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## **For the love of science: Award-winning BBC Presenter, Dr Michael Mosley to speak at ASTRA conference**

Award-winning BBC presenter and New York Times bestselling author, Dr Michael Mosley has been confirmed as a speaker at the 2016 Australian Subscription Television and Radio Association (ASTRA) Conference to be held on Tuesday, 6 September at The Star Event Centre.

ASTRA Chief Executive, Andrew Maiden said he was delighted to welcome a global pioneer in the television industry to Sydney.

“Dr Mosley has had a fascinating career that has spanned three decades at the BBC. He has the gift of making science interesting for a broad audience, and has continued to innovate the way traditional TV is presented and produced,” Mr Maiden said.

During his career at the BBC, Dr Mosley has distinguished himself for his ability to bring science to life – most notably infesting himself with tapeworms and swallowing a ‘pill camera’ to understand how they affect the human body.

He is also known for inventing the popular *5:2 Diet* and has made a number of iconic programmes for the BBC, including *Trust Me I’m A Doctor*, *The Story of Science* and *Inside the Human Body*.

Before his decorated presenting career, Dr Mosley worked with numerous personalities behind the camera, including John Cleese, Jeremy Clarkson and Sir David Attenborough.

This year’s conference will focus on the transformation of the television industry by new distribution platforms, business models and viewing habits.

Dr Mosley joins actress Marta Dusseldorp; Foxtel CEO Peter Tonagh; Telstra Executive Director Michelle Garra; Network 10 Executive Russel Howcroft; and Presto CEO Shaun James as speakers at the conference.

The conference will include a Sky News all-star panel where presenters Andrew Bolt, Kristina Keneally and Paul Murray will share how Australia’s premier news channel has transformed news and public affairs broadcasting.

Registration and conference details are available at <http://www.astra.org.au/conference>.

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### **About the 2016 ASTRA Conference**

The annual ASTRA Conference is Australia’s largest and most influential television event of its kind, attracting more than 300 delegates to hear challenging and thought-provoking presentations about

programming, funding, distribution, audience measurement and public policy. Previous presenters have included Hernan Lopez, President-CEO of Fox International Channels, Bob Bakish, President & CEO of Viacom International Media Networks and Gerhard Zeiler, President of Turner International.

### **About ASTRA**

The Australian Subscription Television and Radio Association (ASTRA) is the peak body representing the subscription media industry in Australia. Members include television operators, independent content companies, technology companies and the industries that support them. ASTRA members produce content seen by nearly 9 million Australians. In 2014/15 members invested \$796 million in local production, generating 253,000 hours of Australian content and creating jobs for 8370 Australians.

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