

# POSITIONING FS FILMS

DECEMBER 2016



#### WHY WE'RE HERE...

"Your bread and butter are the live events and the studio shows that surround them. Then the daily grind of the daily opinion shows. That has to be the first iteration of FS1. Then you can add the pocket square, tie and cuff links later."

– Jamie Horowitz





#### WHAT'S OUR AMBITION?

FS Films is in the business of home runs, not base hits

Our philosophy is less, but better

Our goal is prestige content that drives relevance and wins awards

**OUR AMBITION IS AUDACIOUS** 





### **AN IMPORTANT DISTINCTION**

**FS FILMS** 

#### ORIGINAL PROGRAMMING

- Prestige content
- Prioritizes relevance over ratings and revenue
  - Makes news and wins awards

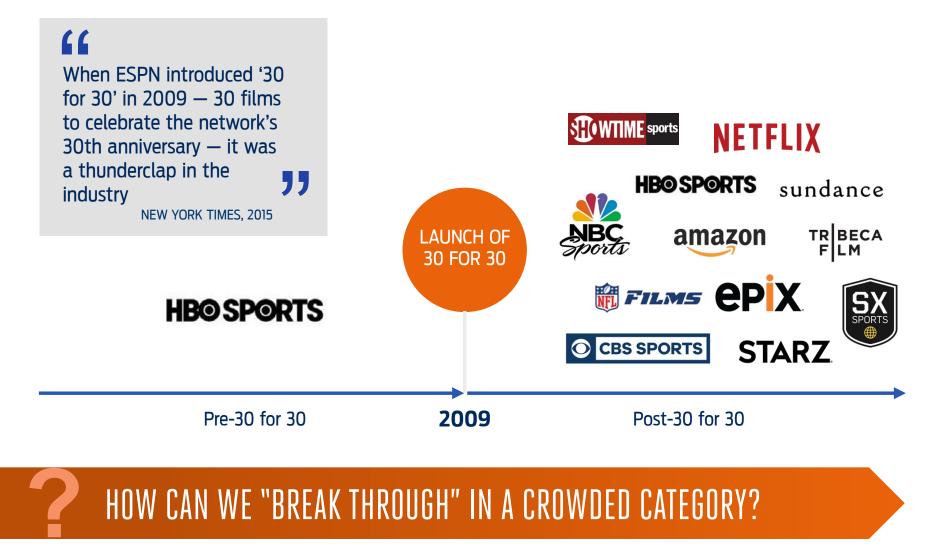
#### FOX SPORTS PRESENTS

- Premium content
- Prioritizes revenue and ratings over relevance
- Serves and leverages partnerships

#### OUR FOCUS TODAY



## A CATEGORY TIMELINE





#### DIFFERENCE MATTERS

The sports documentary space is a crowded, and there's an entrenched category leader

#### **CLARITY OF DIFFERENCE WILL BE CRITICAL**

We have to accept that with 30 for 30, ESPN has set a standard

And we have to forcefully pull away from the gravitational pull of their "black hole"

We won't win by simply being better

WE HAVE TO BE BETTER AND DIFFERENT

### **AN INITIAL POINT OF DIFFERENCE**





Partnering with superstar athletes to tell the stories that matter most will create buzz internally and externally



#### **ANOTHER OPPORTUNITY TO DIFFERENTIATE**

"There is no story that 30 for 30 ever has to examine in the moment. We can take the time to have the proper distance from events in order to properly understand what those stories mean and how they fit into a larger narrative. Typically that means that we are not exploring topics from roughly the last 10 years."

Connor Schel

dina V

30 for 30 owns the historical documentary space – we can differentiate by telling stories that are of the moment



### WHERE'S THE WHITE SPACE?

#### looking ahead



### A LONG-FORM BRAND POV

There's a moment when it starts to matter. And everything changes. High-fiving complete strangers starts to seems normal. Obsessively checking box scores becomes expected. Risking agony for ecstasy make perfect sense. There's a moment when you become a fan. And sports suddenly matter.

It seems so simple: win or lose. But sports are much more than wins and losses. Sports matter because they teach us about ourselves. They are vital because the inspire hope, expose character and impart lessons. Sports matter because they are a window to the soul.

FS Films believes this to be self-evident. Sports are a way in: a catalyst that reveals a deeper truth. Because the sports stories we remember aren't really about sports. They are about us. FS Films: bigger than sports.



#### FS FILMS IS...

# **BIGGER THAN SPORTS**

Uses sports as a lens to examine culturally significant issues Fearless – unafraid of the consequences

Courageously provoke dialogue and affects change

Leverages the power and influence of superstar athletes

Influential in a way that far exceeds size

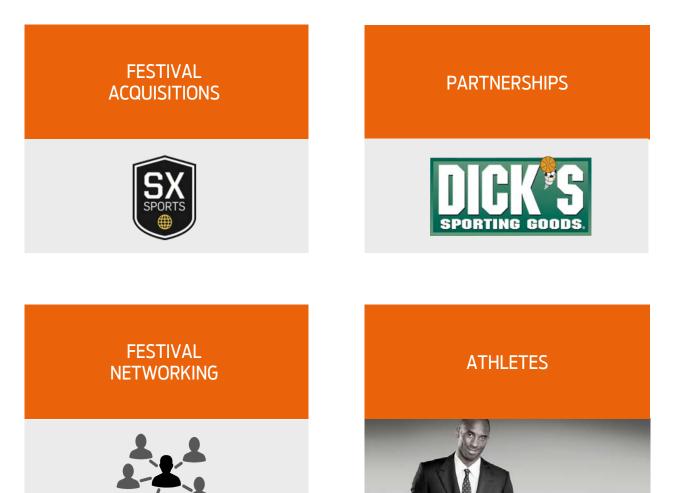


#### **ORGANIZING FILTERS TO SUPPORT OUR POSITION**





#### WHERE DO WE FIND THESE STORIES?





### **BRINGING THIS TO LIFE**





#### THANK YOU