

FOX8 [www.fox8.tv](http://www.fox8.tv)



For non-stop entertainment, pleasure seekers across Australia look no further than FOX8. With exclusive series, event television, the hottest international shows and local productions,

FOX8 delivers it all, 24 hours a day. FOX8 has your entertainment needs covered. AUSTRALIA'S & AMERICA'S NEXT TOP MODEL, AMERICAN IDOL, THE CONTENDER, FAMILY GUY, WWE RAW, WWE SMACKDOWN!, FUTURAMA and, of course, THE SIMPSONS we've got 100% high velocity TV.

## Profile

FOX8 reaches 3.1 million different people on average each week  
FOX8 fans are 33% more like to pay extra for well known brands, compared to the general population

48% of FOX8 viewers are people 16-39  
FOX8 fans earn 18% more and have 16% larger households 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: 249,450  
Average Session Duration: 6m 01s

Unique Browsers: 32,171

Source: Nielsen Site Census April 2010

## Key programs

**FOX8**

### HARDLINERS

Thursdays at 8.30pm Nov 18th

A mixture of unbelievable footage and unforgettable characters, Hardliners goes out to sea with Australian long line fishermen who risk it all for every catch, and for their families. Chasing huge fish, these fishermen must also navigate their way around massive tanker ships and bulk carriers, while dealing with shocking storms and enormous seas, one wrong move could end it all!



### GOSSIP GIRL SERIES 4

Tuesday 8.30pm Nov 30th

The most privileged of Manhattan's Upper East Side all live for gossip and scandal -along with fashion, shopping and partying in the city's trendiest hot spots. Keeping track of this wealthy and complex world isn't easy, but it's what Gossip Girl does best. Get ready for another year of backstabbing, fights, evil plans, lies, break-ups, hook ups, seduction and sex!



### MUST BE THE MUSIC

Mondays at 8.30pm from Nov 29th

Searching Britain and Ireland for the best new music acts buzzing with unique talent, style and material. Fearne Cotton will front the epic quest with three stellar judges who know all about making real music: the current golden boy of the British music scene Dizzee Rascal, multiple award-winning singer, pianist and multi-instrumentalist Jamie Cullum and a singer and songwriter who has sold over 20 million albums worldwide, Sharleen Spiteri.

