



The American channel on showbusiness

E! specialises in programmes about the star system and American show business. Its favourite areas are film, television and music.

This core target people aged between 25 and 54.

TV

| | |
|----------------------------|-----------|
| Monthly reach ¹ | 1,655,000 |
|----------------------------|-----------|

Audience Profile

| | |
|-----|-----|
| Men | 32% |
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|-------|-----|
| Women | 68% |
|-------|-----|

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|------------|----|
| 6-15 years | 4% |
|------------|----|

| | |
|-------------|----|
| 16-24 years | 3% |
|-------------|----|

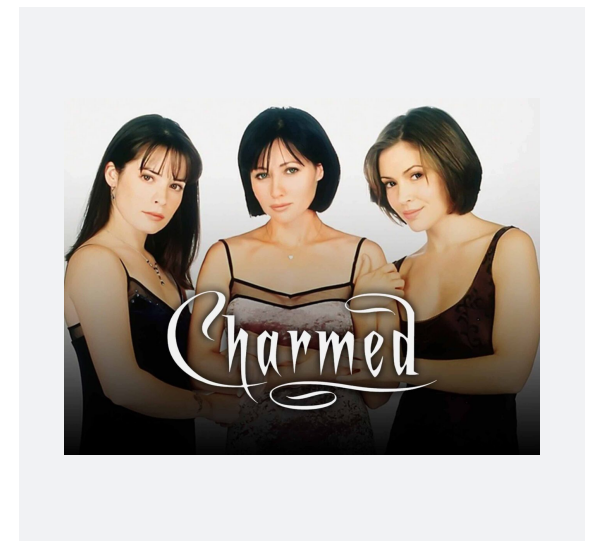
| | |
|-------------|----|
| 25-34 years | 6% |
|-------------|----|

| | |
|-------------|-----|
| 35-44 years | 10% |
|-------------|-----|

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|-------------|-----|
| 45-54 years | 31% |
|-------------|-----|

| | |
|-------------|-----|
| 55-64 years | 21% |
|-------------|-----|

| | |
|-----------|-----|
| 65+ years | 25% |
|-----------|-----|



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