

FOX8 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 on average 3.2 million different people each week
26% of FOX8 viewers are Men 16-39

50% more likely to spend \$200+ a week on grocery shopping

45% of FOX8 viewers are People 16-39
FOX SPORTS viewers are 74% more likely to spend more when shopping with children

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

Online statistics

Page Impressions: 310,358
Average Session Duration: 8m 14s

Unique Browsers: 31,817

Source: Nielsen Site Census October 2009

Key programs

FOX8

GOSSIP GIRL - SERIES 3

Exclusive to FOX8, Australian Premiere: 8.30pm, Tuesday
December 1st

New series of Gossip Girl hits the airwaves this December! The privileged prep school teens on Manhattan's Upper East Side all live for gossip and scandal- along with fashion, shopping and partying in Manhattan'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! Series 2 was a hit premiere with an average audience of 159,000, reaching 316,000 different people so be sure to tune in for the exclusive Australian Premiere on FOX8!



American Idol Series 9

Wednesdays & Thursdays at 7.30pm

Simon Cowell, Randy Jackson, Kara DioGuardi, and new host Ellen DeGeneres, along with host Ryan Seacrest will travel the United States in search of the next AMERICAN IDOL, a pop star that truly shines above all the rest. And with help from the viewers, they will decide from thousands of participants who will walk away with a massive record deal and the fame and fortune that is sure to come along with it.



Make It or Break It

Mondays at 7.30pm

A group of elite teenage gymnasts are in training in the hope that their dream of making it to the Olympics will come true. While their individual skills make each of the four girls serious contenders at the upcoming U.S. Nationals, and the Olympics, the group is continuously fraught with internal conflict that threatens to distract them from their goal. Will these gymnasts overcome rivalry, betrayal, familial crises, and financial difficulties to reach their dreams?



America's Next Top Model Series 13

Tuesdays at 7.30pm

Created by world-renowned supermodel Tyra Banks, America's Next Top Model chronicles the transformation of everyday young women into potentially fierce supermodels. The chosen finalists will live together and vie for the incredible grand prize: an opportunity to be managed by a top modeling agency, a fashion spread in a big name magazine, and a \$100,000 cosmetics contract.

