



FX launches in Ireland

Chorus ntl adds the FX channel to their bouquet

Ireland, 19th February – Chorus ntl is celebrating the inclusion of FX as part of its digital offering on channel 126. Run by Fox International Channels (UK) - its flagship shows such as Dexter, Brotherhood, The Wire, NCIS, Family Guy and True Blood will broadcast in primetime on the platform. FX recently saw off strong competition from BBC3, E4, Sky 1, Living and BBC4 to win Channel of the Year and the Best Entertainment Channel at the 2009 Broadcast Digital Channel Awards in London.

The channel's ratings are comparable with established channels like Living and Sky One, and its catalogue of HBO and Showtime programmes have garnered critical plaudits for FX. Other series that will air on the channel this year include the UK premieres of Burn Notice season three, Eastbound and Down season two and Dexter season four.

Cecilia Parker, General Manager of FX says "FX continually seeks to differentiate itself as a digital channel and extend our reach to audiences. We are obviously very happy with the way that the channel continues to go from strength to strength and with its launch on ntl, FX is fast becoming one of the key destinations for entertainment on multi-channel."

Simon Kelehan, Head of TV at Chorus ntl concluded: "We're thrilled to be launching FX channel today as we continue to expand our line up. FX is home to so many top rating shows our customers just love watching!"

NOTES TO EDITORS

About FX

Fox International Channels (UK) is a wholly-owned subsidiary of Fox International Channels, which operates channels such as FX, Fox, Fox Life and Fuel in Europe, Latin America and Asia.

FX launched in the UK in January 2004, and in HD in 2009, as an entertainment channel aiming at the men's 25-44 ABC1 audience. In addition ntl, FX is currently available on Sky, Virgin Media and Tiscali platforms and its content includes first run drama, comedy, crime shows and movies in both SD and HD such as: True Blood, Dexter, NCIS, The Wire, Family Guy and Generation Kill.