



## Fox Classics [www.foxtel.com.au](http://www.foxtel.com.au)

FOX Classics is the only channel which showcases Classic Movies and Classic Television, 24 hours a day. The Channel celebrates the timeless Classics, highlighting the best that each era has to offer. Featuring uninterrupted Classic Movies from the 60's and 70's weeknights from 8.30pm, FOX Classics is the only channel on the basic package which screens two movies per night and two theme weeks per month such as 'The Week Of The Duke'.

FOX Classics also screens the best of the last 50 years of Classic Television including M\*A\*S\*H, I Love Lucy, Bonanza, The Rockford Files, Maverick and The Adam's Family The Channel is also home to The Golden Years of Hollywood, Saturday Nights with Mr Movies, Bill Collins.

## Profile

Fox Classics reaches on average 1.9 million different people each week

Fox Classics viewers are 50% more likely to pay extra for well known brands

54% of Fox Classics viewers are Grocery Buyers

Fox Classics' audience has increased 6% year on year

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

## Online statistics

Page Impressions 53

Unique Browsers 21

Average Session Duration 3m 24s

Source: Nielsen Site Census May 2009



## Key programs

### M\*A\*S\*H

Double M\*A\*S\*H Weeknights at 8.00pm

The iconic M\*A\*S\*H series is based around the high jinks the 4077th Mobile Army Surgical Hospital stuck in the middle of the Korean war. Facing extreme circumstances, this close knit group of doctors, nurses, soldiers and administrators are forced to make their own fun with any number of practical jokes in an attempt to make wartime life bearable.



### Holocaust - Mini Series

Monday November 23rd through Friday 27th, 8.30pm

Winner of eight Emmy Awards, FOX Classics premieres the now-legendary miniseries which highlighted one of the most monstrous crimes in world history - the slaughter of 6 million Jews by the Nazis. Dramatically and definitively, the story covers an entire decade, the eventful years from 1935 to 1945. Holocaust focuses on the tragedy and triumph of a single family - the Weiss family. Their story is told in counter-poise to that of another fictional family, that of Erik Dorf, who portrays a Nazi aide to German's infamous Heydrich. Stars Merrly Streep and Michael Moriarty.

