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Network Profile

Heroes & Icons is where heroic characters come alive in iconic TV series. Heroes are unstoppable, Icons are unforgettable. Heroes & Icons targets a niche audience, carrying programming aimed at a generally male audience. H&I features a mix of action series, police procedurals, westerns, science fiction, fantasy, and military-themed programs incorporating programs from the 2000s, in addition to those originally broadcast in the 1950s to the 1990s.

Age Groups

Median Age 61

Gender

Male 58%

Female 42%

* H&I is advertiser friendly and uncluttered with only 12 minutes of commercials per hour.

* H&I has shows that appeal to the male audience.

* MeTV viewers are engaged, spending an average of 68.7 minutes per day watching H&I programming. This exceeds time spent on competitors like ESPN, Travel, TNT and WGN America.