



House, M.D.

The Official Guide to the Hit Medical Drama

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and Hugh Laurie

An It Books Paperback Original

The first authorized companion to the Emmy Award-winning medical drama *House*, which now draws 14 million viewers each week

It Books

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TELEVISION

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House is centered around one of the most compelling characters on television, cynical genius doctor Gregory House, who heads a team of specialists at a fictional teaching hospital in Princeton, New Jersey. In each episode, Dr. House and his team are faced with a case that at first blush seems like a slam dunk diagnosis, but that inevitably takes a turn for the obscure, and proves to be far more dramatic, lasting the entire episode and keeping viewers engrossed throughout. The Emmy Award-winning show is the #3 television program among the coveted 18-49 demographic and the top rated scripted program on Fox TV.

House is the first official guide to the hit medical drama. The fully authorized book will be the ultimate inside look based on unprecedented access to the actors and creators. In four parts, the book will cover the program's genesis, the characters, the medical science and ethics, and, ultimately, the making of one of the most popular episodes (TBD). *House* will be a must have for the show's devoted viewership.

Marketing Campaign

Promotion:

- Extensive Cross Promotion with FOX
- Possible bundling with *House* DVDs

Online:

- Outreach to show's fan sites and message boards
- *House* Facebook page promotion

- Fox Movie Channel.com advertising

- Official Website: www.Fox.com/House

- Facebook Fan Page:

www.Facebook.com/DrHouse (4,700,000+)

- Facebook Fan Page:

www.Facebook.com/House (2,900,000+)

Publicity:

- Print Features and Reviews

Author Bio

Ian Jackman is the author of numerous books including *The West Wing: The Official Companion* and *Eat This! 1,001 Things You Need to Eat before You Diet*.