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a long way!**

ADMA MMA AWARDS 2008

Entry Form

Contents Overview

1. Details of Submission
2. Campaign/Application Description
3. Upfront Summary
4. Background
5. Details/Timeframe
6. Objective, Approach and Results
7. Mechanics in Detail
8. Outstanding Features
9. Key Learnings
10. Privacy and Database collection
11. Supplementary Media and Creative List

Creative Partner
Selected MMA Award
Designs & build
by Loaded Creative

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1. Details of Submission

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Award categories entered: Maximum of 2 categories per entry

- MMA Award for **m-Commerce**
- MMA Award for **Relationship Building**
- MMA Award for **B2B or Enterprise Application**
- MMA Award for **Most Creative Mobile Solution**
- MMA Award for **Consumer Content Offering**
- MMA Award for **Mobile Entertainment**
- MMA Award for **Promotional Campaign**
- MMA Award for **Cross Media Integration**
- MMA Award for **Mobile Advertising**
- MMA Award for **One to Watch**
- Mobile Marketer of the Year** - download separate Nomination Form

List of supplementary media included:

Include 2 copies of each supplementary media per category entered

- TVC or Video
- Radio
- Print
- Outdoor
- Direct mail
- Events

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Agreement

I, Jason Rumble, from FOXTEL Pty Ltd confirm that I am authorised to submit this campaign into the MMA Awards and agree to the terms, conditions and rules of the MMA Awards which are displayed at www.mmaawards.com/howtoenter.htm.

- Yes, the brand/advertiser has granted permission for this campaign's entry into the 2008 MMA Awards.
- Yes, I understand that MMA Awards reserves the right to publish descriptions and case studies of winning entries, but if an entrant asks for any part of their submission to remain confidential, it will be treated as such.

Signed.....

Privacy

Your contact details will be used by ADMA to process your entry and to provide you with information about the MMA Awards. ADMA would also like to use the information to keep you up-to-date with relevant details on education, events, training, membership and other related services provided by ADMA. If you **do not** want to receive this information please tick this box

Your contact information (name, company, address and phone number) may be distributed to sponsors and exhibitors whose product/service offerings may be of interest to you. If you would prefer **not** to have your name distributed for this purpose, please tick this box

If you would like to receive offerings from relevant suppliers by email or SMS, please tick this box

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2. Campaign/Application Description

Title: Foxtel Mobile Guide
Client/Brand: Foxtel Pty Ltd
Contributors: Hyro Pty Ltd
Creative Agency: Hyro/Rivet
Service Provider: Hyro Ltd
Mobile Operator: All Operators

3. Upfront Summary

With everyone's lives getting busier and keeping us out and about more often, it's important that your TV time at home is quality time. It is important that when you get a chance to relax in front of TV that you can make the most of this time by watching exactly what you want.

Foxtel's Mobile Guide helps people get more from their Foxtel subscription by giving them the ability to view the TV guide as well as trigger records and reminders from their mobile phone. When the Foxtel customer gets home the TV program they chose to record will be waiting for them to watch at their leisure.

A Foxtel iQ customer who uses the Mobile Guide on his/her mobile phone need never miss an important program again. Whether you are running late, stuck in traffic or simply realise you have forgotten to record that show you really wanted to see, all that is required is to start the Foxtel Mobile Guide, find the program and select record.

This submission encompasses the both the delivery and subsequent marketing of a creative solution to a problem that spans Mobile, the Internet and TV infrastructure.

4. Background

Foxtel launched the iQ PVR in 2005 and with key features including 1-touch recording, multiple tuners and series-link (i.e. record all episodes of a program automatically). Subsequently FOXTEL has added new functionality in the guise of 'On-Demand' content and HD programming. The FOXTEL iQ has been revolutionary in terms of how it allows the customer to control their TV viewing.

It has been a clear trend that customers with a Foxtel iQ are typically less likely to churn, more likely to be on a higher tier package and likely to be ambassadors of both the FOXTEL brand and the iQ as a piece of entertainment technology. It is clearly in the best interest of the business to get more subscribers using the Foxtel iQ and to get subscribers using the Foxtel iQ more.

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As a result FOXTEL realised there was a requirement to allow a customer to control their iQ while away from home, both to build on the innovative history of the Foxtel iQ and also to provide additional value to iQ customers. This translated into a set of requirements for a mobile product.

The 'Foxtel Mobile Guide' requirement specification covered the following key features:

1. Available on mobile handsets from all mobile carriers
2. Compatible with the greatest number of handset types
3. Provide a familiar interface to iQ and Online users
4. Allow Remote Record via 1-2 key presses
5. Deliver SMS alerts to those customers who did not have the FOXTEL iQ
6. Deliver all major features of the Online guide (search, single channel view, view channels by genre, list of favorite channels)
7. Share common login credentials with Online TV Guide

The FOXTEL Mobile EPG client subsequently was launched in December '07. This completed the iQ functionality 'triple-play' with iQ recording functionality now available via set-top box, the Internet and the mobile handset.

5. Details/Timeframe

The 'Foxtel Mobile Guide' is an Electronic Program Guide (EPG) that can be downloaded and installed on a range of mobile handsets (currently 33 of the most popular in-market handsets from across all mobile carriers and on a growing number of handsets month on month).

The purpose of the mobile client is to add value to FOXTEL customers and put the customer in control of their viewing so they need not be bound to Television schedules.

Customers can effectively and simply browse and search the full FOXTEL TV Guide (7 days into the future) and control their home iQ set-top box while on the move and away from home by scheduling programs for recording. The programs that are recorded by the customer's iQ can then be watched at the customers leisure.

The mobile application builds on the 'Remote Record' functionality originally introduced with the Online/Web Guide but takes the portability and convenience factor one step further.

Foxtel subscribers with the Mobile EPG can:

- 1) View the entire FOXTEL EPG up to 7 days in advance
- 2) Review the classification, determine if there are closed captions and review the program synopsis

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- 3) Set a 'Remote Record' such that the customer's iQ will record the nominated program as long as the customer is entitled to view the content based on their subscription package
- 4) Set an 'Reminder Alert' such that an SMS is delivered to the customer's handset 15 minutes prior to the start of a program

Foxtel does not directly charge for the application and its use although those who use the service must pay for delivery of any SMS Reminder Alerts and any data usage charges which are dependent on the customer's Mobile operator and associated data plan.

Design and development

Stage	Duration	Commentary
Tender	1 Month	Hyro were chosen via a Tender process to be developers for the mobile client. This was based on previous work undertaken, competitive pricing and enthusiasm around the concept
Design	1.5 Months	Design Specification documents were developed and signed off in Q1 2007. At the same time Hyro developed an 'on-handset' mockup of the application which while non-functional, assisted to solidify the vision around how the mobile client would look, navigate and operate.
Development and Testing	6 Months	In October '07 FOXTEL signed off on the fully functional Mobile client.
Launch	29th Nov '07	It was decided to soft-launch the Mobile client on a limited number of handsets and implement an education and marketing campaign once there was a critical mass of mobile handset models on which the client could run

Promotional Campaigns

By February '08 the application had been ported to 28 handsets and it was decided to start an education campaign. The campaign consisted of a two-pronged approach to maximize the reach of the campaign. An initial FOXTEL magazine promotion was undertaken followed by a web promotion and a redesign of the Mobile pages on Foxtel.com.au.

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FOXTEL Magazine April '08:

The FOXTEL magazine is Australia's highest circulated monthly magazine with over 800,000 copies distributed to homes each month.

The Mobile EPG was covered via a ¾ page advertorial which introduced the application to FOXTEL subscribers, provided instructions for downloading the guide onto the mobile handset and explained how Remote Record and SMS Alerts for the service worked in a plain and easy to understand manner.

Online Campaign May'08

The Online campaign consisted of banner ads both on the current FOXTEL Online TV Guide page (a key demographic since these customers already use an electronic version of the guide) as well as on the Technology pages on most major Australian news websites.

The campaign also improved relevancy of ad serving through the use of a cookie to identify which visitors to the NineMSN website had previously visited the FOXTEL Online guide website (remessaging). The cookie was setup on the FOXTEL site three weeks prior to the campaign launch in order to capture a significant number of customers who had visited the Online Guide page from day 1 of the campaign.

The Online campaign covered the following websites:

- NineMSN
- News.com.au
- Sydney Morning Herald
- The Melbourne Age
- The Brisbane Times

All traffic from the online advertising was driven back to the freshly redesigned Mobile Guide pages located at www.foxtel.com.au/mobile

6. Objective, Approach and Results

Objective	Strategy and tactics	Results - effectiveness and profitability *
Available to greatest number of users as possible	➤Build client to be as compatible with as many handsets as possible	The application was created and programmed in J2ME for greatest reach across mobile handset range. It was decided to not build Symbian or Windows Mobile versions as almost all mobile handsets of reasonable specification will run a Java application easily.

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	<ul style="list-style-type: none"> ➤ Do not implement anything to limit usage of the client cross-carrier ➤ Allow non-iQ users to also access the application and derive value from it ➤ Minimise the cost to the user of the application 	<p>Prior to implementing a marketing campaign for the application, the mobile client was ported to 28 handsets across a range of manufacturers and mobile networks. This list of supported handsets continues to grow month on month and will do so for the foreseeable future (currently 33 handsets supported). The current list of supported handsets can be found here: http://foxtel.com.au/mobile/faqs.htm</p> <p>Implementation of SMS Alerts in the Mobile Guide was aimed at non-iQ FOXTEL users. Since these users could not Remote Record without an iQ the decision was made to add value by allowing them to send an SMS to themselves 15 minutes prior to a nominated program starting. (This gives enough time to get to a TV or wake up to watch that international sporting event that starts at 2am)</p> <p>The intention of the FOXTEL Mobile Guide was to provide a tool that was completely free of charge to the end user. Unfortunately as all mobile networks charge for data this was not going to be completely possible. Aside from a small amount of data used in retrieving the TV Guide information while using the Mobile Guide and SMS charges for any Alerts the customer chooses to set, there is no upfront or ongoing fees or charges to the customer</p> <p>The Mobile Guide which allows has been tested to work anywhere a 2.5 or 3G signal exists (ie anywhere a mobile can access the web).</p>
<p>Create an application that is easy to use</p>	<ul style="list-style-type: none"> ➤ Keep the UI familiar to the customer by remaining consistent with the look and feel of the Online and iQ UI ➤ Implement Remote Recording with as few key 	<p>The UI for the FOXTEL Mobile Guide very closely matches the UI of both the Online TV Guide as well as the UI in the new iQ2 Set-Top box</p>

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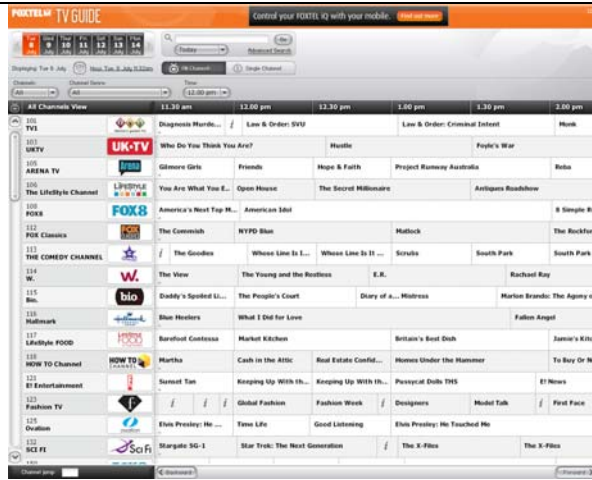




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presses as possible

- Ensure recording to the correct customer iQ is implemented in a simple manner
- A customer should see channels relevant to their home address (i.e Ch9 Sydney Vs Ch9 Melbourne)



Online Program Guide



Mobile Program Guide

Remote Recording (once a customer had identified a program they would like to record) was implemented in 2 clicks, the first to request the recording, the second to confirm the request.

This process could in fact have been implemented with a single keypress however the confirmation step avoids making recordings by mistake.

To ensure the recordings go to the correct customer iQ set-top box, the customer must enter a username and password they have obtained from the Foxtel website where they associate this to their account number (for simplicity this is the same Username and password as used for the

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		<p>Online guide). The customer needs to only enter this information once, after which the application will remember this information.</p> <p>This Username and Password entered into the application for the first time also ensures the correct programming is shown to the customer.</p>								
<p>Introduce concept to largest possible customer base</p> <p>Effect a 50% increase in the average number daily Mobile Guide downloads</p>	<p>Take advantage of very large FOXTEL magazine readership base.</p> <p>Look at placing a prominent advertorial that captures the readers attention and explains the advantages and simplicity in obtaining and using the FOXTEL Mobile Guide</p>	<p>Placed $\frac{3}{4}$ page advertorial into the April FOXTEL magazine which has a circulation in excess of 800,000. This served as an effective introduction of the mobile application to the customer base.</p> <p>Foxtel Mobile EPG downloads doubled in comparison to the non-promotional period as a direct result of the Magazine promotion.</p> <p>This exceeded the original high expectation of a 50% increase and provided an 84% increase in daily downloads on average.</p> <div data-bbox="687 1072 1374 1447" data-label="Figure"> <table border="1"> <caption>Indexed Average downloads per day (Target Indexed at 100)</caption> <thead> <tr> <th>Category</th> <th>Indexed Value</th> </tr> </thead> <tbody> <tr> <td>Pre Promotion</td> <td>~65</td> </tr> <tr> <td>Target (Magazine in Market)</td> <td>100</td> </tr> <tr> <td>Achieved (Magazine in Market)</td> <td>~122</td> </tr> </tbody> </table> </div>	Category	Indexed Value	Pre Promotion	~65	Target (Magazine in Market)	100	Achieved (Magazine in Market)	~122
Category	Indexed Value									
Pre Promotion	~65									
Target (Magazine in Market)	100									
Achieved (Magazine in Market)	~122									
<p>Target the tech-savvy and those who are already interested in FOXTEL products</p> <p>Effect a 50%</p>	<p>Looked at an Online approach and targeted sites which were frequented by Australians with a penchant for Technology and the 'latest and greatest'.</p>	<p>Animated banners were created to highlight the interaction potential between the iQ and the Mobile Guide.</p> <p>These banners were used on several major News sites, specifically in the Technology sections:</p> <ul style="list-style-type: none"> ➤ NineMSN ➤ News.com.au ➤ Sydney Morning Herald ➤ The Melbourne Age ➤ The Brisbane Times 								

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<p>increase in the average number daily Mobile Guide downloads</p>	<p>Also we wanted to target those who had shown some interest in both Foxtel and Foxtel programming</p>	<p>Additionally the NineMSN banners implemented retargeting / remessaging which actively identified and targeted those users who had previously visited the FOXTEL TV Guide site</p> <p>The retargeting implemented on NineMSN resulted in the most acquisitions by far, equating to 75% of total acquisitions. As a result, Ninemsn also had the lowest CPA</p> <p>The Target was to increase average daily downloads by 50%, the result was a 56% increase in downloads on top of the increase experienced as a result of the magazine promotion.</p> <div data-bbox="686 878 1374 1252" data-label="Figure"> <table border="1"> <caption>Indexed Average Daily Downloads (Target indexed at 100)</caption> <thead> <tr> <th>Category</th> <th>Indexed Value</th> </tr> </thead> <tbody> <tr> <td>Promotion with April Magazine (Prior to Online promotion)</td> <td>~65</td> </tr> <tr> <td>Target of Online Promotion</td> <td>100</td> </tr> <tr> <td>Actually Achieved</td> <td>~106</td> </tr> </tbody> </table> </div>	Category	Indexed Value	Promotion with April Magazine (Prior to Online promotion)	~65	Target of Online Promotion	100	Actually Achieved	~106
Category	Indexed Value									
Promotion with April Magazine (Prior to Online promotion)	~65									
Target of Online Promotion	100									
Actually Achieved	~106									
<p>Introduce a new and easy to understand web landing page for those who follow the banner adverts</p>	<p>Rivet was approached to redesign the current pages. The brief was to drive customers through the journey of discovering, downloading, learning and using the Foxtel Mobile Guide.</p> <p>Of key importance was to lead the customer through the process to</p>	<p>New page was designed to have a 'fresh and clean' look. The color scheme was chosen to match the look of both the new iQ2 TV Guide as well as the Mobile application and the banner ads which originally brought the customer to the mobile landing page.</p> <p>The orange and grey scheme has been kept consistent across the entire customer experience of this product.</p> <p>Simplicity of the Online landing page was ensured by breaking down the customer journey into 3 basic steps:</p> <ol style="list-style-type: none"> 1. It's simple to setup...See how simple 2. It's easy to use....See how easy 3. Any Questions...Read the FAQ's <p>(Please visit Foxtel.com.au/mobile or see submitted screenshots)</p>								

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	generate a customer at the output who had the application on their phone and who knew how to operate the Mobile Guide	
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7. Mechanics in Detail

How it works



The FOXTEL Mobile guide solution was designed to integrate with the API exposed by the FOXTEL network gateway. As well as allowing recording of TV shows to the customer's own iQ PVR, this gateway must ensure that a customer on their mobile handset is only seeing the appropriate channels and programming for their home location. For example if the customer resides in Sydney they should not see Free-To-Air channel listings for Brisbane channels etc.

For this reason the customer must first register a username and password on the FOXTEL site and enter their Account number which ties the customer to a home address. A customer must be logged in on the mobile client before they are able to perform a remote record operation.

Usage of the mobile application requires the following steps:

1. Follow a mobile banner or navigate online to Foxtel.com.au/mobile
2. Confirm all prerequisites are met in terms of handset type, access to mobile data and premium SMS enabled

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3. Register a username and password on the FOXTEL website and enter FOXTEL account number (only required for remote recording – Guide can be viewed without this information)
4. SMS the word 'Guide' to 19 955 955 and receive a link to download the application
5. Once downloaded the application can be run, username and password need only be entered once and only if Remote Recording functionality is desired

Once a customer starts the FOXTEL Mobile Guide they are shown an initial screen which lists all Genres of channels (this is the same experience as on the Set-top box. Upon selecting a genre, the channel data for the specific user is loaded. Enough data is to fill the screen is delivered to the handset and any subsequent movements around the EPG screen deliver data in chunks big enough to fill the screen only. This saves on data usage which we attempt to keep as lean as possible to ensure an inexpensive experience for the customer (who ultimately must pay their carrier for data usage).

8. Outstanding Features

1) Gives FOXTEL customers the ability to control their TV experience from their mobile.

- Allows a customer to:
 - view the electronic program guide from their phone
 - remotely record TV content on their IQ box
 - receive SMS reminders of programs
- Gives user better access to Foxtel iQ which is a key business objective
- Works across all mobile networks (Vodafone, Three, Optus and Telstra)
- Available anywhere there is 2.5G or 3G coverage
- Available currently on a 33 handset models with new handsets added each month
- Multiple members of a Family can control a single iQ set-top unit
- Allows remote recording of new HD channels (where customer is subscribed to these channels)

2) Simple and Familiar User Experience

- No manual required, intuitive process to browse, search and record
- Similar User experience to both Online Remote Recording as well as setting recordings from the Set-Top box itself.
- Common login credentials as Online TV Guide
- Not simply a scaled down online guide: Clever use of screen real-estate through context sensitive menus and overlays.
- Fast access to Remote Record (simple 2-click process to record a program)
- Simple and quick navigation through channels and programs via options to jump forward and backward 24 hours in schedule as well as ability to jump to a specific time in the schedule.

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- Familiar look and navigation as Online Guide and new iQ2 interface (see screenshots below)



Online Program Guide



Mobile Program Guide

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3) Campaign

- Key target was existing users of the FOXTEL TV Guide
 - Targeted users of FOXTEL Physical TV Guide via Magazine
 - Targeted users of FOXTEL web TV Guide via Banner on Online TV Guide page
- Great results with 130% increase in daily Mobile TV Guide downloads as a combined result of both Magazine and Online campaign elements
- Expect future campaigns to be at least as successful given the ongoing expansion in compatible handsets for the FOXTEL Mobile Guide

9. Key Learnings

There are 4 key areas FOXTEL has found as key to the success of the Mobile Guide. Careful consideration of each area was required to ensure the application would be successful. These key areas are:

1) Customer Awareness

The most difficult aspect of any new service is getting it noticed and teaching potential users what the application/service can offer.

Nobody would disagree that the FOXTEL Mobile Guide is a useful application to have. The difficulty comes in introducing the application to all the potential users who would love to use the application but currently do not know it exists.

While our marketing campaigns have gone some way towards this, there is plenty more that can be done including such things as advertising specifically shown to iQ owners and potentially providing the application to each of the Mobile Carrier portals for free download by their customers.

We have found that an ongoing campaign targeting our customers (via Magazine, DM, Email, Online and Television) is required to raise awareness of the application with new customers.

2) Customer Costs

Mobile data costs are quickly coming down and more generous data caps are becoming the norm. Unfortunately however there have been many years worth exorbitant pricing for data and this remains in the forefront of many customers minds.

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We have found that we need to be very clear on pricing associated with the application. Due to the widely varying costs associated with mobile data, from carrier to carrier and plan to plan, our FAQ's give examples of how much data the customer can expect to use with the application rather than a specific dollar amount. We advise the customer to check their current data plan to identify how much usage of the application might cost them.

3) Handset Availability

Java applications such as this are required to be 'ported' to different handsets. This can be a difficult and timely process but is necessary to deal with different phone configurations including; keypad layouts, screen resolutions, aspect ratios, touch-screens, scroll-wheels, and Java version support.

We understood from the start that rollout of the application would be a gradual process because of this and indeed would be an ongoing process for the life of the project. Because of this FOXTEL did not launch the Mobile Guide until there was a critical mass of supported handset models.

4) Ease of use

It was recognised very early on that the functionalities that were being included in the Mobile client needed to be as simple to operate as possible. What is intuitive on the Web is not necessarily intuitive on the Mobile and Partnering with Hyro for the design of the UI was extremely important to ensure we kept the application as simple as possible and retained only what was required to provide a good user experience. Space is also at a premium on the Mobile handset so careful use of abbreviations, overlay menus and a context sensitive menu structure has been implemented.

We have arrived at a solution which we feel is very intuitive and allows the user to easily and quickly navigate the program guide.

10. Privacy and Database Collection

The FOXTEL Mobile Guide addressed industry laws surrounding privacy and usage via Terms and Conditions laid out on the web pages from where the application is downloaded.

When applying for a Username/Password on the web (which is required to use the Remote Record functionality on the mobile) the customer is asked if they would like to Opt-in for further marketing communication.

Data collected from the FOXTEL Mobile Guide system (i.e. which programs are being recorded, when and by who) is kept secure and is used solely for the purpose of diagnosing faults should a customer call the support centre with a Remote Record problem.

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11. Supplementary Media and Creative List

This is a list of additional media clips which you wish to be reviewed alongside this entry form.

Item	Format	Filename(s)	Explanation
1	Video	MobileEPG_record.avi	Video demonstrating usage of the Mobile client to Browse, Search, Record and set an Alert.
2	Video	mobile_epg_otp_345x350.mov	Video of the Online banner created to drive customers to www.foxtel.com.au/mobile and educate them to the process of installing and using the Foxtel Mobile Guide on their phone
3	Image	BanneronTVGuidepage.jpg	Image of the Online banner in use on the FOXTEL Online TV Guide page
4	Image	<ul style="list-style-type: none">• Mobile FOXTEL Home.jpg• Get Started.jpg• How to use it.jpg	Screenshots of the various key web pages redesigned as part of the online campaign
5	PDF	Mag - April Pg13.pdf	Print of ¾ Page advertorial circulated to >800,000 homes in the FOXTEL magazine
6	PDF	Mobile Guide Release.pdf	Foxtel Mobile Guide press release

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