

tvS



2010

Media Kit

My TVS, My Sydney

ABOUT US

Television Sydney (TVS) is Sydney's own community free-to-air television station providing locally-based and international entertainment, education and information. Through creative community engagement, TVS provides access and representation to the many diverse communities within Sydney.

Before re-launching in 2006, TVS was previously known as Channel 31.

On March 1st 2010 TVS began transmitting in digital on Channel 44 and will simulcast in both digital and analogue (Channel 31), until 2013 when the analogue signal will be switched off.

According to the Department of Broadband, Communications and the Digital Economy, 58% of Sydney households have now switched to digital. As a digital broadcaster, TVS now has access to these 2.6m digital viewers – growing at approximately 50,000 per month.

“I’m delighted to see TVS take its rightful place alongside other free-to-air broadcasters in making the move to digital.”

** Senator Stephen Conroy, 2010.*



WHY ADVERTISE ON TVS?

- TVS offers Television Advertising at Radio Prices in an uncluttered advertising environment!
- Improve your incremental reach with TVS' cost effective rates.
- Targeted programming creates the ideal advertising environment and ensures minimum wastage.
- Your investment can target national and local viewers through other community television stations; C31 Melbourne, C31 Brisbane, C31 Adelaide and C31 Perth.
- TVS is the first Australian television channel to simultaneously stream live via the internet. Viewers can now watch TVS at any time anywhere in the world by going to the website www.tvs.tv
- Sponsorship packages are available offering program exclusivity, priority placement and billboards.

My TVS
My Sydney

COVERAGE MAP

TVS transmits its signal using the same signal strength as the SBS & ABC networks!









Digital: Channel 44

Analogue: Channel 31

Sydney (Gore Hill), NSW

CTV 29 DTV – T x Power 800 W - QPSK

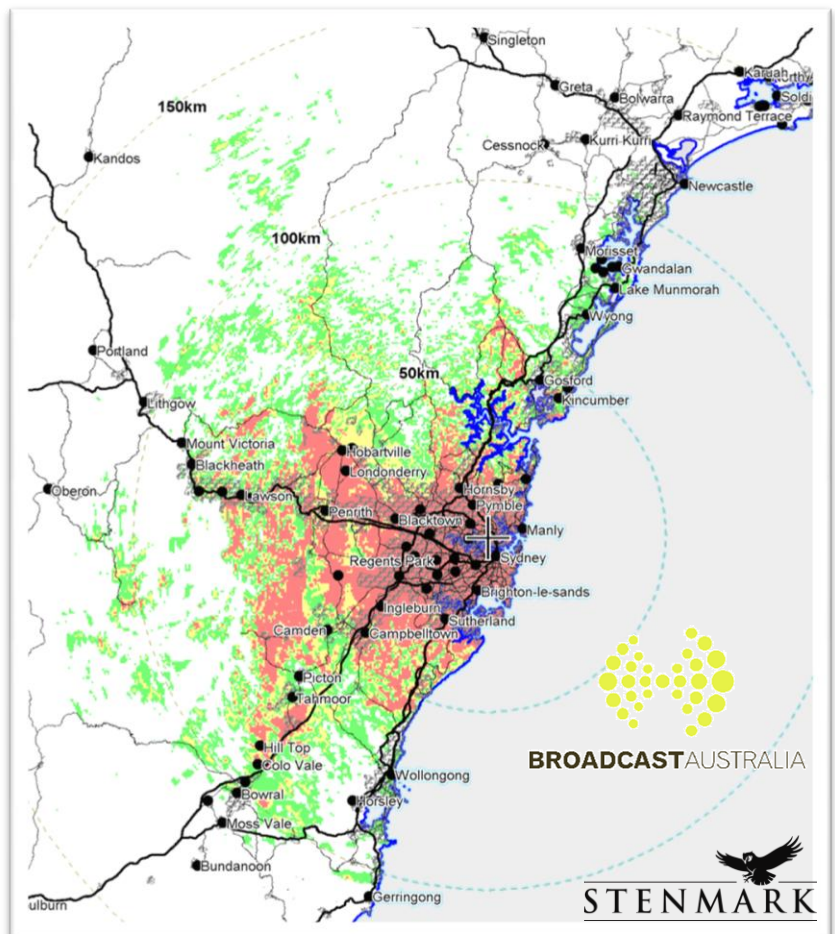
Legend

	Urban (>= 60 dBuV/m)		Major Centres
	Suburban (52 to 60 dBuV/m)		Populated Areas
	Rural (39 to 52 dBuV/m)		Highways
	Transmitter site		Main Roads

NOTE 1: Field Strength Contours are based on predictions
NOTE 2: The topographic information on this map is Copyright © Commonwealth of Australia
NOTE 3: Population Data is based on ABS Census Data 2006

Population Figures

	People	Area (sq km)
Urban	3,488,897	11,878
Suburban	298,828	3,027
Rural	396,755	5,662
Total	4,184,480	20,567





AUDIENCE

1.2 million viewers
(Monthly Cume)

AUDIENCE BREAKDOWN

Audience skewed South West Sydney with strong penetration Sydney & North Shore

TVS / PAY TV

TVS has a higher average Audience than over 88% of the Pay TV channels including; ESPN, SHOWTIME, FOX Sports, FOX Classics, The Comedy Channel, Disney Channel, Channel V, Animal Planet, FUEL TV & E!

* AGB Nielsen Media Research. Survey conducted from 31st January – 6th February, 2010.

CONTACT

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STENMARK

ADVERTISING RATE CARD (July 01, 2009 – June 30, 2010)

30 SEC TVC

PRIME TIME	(Sunday - Saturday 1800-2230)	\$220
WEEKEND	(Saturday - Sunday 1000-1800)	\$150
LATE NIGHT	(Sunday - Saturday 2230-2400)	\$70
OFF PEAK	(Monday - Friday 0600-1800)	\$50
MIDNIGHT UNTIL DAWN	(Sunday - Saturday 2400-0600)	\$30

All rates exclude GST.

RATE CONVERSIONS

- 15 sec x 0.6 of a 30
- 45 sec x 1.5 of a 30
- 60 sec x 2.0 of a 30

ADVERTISEMENT PRODUCTION RATES – LEVEL 1.

Production costs vary depending on client requirements. Level one is a basic ad where client provides images/footage and script. All editing, graphics, voiceovers, and a selection of music is included in the costs below.

15 sec TVC.....	\$950 +GST
30 sec TVC.....	\$1,500 +GST

ADDITIONAL PRODUCTION CHARGES

Stenmark can produce all levels of advertisements. Costs vary depending on client requirements. Full details are available upon request.

On Location (Half Day)

1 x Camera Operator + 1 x Director – an additional amount of \$1,350 +GST

On Location (Full Day)

1 x Camera Operator + 1 x Director – an additional amount of \$2,325 +GST

Post Production (editing/graphics)

1 Day (in addition to full or half day shoot).....	\$1,200 +GST
2 Day (in addition to full or half day shoot).....	\$2,400 +GST