ICTV

Indigenous Community Television

Media Kit

2025-2026

Join us on our mission to strengthen Indigenous culture and community through the power of the moving image!

Delma McCartney (right) interviews Miliwanga Wurrben, Rembarrnga Elder, for ICTV Community News at Barunga Festival 2023.

ICTV Television Campaigns

Whether you're looking for a short-term, or a long-term partnership for your television campaigns, ICTV is here to help. We offer a range of campaign opportunities that can be tailored to your specific needs and budget. With ICTV, you have the flexibility to choose the budget and time frame that works best for you.

Is your organisation looking to reach Indigenous Australians in remote communities in a meaningful and impactful way?

Through our national narrowcast TV channel on the VAST satellite network, our free-to-air channel in Alice Springs/Mparntwe and Broome/Rubibi, our live outside broadcasts and strong partnerships with remote media organisations, your campaign can reach thousands of Indigenous Australians in remote communities who rely on our channel for culturally appropriate content, messaging, information, and entertainment that supports them and their communities. And the best part? Your investment in ICTV helps us to support:

- production and distribution of video content in remote Indigenous communities
- distribution of important messaging for Indigenous people living in remote areas
- employment and training of Indigenous people living in remote communities
- capacity building and inclusive media representation to strengthen language and culture.

Reach out today to learn more about campaign opportunities with ICTV!

"True or Gammon - Gambling"
Produced by ICTV

Our Rates

Regular Spot Placement Rates

Your television campaigns can be scheduled as Run-of-Station (6am-10:30pm), during Secondary Prime Time (3-6pm), or Prime Time (6-9pm) for maximum exposure, and your campaign can be made up of multiple pieces of content if you'd like to diversify your messaging into one package.

Your campaign can also be scheduled during any of ICTV's unique programming genres that are most relevant to your message or target audience.

Generous discounts and bonus spots are available for long-term campaigns and also available for ICTV members and content contributors.

Spot Duration	Prime Time 6pm - 9pm	Secondary Prime 3pm - 6pm	Run of Station 6am - 10:30pm
15 seconds	$61	$56	$51
30 seconds	$81	$75	$69
45 seconds	$104	$95	$87
60 seconds	$117	$108	$95

Rates for messages of longer durations up to 240 seconds are available on request. Specific genre selection adds an additional 10%.

"The Thorny Devil Story"
MoneyMob Talkabout
Produced by ICTV

Our Rates

Live Outside Broadcasts and Special Event Rates

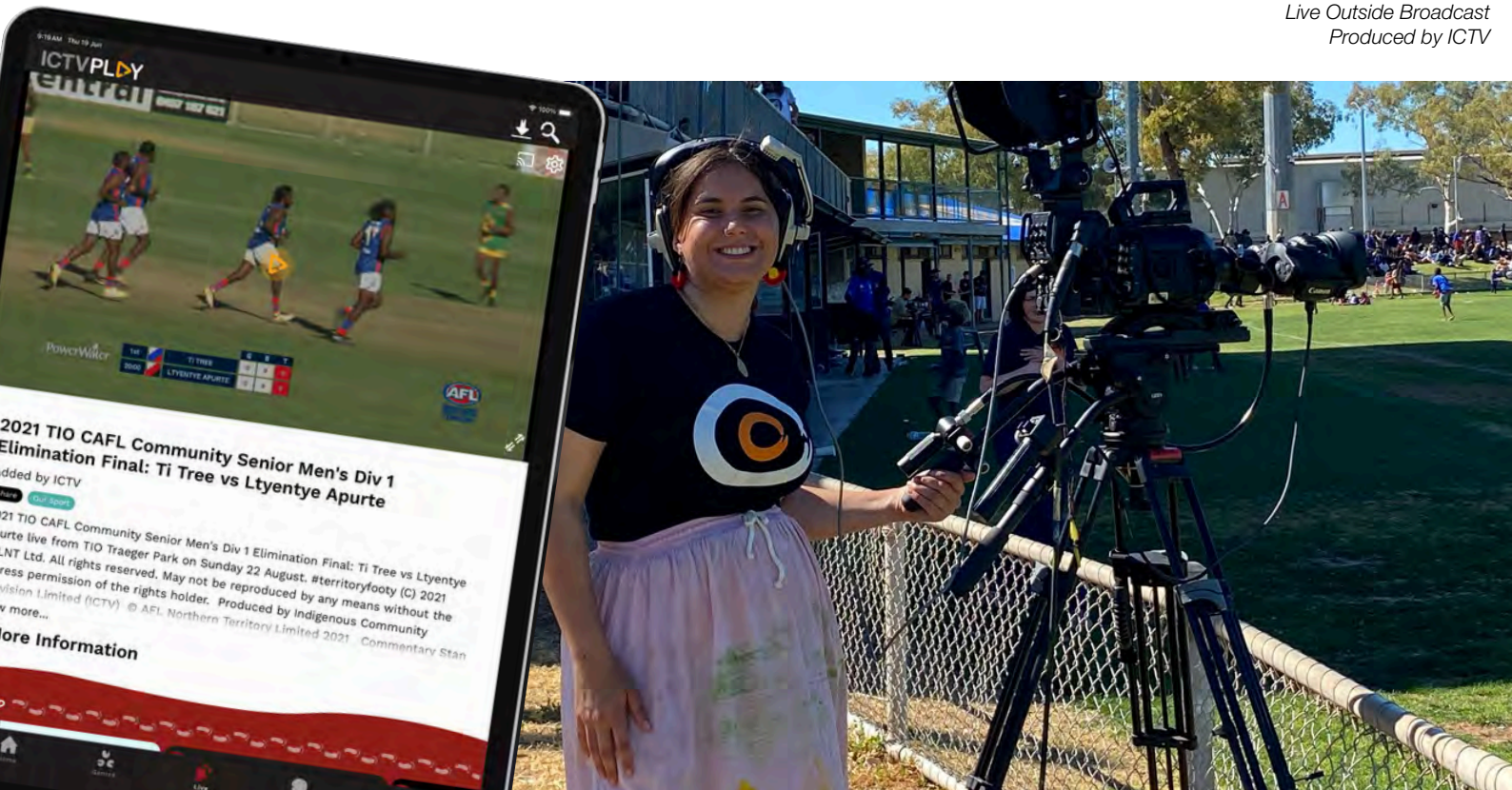
ICTV broadcasts a number of live events each year, such as football, music concerts and more. These events are some of the most popular programs on ICTV and many are distributed on our on-demand platform, ICTV Play, as well as other platforms such as YouTube, Facebook and community radio, which add further value and views to your messaging.

Rates for live events will vary within the ranges detailed below, depending on the significance of the event. As an example, a Grand Final football match may attract higher rates in comparison to a Qualifying Final football match.

Spot Duration	Very High Viewership Event	High Viewership Event	Standard Viewership Event
15 seconds	$196	$174	$138
30 seconds	$229	$207	$180
45 seconds	$348	$305	$270
60 seconds	$457	$408	$359

If you require a more detailed proposal for our live events, get in touch today and we will work with you to tailor a package that suits your needs!

All costings are exclusive of agency fees. All rates are exclusive of GST.
Minimum $500 campaign for non-member organisations.



ICTV's Aaliyah Anderson
Central Australian Football League (CAFL)
Live Outside Broadcast
Produced by ICTV

Our Bonuses

Spot Bonuses

ICTV offers generous discounts for eligible campaigns, with the inclusion of bonus spots in your booking.

Contact us now to learn more about our advertising packages and take advantage of this offer!

Campaign Value	Bonus Spots Percentage	Bonus Spots Value
$5,000 - $9,999	10%	up to $1000
$10,000 - $14,999	15%	up to $2250
>$15,000	20%	over $3000

"Community News"
Produced by ICTV

Online

ICTV Play

ICTV is excited to offer more opportunities for your messaging to be seen on our on-demand web platform and mobile app for Apple and Android devices:

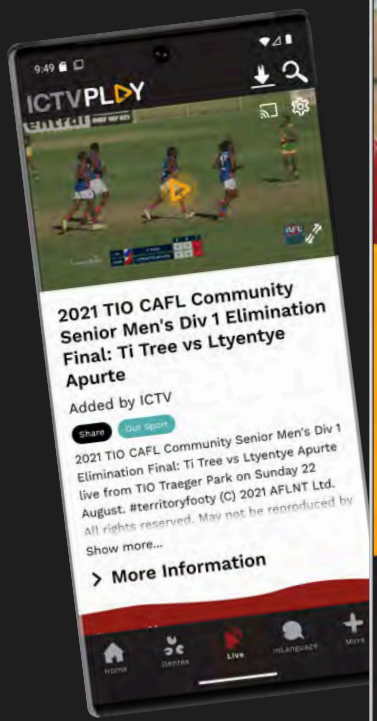
- Be included in the live re-stream of our linear services.
- Extend your live event sponsorship to capture our online viewers.
- Reach our audience with a web banner campaign with placement on pages across our app and website.

ICTV Play attracts 600 unique users each day

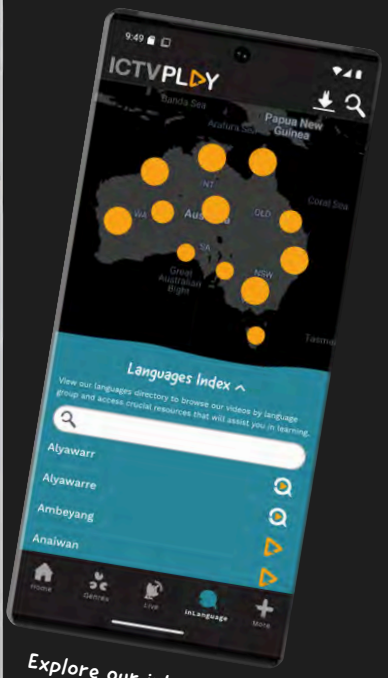
a daily average of over 1,600 unique page views

a broad range of age demographics

Over 8,000 videos on-demand and counting



See what's live on ICTV



Explore our inLanguage library and view content in your language!

Our Productions

Concept to Completion

ICTV offers a comprehensive television campaign (TVC) production service to help you produce engaging messaging for your campaign to industry standard specifications. Using professional production equipment and highly-skilled and experienced crew members, ICTV produces TVCs in a wide range of styles from live-action (on location or in our purpose-built studio), to graphic illustration and animation to stop-motion claymation, as well as messaging in Indigenous languages.

Come to us with a concept for your message, and rest assured that our professional ICTV Productions team will take care of all production elements for your campaign from start to finish. This includes concept development, script-writing and story boarding, sourcing and hiring engaging Indigenous talent and highly-skilled crew, coordinating all aspects of the filming of your campaign and post-production editing, sound mastering and colour grading.

Do you need a television campaign (TVC) created for your organisation, and want to support Indigenous technicians, creatives and talent?

Most importantly, ICTV believes it is critical that important messages for Indigenous people are delivered to our audience in their first language. We are proud to employ a range of talented language speakers that can translate and provide voiceovers for your new, or already existing TVC.

TVCs produced by ICTV are included as part of an advertising campaign package only.

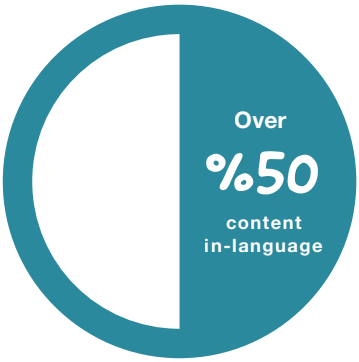
The Community News Team

Our Programming

Unique Programming

At ICTV, our television service is programmed in a unique way to cater to the needs of our contributors and viewers, and is unlike any other television service in Australia.

- **Programs contributed to ICTV are not limited in duration**
- **All content on ICTV is produced by organisations and/or individuals in remote communities, or is of demonstrated interest to the ICTV audience**
- **Over 50% of content on ICTV is in an Indigenous language**
- **Representation matters, and our programming reflects the people we broadcast to.**

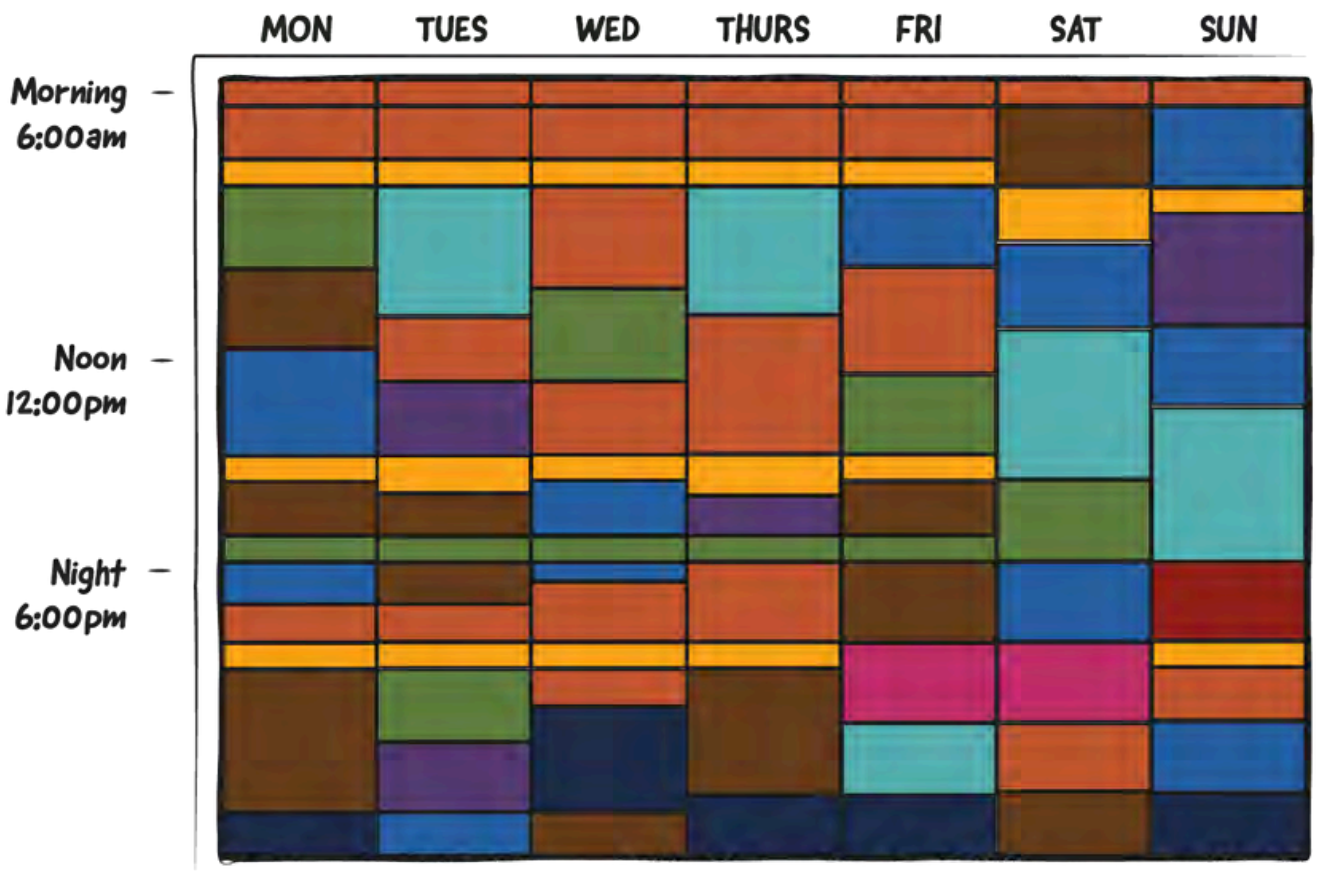


Programming categories

ICTV has seven unique programming categories:

Our Culture	Traditional dance, oral histories, artist's videos, community events, caring for country and looking after language.
Our Music	Live music, video clips and pre-recorded concerts.
Our Sport	All the sports action from remote communities.
Our Tucker	Content related to food, preparation, hunting etc..
Our Way	Lifestyle, art workers, bush trips, community health and education.
Young Way	Children and young people's programming.
Spiritual Way	Church services, stories and any other content with a spiritual theme.

Our Schedule



6PM-9PM CST Prime time

3PM-6PM CST Secondary prime time

6AM-Midnight CST Run of Station

- Our Culture
- Young Way
- Our Music
- Spiritual Way
- Our Sport
- Our Nights
- Our Tucker
- Our Country
- Our Way
- Special Features

Our Audience

ICTV conducts formal surveys to gauge audience feedback about our programming, viewing habits and productions. The most recent survey, conducted in partnership with McNair YellowSquares sought information on the viewing habits of Indigenous Australians living in remote areas.

Urban and regional areas that do not receive ICTV as a television service but can access ICTV Play

Remote areas where ICTV is received via satellite and ICTV Play

Towns where ICTV is received as a free-to-air service

ICTV is received on over 450,000 active VAST services all over Australia, plus our retransmission in the major centres of Alice Springs and Broome via free-to-air

ICTV is watched most between 6pm and 9pm, with the next most watched time between 3pm and 6pm

Three surveys of our audience since 2015, have shown that ICTV is the most watched television service in remote communities

Our Sport, Our Music and Our Tucker are the most popular programming categories

About Us

Indigenous Community Television (ICTV) is committed to empowering Indigenous Australians, especially those living in remote areas, by delivering authentic cultural and community-produced video content and messaging through our television service and streaming service, ICTV Play.

We are proud to be a majority Indigenous workforce, managed by an Indigenous board of Directors, who are dedicated to supporting the production of video content in remote communities and amplifying the voices of Indigenous peoples.

ICTV programming content is contributed by remote media organisations and Indigenous Australians living all over remote Australia, ensuring that our programming is diverse, authentic, and representative of the rich cultural heritage of Indigenous Australians.

Our Purpose

At ICTV, we believe in the power of the moving image to strengthen Indigenous Australian culture and community. ICTV was founded to provide a platform for remote media organisations and Indigenous Australians to share their stories, language, song and dance, and essential information.

Our Service

ICTV provides a full-time standard definition (SD) linear television service on Channel 601 on the VAST satellite network. This service is also rebroadcast as a digital terrestrial service on Channel 41 in Alice Springs and Broome.

ICTV also hosts all of our ICTV-produced and contributor content on our on-demand streaming platform ICTV Play, as well as providing an as-live re-stream of our linear service on ICTV Play (www.ictv.com.au) and app.

Kia and Aaliyah working on the ICTV live broadcast of Bush Bands Bash

Have a yarn with us today!

Contact us

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ICTV Play

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tiktok.com/ictvaustralia

Download our app!

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