

# AMERICA'S CUP AND 21<sup>st</sup> CENTURY FOX



# 21<sup>st</sup> CENTURY FOX: WE ARE GLOBAL

## 21<sup>st</sup> Century FOX

350+ Channels Across Pay & Free TV

40+ Television Brands: FOX, FX, FOX Sports, FOX Movies, STAR World, STAR Movies, National Geographic and Nat Geo Wild

### FOX International Channels

48 Languages, Services Fully Localized In Each Market

1.4 Billion Cumulative Subscribers

### FOX Sports U.S.

FOX (All 116 Million TV Homes)

FOX Sports 1 (85 Million Homes)

15 Owned And Operated Regional Sports Networks

FOX Deportes (#1 Spanish Language Sports Net)

### Sky

BSkyB

Sky Deutschland

Sky Italia

# FOX SPORTS



The World's Largest Sports Networks

Most Comprehensive Expertise  
of Showcasing Premium National,  
International and Regional  
Sports Properties Across  
the Globe



# FOX SPORTS

## FOX Sports and Sky Sports Around the World





# FOX SPORTS

Unprecedented Expertise in Showcasing the Globe's Biggest and Best Sports Properties



# FOX SPORTS

Covered Territories: 326.6 MM Subs Worldwide (and Rising)

Channels	Territory	Distribution / Subs
FOX, FS1, FS2, FSP, FSGO	US	116 MM+
FOX Sports	Asia	93 MM
FOX Sports	Latin American & Brazil	57.2 MM
Sky Sports, FOX Sports Europe	Italy, Netherlands, UK & Germany	24 MM
FOX Deportes	US Hispanic	20 MM
FOX Sports	Japan	4.4 MM
FOX Sports	Australia	1.8 MM
FOX Sports	Africa	1.5 MM
<b>All FOX and Sky</b>	<b>Global</b>	<b>326.6 MM</b>



## Building America's Cup Global Strategy

### **Education**

Identifying Different Markets and Building Awareness About America's Cup

### **Programming**

Showcasing America's Cup Globally Across Multiple Platforms

### **Presentation**

Enhanced Viewer Experience Through Engaging Presentation, Graphics and Creative Tools

### **Promotion**

Comprehensive Promotion Initiative Across FOX's Media Platforms for an Enhanced Promotion of America's Cup - Going Beyond Sports Networks to a Multitude of General Entertainment and Factual Networks.

# THE MAIN MAST: US TELEVISION

**FOX**





# THE BIGGEST SPORTS LINE-UP IN AMERICA

Year Round Promotion and Audience Flow with:



# THE UNIQUE FOX SPORTS APPROACH

## FOX Sports: The Leader in Production

### Respect the Event

### Bring Unique Visual & Audio Difference

- First Class Graphics to Explain Strategy

- Enhanced Audio

- Announcers Tell the Story

- Bring Viewers Into the Action

### Innovate

- FOX Box

- Dirt Cam

- Hawkeye

- Tracking and Pointers



# 21<sup>st</sup> CENTURY FOX GLOBAL MARKETING COMMITMENTS

## Marketing

Use the Power and Strength of 21<sup>st</sup> Century FOX's Marketing and Digital Assets to Expand the Reach of America's Cup. Media Plans Include Cross Promotion Among FIC and FOX Sports, Off-Air Promotion, On-Line Advertising, Social Media, Extensive Editorial Coverage and Pervasive PR Efforts.



# GLOBAL MARKETING PILLARS

We Think the America's Cup has Six Core Components

Thrill

Authenticity

Prestige

Skill

Risk

National Pride





# US MARKETING PLAN

**Use All 21<sup>st</sup> Century FOX Assets to Drive Education and Awareness to the America's Cup:**

FOX Broadcasting

FX, National Geographic and FOX News

15 Regional Sports Networks with Dominant Market Position

Promotion in All FOX Sports Live Events and Studio Shows On FOX Sports 1, FOX Sports 2 and FOX Sports GO

FOX Sports National Platforms Reach 65% of Men a Month

US Open Strong Promotional Vehicle

# UNPRECEDENTED DIGITAL & SOCIAL MEDIA SUPPORT

## Unique Digital Content

America's Cup Hub Page, Beginner's Guide to the America's Cup

Live Streaming on FSGO (App And Website) Including Potential Multi-Angle Executions

Editorial Content Such as Sailor Profiles, Technology and Equipment, Training and Technique

Exclusive Video Content with FOX Sports Talent

Live Tracking Via App and Website



# UNPRECEDENTED DIGITAL & SOCIAL MEDIA SUPPORT

## **Powerful Social Media Presence**

Leverage FOX Sports' Expertise Across All Social Platforms to Drive Interest and Traffic

Coverage and Tune-in Promotion Via Facebook, Twitter, YouTube and Other Platforms

Q&A's With On-Air Talent, Sailors and Experts



# RUNNING WITH THE WIND

The America's Cup will be Featured Regularly and Extensively on FOX Sports 1's Flagship News Programs



Drive Awareness and Educate Viewers with Entertaining and Informative Features and Interviews About the America's Cup



# HOIST THE SAIL

Unparalleled Reach in the US

FOX Reaches All 116 Million US TV Homes

FOX Sports 1 Currently in 85 Million US Homes

# US DISTRIBUTION PLAN

Schedule Based on San Diego as Host Site

## FLEET RACES

Saturday, July 15, 2017	4P ET	FS1
Sunday, July 16, 2017	4P ET	FS1
Tuesday, July 18, 2017	4P ET	FS1

## ROUND ROBIN

Friday, July 21, 2017	4P ET	FS1
Saturday, July 22, 2017	7P ET	FS1
Sunday, July 23, 2017	4P ET	FS1
Tuesday, July 25, 2017	4P ET	FS1
Wednesday, July 26, 2017	4P ET	FS1

## CHAMPIONS PLAYOFF FINALS

Saturday, July 29, 2017	7P ET	FS1
Sunday, July 30, 2017	4P ET	FS1
Monday, July 31, 2017	4P ET	FS1
Tuesday, August 01, 2017	4P ET	FS1*

## AMERICAS CUP

Saturday, August 05, 2017	4P ET	FS1
Sunday, August 06, 2017	4P ET	FS1
Saturday, August 12, 2017	4P ET	FBC (1.5 hour window)
Sunday, August 13, 2017	4P ET	FBC (1.5 hour window)
Monday, August 14, 2017	4P ET	FS1*
Tuesday, August 15, 2017	4P ET	FS1*

\* If necessary

Above Schedule is for Illustrative Purposes Only. Final Scheduling Obligations to Be Mutually Agreed.

# THE FINISH LINE

**FOX/21<sup>st</sup> Century FOX is the Global Distribution Solution for America's Cup**

#1 Sports Brand Worldwide

Global Reach (326.6 MM)

Unprecedented Marketing Opportunity

Production Leader