



PARTNERSHIP

# AGENDA

AUDIENCE REVIEW

PRODUCTION ANALYSIS

DIGITAL RECAP

2018 POTENTIAL SCHEDULE

# BIG3 FAST FACTS

**5.4 MILLION PEOPLE SAMPLED BIG3 ON FS1/FBC (WATCHED AT LEAST 6 MINUTES)**

**CONSECUTIVE VIEWING MINUTES WAS 12:32 PER WEEK (LENGTH OF TUNE)**

People watched about 25% of the entire three hour window (44 out of 180 min – includes non-consecutive minutes)

**FS1 AVERAGED 190,000 VIEWERS FOR ITS NINE WINDOWS – UP 90% VS. TIME PERIOD AVERAGE IN 2016 (100,000)**

Median Age for BIG3 viewers was 39 vs. FS1's network average of 52

Median household income for BIG3 viewers was \$59,800 vs. the FS1 network average of \$64,100





# PRODUCTION ANALYSIS

# PRODUCTION RECAP

## OVERVIEW

Window in arena averaged 4+ hours

Fan involvement/size added to broadcast quality

With 4 games, had issues with first and last game as fans arrive late and leave early

Live concert in arena added to fan engagement, but once ended most fans left arena

## RECOMMENDATIONS

Televising event live

Limit to 3 games max per week/arena

Highlight best games each week as “Game of the Week”, most likely Game 1 or Games 1/2

Secondary Games (Game 2 or 3) to air live on Social

If keeping live concert, can do between Games 1 and 2



# PRODUCTION ANALYSIS

CUSTOM OPEN



SOUNDS OF THE GAME



REF CAM



SPECIALTY SHOTS





# BIG3 - 2017 LIVE TIMINGS

## PER GAME AVERAGE - TIME OF GAME (WEEKS 2-9)

FIRST HALF 16:30

SECOND HALF 21:10

## LIVE TIME AVERAGE - FINALS

FIRST HALF 24:48

HALFTIME 14:06

SECOND HALF 21:21

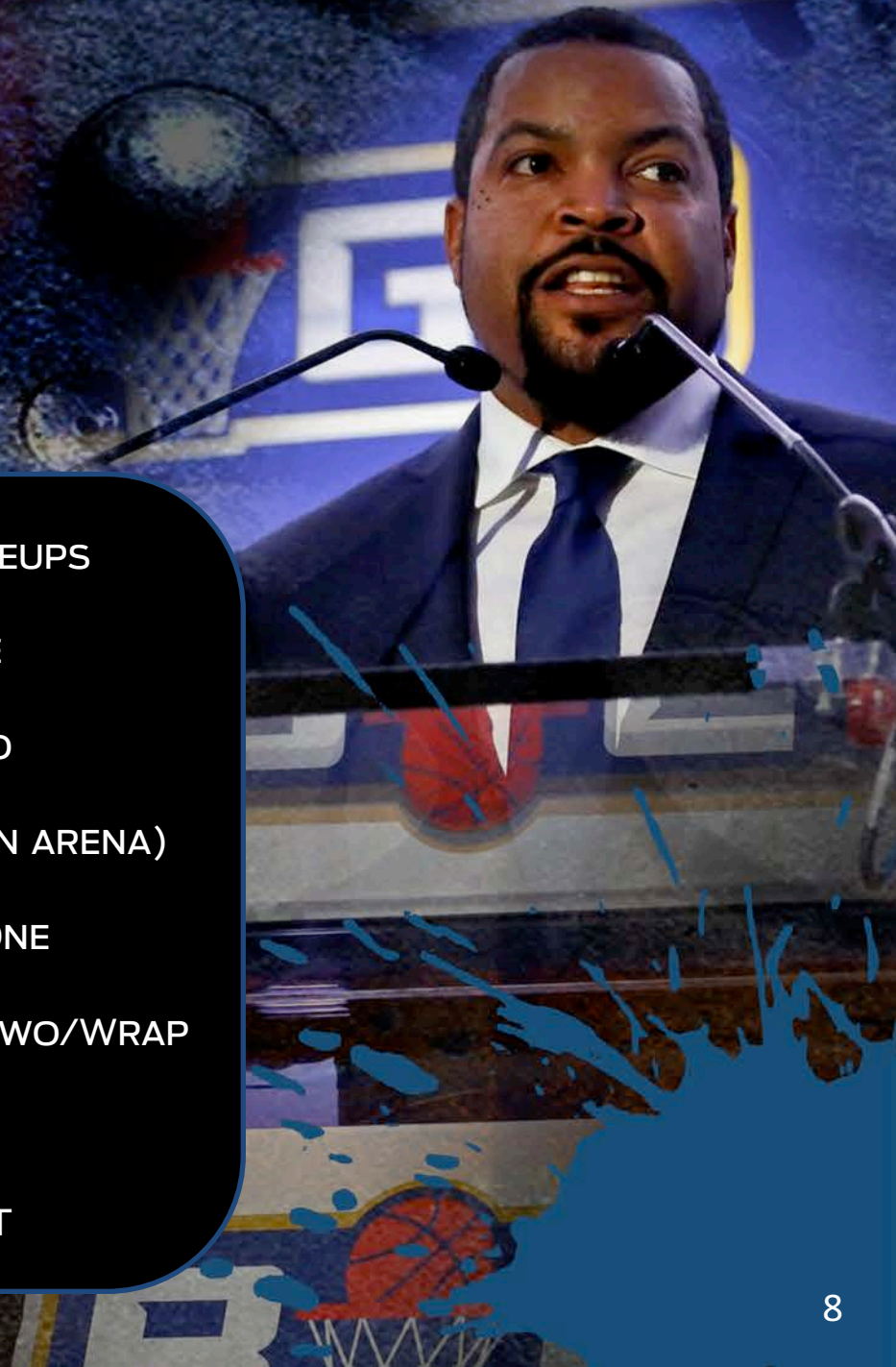


# LIVE RUNDOWN SINGLE GAME OF THE WEEK

1:00:00-1:04:00	OPEN, DISCUSSION, LINEUPS
1:06:30-1:14:45	FIRST HALF - PART ONE
1:17:15-1:25:30	FIRST HALF - PART TWO
1:28:00-1:30:30	HALFTIME (8 MINUTES IN ARENA)
1:33:00-1:43:35	SECOND HALF - PART ONE
1:46:05-2:00:00	SECOND HALF - PART TWO/WRAP

\*\*\*GAME BEGINS AT 1:07:00

COMMERCIALS: 5 FOR 12:30 TOTAL TRT





# LIVE RUNDOWN

## DOUBLE HEADER GAME OF THE WEEK

### GAME ONE

1:00:00-1:04:00	OPEN, DISCUSSION, LINEUPS
1:06:30-1:14:45	FIRST HALF - PART ONE
1:17:15-1:25:30	FIRST HALF - PART TWO
1:28:00-1:30:30	HALFTIME (8 MINUTES IN ARENA)
1:33:00-1:43:35	SECOND HALF - PART ONE
1:46:05-1:57:00	SECOND HALF - PART TWO

\*\*\*GAME BEGINS AT 1:07:00



# LIVE RUNDOWN

## DOUBLE HEADER GAME OF THE WEEK



### GAME TWO

1:59:30-2:02:30	BRIDGE (8 MINUTES IN ARENA)
2:05:00-2:13:15	FIRST HALF - PART ONE
2:15:45-2:24:00	FIRST HALF - PART TWO
2:26:30-2:29:00	HALFTIME (8 MINUTES IN ARENA)
2:31:30-2:42:05	SECOND HALF - PART ONE
2:44:35-3:00:00	SECOND HALF - PART TWO/WRAP

COMMERCIALS: 11 FOR 27:30 TOTAL TRT





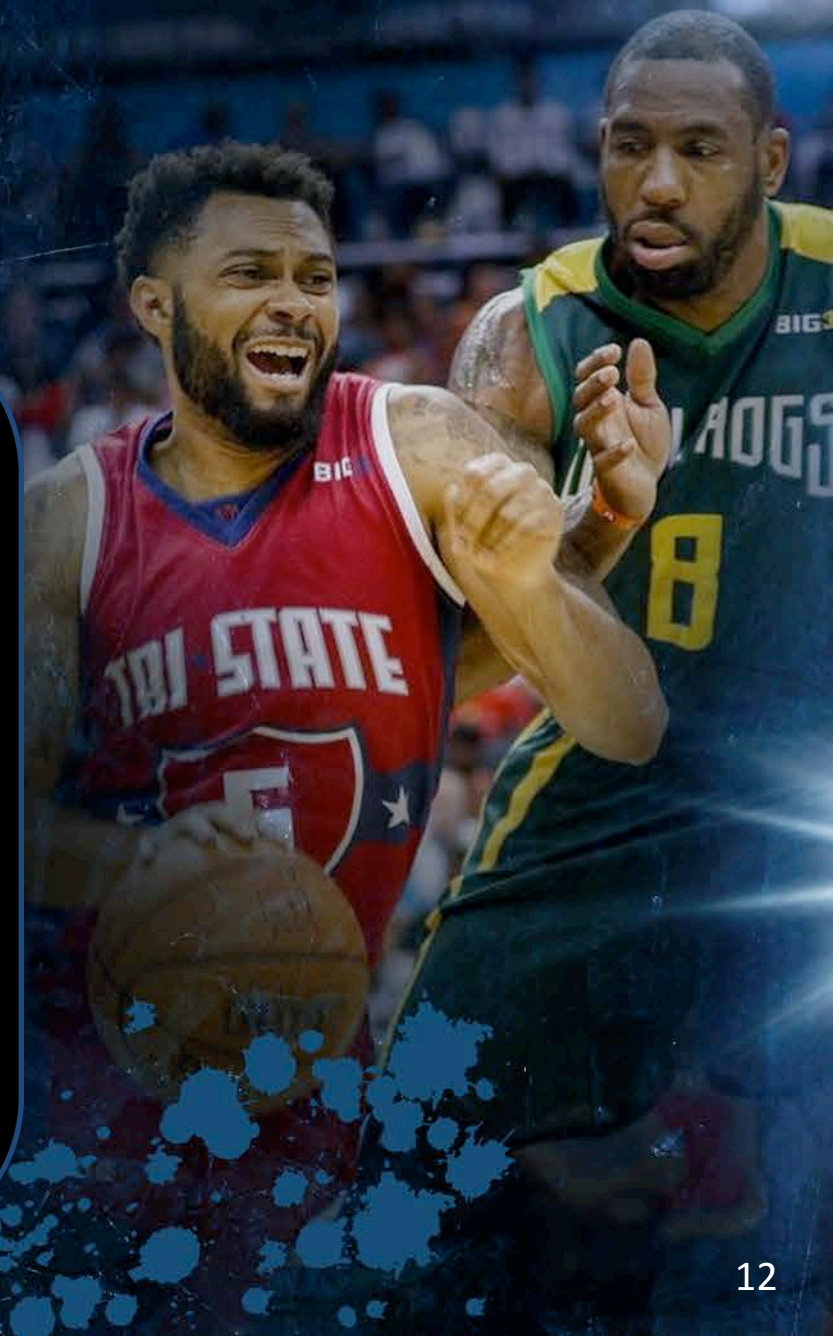
DIGITAL SEASON RECAP: 06.26.17 - 08.27.17



# HIGHLIGHTS

## THREE BIG FUN FACTS

- 1** The Inaugural season of the **BIG3 KICKED OFF ON FSGO ON JUNE 26TH, WITH 23,507 UNIQUE STREAMERS & 5,013 AVERAGE MINUTE AUDIENCE DURING THE 1ST WEEK.** Viewership gradually declined throughout the season, delivering an overall regular season average minute audience of 1,329.
- 2** Facebook contributed 51% of total digital views with **9.3M VIEWS, AND AVERAGED 91K VIEWS PER VIDEO, OUTPERFORMING NEARLY ALL OF OUR MORE ESTABLISHED SPORTS BRANDS ON FACEBOOK,** including: NFL on FOX (65.9k views/video), MLB on FOX (34.1M views/video), HOOPS on FOX (47.9k views/video), NASCAR on FOX (48.6k views/video), and FOX SOCCER (71.5k views/video).
- 3** **BIG3 CONTENT ON YOUTUBE PERFORMED EVEN BETTER, WITH A TOTAL OF 7.8M VIEWS, AND AVERAGED 163.3K VIEWS PER VIDEO,** again outperforming a few of our established channels including FOX SOCCER and Speak For Yourself.





# KEY LEARNINGS

## WHAT'S NEXT FOR BIG3

- 1 BIG3'S FANS FLOCK TO BIG NAME CELEBRITIES AND SPECIAL GUESTS.** Top performing content included fans interacting with celebrities and celebrities taking part in the BIG3 events, creating a social buzz. ex: 4-point Challenge: West 4th St New York (1.8m views) and Ice Cube and Lavar Ball square off in Big3 shootout contest.
- 2** In keeping with the FOX Sports Lab tradition of always pushing boundaries, **FOX SPORTS AND BIG3 BROUGHT FANS A UNIQUE VISUAL PERSPECTIVE SUCH AS MIC'D UP, REF CAM AND LIVE STREAMING.** It's only the beginning!
- 3** BIG3 fans are engaged when you present them with players who fans either love or love to hate. Continue to draw big-name players, ex: **PAUL PIERCE COMMENTED ON KEVIN GARNETT & KOBE, THE POST RECEIVED THE HIGHEST ENGAGEMENTS (118,776).**



# NON-STREAMING VIDEO

FOXSPORTS.COM & SOCIAL PLATFORMS

	VIDEOS POSTED	VIEWS	VIEWS PER VIDEO	ENGAGEMENTS	ENGAGEMENTS PER VIDEO
FACEBOOK	102	9,283,043	91,010	93,327	915
YOUTUBE	48	7,839,842	163,330	103,041	2,147
TWITTER	67	1,184,853	17,684	N/A	N/A
FOXSPORTS.COM	48	85,496	1,781	N/A	N/A
	265	18,393,234	273,805	196,368	3062



# STREAMING VIDEO

FOX SPORTS GO

	AVG MIN AUDIENCE	VIEWS	MINUTES VIEWED	UNIQUE VIEWERS	MINUTES PER VIEWER
WEEK 1: BROOKLYN	5,013	41,362	902,324	23,507	38.39
WEEK 2: CHARLOTTE	1,733	12,730	311,955	7,271	42.90
WEEK 3: TULSA	949	7,372	170,836	4,412	38.72
WEEK 4: PHILADELPHIA	917	8,400	165,126	5,410	30.52
WEEK 5: CHICAGO	862	7,269	155,140	4,771	32.52
WEEK 6: DALLAS	636	5,508	114,394	3,831	29.86
WEEK 7: LEXINGTON	686	5,294	123,393	3,830	32.22
WEEK 8: LOS ANGELES	664	5,721	119,493	3,719	32.13
WEEK 9: SEATTLE	503	4,369	90,570	2,931	30.90
FINAL: LAS VEGAS	1,204	6,971	108,385	5,235	20.70
2017 SEASON AVERAGE	1,323	10,500	226,162	6,492	34.84





# FACEBOOK LIVE

463K  
Views



Pre-game: Chicago  
Engagements: 7,376

277K  
Views



Pre-game: Philadelphia  
Engagements: 7,129

232K  
Views



Pre-game: Seattle  
Engagements: 2,898



# LESSONS

700K  
Views



Mahmoud Abdul Rauf: Unpredictability  
Engagements: 26,141

241K  
Views



Stephen Jackson: Post Moves  
Engagements: 4,063

86K  
Views



Brian Scalabrine: Moves for Slow  
Players Engagements: 410



# MARKETING MATERIAL



4-point Challenge:  
West 4th St New York  
Engagements: 47,060



Biggest Trash Talker  
Engagements: 654



BIG3 Rules  
Engagements: 9,160



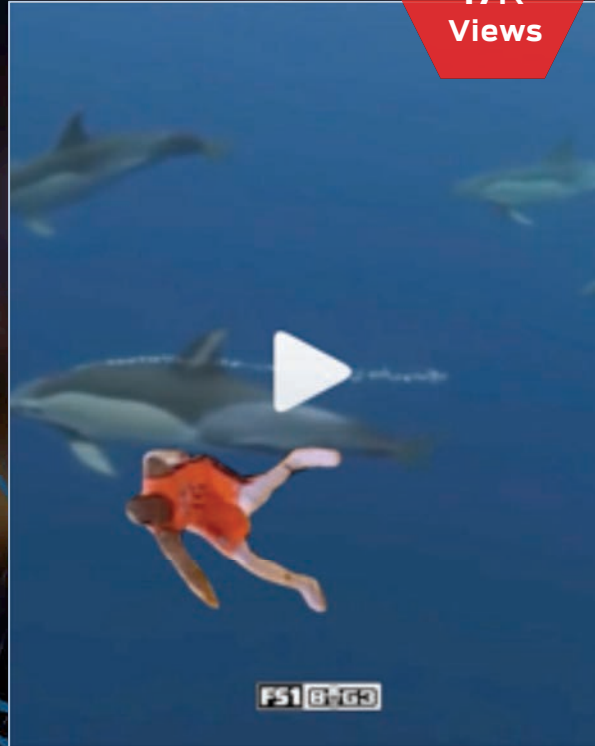
# SPECIAL EFFECTS HIGHLIGHTS

26K  
Views



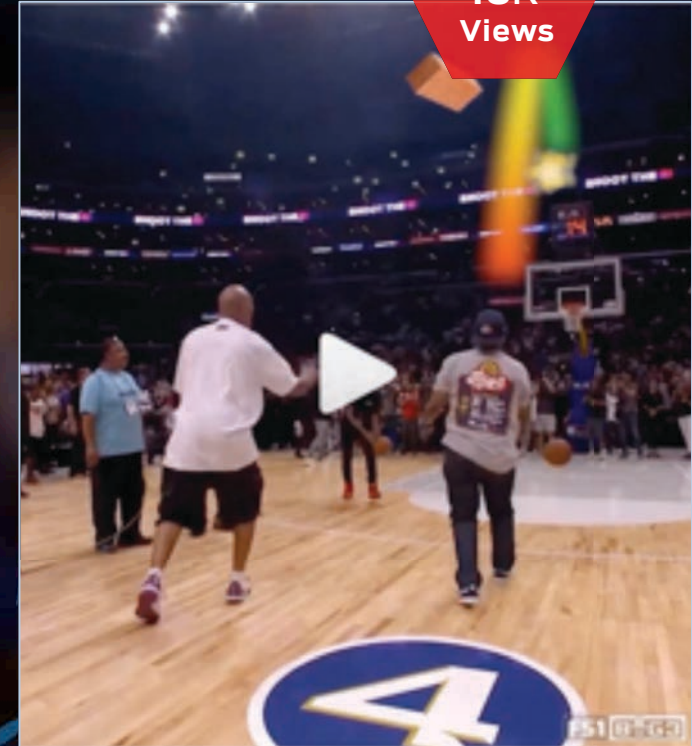
Chauncey Billups makes 4-point shot – Ball on Fire

17K  
Views



Ruben Patterson

16K  
Views



LaVar Ball vs Ice Cube 4-point challenge



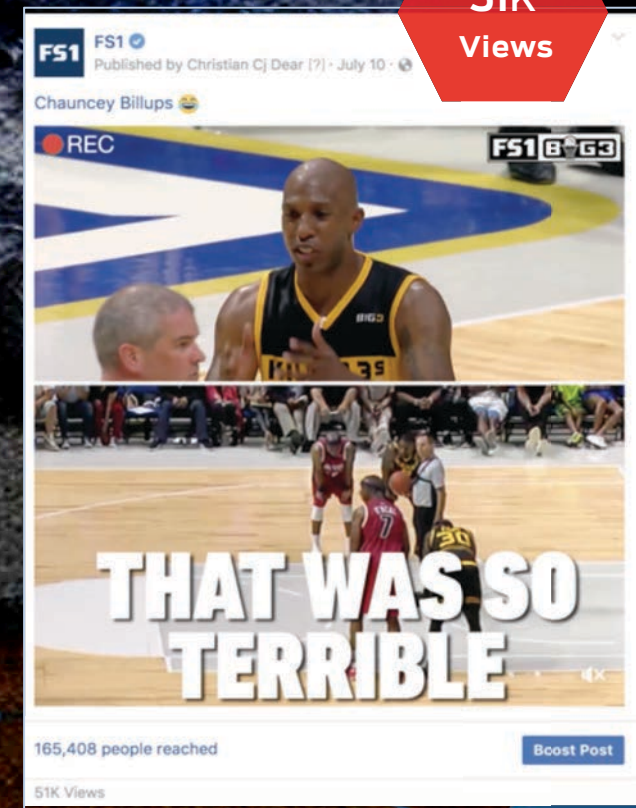
# MIC'D UP



**Stephen Jackson vs Charles Oakley**  
Engagements: 23,719



**Chauncey Billups vs Ref**  
Engagements: 1,285



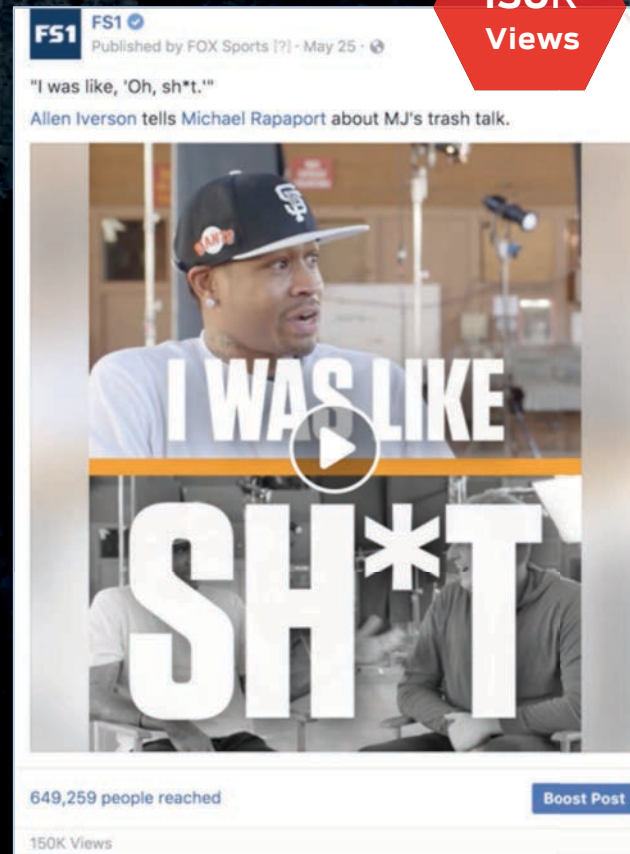
**Ref Cam**  
Engagements: 1,785



# INTERVIEWS



Rapaport & Iverson on MJ -  
MAY  
Engagements: 1,832



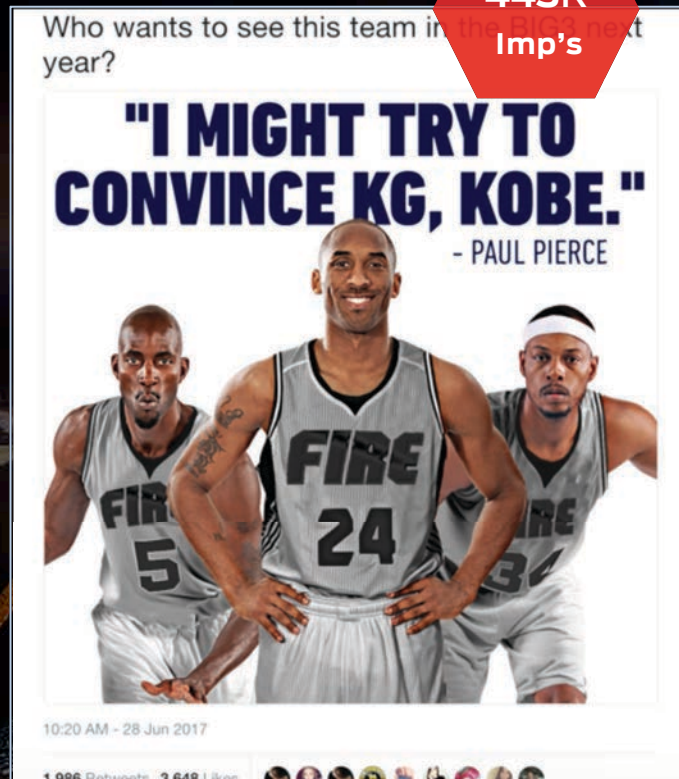
Joy & Rashad McCants after  
the Championship Game  
Engagements: 798



Rapaport & Paul Pierce  
Engagements: 1,526



# EVENT COVERAGE



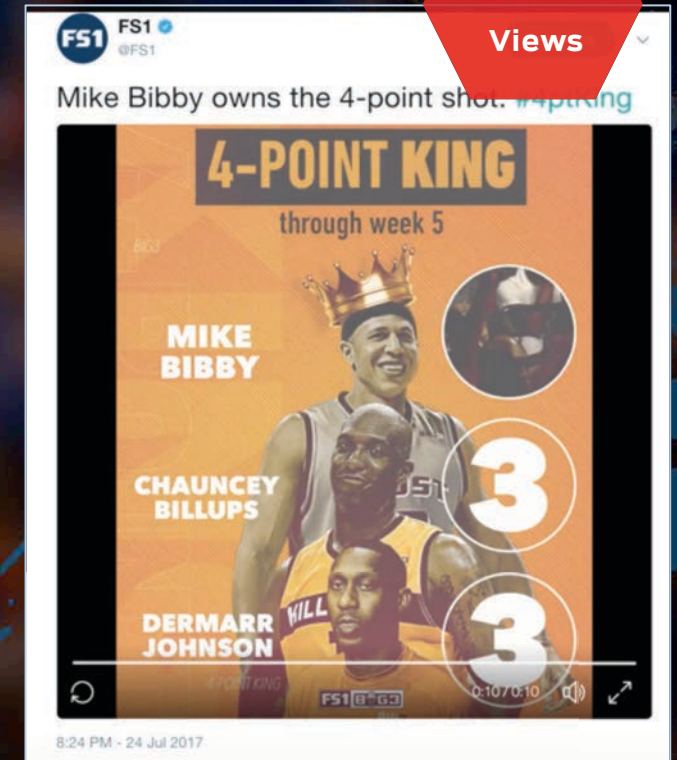
443K  
Imp's

Paul Pierce on Kevin Garnett & Kobe  
Engagements: 118,776



4K  
Views

Dr. J  
Engagements: 88



60K  
Views

4-point, Assist, Point & Rebound Kings  
Impressions: 87,257  
Engagements: 13,534



# CELEBRITIES

108K  
Views



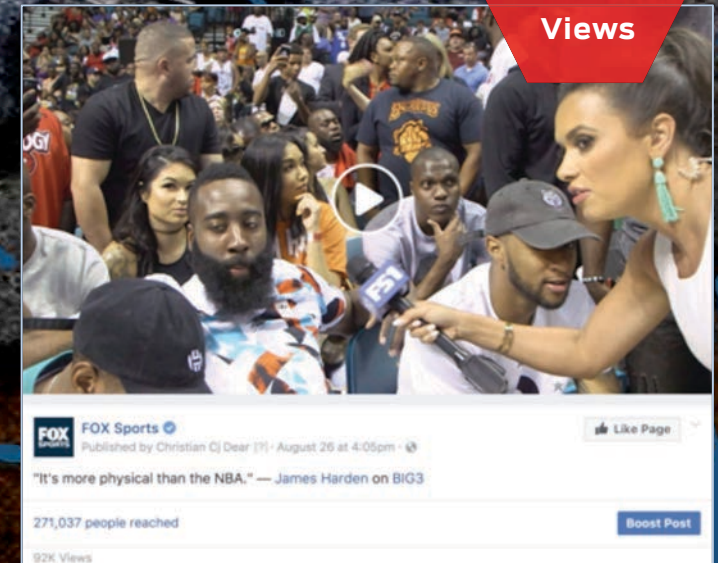
Chad Johnson's NFL Big 3  
Engagements: 913

102K  
Views



LaVar vs Ice Cube: 4-point Challenge  
Engagements: 3,452

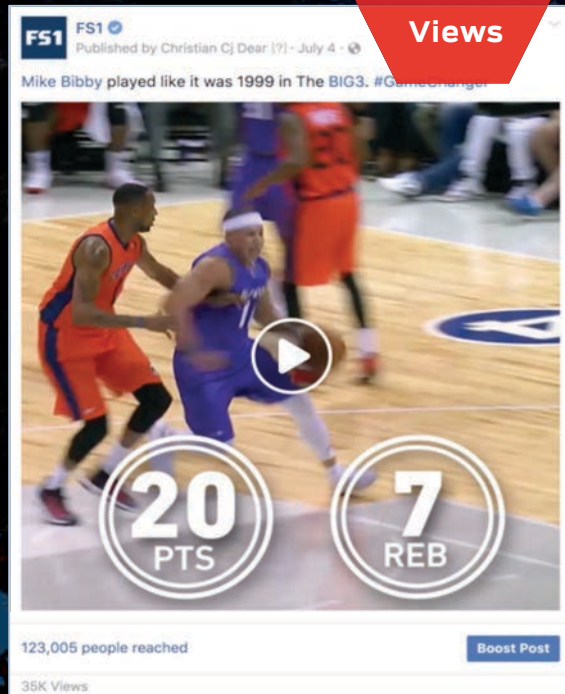
92K  
Views



James Harden on the BIG3  
Engagements: 833



# PLAYERS HIGHLIGHTS



Mike Bibby  
Engagements: 1209



Mahmoud Abdul-Rauf  
Impressions: 171,101  
Engagements: 7,506



Chauncey Billups  
Impressions: 73,079  
Engagements: 2,425



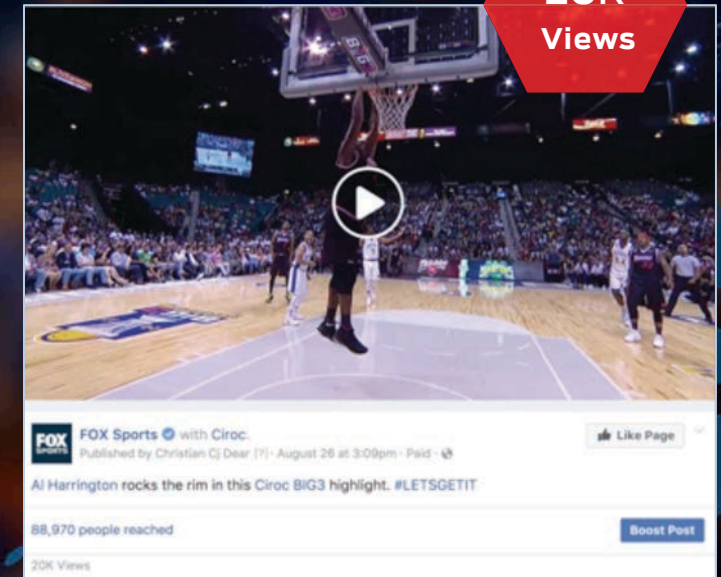
# SPONSORED POSTS: CIROC



Rashad McCants Game Winner  
Engagements: 449



Trilogy vs 3 Headed Monsters Highlight  
Engagements: 238



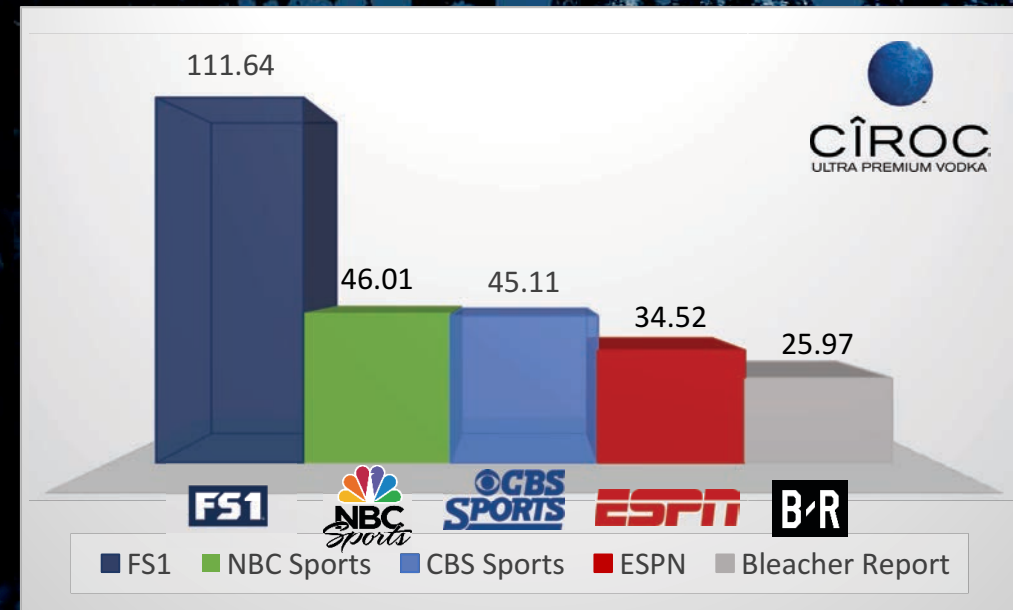
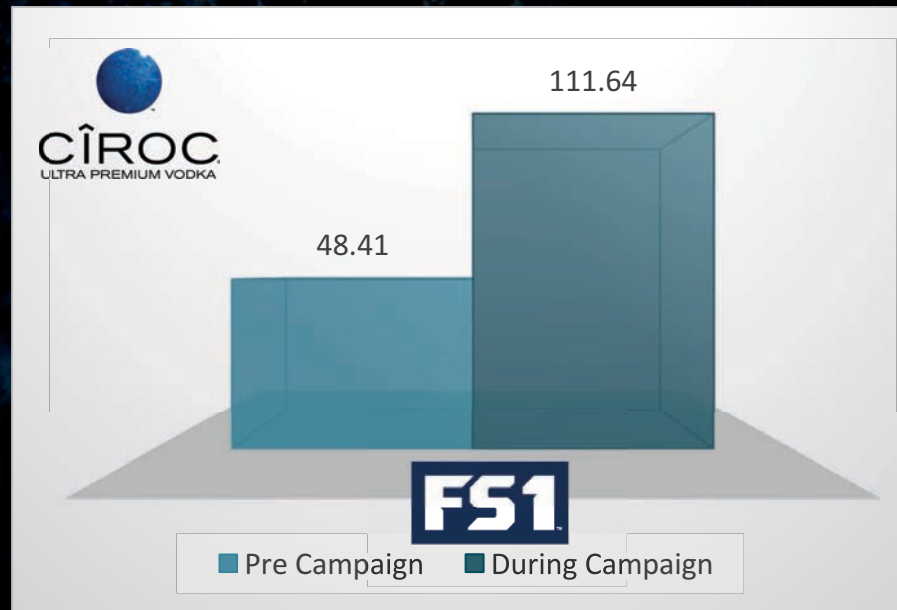
Al Harrington's Dunk  
Engagements: 87



# SPONSORED CAMPAIGN DELIVERED INCREASED ENGAGEMENT

Ciroc saw a +97% increase in affinity from the FS1 Facebook audience during its sponsored campaign with BIG3 videos, when compared to the 3 months prior to the campaign

The FS1 audience is 2X as likely to engage with Ciroc on Facebook than any other sports brands





FACEBOOK LIVE

LESSONS

MARKETING MATERIAL

SPECIAL EFFECTS

HIGHLIGHTS

MAPS

SPONSORED POSTS: CIROC

MIC'D UP

INTERVIEWS

STAT LEADERS

CELEBRITIES

BIG3 COACHES OF ALL TIME

TEAMS

QUOTES

PLAYER HIGHLIGHTS



# BIG3 SCHEDULE

YEAR 2 - SHIFT TO LIVE BROADCASTS

**FRIDAY NIGHT OR SUNDAY LATE AFTERNOON MIX IN TWO HOUR WINDOW**

## **POTENTIAL WEEKLY SCHEDULE:**

- Week 1: Friday, June 22 at 7:30pm ET
- Week 2: Sunday, July 1 at 9pm ET (need west coast venue)
- Week 3: Sunday, July 8 at 5:30pm ET
- Week 4: Friday, July 13 at 8pm ET
- Week 5: Friday, July 20 at 7pm ET
- Week 6: Friday, July 27 at 7pm, 8pm, 9pm or 10pm ET
- Week 7: Friday, August 3 at 7pm, 8pm 9pm or 10pm ET
- Week 8: Friday, August 10 at 7pm, 8pm 9pm or 10pm ET
- Week 9: Friday, August 17 at 10pm ET (need west coast venue)
- Week 10: Saturday, August 25 afternoon on FBC





