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WE ARE MELBOURNE & GEELONG

Now in our 28th year, C31 continues to proudly beam into households across Melbourne & Geelong and looks set to continue for years to come.

C31 is all about our community. Real programs made by real people.

C31 viewers are a uniquely engaged audience – they identify with the faces they see & the stories they tell.

C31 is not your average TV Station, there's something for everyone, which means your message will be seen by the right people.

C31 campaigns speak to your potential clients.

With only 7 minutes per hour of Sponsors Announcements, businesses stand out.

And our state of the art production house can make you a professional quality ad to bring your brand to life.

So read on, & learn how C31 can help you grow your business.



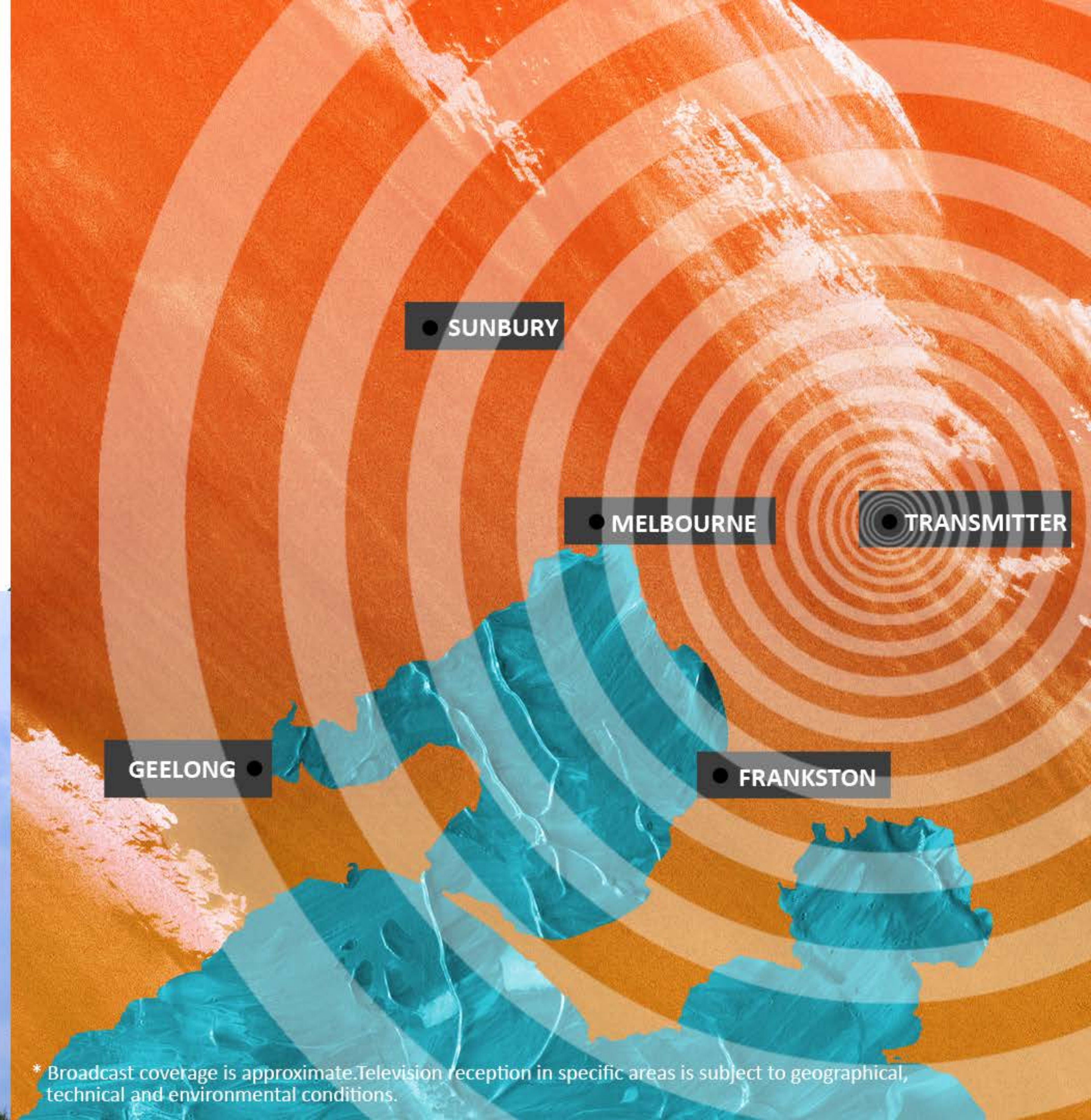
FISHING MAD
TUESDAYS 9.30PM

RECEPTION

A strong, crystal clear digital signal.

Our broadcast footprint covers Metropolitan Melbourne and Geelong, a potential audience of 4.3 million people.

To find C31 simply re-scan your digital television or set top box. The digital signal can be found on DTV 44.





TALKING FISHING TUESDAYS 8.30PM

Talking Fishing brings together an expert panel containing some of Australia's leading fishing personalities, who sit and talk fishing.

10 MUSIC PROGRAMS NOW ON AIR

**1700
MEMO MUSIC LIVE
MUSIC PEOPLE
MELBOURNE MUSOS
THE HARD ROCK SHOW
MY COUNTRY TV
TRIBUTE SHOW
GUITAR GODS & MASTERPIECES
MUZZO STREAMS
ALEX ROCKS**



DID YOU KNOW?

**12 OUT OF
THE TOP 20
C31 HIGHEST RATED
PROGRAMS ARE**

OUTDOOR LIFESTYLE SHOWS



TOTAL SOLAR SOLUTIONS

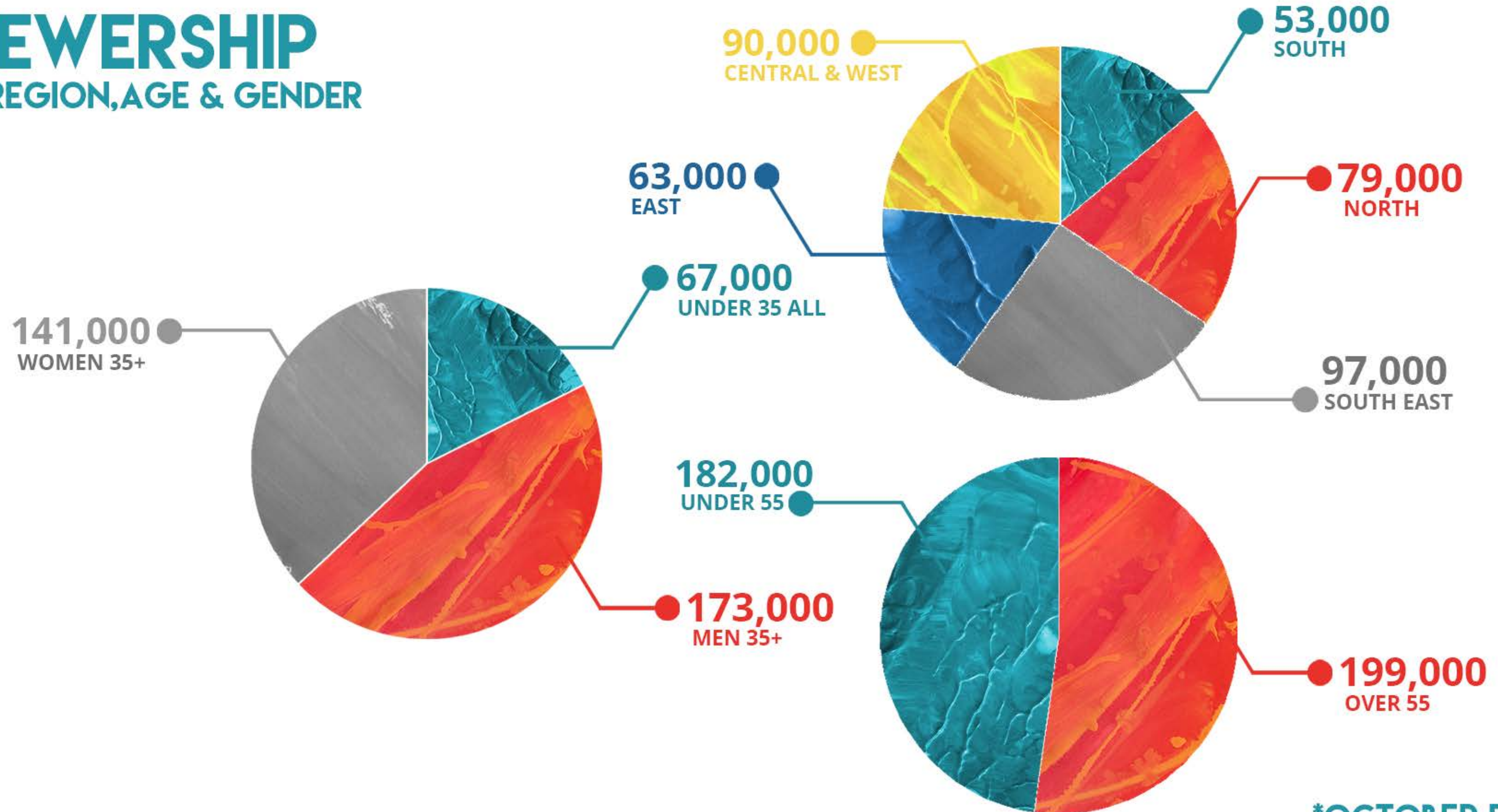
"We have found that the people who watch C31 want to support the community and small businesses. It's been a great way to build trust in our customers as a reputable company. The leads we receive from TV are simply of a higher quality when compared to those that come from our website, which often don't convert".

WEEKERS SUMMER SEASON 114 - PRIME TIME

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1800	GOOD EVENING MELBOURNE	GOOD EVENING MELBOURNE	REV	SACRED SPACES	ROAMING THE OUTBACK	MUSIC PEOPLE	TOP OF DOWN UNDER
1830	CHINESE WEEKLY TV	DEAKINS PILOTS	OUTER LINER ADVENTURES	ALEX ROCKS	CHASING ZEPHYR		HAPPY FISHERMAN FISHING
1900		HEALTH, WELLBEING & LIFESTYLE	THE EXPLORE LIFE	ROLLING WITH THE PUNCHES			BEN MURPHY SHOW
1930	ATVAA	OFFBEAT/ NEW NORMAL(RMITV)	CLASSIC RESTOS	THE REEL THING	WOMEN WITH DRIVE	COME UP STARTER KIT	SAVAGE SEAS ADVENTURES
2000	THE SHTICK	THE LEAK	BUMPER 2 BUMPER	BENNY GREGS LIVE	THE FEEL GOOD FAMILY	RUSSIAN INFLUNCE	REGIONAL ITALIAN CUISINE
2030	TAMIL OLI	CASH 4 TRASH	TALKING FISHING	MUZZO STREAM		THE MK SHOW	THE CELLAR DOOR
2100	OZ INDIAN TV	THE ORIGINAL HOUSE OF WAX		MEMO MUSIC	OFF THE COUCH WITH ETHAN	LANCE TV	BENNY GREGS LIVE
2130	SUNDAY MOVIE	OUTTA THE CAN	FISHING MAD		THE ECO SHOW/ MELBOURNE CITY		NU COUNTRY TV
2200			TEAM JUST A GIRL	MELBOURNE MUSOS	WARRIOR GENE	BENT TV	MUZZO STREAM
2230		NEW GAME PLUS	THE ULTIMATE FISHING SHOW	THE TRIBUTE SHOW	WRESTLA GIRL	THE CITIZEN'S REPORT	THE HARD ROCK SHOW
2300		ATOMIC KINGDOM	BEYOND THE DIVIDE	GUITAR GODS AND MASTERPIECES	THE KO BOXING SHOW	MA CHERIE	
2330		HUB LEVEL	AUSSIE HUNTING	NU COUNTRY TV	BATTLE CHAMPIONSHIP WRESTLING	OUTTA THE CAN	MEMO MUSIC

VIEWERSHIP

BY REGION, AGE & GENDER



*OCTOBER RATINGS

LOCAL NICHE MARKETING

SENIORS

MOVE IT OR LOSE IT
LIFE BURSTS
ROMAN CATHOLIC
CHURCH SERVICE
PAULAS PLACE
COOKING JUST 4 ME
OUR TIME
I HEART ART
OVER 50 SO WHAT?

OUTDOORS

SAVAGE SEAS
ADVENTURE
FISHING MAD
REEL FUN FISHING
TALKING FISHING
THE EXPLORE LIFE
ANDY'S FISHING
CLASSIC RESTOS
REV

LIFESTYLE

THE CELLAR DOOR
REGIONAL ITALAIN
CUISINE
SUNDAY AUSTRALIAN
MOVIE
OFF THE COUCH
WITH ETHAN
ALEX ROCKS
THE EXPLORE LIFESTYLE
ROLL WITH THE PUNCHES
THE HOLISTIC APPROACH





The Australian landscape is ancient, vast and incredibly varied. Climate change and human intervention are having a huge impact on the diverse ecology and the amazing animals that live there. The Eco Show, hosted by Bridie Shepherd, features some of the many Australian organisations and groups working toward environmental sustainability and animal conservation.



OCTOBER'S TOP 10

RANK	PROGRAM
1	BUMPER 2 BUMPER
2	SAVAGE SEAS ADVENTURES
3	MEMO MUSIC
4	DOG JOBS AUSTRALIA
5	ANDY'S FISHING
6	CLASSIC RESTOS
7	SUNDAY NIGHT MOVIE
8	COUNTRY COUSINS
9	REDISCOVER VICTORIA
10	THE FEEL GOOD FAMILY



Join hosts George Gayler, Sally Stanton, and Yazmin Firkins as they journey across Australia, uncovering the tastes and stories of some of the country's most magnificent wineries.

**SEASON SEVEN OF
THE CELLAR DOOR COMING
IN JANUARY 2022**



SATURDAYS 8.30PM

NEW & RETURNING IN SUMMER



TALKING FISHING

Talking Fishing brings together an expert panel containing some of Australia's leading fishing personalities, who sit and talk fishing.



ROLL WITH THE PUNCHES

Behind the mics with those who have shown they indeed know just how to 'roll with the punches'.



THE CELLAR DOOR

Discovering the soul of great wines, told by the winemakers whose vineyards hold epicurean delights best experienced firsthand.



MOVE IT OR LOSE IT

MIOLI is a daily exercise program that features different exercises in each program including tai chi, chair-based exercises, as well as relaxation and breathing techniques.

MEMO MUSIC HALL

MEMO MUSIC

MEMO Music Hall is an iconic performance venue in the heart of St Kilda run in partnership with the St Kilda RSL.



FISHING MAD

Talking Fishing brings together an expert panel containing some of Australia's leading fishing personalities, who sit and talk fishing.

THE NEW HOME FOR COMMUNITY TV ONLINE



WATCH LIVE

SPONSORSHIP NOW AVAILABLE

CONTACT US AT [INFO@C31.ORG.AU](mailto:info@c31.org.au) FOR ALL PLATFORM & PROGRAM PACKAGES.

TESTIMONIALS



"C31 has been crucial to building our local brand, we especially love being placed into the Italian and multi-cultural shows that speak directly to so many passionate locals around our business in Thomastown"

– *"That's Amore"*

"C31 have ensured that our ads are properly placed with themed programs to give us the best chance of speaking to our audience direct and not just some random mix"

– *Vic Properties*

"On C31 we saw success; it helped us book out to the end of year and strengthened the brand".

– *Home Concrete Solutions*



BENNY GREGS
BENNY GREGS LIVE



MARK 'FLETCH' FLETCHER
CLASSIC RESTOS



DR NELU SIMONSZ
KIDS HEALTH WITH DR NELU



MOVE IT OR LOSE IT

WEEKDAYS 8.30AM, 3PM

Move It or Lose It is a daily exercise program that features different exercises in each program including tai chi, chair-based exercises, weights, stretching, low-impact aerobics as well as relaxation and breathing techniques.



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