



Fox Classics 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.



Spotlight on the Oscars

Weeknights at 8.30pm

The second week of a two week presentation of movies highlighting Academy Award winning performances and winners in various categories. Some of Hollywood's greatest legends appear in some of the greatest movies spanning Oscar history from the 60s thru to the 80s.



And The Movies Are...

Monday	LAWRENCE OF ARABIA
Tuesday	TO KILL A MOCKINGBIRD followed by SPARTACUS
Wednesday THE STING	BUTCH CASSIDY AND THE SUNDANCE KID followed by
Thursday	E.T. : THE EXTRA-TERRESTRIAL followed by PILLOW TALK
Friday HERE	OUT OF AFRICA followed by TELL THEM WILLIE BOY IS