issues.

To receive ASTRA communications please contact admin@astra.org.au

ASTRA EVENTS

ASTRA Spotlight: <http://astra.org.au/pages/spotlight>

ASTRA Spotlight Events provide a forum and resource for ASTRA members to gain access to expertise, knowledge and insight on different topics and issues, from marketing and publicity to programming, research and technology. The events aim to educate both new subscription

television professionals as well as seasoned veterans, around the ever changing and growing STV environment. Events are open to all ASTRA members.

ASTRA Conference: <http://astra.org.au/pages/conference>

The Annual ASTRA Conference brings 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 are covered and 2010 speakers included keynote Liberty Global President and CEO Mike Fries. Other international speakers featured were Eric Schrier, Executive Vice President, FX, based in Los Angeles, Phil O'Sullivan, Executive Producer, CNN based in Hong Kong, WIRED.com Editor in Chief, Evan Hansen from San Francisco, and Executive Producer Mark Burnett gave the plenary address. The conference is held in March and includes a ceremony presenting the ASTRA Industry Excellence Awards.

ASTRA Industry Excellence Awards:

The ASTRA Industry Excellence Awards debuted at the ASTRA 2010 Conference. 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.

ASTRA Awards: <http://astra.org.au/awards>

The Annual ASTRA Awards recognise the wealth of talent that drives the Australian subscription television industry and highlights the creativity, commitment and the investment of subscription television in production and broadcasting. Entries are sought from subscription television channels and platforms. ASTRA Award winners are announced at a gala event in June.

ASTRA COMMITTEES

<http://astra.org.au/members>

The following committees are comprised of representatives from ASTRA member organisations:

- Legal & Policy**, monthly
- Technical & Planning**, monthly
- Research & Technical**, bi-monthly
- Channels**, bi-monthly
- Executive**, bi-monthly