

FX **MFX** **FX** [®]

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FX

FX is the flagship general entertainment basic cable network from Fox. Launched in June of 1994, FX is carried in more than 94 million homes. The diverse schedule includes a growing roster of distinctive original series such as the #1 ranked original series among 18-49 viewers, *NIP/TUCK*, the critically acclaimed drama *Rescue Me*, the Emmy and Golden Globe winner, *The Shield*, *Dirt* starring Courteney Cox and *The Riches* starring Emmy-nominated Minnie Driver and Eddie Izzard and *Damages* starring Emmy-winner Glenn Close. Coming in 2008, FX also has hot box-office hits like *Batman Begins*, *Fantastic Four*, *Mr. and Mrs. Smith* and *Walk The Line*.

NETWORK PROGRAM FORMAT

Local Avails: 3 minutes per hour
Times: :20, :35 and :55
Insertion Hours: 19 hours (7am-2am)

NETWORK INFORMATION

Subscribers: 94,513,000
Source: Nielsen Media Research, October 2007
Service Type: Basic
Satellite Feed: Dual
Launch Date: June 1994
Ownership: News Corporation

BENEFITS TO ADVERTISERS

1. FX is one of cable's most honored networks, earning reviews and awards for Original Series that elevate the network with both the audience and the industry.
2. FX reaches a highly desirable psychographic and consistently ranks in the top 5 for delivering the A18-49 demo.
3. FX delivers the key components of an effective advertising environment, highly engaged A18-49 viewers with extremely valuable consumer behavior characteristics.
4. FX Integrated Sales and Marketing provides advertisers with customized, integrated programs and value added sponsorship opportunities in our highly acclaimed original series, movie franchises and acquired hit shows.

Source: Nielsen Media Qualifications available upon request



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RESEARCH

VIEWER TARGETED

Persons: 18-34, 18-49, 25-54 Men: 18-34, 18-49, 25-54 Women: 18-34, 18-49, 25-54
 In Select Programming: Women & Men

VIEWER PROFILE

	<u>% Comp</u>	<u>Index to U.S. POP.</u>		<u>% Comp</u>	<u>Index to U.S. POP.</u>		<u>% Comp</u>	<u>Index To U.S. POP.</u>		<u>% Comp</u>	<u>Index to U.S. POP.</u>
Men	55%	112	A18-34	30%	125	W18-34	14%	117	M18-34	16%	133
Women	45%	88	A18-49	58%	126	W18-49	27%	117	M18-49	31%	135
			A25-54	53%	123	W25-54	24%	109	M25-54	29%	138

Source: Nielsen Media Research CY 2007 TD, Total Day, through 10/16/07

Median Age:	39.4 Years	Ethnic Breakdown	
Median Individual Income:	\$33,585	White	76%
Median Household Income:	\$60,033	Black	15%
College Degree or Higher:	23%	Hispanic	11%
Household with Children:	41%	Asian	2%
		Other	2%

Source: MRI 2007 Custom Cable Study (Ethnic percentages do not add up to 100% due to some overlap)

VIEWER LIFESTYLE

Base: All

	<u>Index to U.S.</u>	<u>Entertainment/Last 12 Months</u>	<u>Index To U.S.</u>
Electronics			
Plasma	165	Participate in video games	161
Cellular/Digital Phones	147	Participate in electronic games	151
Home Theater System	142	Prefer opening weekend movie	133
Projection TV	140	Attend a sports event	115
DVR	136	Participate in sports	112
Video Game System	128		
Digital Camera	120		
HDTV	117		
MP3 Player	117		
Web Usage			
Visited a TV network or TV show website	167		
Played games online	148		
Watched video online	148		
Paid bills online	133		
Made a personal purchase online	120		

Source: Nielsen CY2007TD, as labeled, through 10/16/07. M-F except primetime (M-Su)

DAYPART VIEWING

<u>Daypart</u>		<u>Time</u>	<u>Percentage A18-34</u>	<u>Percentage A18-49</u>
Early Fringe	Mon-Fri	7a-9a	26%	53%
Daytime	Mon-Fri	9a-4p	34%	61%
Late Fringe	Mon-Fri	4p-7:30p	36%	59%
Primetime	Mon-Sun	7:30p-11:30p	31%	58%
Late Night	Mon-Fri	11:30p-1a	37%	65%

Source: Nielsen Media Research CY 2007TDM as labeled, through 10/16/07. M-F except primetime (M-Su)

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PROGRAMMING

PROGRAMMING GENRES: Drama, Comedy, Entertainment, Movies

VIEWER TARGETED PROGRAMMING

Adults 18-34, 18-49, 25-54: *Nip/Tuck*, *Rescue Me*, *The Shield*, *It's Always Sunny in Philadelphia*, *FX Movies*, *Damages*

Men 18-34, 18-49, 25-54: *Nip/Tuck*, *Rescue Me*, *The Shield*, *It's Always Sunny in Philadelphia*, *FX Movies*

Women 18-34, 18-49, 25-54: *Dirt*, *Nip/Tuck*, *Damages*, *FX Movies*

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

Nip/Tuck

The fifth season of *Nip/Tuck* follows the practices move from Miami to Los Angeles, and will explore Sean and Julian's struggles for success in a city where they are unknown – and its residents yearn for fame.

30 Days

30 Days features a diverse group of participants, each given the opportunity to experience life as a radically different person for one month. In the upcoming third season of the series, host and narrator Morgan Spurlock will be the participant in two installments.

Dirt

In *Dirt*, Courteney Cox plays "Lucy Spiller," the editor-in-chief of one of the country's most widely read tabloid magazines, which control the fates of the celebrities lining the pages.

The Riches

Eddie Izzard and Minnie Driver star as husband-and-wife travelers who assume the identity of a well-to-do family in order to steal the "American Dream."

The Shield The Final Chapter

FX's critically-acclaimed series *The Shield* returns for its final season in 2008. *The Shield*, FX's first original drama series, made history by becoming the first ad-supported cable program to win the Golden Globe® Award for Best Drama Series in 2003.

Rescue Me

The Emmy-nominated series revolves around the lives of firefighters in a New York City firehouse. Starring Dennis Leary, this smoking hot series tackles the daily dramas of life and death situations while exploring the firehouse use of dark humor to protect their emotions.

Damages

Glenn Close leads an all-star cast in this dramatic legal thriller about one of America's foremost litigators going after the corporate titans.

It's Always Sunny in Philadelphia

Four egocentric friends who run a neighborhood Irish pub in Philadelphia try to find their way through the adult world of work and relationships.



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LEADING NATIONAL ADVERTISERS

Allstate	Jack in the Box Restaurants	Phillips
Best Buy	Jeep	Priceline.com
Boston Beer	Land Rover	Red Bull
Carnival Cruise Lines	Levis'	SONY Electronics
Chili's	LG Electronics	SONY Pictures & Entertainment
Cingular	Lincoln	Staples
Circuit City	LVMH	Subway
Corona	Mazda	Taco Bell
Dodge	Mercedes Benz	TGI Friday's
e-Harmony.com	Mitsubishi	The Gap
Energizer	Monster.com	Toyota
Ford Motor Company	Motorola	Victoria's Secret
Geico	New Line Cinema	Volkswagen
Heineken	Nikon	Volvo
Hewlett Packard	Nissan Motor Corp.	Warner Bros.
Honda National	Old Navy	Wendy's

NETWORK CONTACTS

New York

1211 Avenue of the Americas
31st Floor
New York, NY 10036
P:(212) 556-2400

Los Angeles

10201 West Pico Blvd.
Los Angeles, CA 90035
P:(310) 369-0925

Michael Brochstein
SVP, National Ad Sales
P:(212) 822-7057

michael.brochstein@fxnetworks.com

WEBSITE INFORMATION

Consumer Website: www.fxnetworks.com

Affiliate Website: www.foxcable.com

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