



# Program Supplier Pack

## In this pack you will find...

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## Who are we?

Aurora Community Channel was launched on the 1st of March 2005 on the FOXTEL Network and can be found on channel 183. Aurora is available to all digital subscription TV subscribers on the basic tier.

As a not for profit independent channel, Aurora broadcasts original Australian programs showcasing the work of independent and community program makers. All Australians have the unique opportunity to have their work broadcast on a national platform.

Aurora recently became the first and only television channel to be a Campaign Partner of 'Australian Made'.

## Who watches Aurora?

- Available to over 2.3 mil households Australia-wide on Foxtel and Optus Digital
- Available to 3,100 schools across Australia
- Monthly average audience 1 million people
- Male skew
- Available on the basic tier of STV platforms



## Where do you fit in?

Aurora's content comes from people just like you, members of the Australian Community. We give you a place to share and hear the many Australian voices out there.

There is a place for all voices on Aurora, so where does yours fit?

- **Independent Program Producers**  
If you are an individual or a Production Company with a great idea for a television show, then you're an Independent Producer. For a small fee (to cover transmission and administration), Aurora offers a chance for you to share your work Australia wide.
- Maybe you're a budding filmmaker sitting on a fantastic short film or part of a band with a music video? Well check out DIY TV –an in-house Aurora produced show where we unveil the talents of our future superstars!
- Are you a documentary maker? Do you have a feature film, footage of an event or a one off special? We accept all these too! Contact our Programming Department for consideration (contact details can be found at the end of the document).
- **Not for Profit Organisations**  
Aurora works to support not for profit and community organisations to achieve more exposure for their causes. If you're a not for profit organisation and would like your community service announcement broadcast to a national audience, contact our Marketing team for further information.

## What are we looking for?

- Feature films, short films, series, music videos, documentaries – if it's made by Australians for Australians, then we want to see it!
- We're looking to give a voice to all Australians.
- We're looking to build a network of talented Australian Producers and Community Organisations.
- We're looking for interesting, compelling and engaging local content with good production values.
- We're looking to give viewers a place where they can switch on and hear an Australian voice.
- We're looking for you!
- Please note – Aurora is a member of ASTRA, the peak industry body for Subscription Television and Radio. Be sure to visit this link for the ASTRA Codes of Practice (Subscription Broadcast Television Code).  
<http://www.astra.org.au/article.asp?section=4&option=3&content=16>



## How to submit your work...

Ok, so you've got a great idea for a program and are ready to it broadcast to a National audience. Here are the next steps:

- The following page has our technical information; please have a read through this and contact us if you have any questions.
- Fill out the Potential Program Supplier form included in this document and send it to Aurora Programming Team with a DVD screener of your program to PO Box 408  
Crows Nest NSW 2065
- Aurora's Programming team will then get in touch with you to discuss your program further.
- You will find Aurora's contact details at the end of this document.
- For submissions to DIY TV, check out the 'DIY TV' link on the 'Submit your work' page of the Aurora website.

## Is there a fee?

Content is divided into two categories; commercial and non-commercial.

- Shows which feature sponsors, branding or topics of a commercial nature are deemed as commercial content.
  - These shows attract a fee of \$500 per half hour (22-25 broadcast minutes) and in return the producer receives 2 x 30 sec advertising spots which air in the premiere (paid for) slot. Commercial programming is also entitled to feature branded content within the program as well as featuring billboards at the top and tail of the show.
  - All airtime fees are required to be paid upfront and in advance of broadcast.
  - Producers wishing to feature advertising in addition to the allocated 2 x 30 seconds, can make an additional ad booking, contact Craig Corcoran on [craig@aurora.tv](mailto:craig@aurora.tv) for our highly competitive rates.
- Community, education and arts based programmes without sponsors are deemed as non-commercial and screened free of charge. Aurora donates a portion of the schedule each year to non-commercial programmes and thus demand is high for non-commercial airtime. Programs accepted as non-commercial will be evaluated on its merit for promoting the community, the arts and emerging artists.



## Technical Information

1. All Programs must be supplied at least 5 days prior to broadcast.
2. It is preferred that programs be supplied in SD 16:9 PAL format on DVCPPro, DV Cam or Mini DV. All tapes supplied are to remain at Aurora.
3. Programs delivered in SD PAL digital format must be in the following formats
  - a. .mov H264 or mp4
  - b. on a data disc, USB or hard drive which will stay at Aurora
  - c. a test must be carried out prior to broadcast to ensure file formats are correct
  - d. Each segment to be supplied as a separate file, with a slate at the header.
  - e. No files to exceed 2GB
4. Programs may only be supplied on Digi Beta or Beta Cam SP by prior arrangement.
5. The Supplier must, at the time of delivery of the Program, supply to Aurora:
  - a. APRA Cue sheets including titles, times & owners of copyrights of all music;
  - b. A completed Aurora Community Channel cue sheet
6. Delivery of all Programs to Aurora will be at the Supplier's expense and risk.
7. A standard definition, 16:9 (true anamorphic 1024x576) format (not letterbox) is required for new Programs.
8. Normal broadcasting standards apply for programs supplied on tape:
  - a. 60 sec 75% colour bars with 1kHz -20dBFS
  - b. 15 sec slates with program and Supplier's name, episode number, audio type, program duration, reel number, aspect ratio and record date.
9. Preferably one tape per Program, but if not, then no overlap.
10. Time code 25fps. LTC EBU lines 18 & 20. Closed caption on line 21 if applicable.
11. Audio – for all formats:  
Surround Sound, Dolby E for AC-3 support where available  
Stereo: Channel 1 Left, Channel 2 Right  
Mono: Channel 1 and 2  
M&E: Channel 3 and 4
12. All promos to comply with above.
13. If any Program is technically unfit, Aurora may request a replacement copy of the Program which must be promptly provided by the Supplier at the Supplier's cost.
14. Top right corner of 4:3 safe area reserved for Channel bug.
15. All titles must be in 4:3 title safe area even in 16:9 produced Programs
16. For programs supplied on tape, Segment/Ad breaks to be a clear switch to black followed by caption i.e. '*insert break here*' or program slate. Countdown



or 5 secs of black before Segment recommences. If this is not possible Aurora will insert a *forced break*.

17. Programs will be broken into a minimum of:

1 break (2 segments) per 30 mins.

4 breaks (5 segments) per 60 mins.

Amount of breaks (segments) is dependent on program, content and sponsorship agreements

## Contact Us

Aurora Community Channel

PO Box 408

Crows Nest NSW 2065

Phone: (02) 9370 9999

Fax: (02) 9370 9911

Email: [info@aurora.tv](mailto:info@aurora.tv)

### **Programming Department**

Programming and Production Manager: Corrie McDougall

[corrie@aurora.tv](mailto:corrie@aurora.tv)

### **On Air Department**

On Air Manager: Dirk Jonker

[dirk@aurora.tv](mailto:dirk@aurora.tv)

### **Marketing Department**

Marketing and Social Media Manager: Louise Lenihan

[louise@aurora.tv](mailto:louise@aurora.tv)

Please contact Louise with enquiries relating to the use of logos, promotion and broadcasting CSA's for NFP organisations.

### **Advertising Sales**

Sales Director – Corcoran Media: Craig Corcoran

[craig@aurora.tv](mailto:craig@aurora.tv)



## Potential Program Supplier form

<b>Program Title</b>	
<b>TX Date</b>	
<b>Nominated Length</b> 5, 10, 15, 20, 30, 60, 90 min	
<b>Classification</b> G, PG, M, MA	
<b>Consumer Advice</b> language, sex scenes etc	
<b>Short Synopsis</b> 240 characters max.	
<b>Long Synopsis</b> 2000 characters max	
<b>Episode Title</b>	
<b>Episode Number</b>	
<b>Series Number</b>	
<b>Major Genre</b>	
<b>Sub Genre</b>	
<b>Live</b> - yes/no	
<b>Year of Production</b> 4 digits	
<b>Actors</b>	
<b>Director</b>	
<b>Awards</b> - if any	
<b>Language</b>	
<b>Subtitles</b> - yes/no	
<b>Premiere</b> - yes/no	
<b>Closed Captions</b> - yes/no	
<b>16:9 format</b> - yes/no	
<b>Colour</b> - yes/no	
<b>Audio</b> - stereo/mono	

# Aurora

The logo for Aurora, featuring the word "Aurora" in a bold, blue, sans-serif font. A thick orange horizontal line is positioned directly beneath the letters "A", "u", and "r".