

Fat-Pie is the brainchild of cult animator and documentary maker, David Firth.

The site features a host of dark and surreal animations and is highly abstract - it attracts true film and animation aficionados who eagerly await the next episode of favourites such as Burnt Face Man or Salad Fingers.

The site also features "Devvo", a series of live-action mockumentaries, some of which have been shown on E4's *Funny Cuts* and Channel 4's *Whatever* series, about a foul-mouthed unemployed delinquent named Darren Devonshire from Doncaster. The films (which can also be seen on Google Video and YouTube) follow Devvo going about his typical day - getting his dole money, getting drunk in a playground, picking fights with people larger than him, attempting rap duels and setting fire to an abandoned car.

Devvo's first single is now available on ebay!

## Audience Details

Fat-Pie attracts a predominantly male,  
16 - 34 year old audience

100,000 users per month  
1,500,000 impressions per month

Users interests include music, movies, gaming  
and gadgets.

## Opportunities

Display Formats

Run of Site

468x60 £5cpm

120x600 £7cpm

Channel Specific;

E.g. Devvo, Salad Fingers

728x90 £15cpm

Sponsorship from £5,000 per month

