



FOXTEL GROUP MEDIA KIT

2025

FOXTEL media 
AUSTRALIA'S MOST WATCHABLE

OUR STORY

THE FOXTEL GROUP IS ONE OF AUSTRALIA'S LEADING MEDIA COMPANIES

FOXTEL

OUR PREMIUM ALL IN
ONE PLACE
ENTERTAINMENT
SERVICE

Kayo
SPORTS

OUR SPORTS
STREAMING SERVICE

BINGE

OUR WORLD-CLASS
ENTERTAINMENT
STREAMING SERVICE



4M

FOXTEL

3.2M



1.8M

BINGE

3M



2M

A FOXTEL PRODUCT IN
***EVERY
2ND
HOUSEHOLD***



FOXTEL




BINGE



10M

A FOXTEL PRODUCT IN
***EVERY
2ND
HOUSEHOLD***

AUDIENCES FOR EVERY BRAND



STV

FOXTEL

OLDER, AFFLUENT,
P35-55+



BVOD

**foxtel
GO**

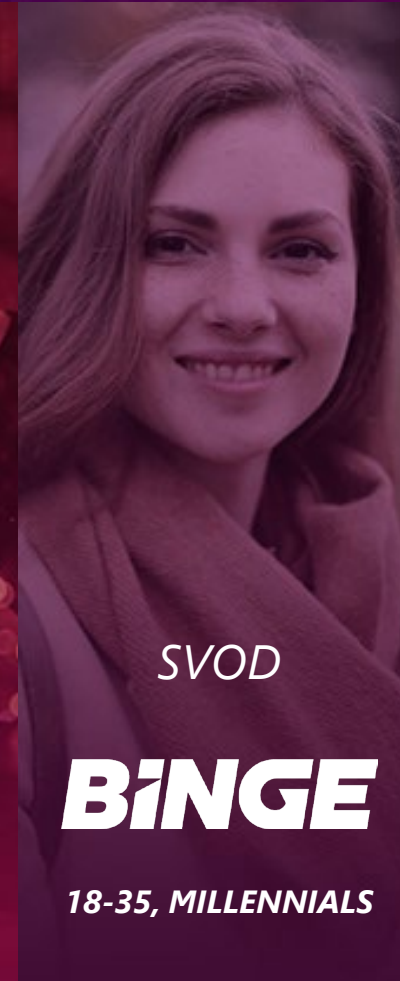
YOUNGER FAMILIES,
HIGH HHI



SVOD

**Kaiyo
SPORTS**

18-35, YOUNGER
FAMILIES



SVOD

BINGE

18-35, MILLENNIALS

FOX SPORTS SOCIAL FOOTPRINT

12.5M+

**FOLLOWERS ON ALL
SOCIALS PLATFORMS**



2.7M

FOLLOWERS

Kayo

1.1M

FOLLOWERS



3.2M

FOLLOWERS



1M

FOLLOWERS



1.5M

FOLLOWERS



305K

FOLLOWERS

AND MORE

FOXTEL media 
AUSTRALIA'S MOST WATCHABLE

FOXTEL AND BINGE SOCIAL FOOTPRINT

6.6M+

**FOLLOWERS ON ALL
SOCIALS PLATFORMS**

FOXTEL

4.3M

FOLLOWERS



523K

FOLLOWERS



62K

FOLLOWERS

BiNGE

1.6M

FOLLOWERS



56K

FOLLOWERS

**selling
houses
australia**

137K

FOLLOWERS

CONTENT AND CHANNELS



ENTERTAINMENT

**FOXTEL MEDIA IS THE HOME OF UNPARALLELED
ENTERTAINMENT WITH OUR TOP-TIER PROGRAMMING.**

EXPERIENCE A DIVERSE ARRAY OF SHOWS AND FILMS THAT SET THE STANDARD FOR QUALITY AND CREATIVITY.
FROM GRIPPING DRAMAS TO CAPTIVATING COMEDIES, OUR PARTNERSHIPS ENSURE YOU HAVE ACCESS TO THE
BEST IN THE BUSINESS.

FOXTEL BINGE



ARENA



BRITISH

CLASSICS

CRIME+
INVESTIGATION

CRIME



Discovery

DOCOS



FAMOUS

FOX8

FOXTEL
ONE



MOVIES
ACTION

MOVIES
COMEDY

MOVIES
DRAMA

MOVIES
FAMILY

MOVIES
GREATS

MOVIES
KIDS

MOVIES
HITS

MOVIES
PREMIERE

MOVIES
ROMANCE

MOVIES
THRILLER

RealLife

Real
Crime.

Real
History.

SHOWCASE

sky news

sky news
EXTRA

sky news
UK

sky news
WEATHER

TLC

DISCOVERY
turbo

BBC
uktv



100% CHARACTERS

FOXTEL media
AUSTRALIA'S MOST WATCHABLE

A PREMIUM CONTENT SLATE

ACCESS TO LOCAL AND GLOBAL HITS.

LOCAL PRODUCTIONS

OUR COMMITMENT TO PREMIUM **HOME-GROWN CONTENT** ENHANCES VIEWING EXPERIENCES OFFERING FRESH PERSPECTIVES AND INNOVATIVE STORYTELLING ENSURES THAT AUSTRALIAN STORIES CONTINUE TO THRIVE AND REACH NEW AUDIENCES.

PARTNER CONTENT

EXPERIENCE **WORLD LEADING CONTENT**, DELIVERING A DIVERSE RANGE OF POPULAR FILMS, SERIES AND EXCLUSIVE CONTENT THAT RESONATES WITH VIEWERS OF ALL AGES AND PROVIDES CUTTING-EDGE STORYTELLING AND BELOVED FRANCHISES.

SPORT

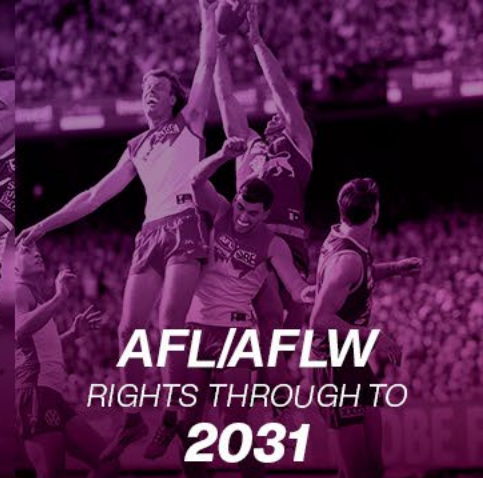
AUSTRALIA'S HOME OF SPORT

FOXTEL'S SPORT CHANNELS IS THE TRUE HOME OF SPORT, WITH ACCESS AND RIGHTS TO OVER **50 CODES**, ORIGINATING JUST ON THE SET-TOP BOX, FOX SPORTS HAS NOW GROWN.

FOXTEL **Kayo**
SPORTS



**A LONG-TERM
PARTNERSHIP
STRATEGY WITH THE
BIG CODES IN TOWN
FOR OUR
SUBSCRIBERS AND
YOUR MEDIA
CAMPAIGNS**



1 BROADCAST, 7 AD EXPERIENCES

DELIVER BRAND MESSAGING IN COMMERCIAL AIRTIME TO SPORTS FANS ACROSS OUR NETWORK DEPENDING ON WHICH PLATFORM AND WHERE THEY ARE WATCHING, BUT ALMOST ALWAYS ON THE BIG SCREEN.



MEANWHILE, IN-PROGRAM INTEGRATION PULLS THROUGH FROM LINEAR AND ACROSS TO KAYO, GO, AND VENUES.

WHO IS WATCHING?



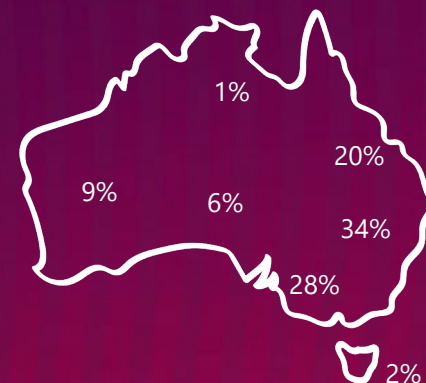
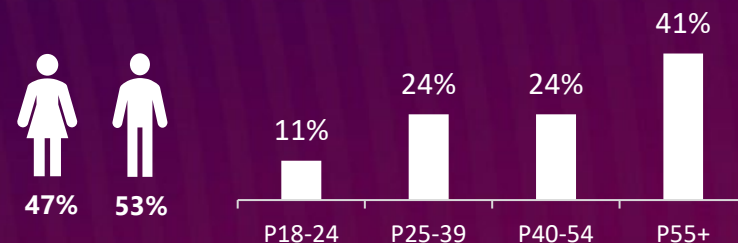
FOXTEL

Foxtel reaches over 3.2m affluent audiences across Australia.

With highly engaged audiences who pay for the opportunity to access Foxtel's suite of premium sport, news and entertainment.



ABOUT THE AUDIENCE



WAYS TO TRADE

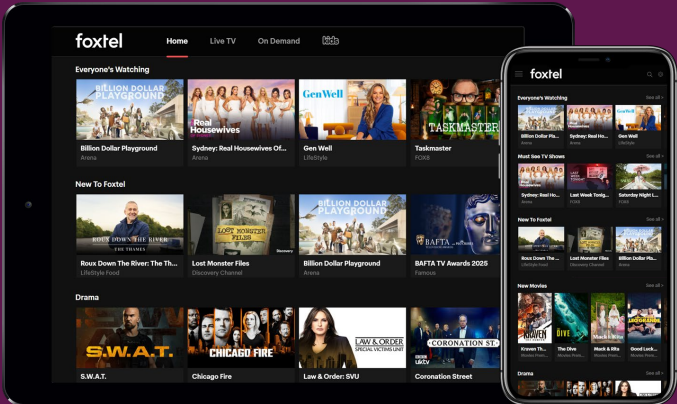


FOXTEL media 
AUSTRALIA'S MOST WATCHABLE

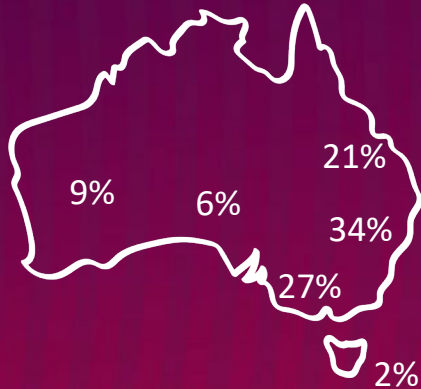
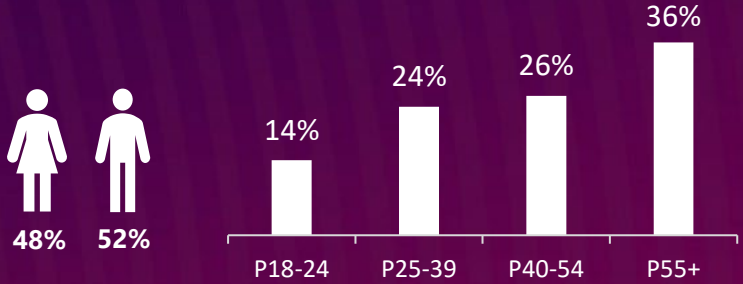


Foxytel GO is the companion app included with all set top box subscriptions. It gives users access to the premium Foxytel and Fox Sports content and can be viewed as a live stream or on-demand.

That means we deliver our content to a range of personal devices, expanding our audience and giving them access to their favourite content anywhere, anytime, on the go.



ABOUT THE AUDIENCE



WAYS TO TRADE



DIRECT IO



PROGRAMMATIC –
PG OR UFR



SPONSORSHIP &
INTEGRATION





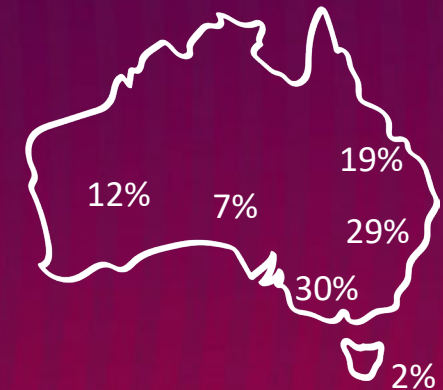
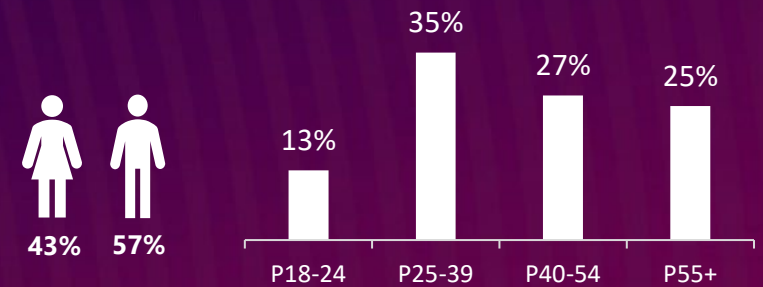
Kayo is **Australia's #1 sport streaming platform.**

Kayo has over **1.6 million** subscribers and with the ability to account share we see an average of 2.5 profiles per account. With **85%+** active each week for an average of 8 hours, our unique reach averages **4.3m** per month.

Kayo offers over **50+** sports including AFL, NRL, F1, MotoGP, Supercars and Netball plus a range of Sport from around the world. More than 90% of total viewing is live and 78% via the connected tv.



ABOUT THE AUDIENCE



WAYS TO TRADE



DIRECT IO



PROGRAMMATIC –
PG OR UFR



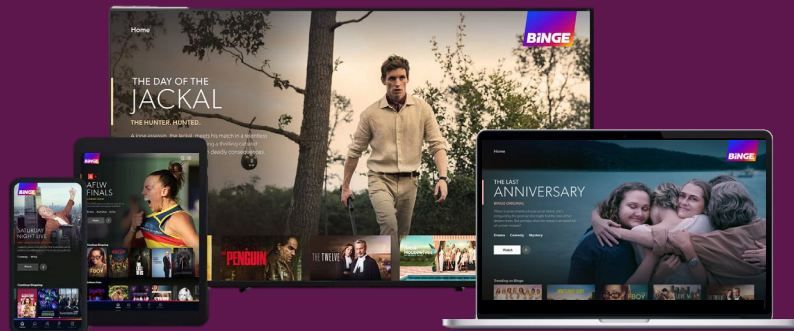
CODE SPONSORSHIP –
AFL, NRL, CRICKET,
MOTORSPORT

FOXTEL media
AUSTRALIA'S MOST WATCHABLE

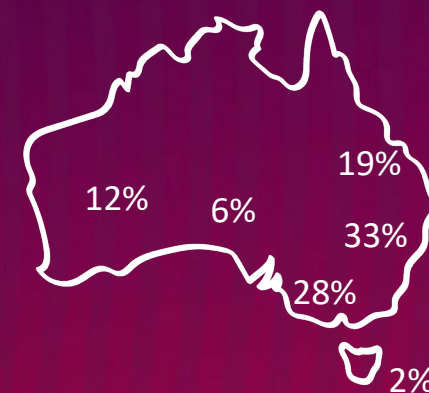
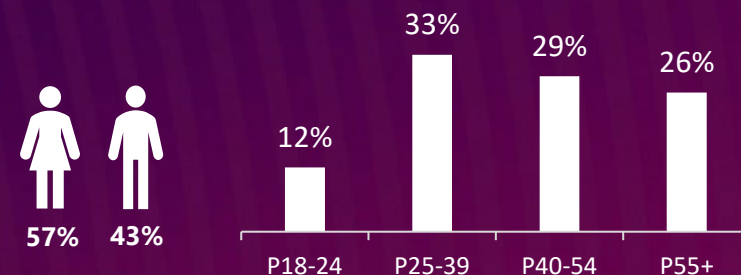


BINGE is Australia's leading entertainment streaming platform with **+1.5m** subscribers and **25,000+** hours of premium content available. *BINGE* subscribers are young, affluent (83% under age 54) and skew female (57% female/ 43% male).

The average *BINGE* user consumes 16 hours of content per week. *BINGE* has a maximum of 4 mins of ads per hour, allowing for a superior viewing experience for customers providing better cut through in a low-clutter environment for you, our advertisers.



ABOUT THE AUDIENCE



WAYS TO TRADE



DIRECT IO



PROGRAMMATIC –
PG OR UFR



SPONSORSHIP &
INTEGRATION

FOXTEL media
AUSTRALIA'S MOST WATCHABLE

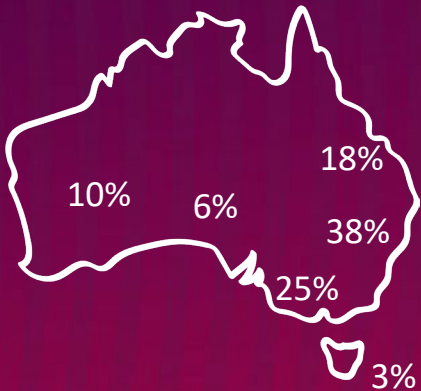
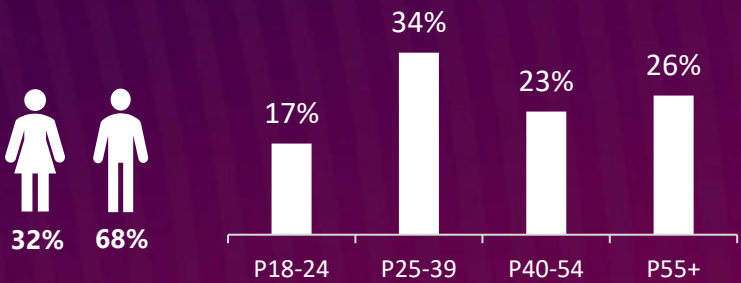


Fox venues allows brands to reach and engage with sports fan in out of home environments.

Dynamically inserting your brand's TVC in fox venues delivers unique incremental reach in engaging live sport.



ABOUT THIE AUDIENCE



WAYS TO TRADE



20-40%

4,200

FIXED SPOT
PLACEMENT
SPONSORSHIPS
INTEGRATION

ADDITIONAL
REACH

VENUES IN PUBS
& CLUBS
ACROSS AUSTRALIA

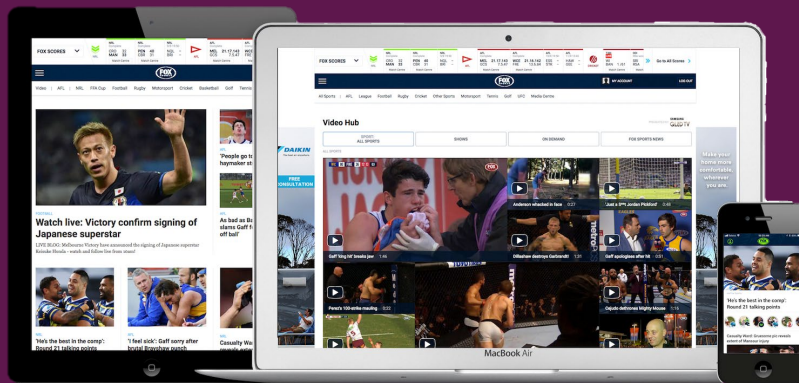
FOXTEL media
AUSTRALIA'S MOST WATCHABLE



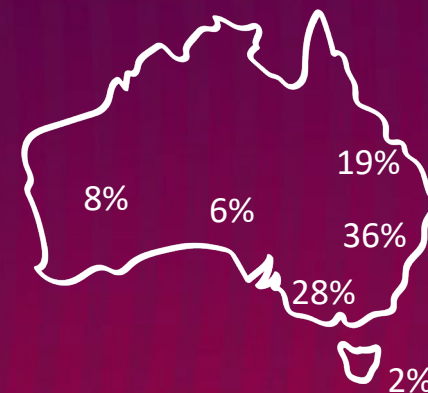
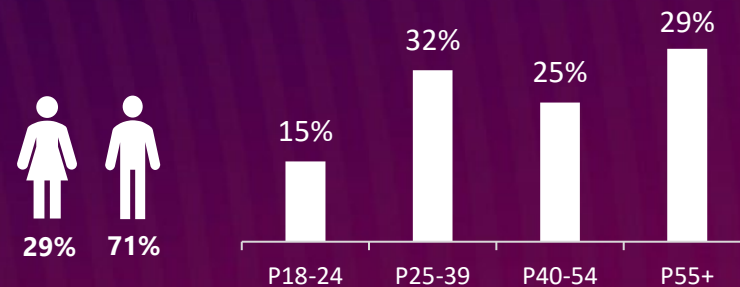
foxsports.com.au is Australia's most-loved destination for sports fans **reaching 3.8m fans monthly online and 6.8m across socials**, delivering the latest news, results and highlights from on and off the field.

Powered by FOX's expert Editorial Team, it's the trusted home for breaking stories, in-depth analysis, and unforgettable moments across every code that matters.

Whether it's live scores, behind-the-scenes insights or exclusive content, Fox Sports keeps fans connected to the heart of the action..



ABOUT THE AUDIENCE



WAYS TO TRADE



DIRECT IO



PROGRAMMATIC –
PG OR UFR



CODE SPONS –
AFL, NRL, CRICKET,
MOTORSPORT



DISPLAY

FOXTEL media 
AUSTRALIA'S MOST WATCHABLE

AUDIENCES WITH FOXTEL MEDIA



**AUDIENCE SEGMENTS POWERED BY
ROBUST AND CREDIBLE SOURCES**

FOXTEL CHARACTERS

Powered by Experian and CommBank iQ



**ADDRESSABLE AD SOLUTIONS RUNNING
ACROSS BINGE, KAYO AND FOXTEL IQ**



COMMBANK IQ DRIVES EFFECTIVE OUTCOMES AT ALL STAGES IN YOUR CAMPAIGN

CommBank iQ

Powered by  |  quantium

- *INSIGHTS FOR PLANNING*
- *BESPOKE SEGMENT CREATION*
- *CAMPAIGN AND ROI UPLIFT*

FOXTEL'S DATA STRATEGY; ADDRESSING YOUR AUDIENCE

1ST PARTY DATA WE COLLECT BECOMES OUR CERTAINTY OF AUDIENCE

Kayo/Binge/Foxtel

- Name
- **Email (Verified)**
- **Mobile (Verified)**
- YOB

SVOD = Paying Subscribers

- Accurate
- Reliable
- Valuable



Certainty of Audience

THROUGH CERTAINTY OF FOXTEL'S AUDIENCE AND DETERMINISTIC MATCHING TO CLIENTS AND PARTNERS, ENSURES HIGH QUALITY DATA THAT PERFORMS



Certainty of Audience

+



Deterministic Matching to Partners

+



Quality Data

=



High Performance

Our Data Partners



CommBank iQ
Powered by   quantum



MORE ADDRESSABLE, HIGH-VALUE AUDIENCES

WHAT DOES THIS MEAN FOR YOU?

OPPORTUNITY TO **ADD SCALE** WITH **MINIMAL WASTAGE** TO YOUR CLIENT'S CAMPAIGNS BY ALLOWING YOU TO TARGET BEYOND DEMO TO HOUSEHOLD WEALTH, PURCHASING HISTORY, SPORT FANDOM AND CREATIVE CONTEXT.

EXAMPLE SEGMENT CATEGORIES

 B2B	 MORTGAGE DEMAND	 FITNESS ENTHUSIASTS	 GROCERY BUYERS	 TECHNOLOGY ADOPTERS	 TRADIES	 CRICKET FANS
 LUXURY LOVERS	 CREDIT CARD DEMAND	 HOUSEHOLD CREDIT DEMAND	 HEALTH & WELLNESS ENTHUSIASTS	 RENTERS	 DOMESTIC TRAVEL INTENDERS	 AMERICAN SPORTS FANS
 AUTO OWNERS	 AUTO LOAN DEMAND	 PERSONAL LOAN DEMAND	 CAR INSURANCE INTENDERS	 HOMEOWNERS	 INTERNATIONAL TRAVEL INTENDERS	 F1 & MOTORSPORTS FANS
 ELECTRIC CAR INTENDERS	 ENTERTAINMENT LOVERS	 CREDIT RISK SUPPRESSION	 PET OWNERS	 HAS MORTGAGE	 TRAVEL INTENDERS	 GENDER
 BUILDING NEW HOME	 BEAUTY ENTHUSIASTS	 CREDIT CARDHOLDER SUPPRESSION	 GENERAL INSURANCE INTENDERS	 HOME & CONTENTS INSURANCE INTENDERS	 AFL FANS	 AGE
 HOME RENOVATING INTENDERS	 ECO & SOCIALLY CONSCIOUS CONSUMERS	 SELF-MANAGED SUPER FUND	 HOME DECO & LIFESTYLE ENTHUSIASTS	 HEALTH INSURANCE INTENDERS	 NRL FANS	

TRADING WITH FOXTEL MEDIA



TWO WAYS TO BUY FOXTEL LINEAR, DEPENDING ON YOUR PRIORITY

PREMIUM ENVIRONMENTS

ACTING AS A MATCH-MAKER BETWEEN BRAND AND VIEWER, PREMIUM FIXED GUYS **DRIVE AWARENESS, BRAND STATURE AND BRAND PREFERENCE.**

FIT IS EVERYTHING – WITH 60+ FOXTEL CHANNELS WE HAVE A PARTNERSHIP SOLUTION FOR ANY BRAND, AND AT AN INVESTMENT LEVEL THAT WON'T BREAK THE BANK.

 **CHANNEL
SPONSORSHIP**

 **PROGRAM
SPONSORSHIP**

 **CODE
SPONSORSHIP**

AUDIENCES

DYNAMIC TRADING OFFERS UNIQUE AND **INTUITIVE SOLUTIONS FOR ADVERTISERS** THAT ALLOW FOR **BETTER SCHEDULE DELIVERY OUTCOMES.**

DYNAMIC SCHEDULING USES OUR PROPRIETARY LANDMARK OPTIMISATION ENGINE AND THE MOST UP-TO-DATE **PREDICTED RATINGS** TO ALLOCATE EFFICIENT SPOT PLACEMENT SO ADVERTISERS WILL SEE A **HIGHER QUALITY** OF SCHEDULE DELIVERED.

WAYS TO TRADE ACROSS OUR STREAMING PLATFORMS

DIRECT IO

A CONTRACT FOR ONLINE ACTIVITY, AGREED PACKAGE DEAL – ADVERTISER COMMITS TO SPENDING X AMOUNT ON A PLATFORM'S INVENTORY OVER A SETA PERIOD AT A NEGOTIATED CPM RATE.

BENEFITS TO BUYER: LOWER CPM, BETTER TARGETING CAPABILITIES AND TAKES PRIORITY OVER INVENTORY.

 PROGRAM
TARGETING

 PROGRAM/GENRE
SPONSORSHIP

 RUN OF
PLATFORM

 TEAM/LOCATION
TARGETING

 CODE
SPONSORSHIP

 REACH
BUYS

PROGRAMMATIC

AN ASECURED, BUYING AND SELLING OF INVENTORY IN REAL TIME, USING TECHNOLOGY AND DATA.

PROGRAMMATIC GUARANTEED (PG)

THE BUYER AGREES TO BUY A FIXED NUMBER OF IMPRESSIONS, AND THE PUBLISHER AGREES TO DELIVER THE EXACT NUMBER OF IMPRESSIONS FOR A GUARANTEED PRICE.

BENEFIT TO BUYER: INVENTORY IS SECURED AND IT IS AT A HIGHER PRIORITY.

UNRESERVED FIXED RATE (UFR)

A DEAL IS SET UP TARGETING INVENTORY SOURCES AT AN AGREED CPM. HOWEVER, THERE IS NO AGREEMENT ON HOW MUCH INVENTORY ADVERTISER WILL TRY BUY.

BENEFIT TO BUYER: NO NEED TO COMMIT TO SPENDING A CERTAIN AMOUNT SO HAVE FLEXIBILITY ON SPEND VOLUMES.

THE FOXTEL MEDIA PRODUCT BLUEPRINT

		FOXTEL LINEAR, IQVOD, FOXTEL GO, KAYO, BINGE, FOX SPORTS ONLINE		
CATEGORY		PREMIUM SPONSORSHIPS	CASUAL & GUARANTEED	NON-GUARANTEED
DESCRIPTION		CROSS PLATFORM CODE, PROGRAM BASED SPONSORSHIPS (DIRECT IO ONLY) FIXED COSTS, SOV OWNERSHIP OF INTEGRATED ASSETS, PIB WITH EXCLUSIVITY	PROGRAMMATIC GUARANTEED FIXED CPM, GUARANTEED DELIVERY	UFR/PREFERRED DEALS (PD) FIXED CPM NON-GUARANTEED DELIVERY
TARGETING	INTEGRATION	KAYO MINIS, KAYO BITES, BILLBOARDS BINGE COLLECTIONS	-	-
	PIB	KAYO SPONSORSHIPS BINGE BEGINNING FOXTEL FIRST	BINGE BEGINNING FOXTEL FIRST	-
	CONTEXTUAL	RUN OF KAYO RUN OF PREMIUM SPORT GENRE TARGETING CODE TARGETING	RUN OF KAYO RUN OF PREMIUM SPORT GENRE TARGETING CODE TARGETING	RUN OF KAYO RUN OF PREMIUM SPORT GENRE TARGETING CODE TARGETING
	AUDIENCES	DEMO + AUDIENCE SEGMENTS	DEMO + AUDIENCE SEGMENTS*	
	REACH	REACH MAXIMISER STATE BASED REACH MAXIMISER AFL & NRL REACH MAXIMISER	RUN OF FOXCO REACH MAXIMISER** STATE BASED REACH MAXIMISER** AFL & NRL REACH MAXIMISER**	RUN OF FOXCO
CREATIVE LENGTHS		6S, 10S, 15S, 30S, 45S, 60S, STANDARD DISPLAY VARIES BY PLATFORM		
BRAND SAFETY		CONTENT RATING, GENRE, SHOWS# EXCLUSION AVAILABLE		
MEASUREMENT	1PD	CHARACTERS BOOKING (EXPERIAN+FLYBUYS+NEWSCONNECT+FOXTEL 1PD)		
	3PD			
AD SERVING		ADFORM, CM360, DOUBLEVERIFY, FLASHTALKING, EXTREME REACH, IAS ARE CERTIFIED PARTNERS TO RUN		

APPENDIX



HISTORY OF FOXTEL

Subscriber Patterns

