



MEDIA RELEASE

WEDNESDAY 18th JULY, 2012

SCI FI Channel Rebrands to SF

From Monday July 23 the SCI FI Channel becomes SF.

The SCI FI Channel was launched in Australia in 2006 and is one of the most popular tier offerings on FOXTEL.

The new SF rebrand was born from a partnership between the SCI FI channel team and award winning brand consultants Ink Project with a mission to maintain the loyalty of core viewers and excite and delight those new to the channel.

The SF brand makes a bold statement that the channel is proudly committed to its Science Fiction content. SF captures the breadth of the genre, the depth and accessibility of our programming line-up and upcoming premium content, which encompasses fantasy, supernatural, drama, comedy, and the paranormal.

"The SF rebrand brings a cracking new energy to our line up of great shows. Ink Project and our in-house team have excelled in delivering the new look.", said Peter Hudson, CEO, SF.

The SF rebrand will be supported with a new tagline "we are sci fi" and a revolving set of "we are..." descriptors that have been developed to showcase the rich choice of content on the channel. e.g for Lost Girl "we are insatiable". As an inclusive term, "we are..." reinforces the channel's strong connection with our loyal fan base, whilst appealing strongly to new viewers.

An inspiring suite of SF idents have been designed by Ink Project to entice and energise the viewer with cinematic imagery and a broad spectrum of interesting characters. Each character holds a distinctive point of difference, reflecting the depth of genres available on SF. Please click here www.youtube.com/SFTVau for a look at SF.

Absorbing, accessible and adventurous - SF has an inspiring line up of quality programs. Only on FOXTEL will you find Lost Girl, Hollywood Treasure, Ghost Hunters International and Todd & the Book of Pure Evil. Add to that Warehouse 13, Sanctuary and ALPHAS - first on FOXTEL and television favourites such as, Stargate SG-1, Buffy the Vampire Slayer, Charmed and the ever popular world of Star Trek.

It's surprising what you'll find on SF.



we are sci fi

The TV1 General Entertainment Partnership is owned by CBS STUDIOS INTERNATIONAL, NBC Universal and Sony Pictures Television International and operates TV1 and the SF Channel in Australia.

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