



Local Business

## Business Gold Coast

### From a million viewers to liquidation

Martin Rasini | January 29th, 2012



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THE Gold Coast-based companies responsible for Foxtel's fashion TV channel -- which last year was said to be drawing more than one million viewers a day -- have been placed in liquidation.

The companies have been put in the hands of Jason Bettels, of Worrells Solvency and Forensic on the Gold Coast, who said yesterday the move had been made by financier shareholders who had decided to wind up the company.

FTV Oceania and Fashion TV Australia, later renamed AOD and PC1 and AOD and PC2 respectively, had as directors Aaron O'Donnell and Peter Campbell who resigned last July, apparently at the behest of shareholders.

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Only weeks earlier, Mr O'Donnell featured in a Coast Confidential tidbit which stated some 1.1 million viewers watched the Foxtel channel (123) daily.

In February 2009, he was quoted in Coast Confidential as saying, "The reaction to our version of FTV has been phenomenal and, after the Fox Sports channels, it is the most popular channel on Foxtel."

The two directors were replaced by Patrick Foster and Graham Tripp, shareholders of AOD and PC1, of which AOD and PC2 is a subsidiary.

The companies were formed in 2007 and 2008, by Victorian and Gold Coast interests and the TV channel was launched in 2008 after acquisition of rights to use the Fashion TV brand.

The TV channel had an associated website, FTV123.com.

Fashion TV is a global business that works like a franchise and is understood to be owned by Israel-based interests.

It sells licences to parties in various countries that allow them to exploit the brand.

## Your Say

Mr Bettels said shareholders had been supporting Fashion TV since its launch and had decided to draw a line under the red ink.

"Comedy Channel rules !"  
**geoffo**

"As I understand it, the brand owner has appointed another licence holder to enable the Fashion TV channel to continue," he said.

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**geoffo Posted On 11:41pm Sunday**  
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