



Globecast Enables Daystar to Monetise Existing Content with Launch on Foxtel

Los Angeles – 19 Feb 2015 — [Globecast](#) has helped existing customer [Daystar](#) to extend its reach and better monetise its content offering by launching the channel in Australia. Australian audiences can now access its range of faith-based programming via the Foxtel DTH platform as well as free-to-air.

Working together, Globecast's operations in the US and Australia were able to identify the opportunity that the Foxtel platform would deliver to Daystar, helping the broadcaster better monetise its existing content and reach new audiences.

Eddie Ferraro, Managing Director, The Americas, at Globecast said, "Drawing on a combination of our global reach and local expertise and knowledge, we were able to execute a quick turnaround with this project and exceed the customer's expectations. This project with Daystar is a perfect illustration of Globecast's unique position in the market and how customers from one region can leverage our local insight and presence in another to their advantage."

"We're delighted to launch Daystar on the Foxtel platform to Australian audiences and help them benefit from new opportunities in this territory," added Simon Farnsworth, Chief Executive Officer, Globecast in Australia. "Globecast's long working relationship with Foxtel in Australia helped facilitate something that the broadcaster has wanted to do for a long time."

"We are truly blessed with the opportunity to reach millions with the Gospel, and we will never be satisfied until all have been reached. We are thrilled that God has opened the door for us to reach more viewers in Australia, as Daystar is now available on Foxtel, Channel 193," said Marcus Lamb, President and CEO of Daystar Television Network.

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“We love the Australian people and feel so blessed to be coming into their homes with the Gospel. To God be the glory.”

Daystar Television Network is an award-winning, faith-based network dedicated to spreading the Gospel 24 hours a day, seven days a week – all around the globe, through all media formats possible. Reaching over 108 million households in the United States and over 2 billion people worldwide, Daystar is the fastest growing faith-based television network in the world.