



## **C31 to Go Digital**

**C31 welcomes the Rudd Government announcement today of a pathway for community television to make the transition to digital broadcasting.**

"This is great news!" said Richard McLelland, General Manager of C31. "We've campaigned long and hard, lobbying the Federal Government to grant C31 and the sector a digital license. We're all very thrilled to finally receive the announcement from the Minister."

C31 has been temporarily allocated vacant spectrum which will enable simulcast until the analogue switch-off in 2013. The Australian community television sector has also been allocated \$2.6 million in funding support to help cover the cost of upgrading systems to enable digital broadcast.

"An exciting new era is dawning for C31." continued Mr McLelland. "We now have the opportunity to review our station, to refresh and strengthen our presence and relevance in the Free-To-Air landscape and most importantly to the communities of Melbourne and Geelong. It will enable us to continue to provide access to local program makers from across our rich and diverse multicultural community. Also, importantly, to continue to provide a unique training ground for people seeking careers in television – both in front of the camera and behind the scenes."

C31 has been waiting for the allocation of digital spectrum since 2001, when digital television was introduced to Australia. In the last six months C31 has seen audience numbers affected, as more people migrate to digital television.

The ongoing *Fair Go Kev* campaign has informed and united the Melbourne and Geelong communities in support of C31. On behalf of these communities C31 would like to say - *Thanks Kev*.

**For more information contact:**

**Jim Wright, C31 Campaign Manager: 9660 3131**

# Media Release



## C31 FACT SHEET

- 1.4 million viewers per month. (OzTAM data - January 09)
- 27 people directly employed by C31
- 80 people directly employed producing shows for C31
- Over 1300 volunteers
- 95 first run, locally produced programs broadcast every week
- Notable alumni include Rove, Hamish & Andy, Corinne Grant, Peter Helliard, Greg Dee, Jo Stanley, Vasili, Ryan Shelton and Salam Cafe
- Hundreds of media professionals learnt their skills at C31
- Over 80% of Revenue generated through sponsorship (advertising)
- Sponsors are generally small, local businesses
- Channel 31 commenced broadcasting in 1994
- Permanent Community License granted in 2004
- License area - Greater Melbourne and Geelong
- Top shows reach 100,000.
- Geographical audience strength in Melbourne's North and West regions
- 4 shows produced by Geelong community
- Diverse range of programming. Seniors, Youth, GLBIT, CALD, Local Sport, Outdoor, Automotive, Indigenous, Arts, Music, Disability and Educational
- 23 CALD community groups on the Station
- Turnover of \$2.7 million for 2007/2008

## DIGITAL

- C31 has support from the government for Digital transmission
- The Australian Community Television sector has been granted \$2.6 million to make to transition to digital broadcast
- The Australian Community Television Sector has been allocated temporary access to unused digital spectrum until analogue switch-off in 2013