



INTERNATIONAL EDITORS WORKSHOP

NOVEMBER 2017

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

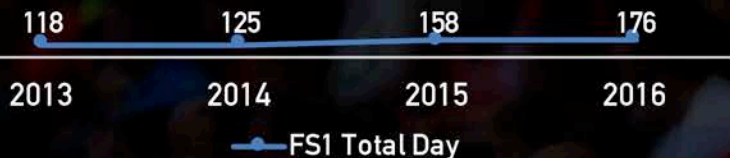


FS1 CONTINUES ITS GROWTH

Delivered Third Straight Year of Audience Gains on Persons 2+

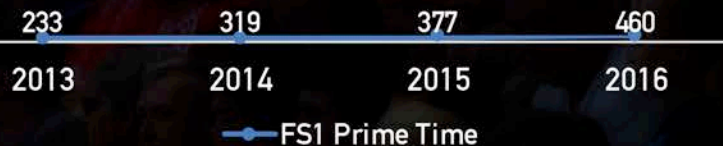
TOTAL DAY

FS1 +49% in 3 years: Beat NBCSN



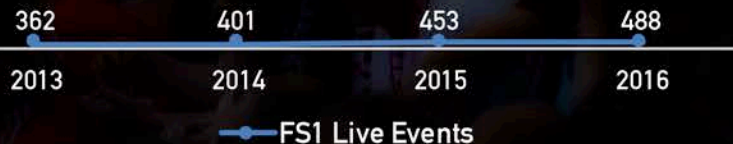
PRIME TIME

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



LIVE EVENTS

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



BUNDESLIGA ON FOX

Distribution and Ratings

Increased distribution of matches on FS1 in the 2017/18 season

10 more matches on FS1 (61-> 71)

24 more matches on FS2 (94 -> 118)

Audiences are growing

FS1 ratings are up 30% vs. 2016/17 Season

FOX Broadcast up 57%

Dortmund and Bayern are leading the charge

9 of the 10 top rated matches feature these two clubs



DIGITAL & SOCIAL MEDIA



STREAMING



Total minutes streamed are up +80% YOY

4 of top 5 streams were Borussia Dortmund games

You  **Tube**

Views on Bundesliga clips are up +85% YOY

Top 3 YouTube videos were Bayern/James Rodriguez highlights



NEW DIGITAL STRATEGY

Three pronged approach to supporting our live events



DATA
DRIVEN



REPEATABLE
MODELS



RAISE THE
FLOOR





DATA DRIVEN



WHAT THIS MEANS

Using data to select topics to discuss

EX. STARS, STARS, STARS! Top performing content is almost exclusively centered on the biggest names such as Robert Lewandowski, Christian Pulisic, etc.

FOX Soccer
@FOXsoccer

THE KID STRIKES AGAIN! Pulisic scores Dortmund's first Bundesliga goal of the season. @cpulisic_10 🇺🇸 #WOBBVB

21:53 WOLFSBURG DORTMUND LIVE

Pulisic gives Dortmund the lead
Powered by SnappyTV
6:58 AM - 19 Aug 2017

4,689 Retweets 9,388 Likes

FOX Soccer
September 16 · 🌐

Robert Lewandowski at Bayern = not too shabby

LEWANDOWSKI
AT BAYERN MUNICH

100 BUNDESLIGA APPEARANCES

82 GOALS

19 ASSISTS

STATS VIA TRANSFERMARKT



REPEATABLE MODELS



WHAT THIS MEANS

Creating content franchises that are optimized across platforms

EX. Leveraging our linear talent for digital video franchises, like Eric Wynalda's "Wyn-Lose-Draw" or Stu Holden's "European Power Rankings"



RAISE THE FLOOR



WHAT THIS MEANS

Content creation that deepens engagement and resonates with fans

EX. 'Who Ya Got' (incl. emoji polls!) drives more engagement than a standard Tune-In graphic



PRODUCTION



TALENT ROSTER



Kate Abdo



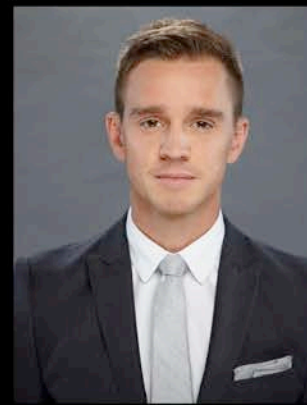
Ian Joy



Jovan Kirovski



Alexi Lalas



Stuart Holden





MULTIMATCH 90

Live Cut-Ins and Updates of Goals, Saves and Key Incidents

Airings: Champions League Groups Stage

Europa League 2nd Leg KO Stage

Bundesliga MatchDay Windows TBD

Bundesliga MD1, 33 and 34





STRONG ELEMENTS

Quality of match presentation

New graphics package

VAR execution

Running Order timings

World Feed play-by-play comms

Weekly Content: News feeds/highlights and magazine shows

PRODUCTION & PROGRAMMING WISH LIST

Additional bonus feeds for the Top Tier matches to leverage within our digital products:

Tactical Camera, High Behind-Goal Camera Feed

ISO Player Cameras, Star-player Focused Aerial/Spider Camera

Expand early availability of league and club produced light, fun social content

Continue to ensure quality match-ups in FOX Broadcast windows

Player tours prior to start of season

Continue to show key replays in VAR situations

Match analyst comms

Augmented Reality/Libero



35:14 RMA 2 0 EIB



THANK YOU



BUNDESLIGA