



E! www.eonline.com

E! is the ultimate destination for everything entertainment, 24 hours a day, 7 days a week. With breaking celebrity news, live coverage of the biggest Hollywood events and fresh, original series, it's everything that our young, upscale, female audience craves. All on one unique TV channel.

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Profile

E! reaches on average 1.1 million different people each week

E! viewers are twice as likely to like to stand out from the crowd

58% of E! viewers are People 25-54
38% of E! viewers are Women 25-54

E! viewers are 65% more likely to spend more for quality goods

Source: OzTAM, National STV Homes, Wks 1-52 2009, 0600-2400. NMR Panorama, Nov 08 - Oct 09.

Online statistics

Page Impressions: 2,920,824
Average Session Duration: 3m 44s

Unique Browsers: 256,186

Source: Google Analytics October 2009



Key programs

CHELSEA LATELY

Mon-Fri @ 10:30pm

Chelsea Lately is the name of the hit E! late night talk show that takes an irreverent look at top breaking news stories, celebrity tales and other hot topics of the day. Chelsea herself recently came to Australia for a major publicity tour and filmed five episodes locally. Chelsea Handler is taking the world of late-night talk by storm!



Red Carpet Coverage

January - March 2010

Cameras flashing, designer suits, trend setting dresses, international accolade, icon awards, showbiz gossip and of course there's the speeches...Hollywood's A-listers are about to embark on their favourite time of the year...The Awards Season! Dream team hosts Ryan Seacrest and Giuliana Rancic know how to spice up a painfully-serious awards night! E!'s coverage has an irresistible blend of witty banter, red-hot celebrity interviews and an infectious red carpet attitude.



Keeping up with the Kardashians (S4)

Premieres Tuesdays @ 9:30pm

Keeping up with the Kardashians is one of E!'s top rating series and the girls are bringing it back in January 2010 for a fourth season of laughs, love and catfights! Viewers gain insights into the family antics and the tempestuous life of fame, fortune and fashion...

