



FOX Business Network

FOX Business Network is a **24-hour financial news channel** delivering real-time information nationwide. Headquartered in New York – the business capital of the world – FBN has **grown its subscriber base by 15 percent this year** and has started to take a larger share of the business day market from CNBC.

Target audience

■ More than **75 million subscribers across the U.S. as of April 2014**, up 122 percent since its launch in 2007 and 15 percent year to year.



- FBN viewership is up 38 percent in total business day and 20 percent in prime time with adults 25 to 54.
- Affluent business decision-makers, small-business owners, C-suite executives and active investors.
- FBN delivers viewers with the highest net worth of any cable network, \$681,800.



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