



**media kit 2014**

# PONCHO: MUSIC TELEVISION FOR TRENDDOIDS

## WHAT IS

Poncho is a taste-making youth media channel, launched in 2010, that caters to culturally savvy, trendsetting 18-28 year olds. Poncho is one of the leaders in this field Australia-wide, and appeal to an audience comparable to The Thousands or Vice Magazine.

## ENGAGE

The original programs and music coverage on the poncho.tv website reject the tired template of media, avoiding the lame or passé and instead shooting for engaging and unique. Poncho's use of subversive, strange and sometimes silly humour in every element of the brand, engages the market like no other.

## FOR THE PEOPLE

Poncho is on a mission to change the face of music & digital media for young people. Music media should be as visceral, artistic and challenging as the music it covers. It is this mantra that has Poncho connecting with its audience on an unprecedented level.



# EVERYBODY'S TALKING...

“ Forget traditional music TV ”

— mX

“ Intrepid Groovers ”

— The Age

“ A creative and community-minded approach to music ”

— Geelong Advertiser

“ Not quite sane ”

— Herald Sun

“ (The hosts) surreal, satirical interviewing style quickly developed a cult following ”

— City Weekly

“ Poncho will continue to prosper ”

— Spook Magazine

## HIGHLIGHTS:

- Walked close to 80kms in one day from Melbourne to Geelong in an attempt to bring together Victoria's biggest cities.

- Locked two people in a room for 36 hours with Duck Sauce's 'Barbra Streisand' on loop. The event was streamed live online and drew in excess of 20,000 unique viewers.

- A world first 'mockurockudocumentary' which followed British India and a fictional band named 'Wolf Party' on tour.

- A nude-run down Bourke St at 9am on a Monday morning to honour a promise made to our Facebook fans.

- A remake of Quentin Tarantino's 'Kill Bill' in which an attempt was made to hunt down and kill Skrillex, who makes an uncredited appearance as himself.

- Live performances by Stonefield, DZ Deathrays, Bleeding Knees Club, King Gizzard, Big Scary, Gold Fields and almost every upcoming Australian artist.

- Converted Poncho from a weekly show to an online channel that features 10 original series, daily pop culture content and extensive music coverage- from interviews to reviews and live performances.



# THE PONCHO DEMOGRAPHIC

I enjoy going out, listening to music, shopping/ eating & being on my computer...

55% Male / 45% Female  
63% 18-24yo / 26% 25-30yo

Fashion conscious  
Outgoing

73% have over 500 Facebook friends  
77% work in hospitality, retail or music  
14% have their own Blogs



Snapback hat with wide rim

Thick-framed glasses, even if they're not required

Non-committal smile- sense of humour but weary of image

Retro Sports jacket or hipster cardigan

Hand in pocket, ready to spend high-disposable income

Skinny jeans- Cheap Mondays, Nobody, etc.

Smart shoes include boat shoes, grunge/ nanny boots and Doc Martens

iPod with music they are purposefully into before others

Casual shoes include Dunlop Volleys, Converse and High-Top Sneakers



# SECTIONS

Poncho has a wealth of original content from music features to weekly comedy series and daily news videos.

## ABABCD

A live music show featuring exclusive performances from local and touring artists, filmed live and broken up with curious intermissions.

## PONCHO PODCAST

A weekly in-depth discussion of music new and old, hosted by Nick Clarke and Joe Walker from King Gizzard, with a new special guest each week.

## TRASH SLAGS

A celebrity gossip show with raw opinions hosted by two unassuming, "chemically imbalanced" hosts Brooke and Daphne.

## JIMMY'S DINER

A weekly cooking show with a Unicorn named Jimmy, with a focus on food that looks good in Instagram photos.

## SHOOT THE WOMBAT

An animated series following two hunters on their quest to shoot a wombat and sell it's skin.

## THE AMBITIOUS FREAK & THE DISINTERESTED SNAKE

15-second episodes showcasing the Ambitious Freak on various adventures and mysteries with his snake sidekick.

## PONCHO MOVIES

Poorly done remakes of iconic films, wrapping 2 hour stories up in under 5 minutes.

## VACANT VACATIONS

A travel show showcasing Victoria's finest destinations, hosted by its least capable correspondent.

## PONCHO SHORTS

A mix of comedy skits, sketches, bits and parodies.

## CLASSIC PONCHO

Our first show, a series that followed two music journalists Nick and Dan on their adventures through Melbourne.

## LATEST

Daily content covering the latest music news and pop culture.

## THIS WEEKEND

A weekly segment that showcases the best events on each weekend in Sydney and Melbourne.

## MOVIE REVIEWS

NSFW movie reviews by our resident critic Drosspig- a puppet with a foul mouth.

## GIVEAWAYS

Free CD and prize giveaways, plus free tickets to gigs all over the east coast.

## INTERVIEWS

In-depth and humorous discussions with artists from well known to unknown.

## LIVE

Live performances, captured at popular gigs across Melbourne and Sydney.

## BACKSTAGE

Behind the scenes mini-docos showcasing the preparation and technical aspects of being a musician.

## CLIPS

A handpicked selection of new music videos, reviewed by our hosts and played in full.

## TOP 5 SONGS

Poncho's weekly chart showcasing the best new songs.

## REVIEWS

Albums, singles, festivals and more reviewed in depth by our presenters.

# ADVERTISING

## RATES:

### Banner Advertising (728x90px)

1

\$120 per week  
free creation of ad (if required)

### MREC Advertising (300x250px)

2

\$100 per week,  
free creation of ad (if required)

### Banner & MREC Combined

1 + 2

\$200 per week  
free creations of ads (if required)

### Pre-Roll videos (15 sec. maximum)

3

\$500 for 10 videos  
creation of pre-roll at extra cost

### Footer Advertising (300x250px)

4

\$40 per week  
free creation of ad (if required)



## WEBSITE INFO:

Unique Visitors: 18,000 per month  
Page Impressions: 120,000  
Growth per quarter: 15%  
Average time on site: 11.4 minutes  
Client return rate: 70%

- CPM Advertising options available @ \$25 CPM
- Banner & MREC ads are a 10% share of total website coverage
- Package options available
- Section sponsorship available

\* All prices exclude GST

## WEBSITE ADSPACE OPTIONS

The screenshot illustrates the website's layout and advertising opportunities. At the top, a navigation bar includes links for Home, Backlist, Classifieds, Reviews, Latest, Program, Promo Events, and What's New. The main content area features a 'DROSSPIG'S TOP 10 MOMENTS' section with a 'PRE-ROLL' video placeholder (labeled 3). Below this is a 'Comments' section and a 'Tweets' sidebar. The footer area (labeled 4) contains 'MOST POPULAR', 'LEAST POPULAR', and 'SIGN UP FOR EL PONCHO MAILING LIST' sections. A 'BANNER' (labeled 1) is positioned at the top right, and an 'MREC' (labeled 2) is positioned in the middle right sidebar.

# WWW.PONCHO.TV



## MEDIA CREATURES

Poncho is produced by Media Creatures, who also provide video services and branded content to an extensive list of clients.

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