



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 on average 1.1 million different people each week

Channel [V] viewers are twice as likely to be fun seekers and twice as likely to stand out from the crowd

55% of all viewers are people 16-39

Channel [V] audience has increased 15% year on year

Source: OzTAM, National STV Homes, Wks 1-52 2009, 0600-2400, Average Weekly Reach, Profile.

Online statistics

Page impressions: 871,527
Average Session Duration: 4m 44s

Unique browsers: 84,274
E-newsletter: 96,000

Source: Nielsen Site Census October 2009



Key programs

[V] News

[V] News features the latest music news and hot topics, followed by the hottest music clips of the week. Viewers send in SMS responses to an on-screen topic, with these responses appearing on an SMS scroll. This is one of Channel [V]'s highest-reaching programmes, airing 3 times daily on weekdays.



Cash Cab

Season 4

Australia's only game show on wheels is back for series 4! Unsuspecting contestants hail a cab and find themselves in a music trivia game-show. With each question that they answer correctly the cash prize increases, but get 3 answers wrong and contestants find themselves stranded curb-side, yet to reach their destination! This year, Channel [V] is very happy to welcome back behind the wheel, everyone's favourite host, James Kerley! As one of Channel [V]'s key programmes dedicated to the youth market, the consistently funny and irreverent nature of Cash Cab ensures that it reaches a key youth audience.



Big Day Out 2010

With some of the biggest names in music at the moment, such as Muse, Lily Allen, Dizzee Rascal and Kasabian, as well as some Aussie favourites such as Powderfinger and Grinspoon, Big Day Out 2010 is set to be HUGE! As always, Channel [V] will be there to celebrate the music and excitement and to deliver the [V] audiences the best in BDO on-air and online coverage.

