



111 HITS [www.111HITS.tv](http://www.111HITS.tv)

The new destination for TV Hits - 111 HITS

With broad appeal (targeting men and women 25 -54) 111 HITS is the new home for all your favourite shows - from the 80's, 90's and today – 111 HITS. Featuring some of the best television ever made from award winning comedies and critically acclaimed dramas including Friends, That Drew Carey Show, Without A Trace, ER, That '70s Show and Lost. It's Triple the Laughs, Triple the Drama, Triple the Hits. 111 HITS.

## Profile

- On average, 111Hits reaches 1.6 million people each week
- 58% of all viewers are people 25-54.
- 35% of all viewers are women 25-54.

Source: OzTAM, National STV Homes, Wks 1-52 2009, 0600-2400, Average Weekly Reach, Profile.

## Online statistics

Page Impressions: 1,998

Unique Browsers: 724

Average Session Duration: 2m 30s

Source: Nielsen Site Census October 2009



## Key programs

Mad About You

Weeknights at 9.30pm

MAD ABOUT YOU showcases Emmy and Golden Globe nominated actor and co-creator Paul Reiser who stars alongside Helen Hunt in the role that saw her win 4 Emmy Awards and 3 Golden Globes. Winner of the Golden Globe for Best TV Comedy series, MAD ABOUT YOU received 33 Emmy Awards and is one of the most definitive sitcom on the universal subject of married couples



Sharp, funny and incredibly well-written - channel premiere episodes of MAD ABOUT YOU on 111 HITS.

## KING HITS

Weeknights 5.30pm - 7.30pm

Royalty has arrived weeknights at 5:30pm with a truly majestic comedy block!

To set the pace, the king of stand up comedy, Bill Cosby, gives us an insight into family life with one of the biggest TV hits of all time, THE COSBY SHOW, in channel premiere episodes. Then rev things up with Tim 'The Toolman' Taylor and the gang with channel premiere episodes of HOME IMPROVEMENT.



Wise-cracking ROSEANNE rules her house with tough love in channel premiere episodes of one of TV's sharpest sitcoms, ROSEANNE. Finally, slightly more jester than king, but always funny; THE KING OF QUEENS

## MACGYVER

Double Episodes - Saturdays at 8.30pm

MacGyver double episodes as part of 111 HITS Smash Hit Saturdays



MacGyver is a secret agent unlike any before him, or since. He is laid-back, mild mannered and deeply principled, with a background in physics and chemistry. He isn't a multi-linguist, a martial arts expert, or a master of disguises, you'll never see him shoot a gun and he's afraid of heights, but what he can do is work wonders with whatever household items are at hand in a crisis.

Using a paper-clip, a rubber band and a piece of gum MACGYVER is saving the day in on 111 HITS in Saturday night double episodes, and without ever getting a hair out of place.