



# Presto Announces March Launch At Australian Broadcasting Digital Media Summit

*Foxtel CEO Richard Freudenstein announces the new online movie service, Presto, which will provide all you can eat movies starting 13 March.*

SYDNEY, NSW, AUSTRALIA, March 1, 2014 /EINPresswire.com/ -- On Monday, February 24, at the 2014 Australian Broadcasting Digital Media Summit in Sydney, [Foxtel](#) CEO Richard Freudenstein shared a sneak-peek of the new online [movie service](#), [Presto](#).

Mr Freudenstein announced that Presto will be available from March 13 of this year. Presto will offer movie lovers a monthly pass to stream Foxtel Movies, both live and on demand, via PC and Mac computers and compatible iPads for \$19.99\* a month.

Presto will be available as a special offer to new customers for \$4.99\* in their first month. Subscribers can connect to Presto in minutes and are free to come and go from the service on a monthly basis, with no lock-in contract, and without the need to buy through a basic tier.

Presto's launch comes as Australia's appetite for access to streamed content, delivered over the internet to different devices, continues its massive growth. The new movie service will feature an intuitive interface and will deliver the best in local and international movies including curated collections, recommendations and critics' reviews. Presto's regularly updating collection of movies will deliver most of the biggest box office releases of 2013 along with a huge collection of past favourites.

All Presto movies are ad-break-free and the service offers films from all seven Foxtel Movies live channels including: Foxtel Movies Premiere, Foxtel Movies Comedy, Foxtel Movies Romance, Foxtel Movies Thriller, Foxtel Movies Action, Foxtel Movies Family, and Foxtel Movies Masterpiece, as well as on demand movies from these channels.

Richard Freudenstein said, "We're thrilled to announce that the countdown is on for the launch of Presto. Starting March 13, Australian movie lovers will have access to as many movies as they want from a massive library of cinematic hits for a price per week equivalent to what they'd pay for just one standard iTunes movie rental.

"We've had fantastic feedback since our initial announcement and anticipation from Australians, hungry for a new way to experience great movies, when and where they want, and free from ad-

breaks, continues to grow. We're looking forward to Presto taking the stage in the coming weeks."

Foxtel Movies offers the best from all the major studios and key independents including MGM, NBCUniversal, Paramount Pictures, Roadshow Films, Sony Pictures Entertainment, Twentieth Century Fox, The Walt Disney Company, Warner Bros. Entertainment, Hopscotch Entertainment One, ICON, Studiocanal and Transmission Films.

Presto will be available to all Australians with a suitable internet connection.\*

\*Additional charges apply for Presto Rental (pay-per view) titles. Credit card details are required at time of sign up for any ongoing direct debit subscription payments. Ongoing subscription fees apply unless you cancel your subscription. A full list of compatible devices will be published on [www.presto.com.au](http://www.presto.com.au) upon launch of the Presto service. Recommended Internet speeds apply. Internet connection with minimum speed of at least 3Mbps required to view Presto. Presto will be available over 3G/4G networks and WiFi on compatible tablets. ISP and data charges may apply. Video quality may vary according to connection type. Only available for use in Australia. Full terms and conditions will be available at [www.presto.com.au](http://www.presto.com.au) upon launch of the Presto service.

Source: <http://www.foxtel.com.au/about-foxtel/communications/foxtel-unveils-presto-movies-streaming-service-210444.htm>

#### About Presto:

Presto is a new brand powered by Foxtel one of Australia's most progressive and dynamic media companies. Presto is a new way for Australians to subscribe to the Foxtel Movies channels via the internet and helps them to find and enjoy great programming. Presto will offer a better movie experience to its subscribers with new movies and old favourites from all major film studios across a great range of movie genres. Presto is owned by Foxtel Management Pty Limited.

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