

**FOOTBALL STARTS NOW!**



POWERED BY **FOX**





**THE**  
**FOX**  
**ADVANTAGE**







# WE BUILD ICONIC BRANDS



**FOX NFL SUNDAY**

TM





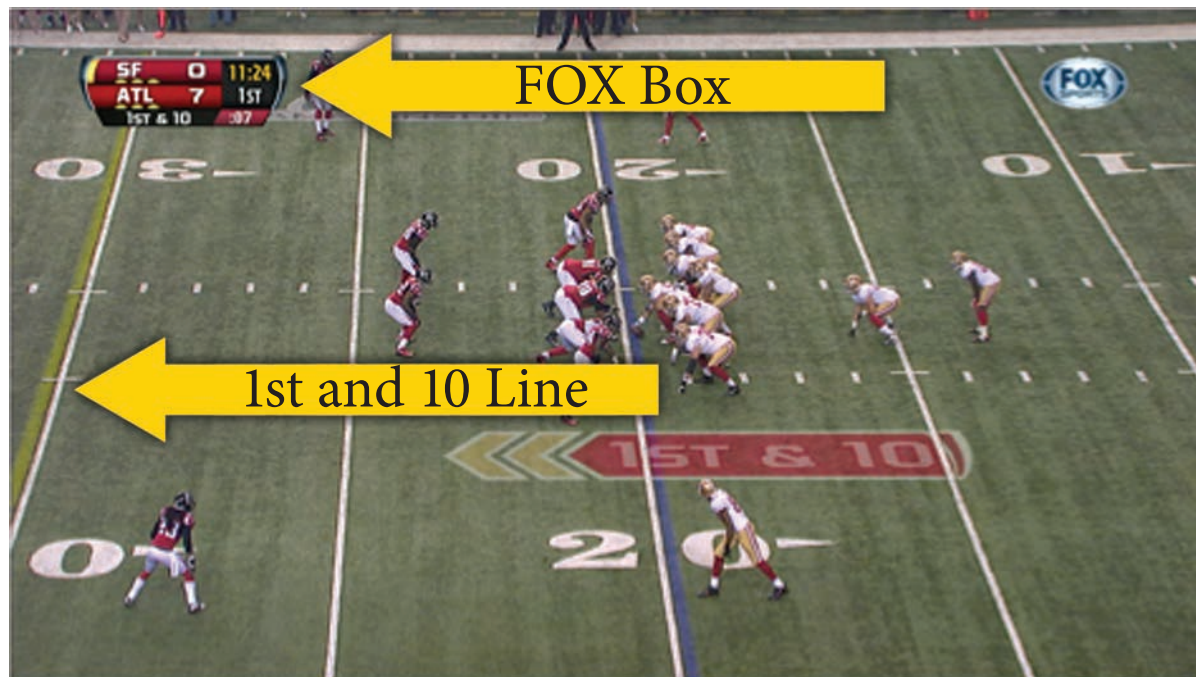
FX<sup>®</sup>





# LEADER IN INNOVATION

Rules Analyst  
Mike Pereira









# UNBEATABLE PROMOTIONAL ASSETS

#1 Sports Network (FBC) 17 Years Running

#1 Cable News Network 12 Years Running

#1 Regional Sports Network 16 Years Running

#1 Station Group 18 Years Running

250 Million Social Media Customers

40 Million Monthly Unique Digital Users

FOX Sports 1 - America's New Sports Network

FX a Top 5 Cable Network



# REACHING SPORTS FANS LIKE NO OTHER



**700+**  
**AUG - SEPT**  
**MLB GAMES**



**MLB PLAYOFFS**  
**FOX & FOX SPORTS 1**



**FOX**



**FOX & FOX SPORTS 1**



**FOX**

78% of World Series Viewers Watch NFL on FOX

FOX Sports National Channels Reach 72% of All Men in 4th Qtr





BUD LIGHT

MetLife

GIANTS

GIANTS





# FOOTBALL STARTS ON THURSDAY!

Early Season Package on FOX

Big Event Marketing Strategy

Multi-Network Coverage

Top Level Production

FOX Sales Group Sells Simulcast Part of the Season

Work with Microsoft on Interactive Xbox TNF Telecast

Work with Verizon on Integrated TNF Mobile Telecast

Strong Promotional Base for 2nd Half of Season on NFLN







# GAME PACKAGE





# Budweiser

## VIEWING SUITE

WITH HOWIE LONG & ERIN ANDREWS



9:00 PM ET

### FANTASY TRACKER

#### QB'S

CUTLER  
13/16 150 YDS

RODGERS  
17/19 200 YDS

#### RECEIVERS

MARSHALL  
11 REC 140 YDS

NELSON  
9 REC 100 YDS

#### RUNNING BACKS

FORTE  
166 YDS 2 TDS

LACY  
120 YDS 1 TDS

### SEGMENTS

COACHES CORNER

CELEBRITY PLAY X PLAY

TOP STORIES





# Microsoft FILM ROOM

WITH JIMMY JOHNSON & MIKE HOLMGREN



9:00 PM ET

## PLAY TRENDER

### GREEN BAY OFFENSE

9:00PM Z 16 TRAP

8:59PM SKINNY  
POST

8:57PM OMAHA  
SPLIT

### CHICAGO DEFENSE

9:00PM COVER 2

8:59PM STACK 8

8:57PM SAFETY  
BLITZ

## SEGMENTS

TELESTRATOR CENTER

HALFTIME ADJUSTMENT

YOU MAKE THE CALL

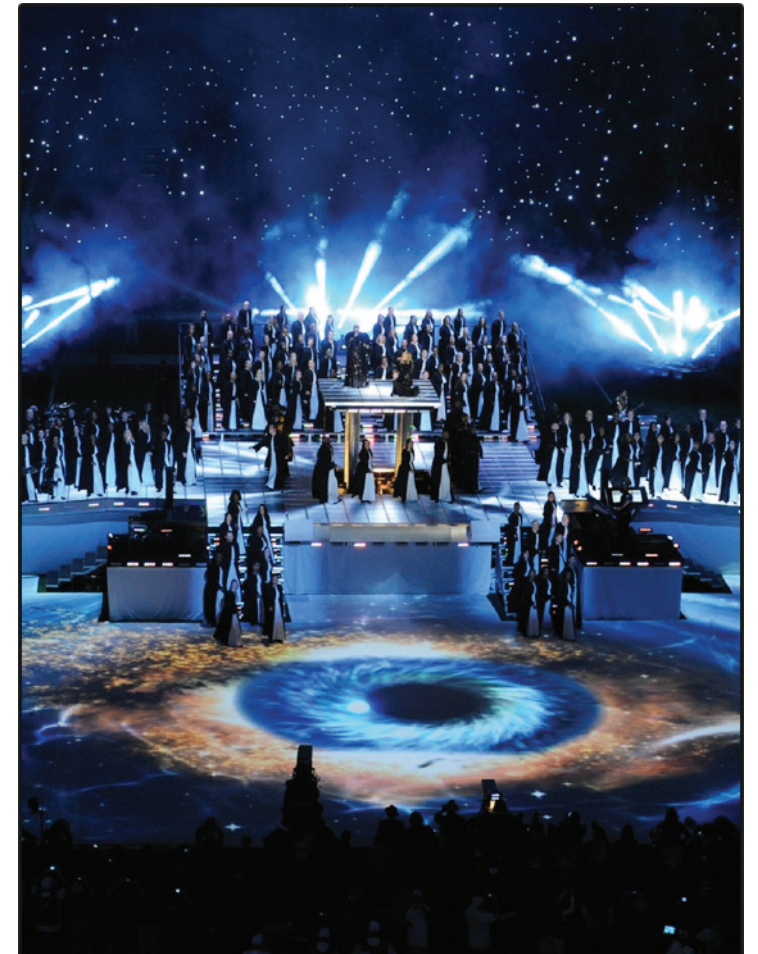
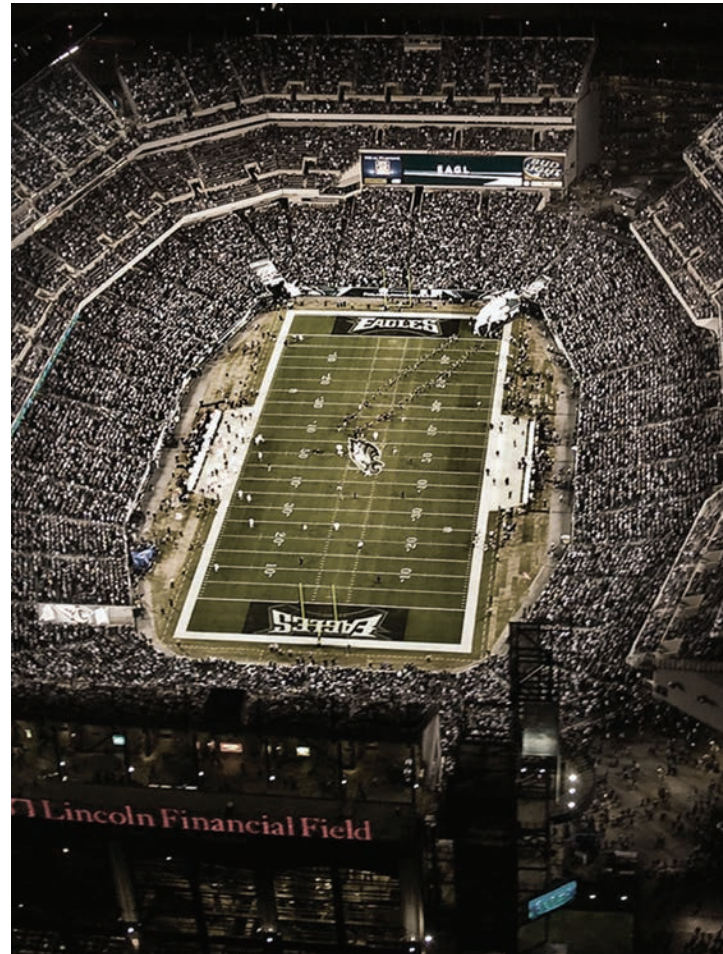


# PRODUCTION





# BIG EVENT MARKETING





# CROSS CHANNEL PROMOTION ACROSS ALL 21ST CENTURY FOX ENTITIES

On-Air Promos

In Game Lower Third Panels During all Live Games

Studio Show Lower Third Panels

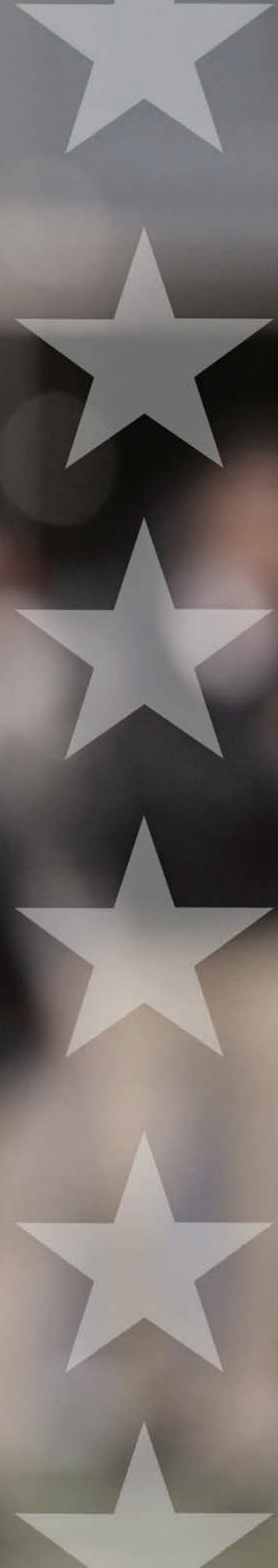
Watermarks

Countdown Clocks

Full Social & Digital Execution Across Platforms

On Site Marketing Activation – TNF Mobile Party Cube







# FOX BROADCASTING

TNF Look-in on Wednesday Night Prime at 8:30pm ET –  
Starts 24 Hour Countdown

TNF Previews and Promotion All Day Sunday During NFL Programming

TNF Preview and Promotion During World Series

TNF Integration in Prime Shows







# OWNED & OPERATED STATIONS

15 NFL Teams in FOX O&O Markets – More than ABC, CBS and NBC O&O Groups

FOX Stations Lead in Local News

FOX Local Morning and Late News Beat NBC and CBS Stations

	A25-54 Rtg	
	Morning News	Late News
FOX	1.4	2.1
ABC	1.7	2.8
NBC	1.2	1.9
CBS	0.5	1.7







# FOX SPORTS 1 TAKE OVER

Dedicated Segments in FS Live to Promote Games

News Updates Branded TNF – 3 Things You Need to Know About Thursday Match-Up

TNF Bug and Countdown Clock

Pre-game Coverage in 5-7pm ET Studio Shows

TNF Preview and Promotion During MLB Playoffs







# **ADDITIONAL PROMOTION**

## **FOX DEPORTES & MUNDO FOX**

Dedicated Segments in all News Programming to Promote TNF

## **FOX SPORTS RADIO THURSDAY TAKEOVER**

Dedicated Segments and Promotion in All Programming

TNF Game Announcer Hits in Key Programs

## **FOX NEW CHANNELS**

TNF Coach Interview During Megan Kelly's Show on Wednesday Night







# PRIMETIME SHOW INTEGRATION

FOX will be able to leverage our Primetime shows to help make Thursday Night Football part of the lexicon and offer unique integrations and promotional opportunities. For scripted programming like “New Girl” and “Brooklyn Nine-Nine”, we’ll look for opportunities to insert TNF story lines and/or mentions.

In our highly-rated reality shows, we’ll be able to incorporate TNF challenges, NFL jerseys and marks (with league approval), and football-themed integrations.

And in our powerful animation block, we’ll be able to add Thursday Night Football mentions and plot lines.









# FOX SPORTS RADIO TAKEOVER

Each Thursday, TNF will take over our 360 FOX Sports radio affiliates. We'll brand the day as "Football Thursday" on all bumpers and ID's, and all our national and regional hosts will do special Thursday Night Football segments. And throughout the season, all our news breaks will be sponsored and tagged with "presented by Thursday Night Football".





# THURSDAY NIGHT FOOTBALL CALENDARS

Calendars start with Sunday. Well, not anymore. Ours start with Thursday. We'll distribute special Thursday Night Football Calendars that have the week beginning with Thursday to hundreds of thousands of fans, bars, and restaurants across the country.



## TARGETED HISPANIC MARKETING CAMPAIGN

We see great opportunity to grow audience by marketing to U.S. Latinos. We'll pursue a strategy of marketing TNF to Hispanic customers by creating Spanish-language TV spots and radio ads with targeted buys on native-language TV, Radio, Print, and On-Line outlets. Additionally, we'll heavily leverage FOX Deportes and Mundo FOX as promotional vehicles.









**FOX**