

# TV & Showbiz



#2

Monthly UAs

Monthly PVs

Mins per person

Entertainment News site

4.5m

28.1m

6 mins 15 secs

Male

45%



Female

55%



18-24

25-34

35-44

45-54

55+

13%

23%

23%

19%

22%

Top affinity categories

Top days

Top indexing audiences

In-market segments

- TV Lovers
- Value Shoppers
- Movie Lovers

- Wednesday
- Thursday
- Tuesday

- Movies
- Reality TV
- Luxury Goods

- Apparel and accessories
- Travel and accommodation
- Dating Services