

**fm**

**CHARLES  
DARWIN  
UNIVERSITY**

**104.1**  
**one**

**DARWIN**



# Who we are...

- Community & Narrowcasting stations
- Licensed to Charles Darwin University
- Self funded through sponsorship sales
- Not for profit does not mean “**for** loss”
- Committed to serve the community of Darwin,  
Alice Springs & the Territory

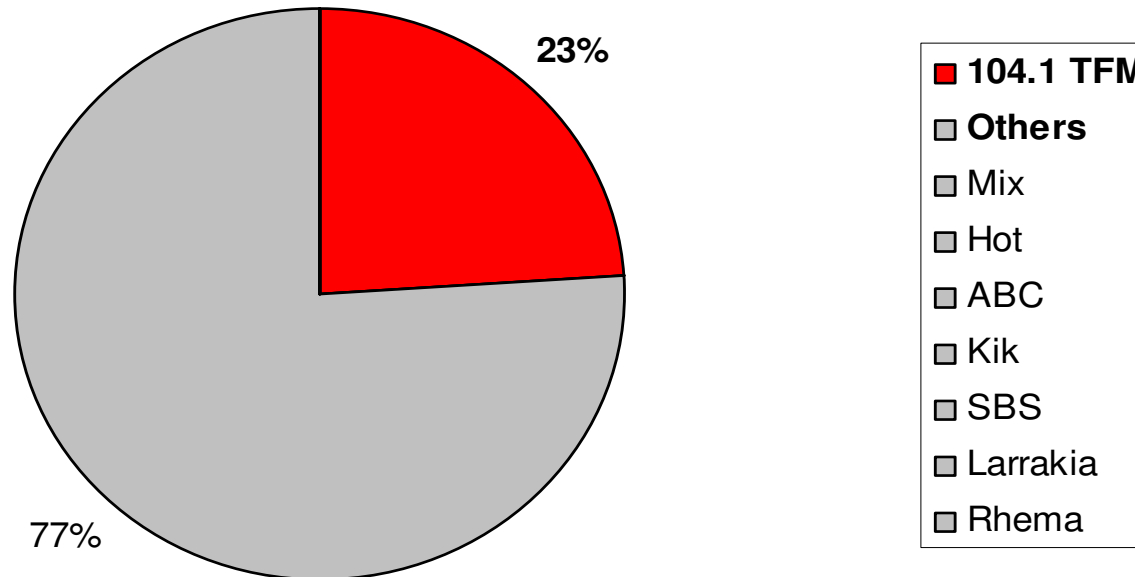


# What we do...

- Entertain & Inform
- News – hourly & half hourly
- Local Issues – current affairs
- Weather – emergency info
- Sport – international, national & local
- Music – 40 years of hits
- CDU events – promoting learning

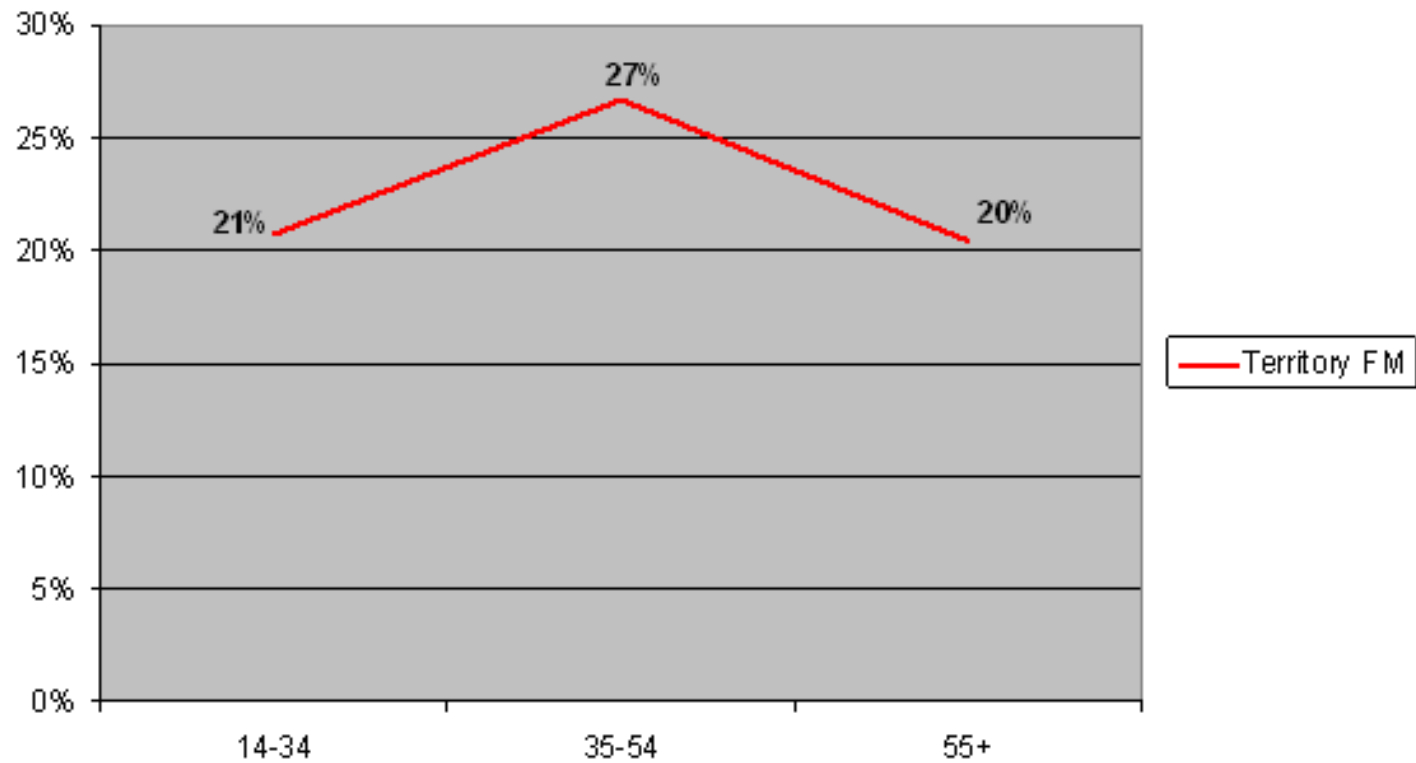
# How do we compare...

23% of Darwin choose TFM



# How do we compare...

TFM Listeners are adult consumers



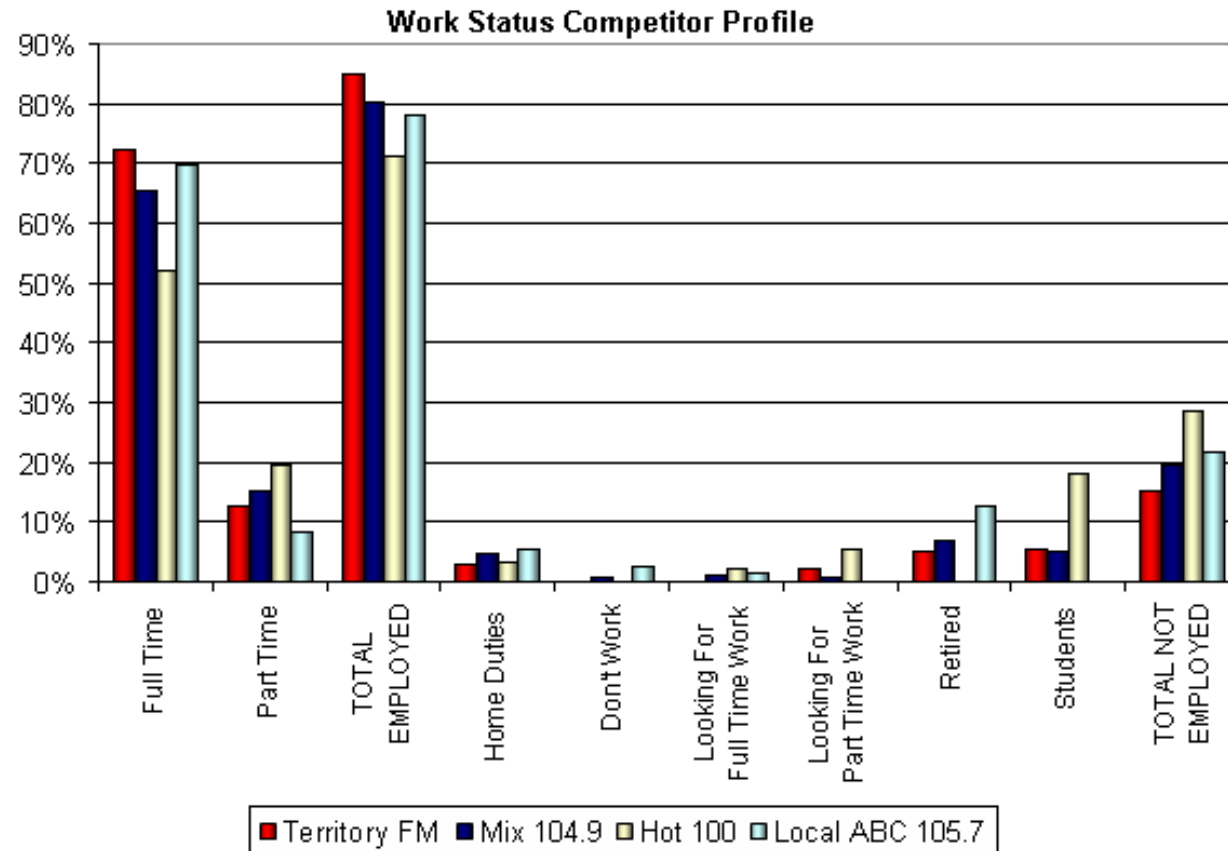
# Number one Afternoon, Drive & late Nights

WEEKDAYS - Stations Listened to by Time Slot	6-9AM	9AM- 12PM	12-3PM	3-6PM	6-9PM	9PM- 12AM	12-6AM
<b>104.1Territory FM</b>	<b>24%</b>	<b>26%</b>	<b>36%</b>	<b>27%</b>	<b>16%</b>	<b>23%</b>	
Local ABC 105.7	24%	20%	17%	17%	15%	31%	
Mix 104.9	27%	35%	25%	26%	27%	13%	
Hot 100	26%	15%	18%	25%	18%	6%	
Triple J 103.3 FM	9%	3%	7%	9%	12%	2%	

WEEKDAYS - Where Listened by Time Slot	6-9AM	9AM- 12PM	12-3PM	3-6PM	6-9PM	9PM- 12AM	12-6AM
Car	69%	41%	38%	67%			
Own House	29%	27%	19%	18%			
Work	16%	49%	54%	25%			

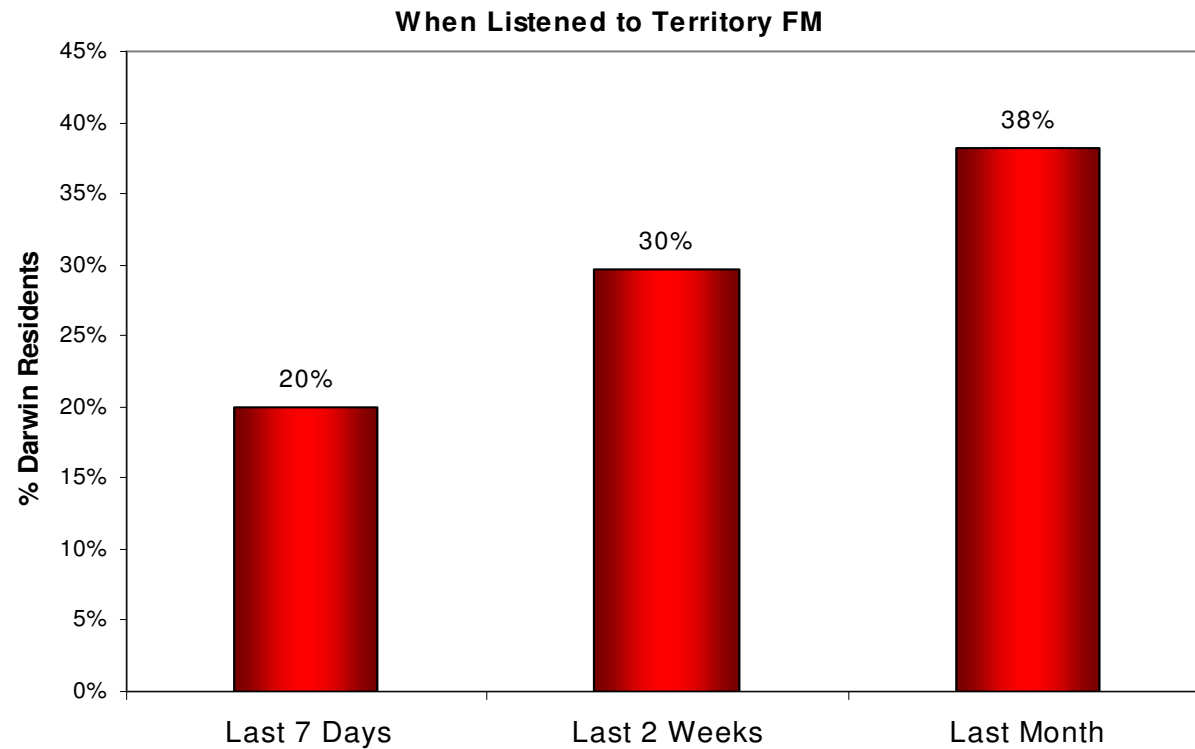
# How do we compare...

Territory FM listeners aged 35-54 (48%) are employed full time (82%).



# How do we compare...

The reach of Territory FM increased from 20% of Darwin residents in the last 7 days to 30% in the last 2 weeks and to 38% in the last month.





# Here's the difference...

- ❑ Only ever 5 minutes of commercials an hour

*Your message stands out*

- ❑ Only 2 commercials a break

*Your message is not lost*

- ❑ Never more than 60 seconds from entertainment

*The reason your clients listen*



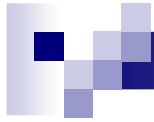
# How do you benefit

- Target Audience 30 +**
- Local Issues & Talkback**
- 40 Years of Music**
- Money spent stays in the NT**
- Adults talking to Adults**
- Only ever 2 spots per break**
- Maximum of 8 spots an hour**
- Local sports analysis**
- Local Radio Station**
- Never more than a minute from music**
- Reach Territory wide**



# How TFM contributes

- Sponsorship at no charge to the NTG & Darwin – Palmerston Community would value in excess \$500,000.00 per annum
- 200 hours NT Sport per annum
- 4500 Community Service announcements per annum
- 2000 listener calls per annum on local Territory Issues Access
- Volunteer wages if paid in excess of \$250,000.00
- Streaming live on the World Wide Web
- Local News & Information
- Political Discussion
- Promotion of life long learning



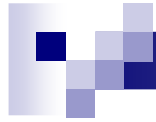
# Media Challenges

There is a growing profusion of content.

The boundaries between traditional and emerging media are blurring.

Passive consumption is on the decline.

New technologies are enabling new consumption habits.



# Territory FM

Community

Interactivity

Emotional closeness

Mobility



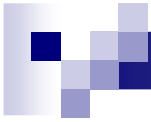
# Territory FM & the Future

- ❑ **It is about the consumer**
- ❑ **Content is King**
- ❑ **Digital is coming**

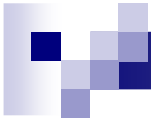


# Conclusion

- ❑ Territory FM remains the ‘most personal’ of media
- ❑ Interactive, live, local, human and omnipresent
- ❑ Territory FM well positioned to complement new technologies.
- ❑ Territory FM Podcasting caters for the ‘on-demand’ constituency
- ❑ Territory FM brands and content will be delivered on all channels



*Thanks for making the change*



Darwin 104.1  
Adelaide River 99.7  
Alice Springs 98.7  
Batchelor 98.5  
Gove 106.9  
Jabiru 96.5  
Lake Bennett 96.9  
Palmerston 104.1