





FOX NEWS CHANNEL

The FOX News Channel is a 24-hour general news service devoted to delivering fair and balanced coverage of the day's events. Weekdays FNC offers 17 hours of live programming, including one-hour programs in the evenings that take an in-depth look at the day's events and feature newsmaker interviews. Backed by the global resources of the News Corporation, the FOX News Channel provides viewers with live news updates, every hour. FNC is America's #1 news network on cable.

NETWORK PROGRAM FORMAT

Local Avails:	3 minutes per hour
Times:	00:18 - 60 seconds 00:45 - 120 seconds
Insertion Hours:	24 hours per day

NETWORK INFORMATION

Subscribers:	94.5 million <small>Source: Nielsen, November 2007</small>
Service Type:	Basic
Satellite Feed:	Single (Live)
Launch Date:	October 1996
Ownership:	News Corporation

BENEFITS TO ADVERTISERS

1. America's #1 cable news network.
2. Loyal and engaged viewers who stay longer to see spots, #1 in category and over 20% longer than nearest competitor.
3. Powerful demos - 31 Adults 25-54 and \$100K.
4. Influential viewers, decision-makers, and community leaders.
5. Top 5 cable programs, consistently (within category), 7 of the top 10 overall.
6. #1 cable news for political coverage...fair and balanced.



FOX NEWS CHANNEL

RESEARCH

VIEWER TARGETED

Persons: 25-54, 55+

VIEWER PROFILE

Median Age:	62.6 yrs.
Median Household Income:	\$53,468
Median Individual Income:	\$51,929
College Degree or Higher	29%
Household with Children	21%

Source: Nielsen Media Research 4Q'06 Total Day P2+

VIEWER LIFESTYLE

FOX News Channel Viewers Adults 25-54:

- 81% Spend \$5,000+ on Domestic Vacation
- 60% have American Express Gold Card
- 37% Master's Degree
- 34% Bachelor's Degree
- 31% Use Internet More Than Once a Per Day
- 17% Purchased New Vehicles Last Year
- 13% Purchased Digital Electronic Last Year

Source: MRI Cable Study 2006

DAYPART VIEWING

Please contact your FOX News Channel representative directly for information.



FOX NEWS CHANNEL

PROGRAMMING

PROGRAMMING GENRES: News, Business/Financial

VIEWER TARGETED PROGRAMMING

Men: *Your World with Neil Cavuto, Bulls & Bears, The Beltway Boys, Forbes on FOX, War Stories with Oliver North*

Women: *On The Record with Greta Van Sustern, Studio B with Shepard Smith, Fox & Friends, Fox & Friends Weekend, Weekend Live*

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

Fox & Friends - Start every day with your friends on America's #1 morning cable news show. Three hours to beat the morning rush and keep you updated and entertained.

Business Block - Two hours of financial information, from stocks to real estate to investment; (Saturdays).

Live Desk With Martha McCallum - Daytime news show, with a roundtable discussion on today's hot topics.

Special Report With Brit Hume - The latest update in the world of politics.

Geraldo At Large - Geraldo Rivera takes you to today's top stories all over the globe.



FOX NEWS CHANNEL

LEADING NATIONAL ADVERTISERS

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