

## TV Winners [www.tvwinners.com.au](http://www.tvwinners.com.au)



MCN is a leader in media promotions having conducted over 150 on-air and online promotions in the past two years.

MCN is a one-stop-shop for promotions offering advertisers the complete promotions solution from concept development, permits, production, prizing, implementation and fulfilment. MCN has both knowledge & experience to make your sales promotion a huge success.

MCN's premium promotional portal [www.tvwinners.com.au](http://www.tvwinners.com.au) allows advertisers to own online entry pages, play their TVC's, link from online banners and campaigns and engage their audience via multiple mechanics including SMS, iAd, and Online. The website, developed for Multi Channel Network by MassMedia, uses Traction, Australia's most sophisticated CRM and content management system meaning advertisers can capture a rich data base and use it for future marketing purposes.

Since the launch on July 1 2007, tvwinners has over 31,000 participating members, conducted over 150 promotions and given away over \$1,300,000 in prizes.

## Profile

63% of all people who visit [www.tvwinners.com.au](http://www.tvwinners.com.au) have STV  
People who visit [www.tvwinners.com.au](http://www.tvwinners.com.au) are 29% more likely to pay more for a quality good

62% of all people who visit [www.tvwinners.com.au](http://www.tvwinners.com.au) are female  
People who visit [www.tvwinners.com.au](http://www.tvwinners.com.au) are 58% more likely visit the supermarket everyday

Source: NMR Panorama, Nov 2008 - April 2009, Various Demo, Statements are Strongly Agree, Results index STV v Non-STV Viewers. People who have visited [www.tvwinners.com.au](http://www.tvwinners.com.au) in the past month versus the general public

## Online statistics

Page Impressions: 46,426  
Average Session Duration: 4m 01s

Unique Browsers: 5,370

Source: Nielsen Site Census April 2010

## Key programs

