



## **X EXPLODES ON FACEBOOK**

Excited fans stormed The X Factor's official Facebook site as soon as episode one went live to catch a glimpse of the next generation's singing superstars.

100,000 views were smashed in a record breaking three hours and forty minutes.

The first episode was a targeted, limited release to Facebook users, available only for a short window of time.

The fans have spoken. This year, THE X FACTOR is must-see television.

Brad Lyons, Director of Production, Channel Seven said:

"This is an extraordinary response from fans eager to taste what this series has to offer. Thank you to all the fans of The X Factor who have overwhelmed Facebook to catch the first episode of X. You have broken records."

For everyone that missed out on the sneak peek, you can catch THE X FACTOR premiere this Sunday 7pm on Seven.

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