



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

111Hits reaches 1.6 million different people on average each week

61% of viewers are people 25-54  
39% of viewers are women 25-54  
111Hits fans are 84% more likely to pay extra for well known brands compared to the general population

Source: OzTAM, National STV Homes, Wks 1-13 2010, 0600-2400, Reach, Profile. NMR, Panorama, Jan-Dec 2009.

## Online statistics

Page Impressions: 1,520  
Average Session Duration: 1m 48s

Unique Browsers: 612

Source: Nielsen Site Census April 2010



## Key programs

### FRIENDS SERIES 2

Sunday Nov 7th from 10am – 10pm

Time flies when you're having fun, and we certainly have been having fun!

This November it's 111 HITS' second birthday, and that's as good a reason as any to celebrate! Luckily your friends are our friends, so that's how we're going to spend the day. No need to RSVP for this party, just tune in on Sunday, 7 November 2010 for an all day party, with FRIENDS' second series.

So help us celebrate an amazing two years and look forward to many more as we continue to bring you the very best critically acclaimed comedies and award winning dramas on the home of TV's hits, 111 HITS.

### TWO GUYS AND A GIRL

8.00pm weeknights from Nov 8th PART OF HIT-COMS

From MAD ABOUT YOU co-creator and executive producer Danny Jacobson comes a comedy about three Boston twenty-somethings and their approach to life, love, friendship and pizza. It's TWO GUYS and a GIRL.

Two time winner of People Magazine's Sexiest Men Alive, Ryan Reynolds delivers a brilliantly accomplished, star making performance as the laid-back, charismatic, pre-med pretty-boy Berg in TWO GUYS AND A GIRL.

### THE COSBY SHOW SERIES 8

Weeknights at 5.30pm from Nov 11th PART OF KING-HITS

THE COSBY SHOW, described by TV Guide as "The biggest TV hit of the '80s", is one of only two television shows in history to have rated #1 for 5 consecutive seasons. 25 years after THE COSBY SHOW first hit our screens the stories and characters are still just as relevant, funny, thought provoking and moving as it was in its award winning first season.

