WHO WATCHES MUTV?

MUTV is broadcast on channel 23 to the University of Missouri campus. Our main TV audience is students who live in residence halls, who tend to be mostly freshmen and sophomores. MUTV broadcasts 24/7 and we play original content produced by our student staff as well as movies every month.

Who watches MUTV?

<table>
<thead>
<tr>
<th>What time do people watch MUTV?</th>
<th>What days do people watch?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Noon</td>
<td>6am</td>
</tr>
<tr>
<td>68%</td>
<td>18%</td>
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</tbody>
</table>

68% of respondents had regular viewing habits.

What content do people watch on MUTV?

74% Movies
14% Original Programming
7% Campus Information
4% Announcements
1% Educational Videos

How many movies do people watch per month?

58% 1-3 movies
7% 10-12 movies
9% 7-9 movies
26% 4-6 movies

More than 70% of respondents watched at least one movie a month.

Contact Information

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facebook.com/mutv23

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Advertising with MUTV
WHO WATCHES MUTVSTREAM?

In addition to original content, MUTV also plays movies on channel 23 and streams the movies online for free. Students can only access the online instant streaming on campus when connected to Mizzou’s Internet. Movies change every month and play for the entire month. Titles range from new releases to classics, in any genre. For a list of movies playing in a certain month, please email us.

MUTVstream total views: over 33,000

From August 14, 2012 - July 30, 2013

Do viewers watch our MUTVstream movies?

How satisfied are viewers with MUTVstream online movie selection?

Very Satisfied - 20%

Satisfied - 75%

30% have not viewed streaming movies

WHAT ARE MUTV ORIGINAL SHOWS?

MUTV’s student staff produces five original shows that air on channel 23. The shows are typically around 30 minutes long and are produced once per week.

23 NEWS

This show brings you top campus and local stories. 23 News covers issues and events around Mizzou, Columbia and Mid-Missouri. 23 News often highlights MU organizations and activities and even hosts’ debates between politically affiliated student organizations.

The Prowl

This show is Mizzou’s arts and entertainment hub, covering all campus and Columbia events, from up-and-coming music artists to campus activities. The Prowl often features exclusive interviews from bands and musicians who come to Columbia.

This Week in 23 Sports

This show recaps the biggest Mizzou games, players and sporting events from the previous week, and also previews upcoming Tiger games and other featured sporting events in Columbia.

Tailgaters

Tailgaters is a show for the modern sports fan, involving them in the day’s hottest topics in sports and some pop culture thrown in here and there. The show features fan favorite games such as Dump, Date or Marry, Hat or Not, Fair or Foul and many more. Each episode spotlights a different expert analyst, who shares their sports knowledge.

Triple Play

Triple Play is MUTV’s most watched and only game show. Triple Play consists of three rounds of sports based trivia questions, and offers sports gurus a chance to show their stuff.

WHAT ADVERTISING RATE FITS YOU?

Option #1: Intermission Advertisment

MUTV content starts on the hour or each quarter hour. When content ends and time is left in a quarter hour segment, we enter our intermission playlist (i.e. a movie ends at 2:07, we play intermission until 2:15). Under this option, your ad will be added to our intermission playlist. Amount run and time run varies. Intermission plays for a single 30-second spot during a week could range from 25 to 100+ plays, but playtimes would be scattered throughout the 24/7 cycle. If you would like your ad to run more than once during longer intermissions, please let us know and we can make arrangements with your billing and ad scheduling.

Pricing:

One week:
- 15-second commercial - $20
- 30-second commercial - $30
Two weeks:
- 15-second commercial - $35
- 30-second commercial - $45
One Month:
- 15-second commercial - $75
- 30-second commercial - $85
** 10% off each additional month after the first

Option #2: Scheduled Advertisements

Pick a specific day & time for your ad to run! This option guarantees how many times your ad will run and can maximize the number of people who will see the ad.

Pricing:

One week:
- 15-second ad - $2
- 30-second ad - $4
Three weeks:
- 15-second ad - $7
- 30-second ad - $14
Two weeks:
- 15-second ad - $125
- 30-second ad - $145
One Month:
- 15-second ad - $200
- 30-second ad - $220
Special Weeks:
- Finals Week (Nov. 17 - Dec. 23) - $50
- Spring Break (March 22 - 30) - $20
- Winter Break (Dec. 14 - Jan. 21) - $40
** 10% off additional months

Option #3: Before Streaming Content

Pricing:

One week:
- 15-sec ads - $75
- 5-sec ads - $175
Two weeks:
- 15-sec ads - $125
- 5-sec ads - $200
One Month:
- 15-sec ads - $200
- 5-sec ads - $220
Special Weeks:
- Thanksgiving (Nov. 17 - 23) - $30
- Spring Break (March 22 - 30) - $20
- Winter Break (Dec. 14 - Jan. 21) - $40
** 10% off additional months