

Universal Channel <http://www.universalchannel.com.au/>



STV is bringing a new addition to its platform with the launch of the Universal Channel - a brand new channel that's bold, confident, engaging and dynamic. Universal brings you the most talked about new series from the US, the best in contemporary Australian drama and the most anticipated Australian premiere mini-series and telemovies. In 2010 the Universal Channel will be your one-stop-shop for entertainment. From much-loved Australian dramas such as Packed to the Rafters, to new and exclusive US series including the medical drama Hawthorne, Universal is home to all your favourite programs from around the globe, all in one place.

Profile

Universal reaches 736,000 different people on average each week
33% of Universal viewers are women 25-54

60% of Universal viewers are grocery buyers

Source: OzTAM, National STV Homes, Wks 1-13 2010, 0600-2400, Reach, Profile. NMR, Panorama, Jan-Dec 2009.

Key programs



RUSH S2

Double Episodes Sundays at 6:30pm from 12th December

It takes a certain type of temperament to go from diffusing a bomb, to talking down a potential jumper off a high-rise within the span of a shift. To some, that would be more than enough to turn them mad. For the officers of Tactical Response, it's what keeps them sane. Rodger Corser leads a fine cast in Season 2 of this popular Australian drama.



Clash of the Santas

Wednesday 22nd December at 7:30pm

There's a chimney full of cheer, when Colin (Robson Green) and Howie (Mark Benton) travel to Lithuania to take part in a Santa Claus convention. Although Colin secretly thinks he's the better candidate, it's Howie who's been asked to represent England. See who ends up on top in this charming comedy.



Killer Waves

Premieres Friday 24th December at 7:30pm

After massive tidal waves strike the American East Coast, a team of scientists confers to discover the reason behind the devastating phenomenon. It's a thrilling race against time to discover what has happened before disaster strikes again. Angus Macfadyen, Karine Vanasse & Tom Skerritt star.

