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OPINION

A tale of two very different upfronts: Youtube and Foxtel

This week saw Youtube and Foxtel step up to present as the upfronts season moves into week two. TrinityP3's media lead Stephen Wright contrasts the different approaches and announcements.

STEPHEN WRIGHT
September 12, 2025 11:40



The Foxtel upfront, held in the White Bay Power Station (Mumbrella)

Week 2 of the upfronts saw the battle for screen share get underway in earnest.

SBS was afforded clear space in week one, but week two saw heavyweights step up to the plate*. YouTube's Brandcast on Wednesday at the Hordern Pavilion and Foxtel on Thursday at the former White Bay Power Station.

For many years, Google has been increasingly becoming a silent behemoth in the television landscape, and it was no surprise that it laid it all on for us on Wednesday at the Hordern. No expense was spared for what was both the 20th birthday of the YouTube platform and a product launch disguised as an upfront.

YouTube is different from the others that present during upfronts season in it doesn't control its content, and in this regard there was no big programming slate to tout. But let's be honest — in this room of media buyers and clients nobody cared.

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