



Media Release: Monday, November 2, 2015

## Presto sparks a rise in 'commutertainment'

Mobile use at peak commute times reflects growing trend of entertainment on the go

Presto, Australia's premier entertainment streaming service, today shared insights into its customers' use of mobile devices to access the streaming service that indicate a rise in 'commutertainment'.

Presto has seen a well-defined surge in usage trends taking place during both the morning and evening weekday commutes for customers viewing their favourite Presto programming via mobile networks.

Viewing of Presto across mobile networks begins to rise around 6:00am, peaking at 7:00am before tapering off as the work day begins. The evening time peaks between 5:00pm and 6:00pm then slows around dinner time before increasing to spike at 9:00pm during 'normal' viewing hours, where it more closely matches viewing via fixed internet access.

Shaun James, Presto TV CEO, said, "From the data we are seeing, it's clear our customers are extremely comfortable using their mobile devices to access Presto to continue watching their favourite TV shows and movies.

"The prominent peaks of usage at the start and end of the traditional work day are definitely pointing to a trend in 'commutertainment' where people are taking their streamed entertainment with them in greater and greater numbers.

"It's proving the point that people want to take Presto with them and continue watching the shows and movies they may have started streaming in the home on more traditional broadband networks.

"Whether its dramas like *The Walking Dead*, *Mr. Robot* or *Wentworth*; or comedies like *Entourage*, *Modern Family* and *Parks and Recreation*, we are seeing Presto customers consuming a diverse range of content outside of the home using mobile network plans."

The news of Presto's commutertainment findings comes as Presto TV announced it has secured seasons 1-7 of the hilarious US comedy *The Big Bang Theory*, which is the ideal snackable programming to feed the appetite of commuters and adds to a list of other great shows to watch at home or on the go.

For consumers yet to subscribe, Presto is offering a one month free trial<sup>^</sup> of the Presto Entertainment bundle subscription, providing access to Presto's full TV and movie libraries.

###

[www.presto.com.au](http://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](http://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.

**One month free Presto Entertainment trial**

<sup>^</sup>New subscribers to Presto only. Offer includes a complimentary one month free 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](http://www.presto.com.au).

**Presto terms and conditions**

\*Presto requires an internet connection, data and a compatible device. There is no ongoing subscription commitment, however Credit Card details must be provided at the time of Presto registration for any ongoing direct debit monthly subscription payments that apply. Monthly subscription fees apply unless you cancel your subscription before the end of a subscribed month. Pro rata monthly subscription fees may be charged to your account if you elect to switch Presto subscriptions before the end of a subscribed month, for details see: <https://community.presto.com.au>. Recommended Internet speeds apply. Internet connection with minimum speed of at least 3Mbps required to view Presto. **Presto is available over 3G/4G networks and Wi-Fi on compatible devices. ISP and data charges apply unless you connect to Presto via Foxtel Broadband and Telstra fixed broadband.** Video quality may vary according to connection type. Only available for use in Australia. Full Presto Terms and Conditions apply, see: [www.presto.com.au/webcms/legal/PRESTO](http://www.presto.com.au/webcms/legal/PRESTO). Copyright FOXTEL Management Pty Limited.

Follow us on social: [facebook.com/presto](https://facebook.com/presto) [twitter.com/presto](https://twitter.com/presto) (#Presto) [youtube.com/presto](https://youtube.com/presto) [instagram.com/presto](https://instagram.com/presto)

**Media enquiries:**

Presto

David Sims

[david.sims@presto.com.au](mailto:david.sims@presto.com.au)

(02) 9813 7577/ 0409 928 209