

# TV AND BINGE

— DAY IN THE LIFE OF



**7.00am** Get ready for work while watching *Today*



**Travelling to work**  
Browse *9TheFix* TV Guide to check what's on TV tonight



**Lunchtime**  
Read *9TheFix* News to catch up on what the TV stars are up to



**Afternoon Coffee Break**  
Check out the TV section on *9TheFix* to find out which guest is next to feature on *Ellen*



**Evening** Unwind on the couch after a long day at work catching up on the latest *Hyde & Seek* ep on *9Now*

Our **TV and Binge** audience are high users of our video on demand service, *9Now*. They are a digitally aware audience spanning all age segments. They are typically time poor and like to watch TV when and where they want.

## DEMOGRAPHICS

**50k+** HH INCOME  
**18+** YEARS OLD

**LOCATION** National

**LIFE STAGE** Youth, Young & Mature Couples, Young & Established Families

## NINE AUDIENCE SITES

**TheFix**  
**Now**

## 9NOW SHOWS

**ALL SHOWS**

**NINE AUDIENCE 13%**