



Doco 2012 Dialogues
Documentary and the Digital Future

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FOXTEL

Owned & Operated Channels



The History Channel Affiliates

US
 Germany
 UK
 Australia
 New Zealand
 Thailand
 Ireland
 Italy
 Spain
 Greece
 Portugal
 India
 Latin America
 India
 Argentina
 Bangladesh
 Nepal
 Venezuela
 Pakistan
 Sri Lanka
 Israel
 Middle East

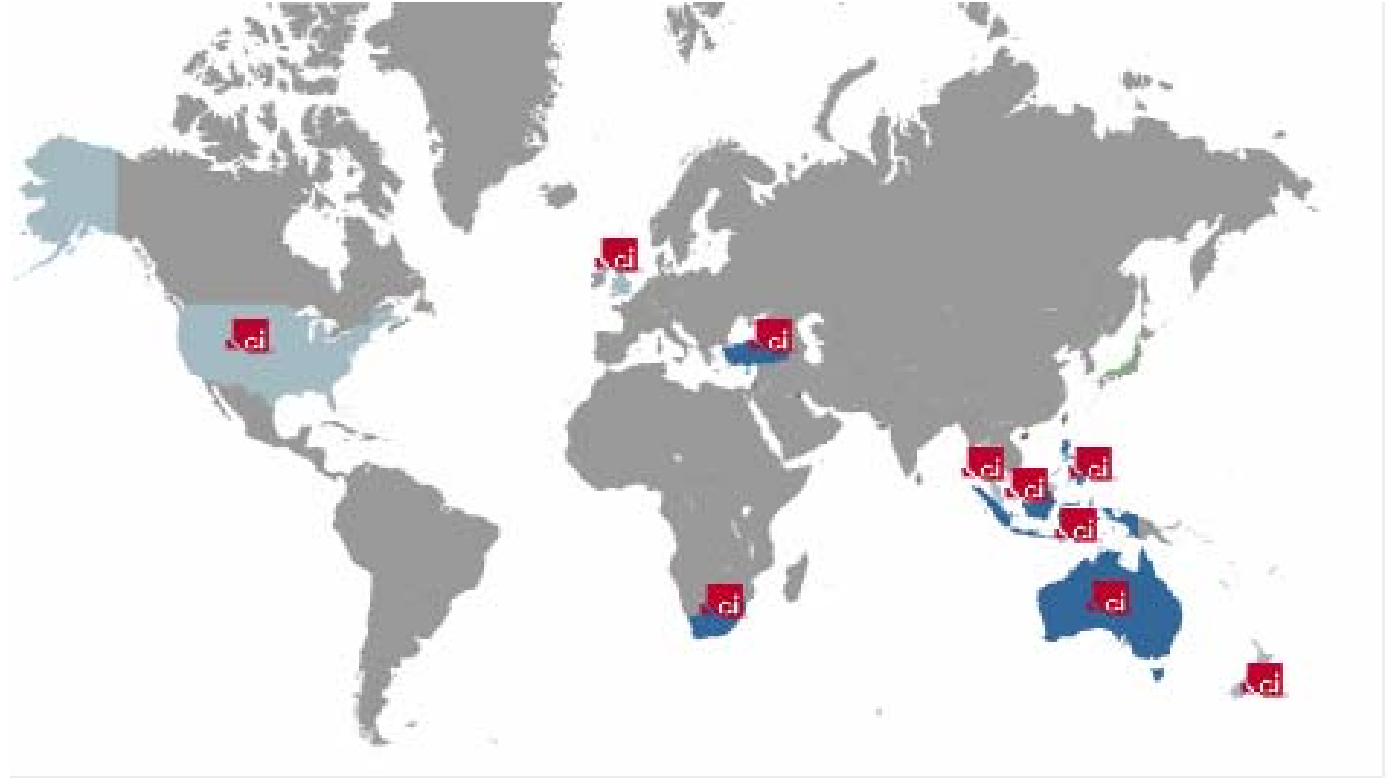
India
 South Africa
 Japan
 Turkey
 Northern Cyprus
 Germany
 Korea
 Sub-Saharan Africa
 Switzerland
 Austria
 Saudi Arabia
 Greece
 UAE
 Kuwait
 Mexico
 Bhutan
 Brazil
 Chile



The History Channel® reaches over 235 million
 TV households worldwide
 in 134 territories and in 20 languages.



Crime & Investigation Network Affiliates



- US
- UK
- Australia
- New Zealand
- Turkey
- South East Asia

Crime & Investigation Network™ reaches over 37 million households in 10 languages in 87 territories.



BIO (The Biography Channel)



- US
- UK
- Australia**
- Canada
- Spain
- Portugal
- Israel

The Biography Channel® reaches over 67 million tv households over 11 languages in 23 territories.

Our Programming

- Major output deal with AETN International (who license the brands to FOXTEL) delivers exclusive programming
- Acquisition of relevant programming from worldwide distributors (Australian, British, European, Canada and other US program makers)
- Local Production
 - Fully funded programming (platform initiatives)
 - Co-productions
 - Acquisition of produced programming

What Are We Looking For?

- Unique and compelling exclusive programming that will drive subscription
- Programs with an Australian (and NZ) perspective – local stories
- Programs that cater to our specific genres which are targeted to our audience (History male 40+, CI female 35+)
- Projects that have great promotional opportunities and marketability
- Projects which can extend across more than just the linear channel (mobile, website etc.)
- Short Form Programming (interstitials)
- Educational projects for schools



THE HISTORY CHANNEL

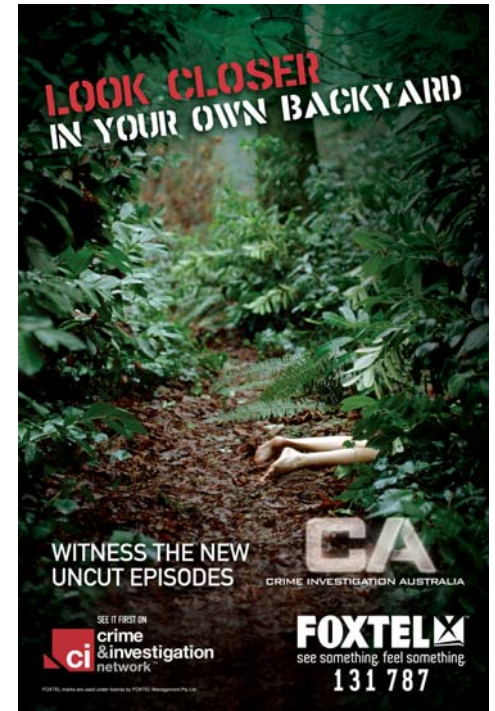
- The Battle of Long Tan
- The History of Australian Radio
- Australian Icon Towns
- Weary Dunlop: The Quiet Lions
- Spitfire Guardians
- The Great Australian Lockout
- He's Coming South
- Beyond Kokoda (2008)
- 90th Anniversary of the Western Front (2008)



Local Productions

CRIME & INVESTIGATION NETWORK

- Crime Investigation Australia
Produced 16 episodes
10 more in 2008
- Short Form Programs
 - Ice Crisis
 - Missing Persons



FOXTEL Delivery

- National audience (2 million homes through FOXTEL, AUSTAR and Optus).
- FOXTEL iQ STU (hard disk drive PVR)
- High Definition service (mid 2008 launch)
- FOXTEL by Mobile (33 channels on Telstra 3G)
- FOXTEL by Broadband (trial completed)
- Virgin Blue planes (24 live FOXTEL Channels)
- Push VOD (On Demand service)
- Interactive services (in program, remote record)





THE HISTORY CHANNEL.



February 17, 2008 THE SUN-HERALD

By ANDREW TAYLOR



Small is beautiful ... Samuel Johnson and crew during the filming of web comedy *Pink Dragon*.

Photos: Jacky Ghossein

A 10-PART romantic comedy shot on the cheap for the internet could herald the future of broadcasting and a move away from multimillion-dollar films and television series.

Pink Dragon features *The Secret Life Of Us* star Samuel Johnson as a professional role-player who gets entangled with a compulsive liar and kleptomaniac, played by *Home & Away*'s Ella Scott Lynch.

It was shot over two weeks in Sydney at a cost of just \$65,000. By contrast, an hour of television drama can cost \$600,000 to produce, and the upcoming World War II epic *The Pacific*, filmed in Melbourne, reportedly has a \$150 million budget.

Pink Dragon producer Matt Reeder said he expected the show would be launched on new social networking website, www.dallus.com, next month.

It will be funded through advertising on the site, a naming rights sponsor and product placement. Director Anthony Hayes said that despite its paltry budget and tight schedule, *Pink Dragon*'s production values were high.

"The good thing about the internet is that it is viewed on a small screen and people don't have



Tight schedule ... Ella Scott-Lynch, Samuel Johnson and Anthony Hayes.

surround sound on their computer," he said.

The cast includes Joel Edgerton, Travis Cotton, former *Big Brother* inmate Krystal Forscutt, and Paul Goldman, who directed last year's award-winning *Suburban Mayhem*.

Internet entertainment continues to grow as viewers switch off their TVs and spend more time surfing the net.

Peter Giles, the director of Digital Media at the Australian Film,

Television and Radio School, said the future of broadcasting lay in producing content for different platforms, pointing to TV shows *Spooks* and *Lost*, which had online content such as games to support the brand.

He said shows like *Pink Dragon* attracted large audiences at lunchtime: "People are looking for a short sharp hit. It doesn't have to be the same duration as a TV show as long as it's compelling and tailored for that medium."

Cheap and cheerful online comedy