

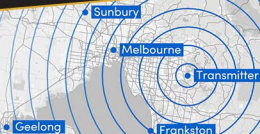
CTV+ C31 Media Kit 2026



Watch Local. Watch Different.

c31.org.au
ctvplus.org.au

About Us



**A crystal clear free-to-air TV digital signal,
reaching a potential **4.3 million** people
and a local streaming service the envy of the world.**

C31 Melbourne continues to be a trusted fixture in homes across Melbourne and Geelong, powered by an unwavering commitment to community.

Our programs are created by diverse local voices, making what audiences see real, relatable and deeply connected to the stories of our city.

In recent years, C31 has expanded beyond broadcast with the launch of CTV+, our dedicated streaming service delivering hyperlocal, culturally diverse content anywhere, anytime.

With more than 220 programs available on demand, CTV+ ensures there is something for everyone while extending the reach of local businesses to the audiences that matter most.

Together, C31 and CTV+ create authentic connections across television and digital, making us a powerful partner for businesses looking to grow right here at home.

Download CTV+ now via the App Store, Google Play, Apple TV, Google TV and Samsung Smart TV.

THE FEEL GOOD FAMILY
SUNDAYS 7PM



CLASSIC RESTOS
SUNDAYS 4PM
TUESDAYS 10:30PM
THURSDAYS 7PM
SATURDAYS 6PM

Our People & Programs

FISHINGMAD
TUESDAYS 8:30PM
SATURDAYS 5PM



1.08M

Quarterly Viewers
(C31)

600k

Monthly Viewers
(C31 + C44 + CTV+)

40k

App Install Base
(CTV+)

327k

Motoring Program
Views Quarterly
(C31)

230k

Fishing Program
Views Quarterly
(C31)



**THE FRUIT NERD PRESENTS:
FIELD TO FEAST**

Reach

your local target audiences

Local marketing delivers impact where it matters most! Connecting your brand with real communities who live, work and buy nearby. Through sponsorship across Community TV, including C31 Melbourne, C44 Adelaide and the new CTV+ platform, you can achieve meaningful reach with highly engaged audiences, combining trusted local broadcast with growing on-demand viewing.

Legacy, innovation, reach and growth.

New & Returning



1) Melbourne Wrestling Show

Catch all the highlights & big plays from the local wrestling scene.

2) The Struggle

Week in and week out, there to bring you (most of) the facts.

3) BTS with Jess

A behind-the-scenes look at encouraging young people to get creative.

4) Stories of Victoria

Join Philip Mallis as he explores the hidden stories of Melbourne.

5) Catch & Cook

Join Neil & Noel on their fishing adventures across East Gippsland.

6) The Cellar Door Australia

More wineries and wine regions across Australia than ever before!

Season 131 Primetime

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1800	Good Evening Melbourne	Good Evening Melbourne	Chinese Weekly TV	The 77 Percent	Over 50? So What!	Talkaleidoscope	Classic Restos
1830	Table 5	Health, Wellbeing & Lifestyle	Conversations With Faye	BTS with Jess	Cycle With Serafina	Talkaleidoscope	Antiques With Attitude
1900	The Feel Good Family	Our Time	A New You	ARTV News	Rev	Vasili's Garden to Kitchen	Happy Fisherman
1930	Team Just A Girl	Foreign Influence	Fishing With Fergy	The Reel Thing	Classic Restos	Oz Indian TV	Savage Seas Adventures
2000	Euromaxx	Creatives On The Couch	Bush TV Australia	Five Or Eight	Bumper 2 Bumper	Talking Urban	Regional Italian Cuisine
2030	By Popular Demand	The Struggle	Fishing Mad	Rider TV	Cash 4 Trash	By Popular Demand	Saturday Night Movie
2100	The Cellar Door Australia	Short Circuit	Catch And Cook	Tomorrow Today	Aussie Garage TV	Bring Back The Romance	Saturday Night Movie
2130	Sunday Movie	Short Circuit	Happy Fisherman	Legends With Bevo	Stories of Victoria	Bent TV	Saturday Night Movie
2200	Sunday Movie	Outta The Can	Cash 4 Trash	Words Of Peace	All Star Wrestling	Rave Fantastic	Nu Country TV
2230	Sunday Movie	Outta The Can	Classic Restos	Melbourne Musos	Melbourne Wrestling Show	Rave Fantastic	The Hard Rock Show
2300	Sunday Movie	The CEC Report	Bumper 2 Bumper	Impromptu TV	Melbourne Wrestling Show	Rider TV	The Hard Rock Show
2330	Sunday Movie	New Game Plus	Aussie Garage TV	Creatives On The Couch	Football 5	Cash 4 Trash	The Reel Thing



Testimonials



**MOVE IT OR LOSE IT AUSTRALIA
WEEKDAYS 8:30AM & 3PM**



"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



"Channel 31 has always been at the forefront of our company and we as a business are very gracious and grateful. We will always be a major sponsor of C31 as they have been with us from the start and have never let us down."

- MJ Disability Permit Holders

The New Home for Community TV



Be Seen On CTV+

Tap into a growing digital audience with strong local roots and expanding reach, soon to be prominently featured on Smart TVs, connecting your brand with new and engaged localised viewers.

Sponsorships Now Available

Our sponsorships are designed to be accessible, flexible, and high-impact. Whether you're looking for a cost-effective entry point or wanting to extend your existing TV campaign, CTV+ offers a smart, affordable way to amplify your reach, build frequency & connection.

Watch Different!

Stream CTV+ on Apple TV, Google TV (Sony, TCL, Hisense) and Samsung Smart TV. Our new Smart TV app driving discovery of local, community-first content nationwide.

44**ADELAIDE**

C44 is Adelaide's community broadcaster, bringing you local TV on Channel 44 across Adelaide and everywhere on streaming service CTV+.

With C44, you can reach Adelaide audiences where they are. With legacy audiences on Channel 44, plus growing audiences on CTV+ and social media channels, C44 can help you engage active audiences across the spectrum of age, culture and background.

From culturally and linguistically diverse (CALD) audiences to those seeking fishing and outdoors programs, faith-based programs, music, classic movies, motoring or sport, C44 is your trusted link to Adelaide's diverse communities.

POPULAR PROGRAMS

Include Adelaide audiences in your marketing strategy - ask us how!



COUCH 44

High-energy youth culture show covering arts, music, film, sport, activism and more.

Antenna Award winner: Program of the Year (2025)



BTS WITH JESS

Go behind the scenes of the organisations and events getting young people into arts.

Antenna Award winner: Personality of the Year (2025)



OUR TIME

Sit down with remarkable people every week as they share their stories.

Antenna Award winner: CTV+ Program of the Year (2025)



CYCLE WITH SERAFINA

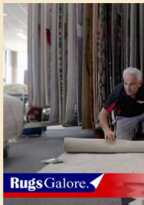
Travel Australia by bike with Serafina, enjoying new cycling journeys each week.

Sponsorship Package

CTV ALL-STAR CAMPAIGN



+



+



12 WEEK
C31 MELBOURNE

\$2,100 *INC. GST

30 Second TV spot + editing
Hit your target audience
420 spots x Run-of-station
@ \$5 per spot - 5 spots per day
25% during prime-time
Shows selected weekly
Targeted placement

12 WEEK
C44 ADELAIDE

\$1,260 *INC. GST

Using existing 30 Second TVC
Hard-earned target demo - SA
420 spots x Run-of-station
@ \$3 per spot - 5 spots per day
25% during prime-time
Shows selected weekly
Extend your reach into SA

12 WEEK DIGITAL
CTV+ ADD-ON

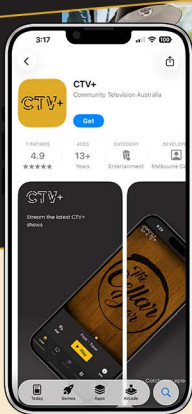
\$1000 *INC. GST

Additional 45 + 15 Sec Reels
With Social media variations
Local & National coverage
50+ digital spots per week
Even spread across VOD
More video outputs avail

TOTAL INVESTMENT =
\$4,796 GST INC

BOOK NOW
(03) 9660 3131

Download Now



Available On

- iOS & Google Play (Mobile)
- Apple TV, Sony, Hisense, TCL, Samsung (Smart TV)
- ctvplus.org.au (Web)
- 250+ Programs on-demand
- 24/7 Livestreams of C31/C44

Visit ctvplus.org.au

