



**E A R D R U M**

**Client:** FOXTEL  
**Length:** 30  
**Product:** Jan Offer  
**Title:** Movie Warning / Movie Warning HLD  
**Date:** 19.01.10  
**Job No:**

**ANNCR:** Tonight's TV blockbuster is classified M.A for 'Multiple Ad-Breaks'.  
It contains drama, suspense, but just when you're hooked, it'll hit you with more ad breaks than you'd ever thought possible.  
These ads will completely break the mood, keep you up late and have you wishing you'd never started watching in the first place.  
We recommend you get FOXTEL instead.

**FVO:** Enjoy movies the way they're meant to be, ad-free on FOXTEL's dedicated movie channels.  
Call now to save a massive 24% with FOXTEL's Best Ever Movies Deal for new subscribers. Call 131 787



**E A R D R U M**

**Client:** Foxtel  
**Length:** 30  
**Product:** Jan Offer  
**Title:** Movie Promo / Movie Promo HLD  
**Date:** 19.01.10  
**Job No:**

**MUSIC:** ACTION BLOCKBUSTER STYLE

**ANNCR:** (BIG PUSHY PROMO GUY) Tonight's TV blockbuster has the most action ...

**CLIP:** "He's got a gun!"

**SFX:** MACHINE GUN

**ANNCR:** The most romance ...

**CLIP:** "I've always loved you"

**ANNCR:** And the most advertising ever seen on television.

Ads for soup, ads for skin ...stuff and just when you're hooked, ads for other movies with even more ads in them.

**WHISPER:** *Seriously annoying. (remove for HLD version)*

**MUSIC:** STOPS DEAD

**FVO:** For movies the way they're *meant* to be, watch them ad-free on FOXTEL's dedicated movie channels.

Call now to save a massive 24% with FOXTEL's Best Ever Movies Deal for new subscribers. Call 131 787



**E A R D R U M**

**Client:** FOXTEL  
**Length:** 30  
**Product:** Jan Offer  
**Title:** Sport Warning AFL / Sport Warning AFL HLD  
**Date:** 19.01.10  
**Job No:**

**ANNCR:** Due to the popularity of the AFL, live television coverage of all the action will be constantly interrupted by loads and loads of ad-breaks.

After every goal? Ad-break. After a penalty? Ad-break.

When you're sick of ad-breaks? Ad-break!

We strongly recommend you get FOXTEL instead!

**FVO:** Love sport? You'll love FOX SPORTS on FOXTEL.

Where AFL is ad break free from siren to siren!

Call now to save a massive 24% with FOXTEL's Best Ever Sports Deal for new subscribers. Call 131 787

**EARDRUM PTY LIMITED ABN 84 003 303 268**

The Cooperage | Studio 1.10 | 56 Bowman Street | Pyrmont NSW 2009

**Tel:** 61 2 8572 5400 | **Fax:** 61 2 8572 5444

**Email:** info@eardrum.com.au | www.eardrum.com.au