

The background is a dark red, textured surface resembling a poker table. In the top right corner, there is a pile of black and white World Series of Poker chips. In the bottom left corner, a fan of playing cards is visible, showing the Ace, King, Queen, Jack, and Ten of Spades. The central text is white with a slight shadow effect. Below the main text, there are four white icons representing the four suits: a diamond, a spade, a heart, and a club.

WORLD SERIES OF POKER



HOME TO CHAMPIONSHIPS

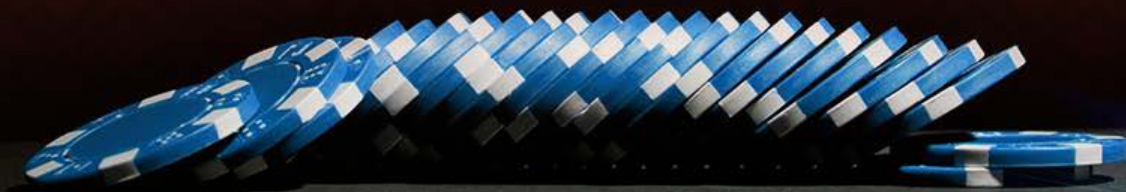
SCALE, DIVERSIFICATION AND INVESTMENT ACROSS PLATFORMS



2016 FOOTBALL CHAMPIONSHIP

FS1 MOMENTUM

STUDIO AND EVENTS GROWING



FBC DOMINANCE

#1 FOR 19 CONSECUTIVE YEARS

2015 Average Audience (000)



DIGITAL, SOCIAL AND APPS

REACHING TODAY'S AUDIENCE

**33 Million
Social Followers**

(+20% vs. Last Year)

**Facebook Engagement
3X vs. ESPN**

(Take action: Share/Like/Comment)

#1 comScore Video

(17 Straight Months)

**FOX Sports Go
Over 1MM Unique Viewers
Per Month**

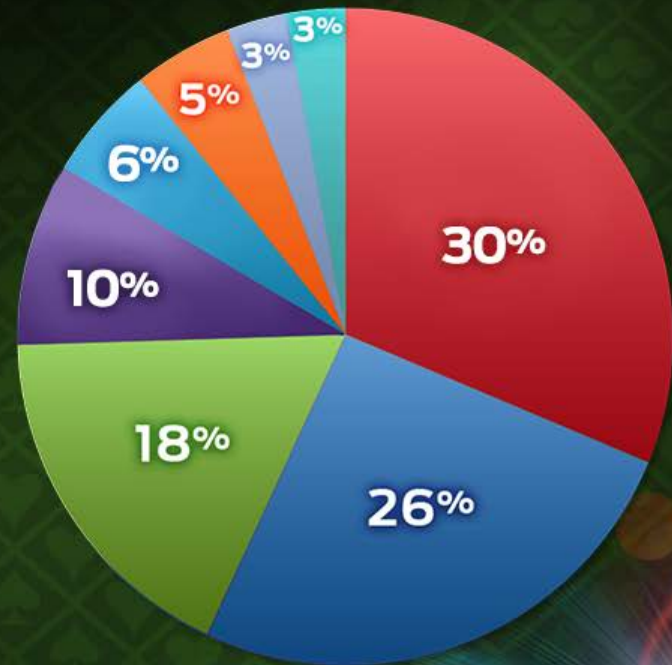
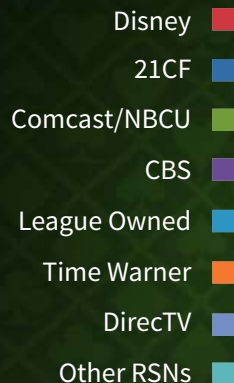
New Customizable FOX Sports App

U.S. SPORTS MARKET SHARE

BROADCAST + NATIONAL CABLE + REGIONAL CABLE

21CF Closer to Disney than Widespread Perception.

ESPN's Advantage in National Cable Is Offset by their Weakness in Broadcast and Having No Regional Sports Networks.





WORLD SERIES
OF
POKER



PARTNERSHIP



WSOP PROGRAMMING

Over 80 Hours on FS1/FBC (+75% vs. ESPN/ESPN2)

18-23 Consecutive Weeks

Repeats on FS1/FS2/RSNs for Year-Round Presence

Schedule FBC Encore Window for Main Event Final Table

Pre-Game Show on Site for Main Event Final Table

(e.g. FOX NFL Sunday)

Player Appearances on FS1 Shows

(The Herd, Katie Nolan, etc.)



POTENTIAL 2016 SCHEDULE

DATE	NET	TIME (ET)
TOURNAMENT OF CHAMPIONS (TAPED)		
Monday, April 18 (TBD)	FS1	9-11P
WSOP INTERNATIONAL FINAL TABLE (TAPED)		
Monday, May 16 (TBD)	FS1	9-11P
MAIN EVENT (LIVE)		
Saturday, July 9	FS1	11P-4:30A
Sunday, July 10	FS1	11P-4:30A
Monday, July 11	FS1	11P-4:30A
Tuesday, July 12	FS1	11P-4:30A
Wednesday, July 13	FS1	11P-4:30A
"BRACELET" EVENTS (TAPED FROM JUNE)		
Tuesday, July 19	FS1	9-11P
Tuesday, July 26	FS1	9-11P
Monday, August 1	FS1	9-11P
Tuesday, August 9	FS1	9-11P
Tuesday, August 16	FS1	9-11P
Tuesday, August 23	FS1	9-11P

DATE	NET	TIME (ET)
MAIN EVENT (REMAINDER OF EVENT TAPED)		
Tuesday, August 30	FS1	9-11P
Monday, September 5	FS1	9-11P
Tuesday, September 13	FS1	9-11P
Tuesday, September 20	FS1	9-11P
Tuesday, September 27	FS1	9-11P
Tuesday, October 4	FS1	9-11P
Tuesday, October 11	FS1	12M-2A
Thursday, October 20	FS1	10:30P-12:30A
Tuesday, October 25	FS1	9-11P
Tuesday, November 1	FS1	9-11P
BIG ONE FOR ONE DROP TOURNAMENT (MONACO)		
Wednesday, October 12 (LIVE)	FS1	2-5P
Thursday, October 13 (TAPED)	FS1	9-11P
Friday, October 14 (TAPED)	FS1	10:30P-12:30A
FINAL TABLE (LIVE)		
Sunday, November 6	FS1	7:30P-1:30A
Monday, November 7	FS1	7:30P-1:00A
Tuesday, November 8	FS1	7:30-11:30P
FINAL TABLE SECOND OPTION		
Wednesday, December 14	FS1	7:30P-1:30A
Thursday, December 15	FS1	7:30P-1:00A
Friday, December 16	FS1	7:30-11:30P



WSOP DIGITAL AND SOCIAL PLAN

Social Video Series Around WSOP Events

Create Super-Condensed Thematic Bundles (e.g. Bad Beats, Great Comebacks)

Optimize for Social Platforms (e.g. Overlay Text So It Works without Audio)

Develop Ancillary Content Around WSOP Events (e.g. Cash Games, Quirky Stories)

Use Fox Sports Go and Other Platforms to Extend Coverage

Extra Coverage Outside of Linear TV Windows During Main Event and Final Table

Live Stream Featured Tables During Main Event

Utilize Socially-Based Live Streaming and Commentary from Celebrity Players, Athletes and Experts

Promotion to WSOP Site from Fox Sports Digital Channels

Explore “Play Money” Tournaments/Sweeps with Winner Getting Entry Into Next Year’s WSOP



WSOP MARKETING SUPPORT

Leverage 21CF, FOX Sports Talent and Programming Partners with Poker Affinity

On-Air Tease, Awareness and Tune-in Promo Campaigns

In-Game/In-Show Elements

NFL, MLB, NASCAR, UFC, Soccer, The Herd, Garbage Time

Digital and Social

Rotating Banner Ads on FS.com and Tune-in Ads in Email Newsletters

Social Media Support on Facebook, Twitter and Instagram

CalReply Downloadable Schedule with Tune-in Reminders

Regional and Local On-Air and Digital Support

FOX Sports Radio (360 Stations)

Marketing Stunts to Build Anticipation



PR PLAN

Integrated Traditional, Digital and Social Outreach

Push Expanded Coverage

18-23 Consecutive Weeks

Coverage on One Network (FS1) vs. ESPN and ESPN2

FOX Over-the-Air Broadcast Exposure

Pre-Game Show from Site for Main Event Final Table

Press Event/Party in LA or Vegas in June

Book Talent/Players on Mainstream FS1 Shows (e.g. The Herd)

Weekly Q&A with Past Winners Throughout May/June

Pitch Poker Talent Features

FOX Sports Talent Participate in Lead-up Stunt



FOX SPORTS ADVANTAGE

Championship Events are FOX's Bread and Butter

FS1 Riding the Wave of Momentum

Digital Executions Can Drive WSOP.com Business

Weekly WSOP Presence on Linear TV

Marketing Plan to Take WSOP to the Next Level

