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MXTV TO EXPAND VIEWING AUDIENCE

MXTV; Australia's favorite dirt bike show has blasted back on to television screens for a remarkable 7th season in 2007; and from Saturday the 6th of October is set to broaden it's audience even further around Australia.

Although currently airing on NBN 9 in NSW and Queensland, Briz 31 in Brisbane and nationally on Foxtel Digital channel 183, the MXTV team have also added Imparja television to that impressive list of broadcast territories.

Imparja is one of the predominant free-to-air networks in the Northern Territory, but has a broadcast that covers six states and territories; even reaching remote communities in the Northern Territory and the majority South Australia, Queensland and New South Wales - with select coverage in both Victoria and Tasmania via satellite.

The network is supplied programming from both the Nine and Ten Networks, which provides them a unique and strong program lineup consisting of all the proven top-rating programs including all the very best free to air sporting events; including AFL, NRL, cricket, golf and motorsports. It currently broadcasts to a massive potential audience of around 430,000 people.

It's a fact not lost on MXTV Host and Executive Producer Brendan Bell. " Imparja is another big step for us toward where we want to be, and also as we know there are thousands of dirt bike fans in the top-end and surrounding areas that just don't get to see the sport they love on free-to-air television at least now they can get their weekly fix of what's happening in and around the sport via our show..."

Indeed, it appears more and more viewers are doing exactly that if recent ratings figures are anything to go by. The show has beaten all before them - winning their NBN timeslot comfortably in every week ratings have been available, and building their audience every week since the series began in September. Although clearly happy with the results, Bell seemed firmly focused on the task ahead "I'm really glad to see the ratings success so far... but it just confirms what we've known along, that there's plenty of people out there like us that love this sport..... Our job now is to just keep putting dirt bikes on TV as much as we can, and to make sure this series is the best yet..."

Given what we've seen so far - they seem on track to do exactly that.

MXTV begins on Imparja from this Saturday the 6th of October at 4:30pm (*straight after the Ireland Vs Argentina Rugby World cup replay*) and then every Saturday at 4:30pm for the next 8 weeks.

Due to AFL football commitments earlier in the year, the 7th series of MXTV will begin this week at episode 5 for Imparja viewers to ensure they are in step with the MXTV competition, and more importantly so they get the chance to win the major prize - a fantastic race package from Honda, Fox Racing, Altegra and Western QBE Insurance worth nearly \$15,000 !

Be sure and check out the [TV Schedule](#) page at www.mxtv.com.au though to find out exactly when the show is airing in your local area.

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