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Naomi Watts 'demands more' in new Presto campaign

- TVC launches this Thursday, September 3

Presto today announced Hollywood superstar Naomi Watts will be the face of its new advertising campaign, which launches nationally this Thursday, September 3.

Watts will feature in the campaign, titled "Demand More", where she will embrace the more 'demanding' side of her personality playing an over-the-top version of herself.

Watts' uncharacteristic behaviour is incredibly demanding, with requests for personalised jet-planes, an entourage, a choir and even a wolf instead of a dog, and is all performed without a fuss by the award-winning actor.

The Demand More campaign was filmed recently in New York by world-class director Jeff Low. Watts' brother and renowned professional photographer Ben Watts captured the photography of the actress.

The campaign featuring Watts will be seen across TV, print, social and digital as Presto ramps up its marketing efforts to coincide with the launch of new programming and service innovations.

The adopted Australian actor was thrilled to be involved in Presto's Demand More campaign saying: "Celebrities are often accused of having high demands. It was fun to play this arch character in a tongue and cheek way.

"Presto is all about demanding more from your experience and given the sheer amount of entertainment on offer these days, I love that we can now demand what we want to watch and when. I am certainly demanding about the TV shows I watch, so Presto more than works for me."

Shaun James, Interim Presto CEO, said he was thrilled to have Naomi on board for the campaign: “The team loved working with Naomi and they had a lot of fun together. Naomi is the perfect fit for this role as she is not only a highly respected, instantly recognisable personality in Australia, but she is also considered to be someone who is anything but demanding. We hope it will be entertaining for Australians to see her in this tongue and cheek role.

“Our new Demand More campaign, in which Naomi features, shares the great news that unlike other SVOD services, Presto gives Australian viewers access to HBO content and exclusive TV shows like Aquarius, Mr Robot, The Walking Dead, some of Australia’s best dramas like Wentworth and Packed to the Rafters, as well as must-see movies. Australians really can be more demanding with their Presto on demand service.”

To view the new Presto television commercial featuring Naomi Watts, [Click Here](#).

For consumers yet to subscribe, Presto is currently offering new customers a one month free trial^ of the Presto Entertainment bundle subscription, providing access to Presto’s full TV and movie libraries.

ENDS

www.presto.com.au

About Presto

Presto allows Australians to experience great entertainment on demand, for a low monthly subscription fee. Presto is currently available to its subscribers across Windows PCs, Mac, select iPads/ iPhones, select Android tablets/smartphones, select Samsung Smart TVs and via Google Chromecast. Full list of compatible devices: presto.com.au/devices. Subscribers can register up to four compatible devices and watch two devices simultaneously. Presto TV is backed by Foxtel, Australia’s leading subscription television provider, and the Seven Network, Australia’s number one free-to-air network. Presto Movies is owned by Foxtel Management Pty Limited.

Presto TV (\$9.99/month) features a huge library of TV shows from quality production houses including HBO, 20th Century Fox, SHOWTIME®, CBS Studios International, Viacom International Media Networks and Hasbro Studios as well as a range of the best local content from Foxtel, the Seven Network and ABC Commercial. **Presto Movies (\$9.99/month)** features a constantly updated library of recent blockbusters and old favourites from major and key independent film studios including MGM, NBCUniversal, Paramount Pictures, Roadshow Films, Sony Pictures Entertainment, Twentieth Century Fox, The Walt Disney Company, Warner Bros. Entertainment, Entertainment One Films Australia, ICON, StudioCanal and Transmission Films. The **Presto Entertainment bundle (\$14.99/month)** provides subscribers with access to Presto’s full TV and movie libraries.

30 day free Presto Entertainment trial

^New subscribers to Presto only. Offer includes a complimentary 30 day trial of the Presto Entertainment subscription only. Offer period commences on Presto Entertainment registration date. Offer not transferable or to be used in conjunction with any other offer. Presto Entertainment monthly subscription fees apply by direct debit from expiry of the trial period, unless the trial subscription is cancelled before the end of the trial period. No lock in contract. Full Presto Terms and conditions apply: www.presto.com.au.

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