



Bio www.biochannel.com.au

In-depth interviews of the famous and infamous, inspiring stories of achievement, success and tragedy. From yesterdays faces to the big names of today, Bio.™ offers high quality documentaries, latest showbiz news, exclusive entertainment specials and biographical movies. Bio.™ - Everyone Has A Story.

Profile

Bio reaches 1.2 million different people on average each week
57% of all viewers are Grocery Buyers

Audience has increased 36% year on year
Bio fans spend 13% more on groceries, 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: 7,217
Average Session Duration: 2m 16s

Unique Browsers: 2,159

Source: Nielsen Site Census April 2010



Key programs

COMING HOME

Wednesdays at 8:30pm from Nov 17th

High profile celebrities including Donny Osmond, Olivia Newton John, Susan Sarandon, Michael York and Cilla Black trace their Welsh ancestry in this fascinating series. Taken back to Wales, they embark on an extraordinary journey into their past.



PARANORMAL COPS

Saturday at 7.30pm from Nov 13th

Paranormal Cops follows a group of larger-than-life cops who walk one beat during the day as real-life Chicago police officers and another at night when they apply their forensic and investigative expertise to paranormal casework. Responding to the pleas of ordinary people who are victimized by distressing and inexplicable activities in their homes and workplaces, these cops bring their no-nonsense approach to hunting ghosts and real-life police skills to separate the fact from fiction... and often happen upon results much scarier than the paranormal.



THE JOAN RIVERS POSITION

Fridays 9.30pm from Nov 5th

Everyone's favourite classic television personality, Joan Rivers, acts as agony aunt in this brand new show. The outrageous comedienne helps ordinary people from the studio audience with everyday problems and she doesn't hesitate in asking the very in-depth questions!

