

Country Music Channel www.countrymusicchannel.com.au



Australia's only television channel dedicated to country music, the biggest country stars from Australia and around the world can be found on CMC. Artists at home on CMC include hit makers like Keith Urban, Sugarland, Adam Brand, Taylor Swift, Gary Allan, Dwight Yoakam, The McClymonts and Garth Brooks plus critically acclaimed artists like Carrie Underwood, Corb Lund, Brad Paisley, Alison Krauss and Kasey Chambers.

Don't miss the major awards shows on the country music calendar, catch up on the news from Nashville every week with Country Music Across America and follow the real life adventures of The Road Hammers and The Wilkinsons. Aussie country star Steve Forde meets some talented country music stars and has a look at their lives in the CMC production, Rollin With... For non-stop music, tune in for The CMC Top 30 Countdown, 30 Best (themed countdown) and Spotlight (an hour of clips dedicated to a single artist), plus our request show, My Country.

Profile

53% of CMC viewers are people 25-54

CMC fans have 13% larger households, compared to the general population

39% of CMC viewers are men 25-54

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

Online statistics

Page Impressions: 126,451

Average Session Duration: 4m 30s

Unique Browsers: 13,868

E-Newsletter: 1,864

Source: Nielsen Site Census April 2010

Key programs



CMC Rocks The Snowys

CMC Rocks The Snowys is a music festival like no other. Big country acts from here and abroad in a 2-day massive event. CMC was there to capture all the action exclusively for its viewers. Go behind-the-scenes for all the antics and go on stage for live performances from Gary Allan, Jim Lauderdale, Adam Harvey, Catherine Britt, Steve Forde and more.



Crook and Chase

Charlie Chase and Lorianne Crook have worked together on all things country music for 25 years. As presenters and interviewers, the popular duo bring you a weekly, one-hour show on the artists and hits that continue to keep the country music scene rolling! The programme features interviews and performances each week and includes a big star, a star from yesterday and a rising star.



Pro Bull Riding Series

The rules are simple. Place a cowboy on the back of a hulking, snorting, temperamental bull and see if he can ride the beast for an eternal eight seconds. Follow all the rough, riding action on CMC as the 2009 PBR Tour works its way through the USA and finishes in Las Vegas for the national final in December.

