



*Formula 1*

**A PARTNERSHIP FOR THE FUTURE**



# EXECUTIVE SUMMARY



**UNMATCHED** Broadcast, Social Media, Production and Promotional Commitment to Formula 1 Grand Prix Races, Qualifying and Practices

**UNPRECEDENTED** Success in Growing and Attracting New Viewership to Formula 1  
New Facebook Partnership Adds a Robust Free-to-View Platform

The **MOST COMPREHENSIVE PORTFOLIO** of Motorsports Rights in the U.S.

**FASTEST GROWING** Social Media Brands in the U.S.

**AN INCOMPARABLE PLAN** for Exponential Growth and Continued Success Through Better Scheduling, Marketing and International Resource Sharing



# THE FOX SPORTS PHILOSOPHY

## Commitment to the BIGGEST EVENTS

Super Bowl, World Series, U.S. Open, Daytona 500, UFC,  
FIFA World Cup, UEFA Champions League, CONCACAF Gold Cup

## Commitment to LIVE PROGRAMMING

99 of the Top 100 programs in 2016 among Men 18+ were LIVE SPORTS  
Produce 6700 Live Events Annually

## Commitment to GROWTH

Recent Long-Term Deals Include NHRA, Big Ten College  
Conference and a 24/7 FOX Sports SiriusXM National Radio Channel

## Commitment to PRODUCTION EXCELLENCE

Respect the Event

Leader in Innovation:

1st & 10 Line, Score/Time Box, Rules Analyst, Next Generation HD

100+ Sports Emmy Awards

## Commitment to WORLD-CLASS MARKETING

Most Powerful Cross Channel Marketing Platform  
in the Industry



# FOX HAS AN UNMATCHED MOTORSPORTS PORTFOLIO

55% OF F1 VIEWERS WATCH MOTORSPORTS ON FOX/FS1

 **NASCAR**



**24h**  
LE MANS





# 70% OF ALL MOTORSPORTS VIEWING OCCURS ON FOX/FS1

2016-17 Broadcast Season: Motorsports Minutes Viewed in U.S.





# HELPING TO GROW KEY MOTORSPORTS PROPERTIES

The **NHRA'S** First Season on FS1/FOX Delivered a **24% VIEWERSHIP INCREASE** Compared to its Final Season on ESPN/ESPN2 (634,000 vs. 513,000). The Gains were Even Larger Among the Key Adult Demos with A18-49 Posting a 47% Increase (162,000 Vs. 110,000) and A25-54 Ahead by 43% (218,000 vs. 152,000)

The 2017 **SUPERCROSS** Season was the Most-Watched Season Since the Launch of FS1, Finishing **UP 13% ON VIEWERSHIP COMPARED TO LAST SEASON** (354,000 vs. 313,000), 19% Ahead of the 2015 Season (Vs. 298,000) and 19% Above 2014 (vs. 297,000)

The 2017 **WEATHERTECH SPORTSCAR CHAMPIONSHIP IS UP 44% ON VIEWERSHIP** Compared to the Same Point During the 2016 Season (203,000 vs. 142,000)



# FOX'S PLAN FOR F1 IN THE U.S.



# BIGGER, STRONGER, YOUNGER AND WIDER REACH

NATIONAL NETWORKS



DIRECT TO CONSUMER



REGIONAL NETWORKS



DIGITAL/SOCIAL





# MULTI-PLATFORM PROGRAMMING STRATEGY

## LINEAR TV

Utilize FOX Broadcasting (FBC), FS1, FS2, RSNs, FOX Deportes (FOX D) and FOX Business Network (FBN)  
Partner with International Networks to Deliver Best-in-Class Production to U.S. Audiences

### RACES: FULL SEASON

Schedule Four Races on FBC (Bahrain, Monaco, Canada, UK)  
FOX D will Air Spanish Language Simulcast of Races  
Replays on FS1 with Motorsports Lead-Ins  
Encore Runs on FOX RSNs Throughout the Week  
Asia/Australia Races Air Live on FS1 Overnight with Weekend Replays  
Europe/Middle East Races Air Live on FBC or FS1  
North/South America Races will Air Live on FBC, FS1 or FBN

FOX Can Air 2 of 3 Events on the Greatest Day in Racing on Memorial Day Weekend (Monaco, Indy 500, Coca-Cola 600)

### QUALIFYING

Majority will Air Live on FS1 with Some on FS2  
Clearances Would Improve in 2019

### PRACTICES

Majority will Air Live FS2 with Some on FS1



# MULTI-PLATFORM PROGRAMMING STRATEGY

## DIGITAL: “F1 EVERYWHERE”

Fully Distributed FOX Sports Go (FSGo) will Simulcast all FBC, FS1 and FS2 Programming on an Authenticated Basis

Create Customized Digital Only Feeds to Enhance Viewing Experience (On-Boards, Exclusive Pit Access, etc.)

Distribute Dedicated F1 Channel in the U.S. as an Over-the-Top (OTT) Direct to Consumer Product

Expand FOX's Partnership with Facebook to Offer F1 Content to Widest Possible Audience

F1 Placement and Content on All FOX Sports Digital Platforms including Website, Apps and Virtual Reality



# MULTI-PLATFORM PROGRAMMING STRATEGY

## **SOCIAL: “F1 EVERYWHERE”**

Engage F1 Fans in Real Time on FOX's Social Platforms which have 3x more Engagements than ESPN (Likes/Sharing/Comments)

Live Tweeting and Posting of Race Action

News, Highlights and Interviews Across all FOX Sports Handles

Tune-In Messaging Prior to Each Race



# EXTENSIVE MARKETING SUPPORT

Deliver a **COMPREHENSIVE AND FAR-REACHING MARKETING CAMPAIGN** in Support of F1 Including On-Air Promo, Outdoor, Radio, Publishing and Internet

**EXTENSIVE CROSS PROMOTION** Across the Entire FOX Sports Portfolio (Linear, Digital and Social Platforms)





# MARKETING EXECUTION

Marketing Efforts will **DRIVE AWARENESS** and Tune-in to Avid F1 Fans and Reach Potential New Fans via Other Sports and Entertainment Programming

**OVER 2500+ BEST-IN-CLASS PROMOS** will Run Across all Networks Including FBC, FS1, FS2, FX, FXX, National Geographic, Nat Geo Wild, FOX Deportes, Big Ten Network, RSNs, FOX News and FOX Business

**NATIONAL RADIO CAMPAIGN** on FOX Sports Radio (350+ stations) and on SiriusXM FOX Sports Channel

Promos to run inside the **BIGGEST EVENTS IN SPORTS** including:





# FOX: HOME OF THE WORLD CUP 2018

## ULTIMATE PROMOTIONAL POWER FOR F1

Using the World's Biggest Event, FOX Sports will Deliver an Unparalleled Formula 1 Promotional Campaign Leading Up to and During the 2018 World Cup in Russia

**63% OF F1 AUDIENCE ALSO WATCHES WORLD CUP**



FIFA WORLD CUP  
**RUSSIA 2018**



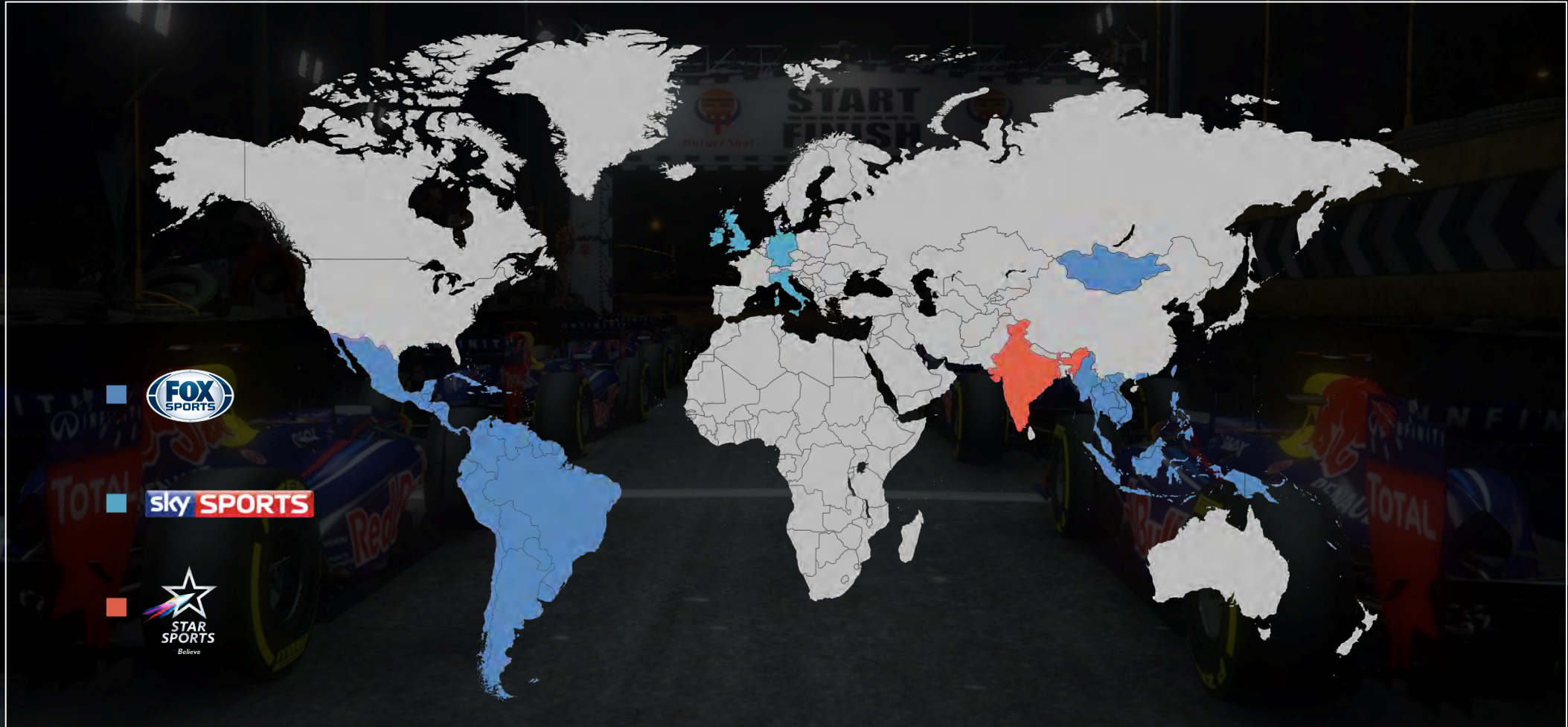


# UTILIZE FOX'S INTERNATIONAL CHANNELS TO GROW F1 IN U.S.



# F1'S INTERNATIONAL RIGHTS WITH FOX CHANNELS

INTERNATIONAL CHANNELS ALLOW SHARING OF RESOURCES THAT WILL SHOW UP ON THE SCREEN





# CONSISTENCY OF A GLOBAL PARTNER

Best in Class Production Across Linear and Digital Platforms

Develop and Implement Viewer Enhancements Across the Globe

Customized Production for Each Territory



FOX Sports in the U.S.

FOX Sports Asia

Star Sports India

FOX Sports Latin America

Channels in UK, Ireland,  
Germany and Italy



# UNPRECEDENTED GLOBAL PROMOTIONAL POWER

**F1 PROMOTION**

**SPORTS:** Winter Olympics, UEFA Champions League, EPL, Golf, Tennis, Bundesliga, Serie A, La Liga, NFL Playoffs/Super Bowl, Cricket, NBA, NASCAR, Supercross, NHL and NHRA

**ENTERTAINMENT/NEWS:** FOX, FX, FOX News, FOX Business, National Geographic and FOX Life



Over 700 Million People Reached in 3 Months Leading Up to F1 Season





# FOX SPORTS U.S. PLATFORMS OFFER UNPRECEDENTED REACH



# FOX BROADCASTING LEADER IN LIVE EVENTS

2014-16 FOX RANKED #1

Persons 2+ Live Events Audience

**FOX 8.8 mil**

CBS 7.3 mil

NBC 5.4 mil

ABC 4.9 mil

ESPN 2.1 mil

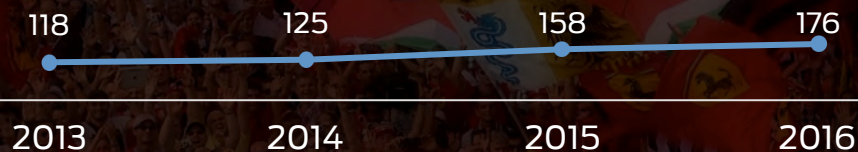


# FS1 CONTINUES ITS GROWTH

DELIVERED THIRD STRAIGHT YEAR OF AUDIENCE GAINS ON PERSONS 2+

## TOTAL DAY

FS1 +49% in 3 years: Beat NBCSN



FS1 Total Day

## PRIME TIME

FS1 +97% in 3 years: Rank #2: Beat ESPN2 & NBCSN



FS1 Prime Time

## LIVE EVENTS

FS1 +35% in 3 years: Rank #2: Beat ESPN2 & NBCSN



FS1 Live Events

Source: Nielsen NTL Calendar Year 2016. Networks in Live Event Section had at Least 120,000 Minutes of Live Events in 2016. NFLN Only had 11,000 minutes.



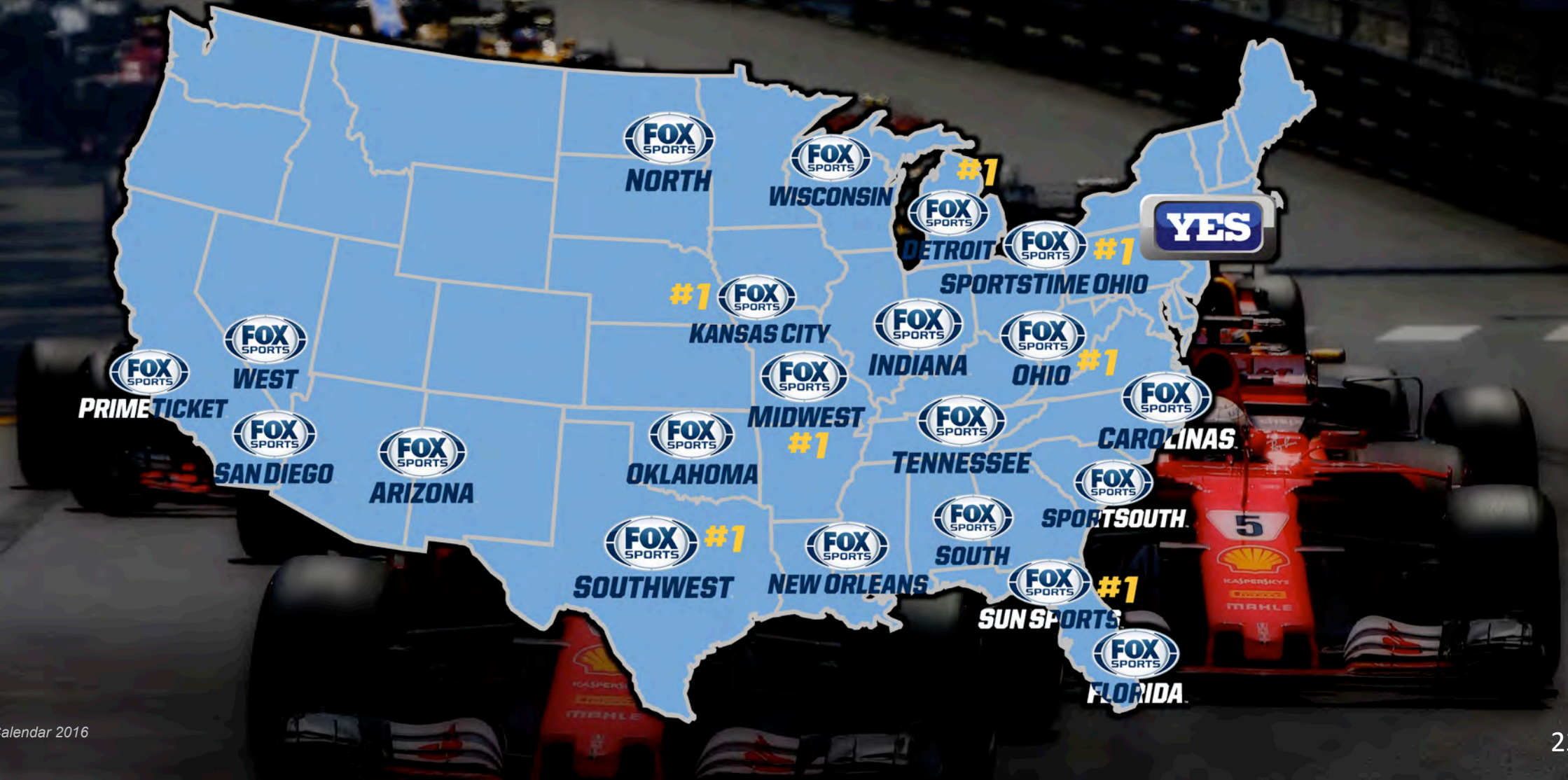
# STRONG CHANNEL DISTRIBUTION

MILLIONS OF U.S. HOMES





# LEADING REGIONAL NETWORK PORTFOLIO





# IN A FRAGMENTED TELEVISION ENVIRONMENT WORLD CLASS BRANDS WILL SUCCEED

JOIN THE BEST SPORTS PORTFOLIO IN AMERICA



2022/23



2021



2024



2018



2026



2022/23



2023/24



2022



BIG 12 CONFERENCE

2024/25



2024/25



2026



The 137th Annual  
Westminster Kennel Club  
DOG SHOW

2026



2021



MONSTER  
ENERGY

AMA  
SUPERCROSS

FIM World Championship

2018



2018



2017/18



EUROPEAN  
QUALIFIERS

2018



2023+ REGIONAL



2023+ REGIONAL



2023+ REGIONAL



2018



2017/18



BUNDESLIGA

2019/20



2019





**THANK YOU**