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## **Network Profile**

**MOVIES! is timeless, iconic and classic. It's the network tailor-made for film fanatics, honoring Hollywood, the silver screen, and its most iconic actors. Movies! presents a wide variety of film favorites, along with lesser-known gems, presented in a format that doesn't cut content to add more commercials. So, what does that all mean to movie fans?**

**When you watch a film on Movies!, you get to see it all!**

### **Age Groups**

Median Age                      **62**

### **Viewer Target**

Primary                              **A 35+**  
Secondary                           **A 35-64**

### **Gender**

Male                                      **51%**  
Female                                   **49%**

### **Featured Program Showcases**

|                      |                 |                   |
|----------------------|-----------------|-------------------|
| Friday Night Frights | Noir To Die For | Definitive Movies |
| Sunday Night Noir    | Popcorn Movies  |                   |