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The Walking Dead **alive and kicking on Presto**

Record number of streams in first four days

Presto subscribers feasted on ***The Walking Dead*** over the Easter long weekend, instantly making it the most watched television program across the on demand streaming service.

The Walking Dead joined the Presto TV and Presto Entertainment service on Friday, April 3 with almost 14% of all TV viewing attributed to watching episodes from the first three series across the four day weekend.

“The Walking Dead was by far and away the most streamed single show on Presto across the long weekend capturing almost 14% of all TV viewing on our service,” Shaun James, Director of Presto and Foxtel On Demand, said.

“We saw a massive uplift in subscribers joining Presto over the weekend and ***The Walking Dead*** was definitely the main course on their viewing menu with many watching multiple episodes across the first four days the series has been available.

“While ***The Walking Dead*** led the way, Presto subscribers drove overall viewing to record levels over the long weekend with TV titles such as ***Modern Family***, ***Wentworth***, ***Entourage*** and movies such as ***Bad Neighbours*** and a ***Million Ways to Die in the West*** also attracting strong viewing.”

Presto TV is the exclusive subscription video on demand (SVOD) home of full seasons of the worldwide phenomenon ***The Walking Dead***.

The first three seasons of the critically-acclaimed drama were made available from Friday, April 3. The fourth season of ***The Walking Dead*** will join Presto TV and Presto Entertainment on Tuesday, April 14. The current fifth season which recently aired on Foxtel's FX channel will become available later in the year.

The Walking Dead is an American zombie-drama based on the comic book series of the same name by Robert Kirkman, Tony Moore and Charlie Adlard. It has quickly become one of the most watched dramas on US Cable television and is known as much for its blood-spattered shuffling zombies, gore and violence as it is for its emotional, character-driven and dramatic story-telling.

The series stars Andrew Lincoln as Sheriff Deputy Rick Grimes who wakes from a coma to find a post-apocalyptic world dominated by flesh-eating zombies. The series also stars Steven Yuen as Glenn Rhee;

Norman Reedus as Daryl Dixon; Chandler Riggs as Rick's son Carl and Sarah Wayne Callies as Rick's wife Lori.

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www.presto.com.au

About Presto

Presto is powered by Foxtel, one of Australia's most progressive and dynamic media companies. 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 and select Android tablets/smartphones and via Google Chromecast. Subscribers can visit www.presto.com.au/devices to see the full range of supported devices. Subscribers can register up to four compatible devices and watch two devices simultaneously. Presto is unmetered for customers connecting to the service via Foxtel Broadband and Telstra fixed broadband. ISP and data charges will otherwise apply when viewing Presto over mobile networks and via non-Foxtel Broadband or non-Telstra broadband services*. Presto Movies is owned by Foxtel Management Pty Limited. Presto TV, currently operated by Foxtel, will be a 50-50 joint venture between Foxtel and Seven West Media.

Specially curated selections of the TV and movie titles available on Presto are easily accessed through the 'Collections' feature, with the remaining wealth of constantly updated content on Presto easily discovered through the 'Search' feature. Presto encourages subscribers to check back regularly to discover new content via the Presto Community (www.community.presto.com.au), or to follow us on Facebook (www.facebook.com/presto) and Twitter (@presto).

Presto TV features a vast library of subscription on demand television content, bringing together a vast collection 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 some of the best local content from Foxtel, the Seven Network and ABC Commercial. Presto TV features "complete seasons" of programs available to stream on demand. There is something for all ages with programming covering key genres including drama, comedy, reality and kids and family.

Presto Movies 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 provides subscribers with access to Presto's full TV and movie libraries.

Each of Presto Movies and Presto TV is available for \$9.99 a month. The Presto Entertainment (Movies + TV) bundle is available for \$14.99 a month.

30 day free Presto Entertainment trial

Presto is currently offering new customers a free 30 day trial of the Presto Entertainment bundle subscription. To experience all that Presto has to offer for free for 30 days new customers can visit www.presto.com.au and sign up today. Offer period commences on Presto registration date. Presto Entertainment monthly subscription fees apply by direct debit from expiry of the 30 day free trial period, unless your subscription is cancelled before the end of the free trial period. Offer is not transferrable or to be used in conjunction with any other offer. Internet, data and a compatible device required. Full Presto T&Cs apply: www.presto.com.au. There is no lock in contract so customers keen to stay on as Presto subscribers after the free trial are free to choose between Presto TV or Presto Movies for \$9.99 a month, or continue with a Presto Entertainment TV and movies bundle subscription for \$14.99 a month, with no ongoing commitment*.

Presto terms and conditions

*Presto requires an internet connection, data and a compatible device. Full list of compatible devices available at www.presto.com.au/devices. 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 may apply. 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. Copyright FOXTEL Management Pty Limited.

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