

WORLD SERIES  
OF  
POKER

The logo features the words "WORLD SERIES" in a bold, white, sans-serif font. Below this, the word "OF" is written in a smaller font, centered between two horizontal white lines. The word "POKER" is the largest element, written in a very bold, white, sans-serif font, also centered between two horizontal white lines. The entire logo is set against a dark red background with a subtle diamond pattern.

# HOME TO CHAMPIONSHIPS

SCALE, DIVERSIFICATION AND INVESTMENT ACROSS PLATFORMS



FIFA WORLD CUP  
RUSSIA 2018



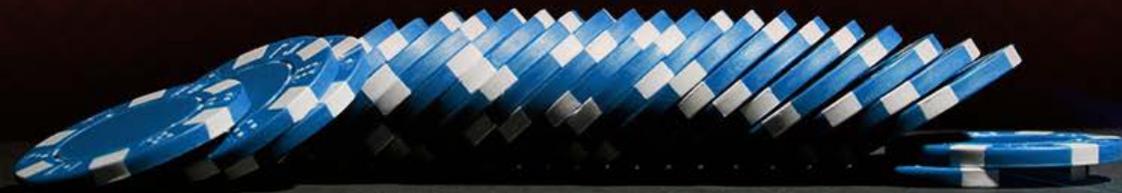
THE 141st ANNUAL  
WESTMINSTER KENNEL CLUB  
DOG SHOW



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**

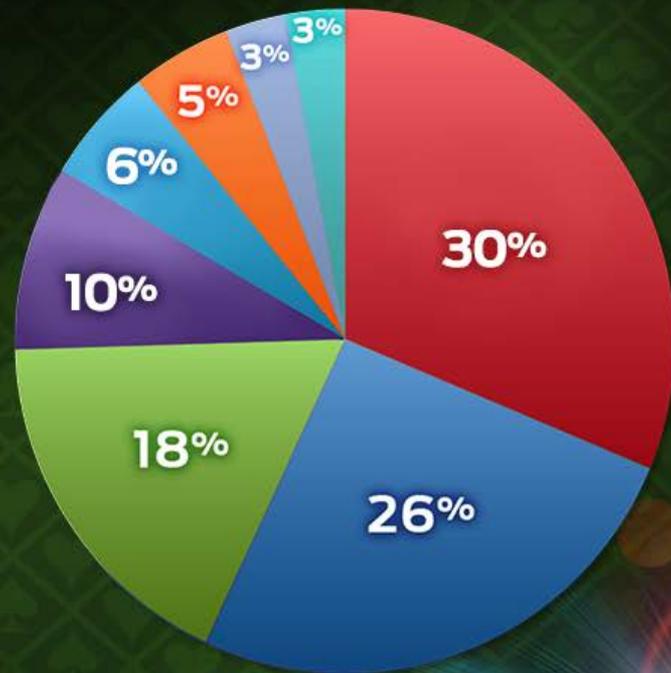
**New Customizable FOX Sports App**

# 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)
<b>TOURNAMENT OF CHAMPIONS</b> (TAPED)		
Monday, April 18 (TBD)	FS1	9-11P
<b>WSOP INTERNATIONAL FINAL TABLE</b> (TAPED)		
Monday, May 16 (TBD)	FS1	9-11P
<b>MAIN EVENT</b> (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
<b>"BRACELET" EVENTS</b> (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)
<b>MAIN EVENT</b> (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
<b>BIG ONE FOR ONE DROP TOURNAMENT</b> (MONACO)		
Wednesday, October 12 (LIVE)	FS1	2-5P
Thursday, October 13 (TAPED)	FS1	9-11P
Friday, October 14 (TAPED)	FS1	10:30P-12:30A
<b>FINAL TABLE</b> (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
<b>FINAL TABLE SECOND OPTION</b>		
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*

