



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 VISION FOR FS FILMS?

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



ARE WE READY TO TAKE ON THIS CHALLENGE?

AN IMPORTANT DISTINCTION

ORIGINAL PROGRAMMING

FS FILMS

- 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

“

When ESPN introduced '30 for 30' in 2009 — 30 films to celebrate the network's 30th anniversary — it was a thunderclap in the industry

NEW YORK TIMES, 2015

”

LAUNCH OF
30 FOR 30

HBO SPORTS

SHOWTIME sports

NETFLIX

NBC Sports

HBO SPORTS

sundance

amazon

TRIBECA FILM

NFL

FILMS

epix

SX SPORTS

CBS SPORTS

STARZ

Pre-30 for 30

2009

Post-30 for 30



HOW CAN WE "BREAK THROUGH" IN A CROWDED CATEGORY?

DIFFERENCE MATTERS

The background of the slide is a dense field of blue umbrellas, viewed from above. The umbrellas are arranged in a way that creates a sense of depth and texture. In the lower right quadrant, one umbrella is a vibrant orange color, making it stand out significantly from the rest of the blue ones. This visual metaphor likely represents the concept of 'difference' mentioned in the text.

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



DIRECTOR DRIVEN

VS.

ATHLETE-DRIVEN

FSF

PETER BERG



ICE CUBE



KOBE BRYANT



SERENA WILLIAMS



JOHN SINGLETON



BRETT RATNER



LEBRON & CO



DREW BREES



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 Schell



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

WHERE'S THE WHITE SPACE?



A LONG-FORM BRAND POV

There's a moment when it starts to matter. And everything changes.
High-fiving complete strangers starts to seem 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 they 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

OUR PRIME DIRECTIVE

Impact

Does it affect change?
Does it provoke
dialogue?

OUR SOURCE OF DIFFERENTIATION

Forward looking

Is it of the moment?

Culturally conscious

Does it have
implications beyond
sports?

IMPORTANT BUT NOT DIFFERENTIATING

Personal

Are there characters
that you can
connect to?

Fearless

Is it bold
and brave?

Break-through

Does it demand
attention?

WHERE DO WE FIND THESE STORIES?

FESTIVAL
ACQUISITIONS



PARTNERSHIPS



FESTIVAL
NETWORKING



ATHLETES



BRINGING THIS TO LIFE

ENCOMPASSING
MULTIPLE FORMATS



feature-length



serialized

INSPIRED BY
BROAD THEME



on race



on crime



on redemption

PROGRAMMED AROUND
SIGNIFICANT DATES



anniversaries



holidays



marquee events



THANK YOU