



Channel [V] www.vmusic.com.au

The leading music channel for youth, Channel [V] gives its audience the power to tune into their preferred style of music and access exclusive local productions. With dedicated genre timeslots from rock to pop to urban and all your favorite hits, plus exclusive productions such as the music trivia show on wheels Cash Cab, Channel [V] brings its viewers more music for youth on television than anywhere else.

With their fingers on the pulse of all things music, our dedicated presenters Danny Clayton, Jane Gazzo Renee Bargh and Kyle Linehan bring you the latest in music news and event coverage. Channel [V] dives head first into the biggest festivals in Australia including Big Day Out and Homebake to bring exclusive coverage of all the onstage and backstage action. But if one channel isn't enough, [V]Hits brings you dedicated countdowns every day, uninterrupted.

Channel [V]: It's all about the music.

Profile

Channel [V] reaches 992,000 million different people on average each week

Channel [V] fans have 25% larger households, than the general population

65% of all viewers are people 16-39

Channel [V] fans earn 15% more than the general population

Source: OzTAM, National STV Homes, Wks 1-13 2010, 0600-2400, Reach, Profile. NMR, Panorama, Jan-Dec 2009.

Online statistics

Page impressions: 1,459,014
Average Session Duration: 6m 18s

Unique browsers: 84,982
E-newsletter: 83,357

Source: Nielsen Site Census April 2010



Key programs

Big Day Out 2011

As always, Channel [V] will be there at BDO 2011 to celebrate the music and excitement and to deliver the [V] audiences the best in BDO on-air and online coverage.



[V] Live

Kasabian and The Temper Trap in July!!

Channel [V] returns to what it does best - Live Music! [V] LIVE has secured Two awesome bands to perform live this July Channel [V] has secured Kasabian and The Temper Trap



[V] LIVE is an opportunity to showcase some of the best music Australia has to offer and entertain all those loyal Channel [V] and Aussie music fans. The on-ground, on-air and online broadcast will generate massive exposure for advertisers and is set to generate huge viewer interest across all 3 platforms.

The [V] LIVE events will be kicking off with Kasabian performing in Melbourne on the 22nd July and TX on August 21, and The Temper Trap in Sydney live on July 26 to TX on the 11th of September