

# MCN

MultiChannelNetwork

## Who are we?

Multi Channel Network (MCN) represents the advertising interests of over 50 channels telecast on Australia's major Subscription Television platforms – FOXTEL and AUSTAR.



MCN has over 130 team members in Sydney, Melbourne, Brisbane and Perth who look to match advertising objectives with our complete platform offering, to deliver national campaigns that can be integrated across on-air, online, cross promotions and competitions, promotional merchandising, off-air events, print, interactive TV and sponsorships.

MCN delivers to clients a streamlined media buying approach, providing a range of communication options within the powerful Subscription Television environment.

**Television is Australia's most powerful advertising medium.**

## Our Coverage



**STV has over 7 million potential viewers!**  
**34% of Australian's have STV\***

\* OzTAM Establishment Survey Q1, 2011 Penetration %

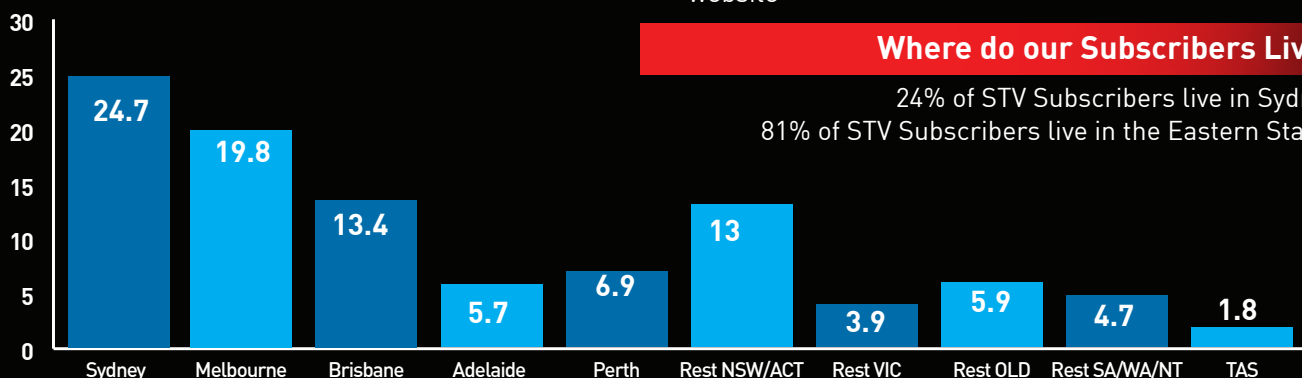
## The power of STV – Our Unique Selling Points

Today clients are looking for advertising solutions that work harder and make an impact on their target demographic, in turn meeting their business objectives. STV (Subscription Television) provides a key environment for these advertisers as our points of difference below demonstrate.

- A significant and growing television audience - advertisers cannot afford to ignore 2.3 million households and 7 million viewers!
- STV reaches over 1/3 of Australia's population who spend over 59% of their TV viewing on STV channels.
- Highly targeted environments – matching your target demographic to our targeted channels and programming.
- Greater cut-through of your message with significantly less commercial content than Free to Air Television (FTA)
- Subscription viewers spend on average 20% more than non-subscribers. STV households are larger, have a higher expendable income and more likely to consume your product when compared to FTA.
- Multiple contact points with consumers through over 33 premium channel brands and over 70 websites, including FOX SPORTS online – Australia's No. 1 general sports website\*

## Where do our Subscribers Live?

24% of STV Subscribers live in Sydney  
 81% of STV Subscribers live in the Eastern States



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## Frequently Asked Questions

### Is my product/service available nationally?

MCN's channels broadcast nationally, meaning we target areas on a national basis. If your product is not available nationally we can still run your TVC – ask us how! Once a campaign is completed we can look to analyse and provide you with a national audience delivery. This can be broken down in to Metro and Regional as required.

### Do I need a television commercial (TVC)?

Yes you do, but we can look to create one for you. We have an internal production company – [Multiply](#) – who will be able to provide you with a quote and facilitate the process from start to finish.

### Is my TVC licensed to air on STV?

Prior to advertising with us you must ensure that the talent used in your TVC is licensed to appear on Subscription Television as well. Secondly make sure the audio used in your TVC has obtained clearance from the artist, publisher, etc. If you are unsure, speak with the party that has produced your TVC i.e. creative agency or alternatively contact the Australian Subscription Television and Radio Association (ASTRA) for more information. [www.astra.org.au](http://www.astra.org.au)

### What is my primary demographic?

It is important to establish who you are targeting so we can select a channel mix that profiles strongly towards your target demographic. Television audience demographics can be broken into the following categories: Age, Sex, Occupation, or others attributes such as Grocery Buyers and whether children are present within a home.

## How do I send my TVC and Key Number Instructions?

MCN receives all material either by Dubsat or Adstream. Please send your key number/s to [MCNTraffic@Foxtel.com.au](mailto:MCNTraffic@Foxtel.com.au). Visit our website for more information regarding: [Material requirements](#), [Material deadlines](#) and [Material instructions](#).

### Media Metrics

We measure our audience based on thousands (000's) i.e. the amount of people watching a TV programme. We report a currency of Cost Per Thousand (CPM).

Example of CPM Calculation;

A programme between 930am -1000am costs \$1000 to buy  
It achieved an average audience of 25,000 viewers  
The CPM delivered would be \$40.00  
[\$1,000 ÷ 25 (i.e. thousands) = \$40]

Therefore the advertiser would have spent \$40 to be seen by each 1,000 people.

Audience '000's are sometimes reported as TARPS. A TARP is a programme's audience percentage of the potential audience i.e. 1 TARP for people 25-54 represents 1% of total people 25-54.

### How do i advertise with MCN?

After contacting your MCN representative, and receiving a schedule you are happy with, please ensure you "approve" via email confirming the schedule as a booking.

Once approval is received you have 2 options for payment:

1. Upfront Payment (this is quicker for processing)
2. Credit Application – can take up to 10 working days, however more convenient for return customers

Once payment has been sighted in our account we can then proceed with booking your activity

Please ensure you send your TVC via Dubsat or Adstream to Foxtel, and key numbers to the traffic team. If you have a digi please contact us for the delivery method.

Your campaign will air and deliver as planned and any analysis can be obtained from your MCN rep listed below.

## Contact your MCN Representative

If you require any further information please contact:

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