

# Fox TV to Woo Russians with Zombies

By [The Moscow Times](#)

September 09, 2012

**The  Moscow Times**

Fox International Channels is trying to strengthen its position in Russia by attracting local youth with new foreign television series.

The international multimedia company announced last week that it plans to rebrand its popular Fox Crime channel into the company's flagship brand Fox Channel, which will focus on showing new episodes of foreign television series to Russian audiences.

Fox Channel will target audiences that are 14 to 45 years of age by showing comedies, dramas, thrillers and detective series. Some of the shows to be broadcast on the channel include the zombie-ridden Walking Dead series, Game of Thrones and Once Upon a Time.

"Thanks to this launch, [Fox International Channels] plans to significantly strengthen their position on the local telecommunications market and become one of the strongest players among all multimedia companies in Russia," the company's press release said.

Cable and satellite subscribers will be able to tune in to the rebranded channel on Oct. 1, said

company spokeswoman Belen Frias.

Fox International Company also manages Fox Life and National Geographic channels in Russia.

Fox Crime launched in 2010 and has since gathered an audience of an estimated 5 million viewers and is a leader among movie-television series channels in Russia in terms of viewership minutes, according to TNS statistics.

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