

WE ARE FOXTEL MEDIA

FOXTEL MEDIA 101

FOXTEL media 
AUSTRALIA'S MOST WATCHABLE

Agenda

1. Our Story

2. Content & Channels

3. Who Is Watching?

4. Audiences With Foxtel Media

5. Trading With Foxtel Media

OUR STORY

FOXTEL media 
AUSTRALIA'S MOST WATCHABLE



OWNED BY A
GLOBAL POWERHOUSE



FOXTEL

PREMIUM SPORT AND
ENTERTAINMENT



HOME TO 50+ GLOBAL
AND LOCAL SPORTS



KAYO
SPORTS

HOME OF SPORTS



BINGE

HOME OF BINGE-ABLE
ENTERTAINMENT



FOXTEL
SOCIALS

22M+ REACH ON
SOCIALS

FOXTEL media
AUSTRALIA'S MOST WATCHABLE

Every Screen.
Anytime.
Anywhere.

BROADCAST AND STREAMING

DAZN



Kayo Sports



Foxtel Linear, Foxtel Go/Now



BINGE



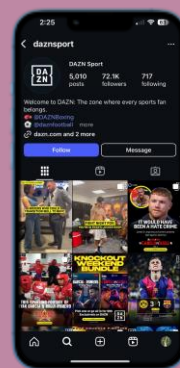
OUT OF HOME

FOX Venues



SOCIALS

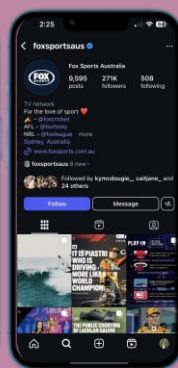
DAZN Socials



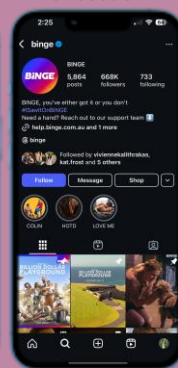
Kayo Socials



FOX Socials



BINGE Socials



ONLINE

FOX Sports and DAZN Editorial



FOX Podcasts



FM and Kayo PR



FOX and Kayo



The Power Of Our Ecosystem.

15.1M

Foxtel Platforms
Annual Reach

1/3

Ad Load Of Our Nearest
Competitor

1/4

Ad Load Of YouTube

FOXTEL

Kayo
SPORTS

4%

Kayo
SPORTS

BINGE

20%

BINGE

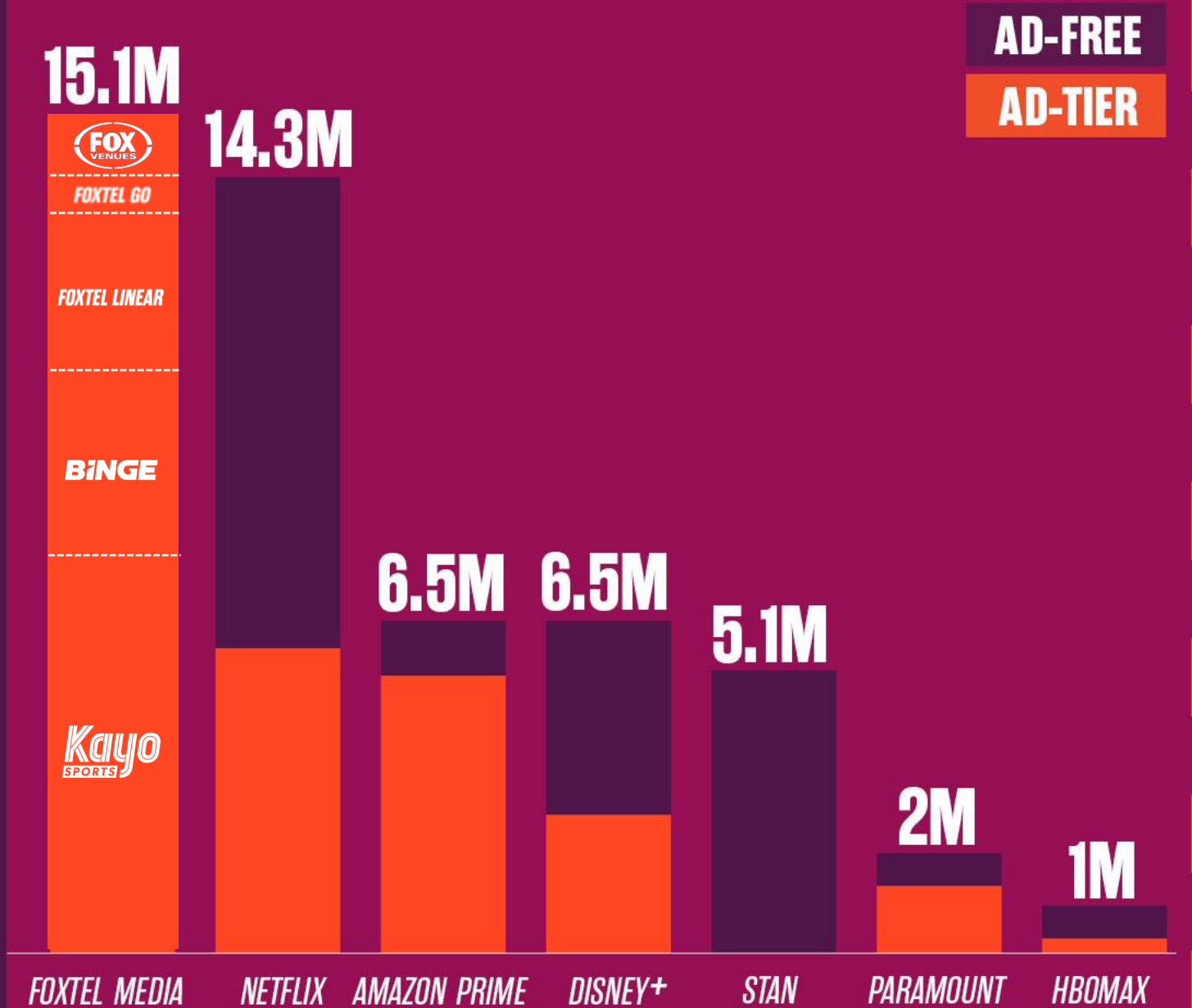
FOXTEL

7%

22%
Social
Duplication

**REACH 15.1M AUSTRALIANS
WITH FOXTEL MEDIA'S
ADDRESSABLE ADVERTISING**

**THE ONLY PLACE FOR TARGETED
CAMPAIGNS WITH A
UNIQUE MESSAGE
FOR EVERY VIEWER.**



SOURCE: JUN 2025, ROY MORGAN.

CONTENT & CHANNELS



A Premium Content Slate

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.

Foxtel Media Is The
Home Of Unparalleled
Entertainment With
Our Top-tier
Programming.

GENERAL ENTERTAINMENT



ARENA



BRITISH

CLASSICS



FAMOUS

FOX8

FOXTEL
ONE

MOVIES
COMEDY

MOVIES
DRAMA

MOVIES
FAMILY

MOVIES
GREATS

MOVIES
KIDS

Real
Crime.

Real
History.

SHOWCASE

sky news

sky news
EXTRA

CRIME+
INVESTIGATION

CRIME

COMEDY

Discovery

DECOS



Life
Style.

Life
Style. Food

Life
Style. Home

LMN
LIFETIME MOVIE
NETWORK

MOVIES
ACTION

MOVIES
HITS

MOVIES
PREMIERE

MOVIES
ROMANCE

MOVIES
THRILLER

RealLife

sky news
UK

sky news
WEATHER

TLC

DISCOVERY
turbo

BBC
uktv

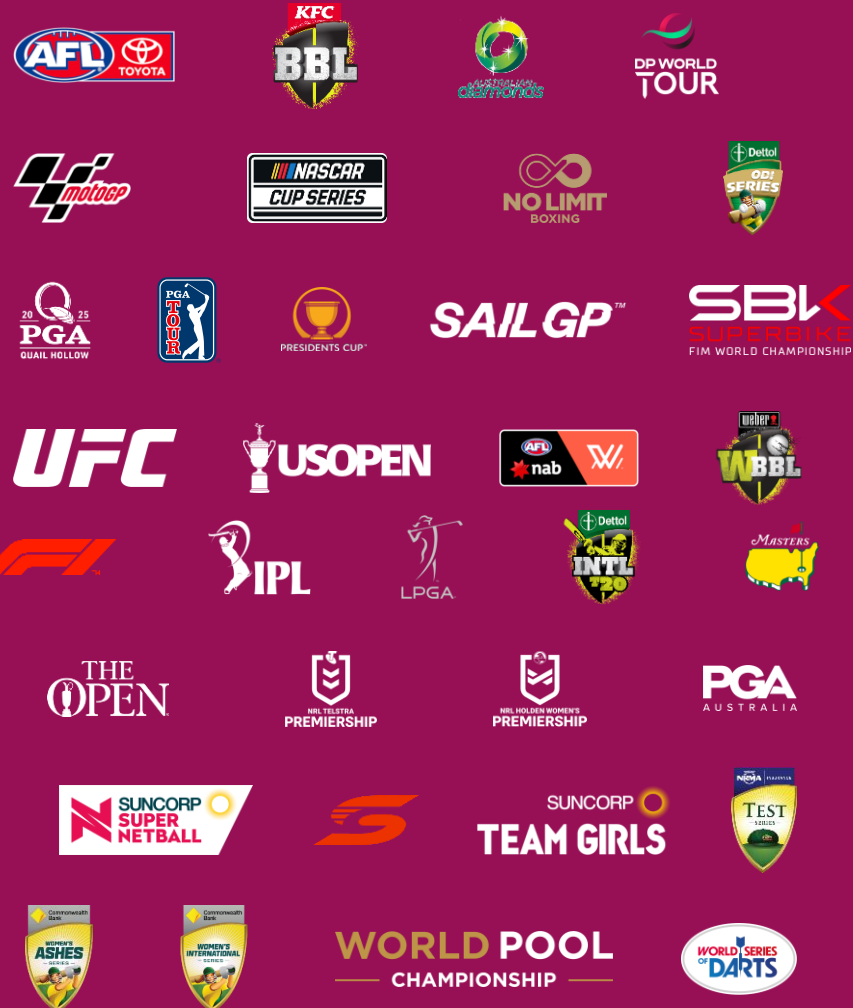
UNIVERSAL
CHANNEL

100% CHARACTERS

FOXTEL BINGE

Foxtel Is The True Home
Of Sport, With Access And
Rights To Over 50 Codes,
For Years To Come Across
Foxtel Linear, Kayo, Foxtel
Go and Now Also On
Binge.

HOME OF SPORTS



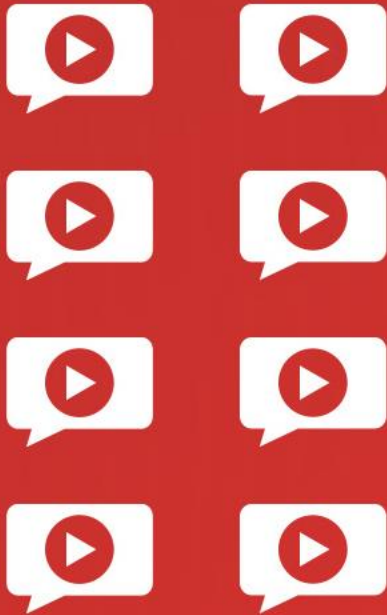
1 Broadcast, 7 Ad Experiences.



Meanwhile, In-program Integration Pulls Through From Linear And Across To Kayo, Go, And Venues.

Your Brand Has Space To Perform On Foxtel

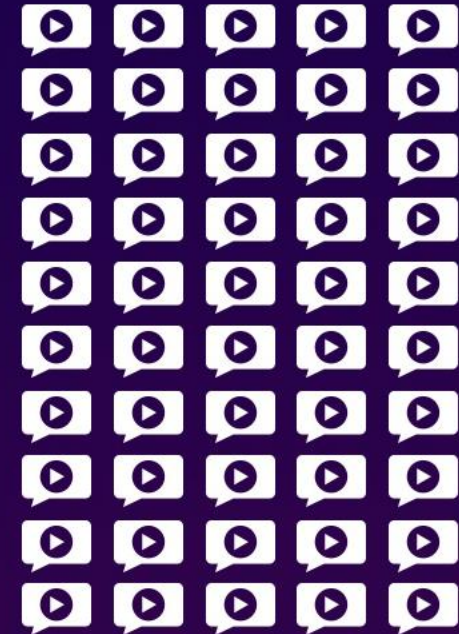
FOXTEL media



7+ 9NOW 10play



YouTube



WHO IS WATCHING?

FOXTELmedia 
AUSTRALIA'S MOST WATCHABLE

FOXTEL

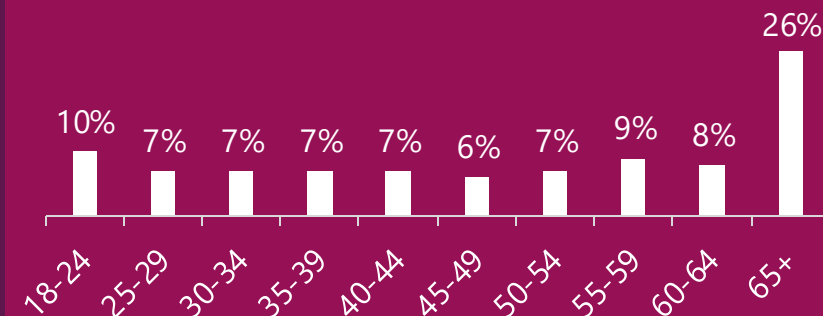
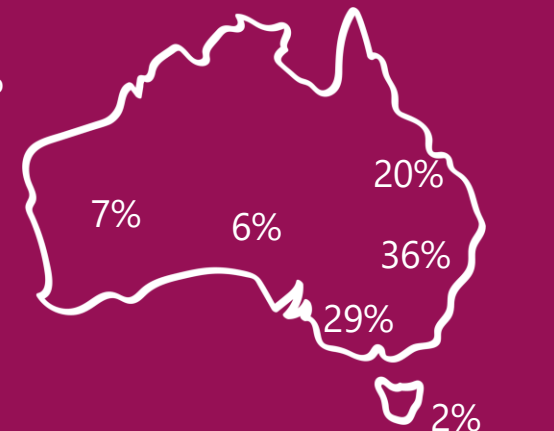


Foxtel is one of Australia's leading subscription television and streaming company, offering a wide range of live sports, movies, drama, and lifestyle content.

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



ABOUT THE AUDIENCE



FOXTEL media
AUSTRALIA'S MOST WATCHABLE

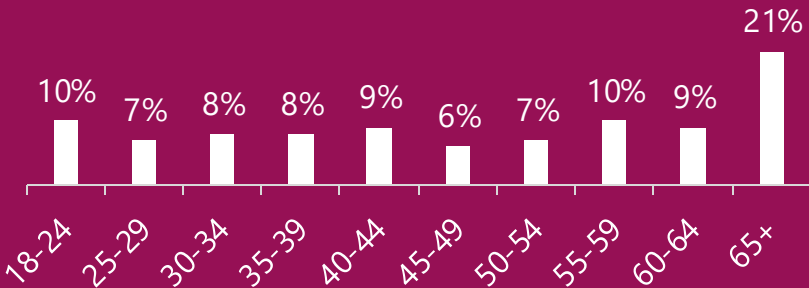
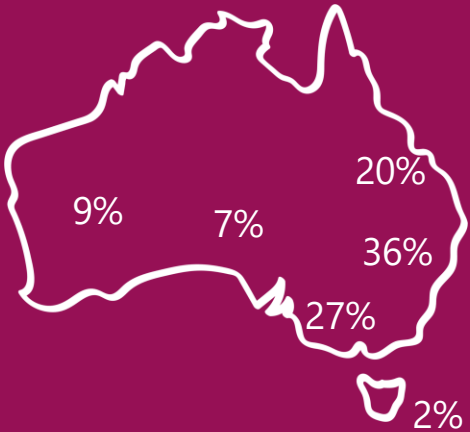


Foxtel Go is the companion app included with all set top box subscriptions. It gives users access to the premium Foxtel and Fox Sports content and can be viewed as a live stream or on-demand.

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





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

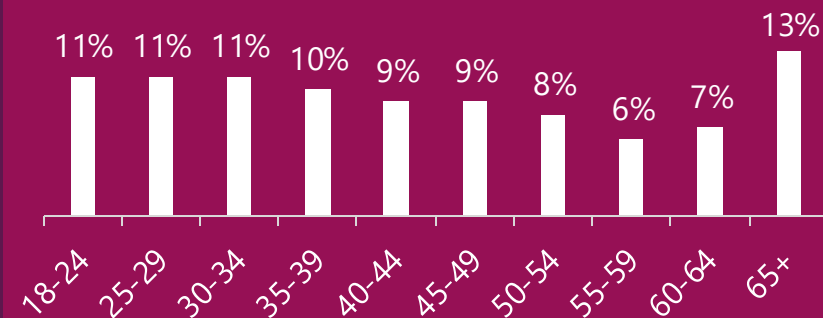
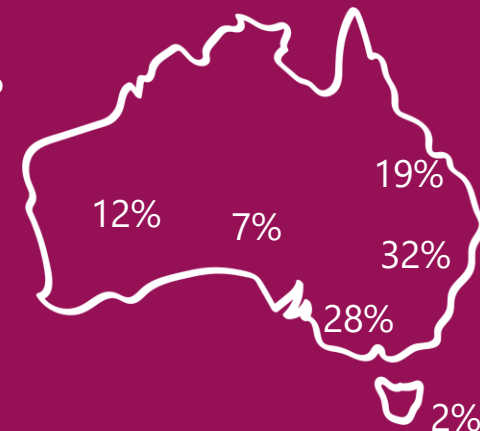
Kayo has over **1.6 million** subscribers and with the ability to account share we see an average of 2.5 profiles per account. With **85%+** active each week for an average of 8 hours, our unique reach averages **4.3m** per month.

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



FOXTEL media
AUSTRALIA'S MOST WATCHABLE

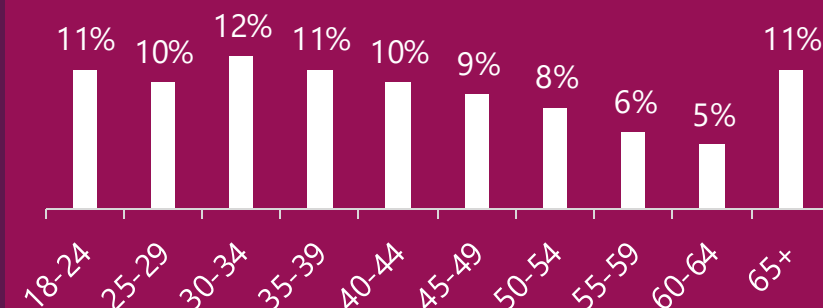
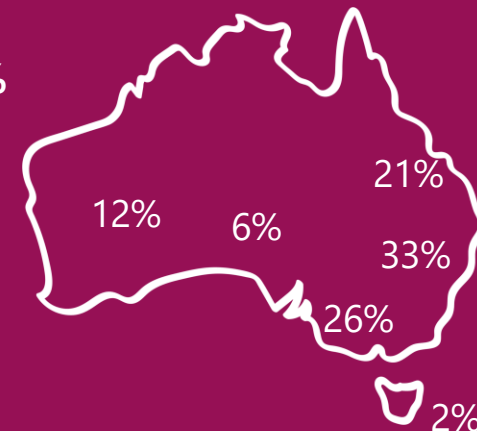
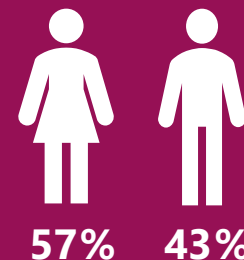


BINGE is Australia's leading entertainment streaming platform with **+1.5m** subscribers and **25,000+** hours of premium content available. *BINGE* subscribers are young, affluent (83% under age 54) and skew female (57% female/ 43% male).

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



FOXTEL media
AUSTRALIA'S MOST WATCHABLE

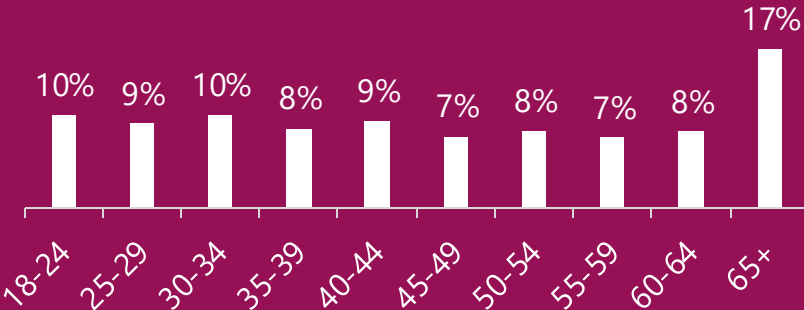
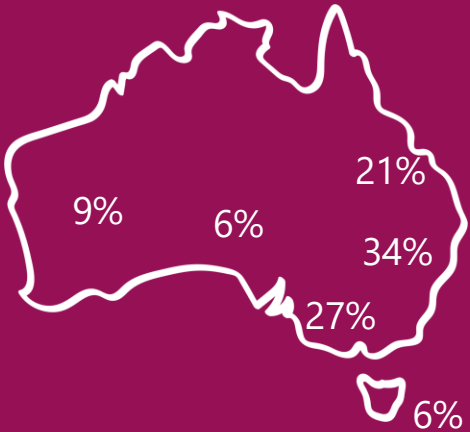


Fox Sports is Australia's leading producer of sports television coverage and is home to Australia's favourite subscription tv sports channels, as well as Australia's number one general sports website, **foxsports.com.au**

Fox sports offers its brand partners unique and innovative solutions for all your advertising and sponsorship goals.



ABOUT THE AUDIENCE

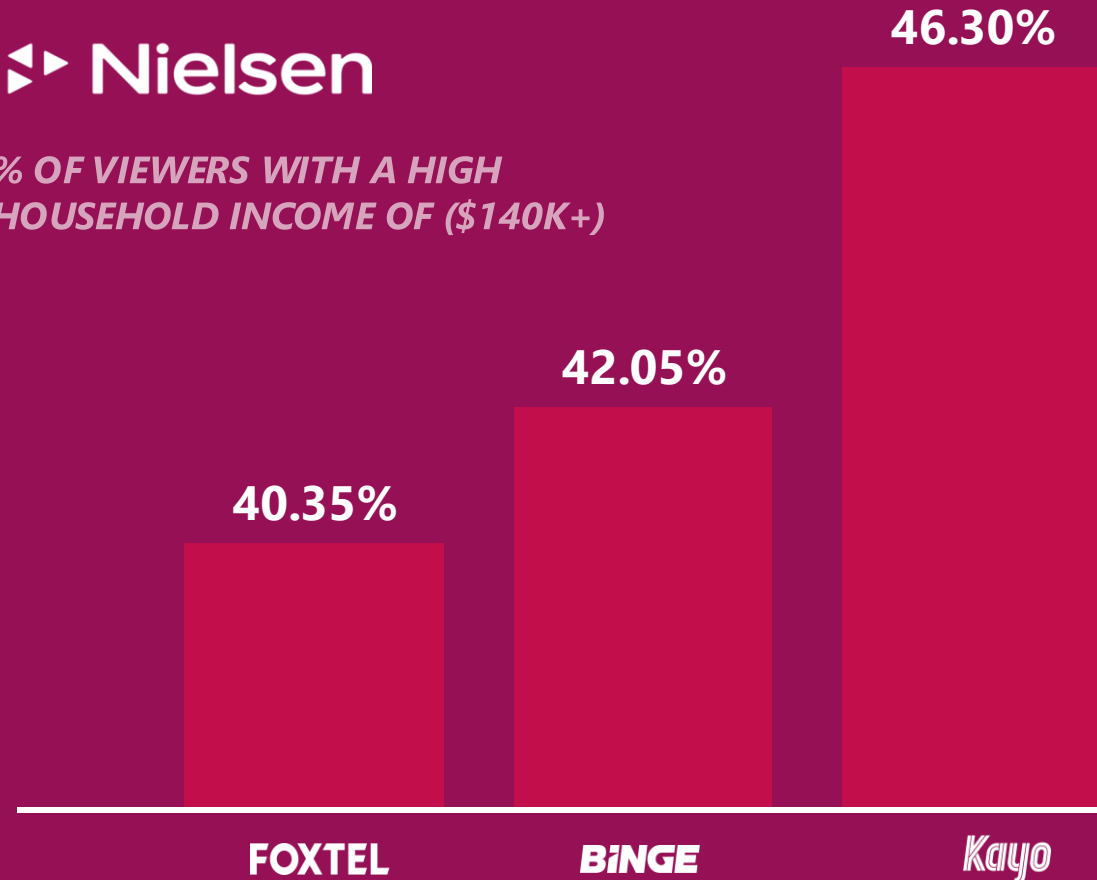


Networks High Household Income Analysis.

With Foxtel's Audience **Having a Higher Household income** and propensity to spend more for **premium services**, we know that they have the **disposable cash to spend** across the key retail periods.

◀▶ Nielsen

% OF VIEWERS WITH A HIGH HOUSEHOLD INCOME OF (\$140K+)



SOURCE: NEILSEN S06 2025 CMV: 'VIEWER' IS SOMEONE WHO HAS WATCHED THE PLATFORM IN THE PAST MONTH (OR PAST 7 DAYS FOR FTA CHANNELS)

FOXTEL media 
AUSTRALIA'S MOST WATCHABLE

AUDIENCES WITH FOXTEL MEDIA

FOXTELmedia 
AUSTRALIA'S MOST WATCHABLE

Audience Segments Powered By Robust And Credible Sources

— FOXTEL —
CHARACTERS

Powered by Experian and CommBank iQ —

FOXTEL media >
AUSTRALIA'S MOST WATCHABLE



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



More Addressable, High-value Audiences

FOXTEL
CHARACTERS
Powered by Experian and CommBank IQ

WHAT DOES THIS MEAN FOR YOU?

Opportunity To **Add Scale** With **Minimal Wastage** To Your 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	

FOXTEL media
AUSTRALIA'S MOST WATCHABLE

CommBank IQ Drives Effective Outcomes At All Stages In Your Campaign

CommBank iQ

Powered by  |  quantum

FOXTEL media 
AUSTRALIA'S MOST WATCHABLE

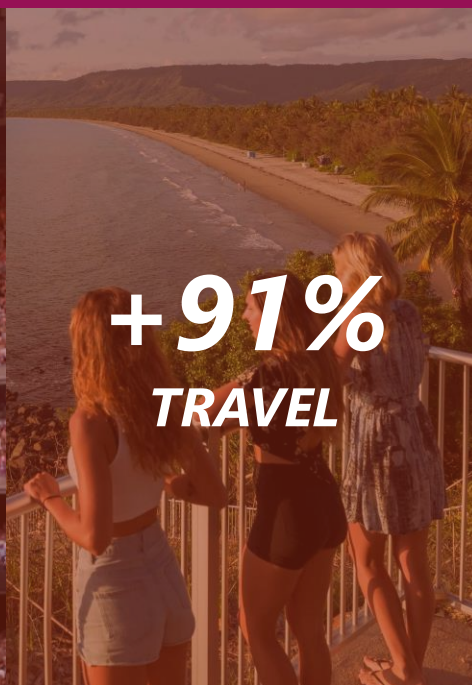
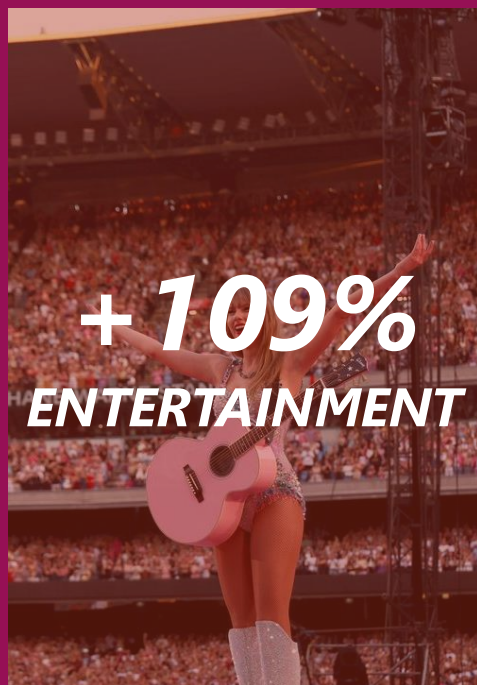


Foxtel's Audience Spend Analysis

CommBank iQ

Powered by  |  quantum

We Know Our Audiences Spend More...



...Than The Average Australian

FOXTEL media 
AUSTRALIA'S MOST WATCHABLE

Reach Audiences Differently

**1-1 hyper
personalised
advertising**

**Retail client
opportunities**

**Immersive
integration
targeting a
new, younger
audience**

**New ways to
buy into Kayo**

Hyper-Targeting | Cost Effective Partnerships | Innovative Ad Integration and Formats

TRADING WITH FOXTEL MEDIA

FOXTELmedia >
AUSTRALIA'S MOST WATCHABLE

Two Ways To Buy Foxtel Linear, Depending On Your Priority.

PREMIUM ENVIRONMENTS

Acting As A Match-maker Between Brand And Viewer, Premium Fixed Buys **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 Set 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

A Secured, 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		

THANK YOU

FOXTELmedia 
AUSTRALIA'S MOST WATCHABLE