



ROADMAP TO 2024

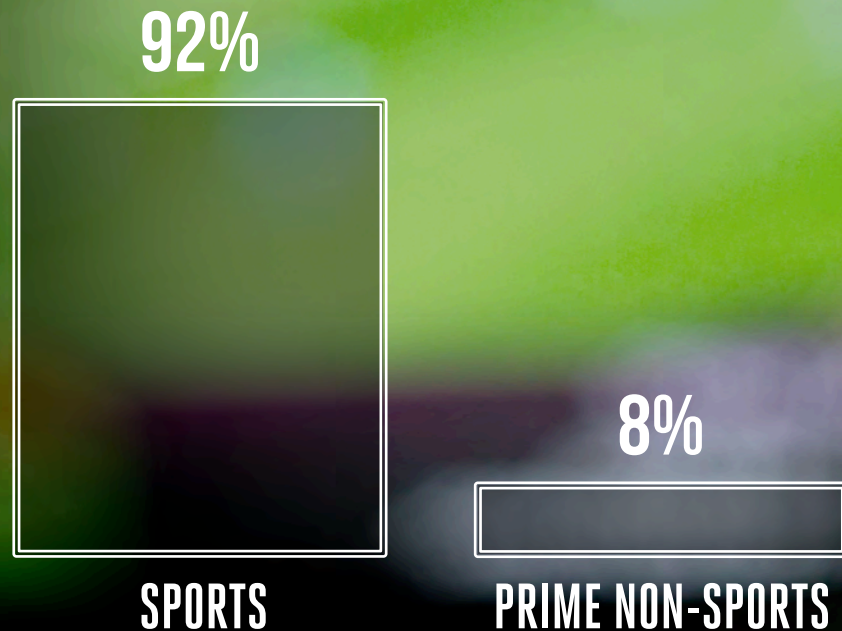
30TH ANNIVERSARY OF FOX SPORTS



**BEFORE REVIEWING STRATEGY
LET'S LOOK AT THE LANDSCAPE**

SPORTS DOMINATES THE HIGH END OF TV

TOP 100 TELECASTS OF 2016



SPORTS WATCHED IN REAL TIME

% WATCHING LIVE

SPORTS

93%

PRIME
ENTERTAINMENT

70%

NEW WAYS TO CONSUME CONTENT

MOBILE PLATFORMS

Enhance FSGo

Sports is

50%

of all Social Activity about TV

HIGHLIGHTS MIGRATE TO SOCIAL/DIGITAL PLATFORMS

Sportscenter Down

6

Straight Years

OTT SERVICES EMERGE

Inclusion
Imperative



OUT OF HOME MEASUREMENT

Nielsen Will Include
in National and Local
Currency in

2018

VALUE PROPOSITION OF SPORTS

LIVE CONSUMPTION

TRIBALISM

PREMIUM CONTENT

SOCIAL EVENTS

LARGE AUDIENCES

VALUE LEADS TO BIGGER SHARE OF TV ADVERTISING DOLLARS

GENRE	VIEWING	ADVERTISING
Drama	17%	14%
Feature Films	13%	9%
News	12%	8%
Sports	11%	34%
Children's	11%	2%
Documentary/Reality	11%	8%
Comedy	8%	8%
Variety	7%	8%



WHERE DOES FOX SPORTS FIT INTO THE LANDSCAPE?

THREE MEDIA COMPANIES DOMINATE SPORTS

COMBINED 75% OF CONSUMPTION



**21ST
CENTURY
FOX**



WE COMPETE IN THREE LINEAR TV SPORTS MARKETS

FOX SPORTS VIEWING BY PLATFORM

Broadcast	46%
Regional Cable	33%
National Cable	20%
Digital (Compliments all Three)	1%

FBC SPORTS AUDIENCE

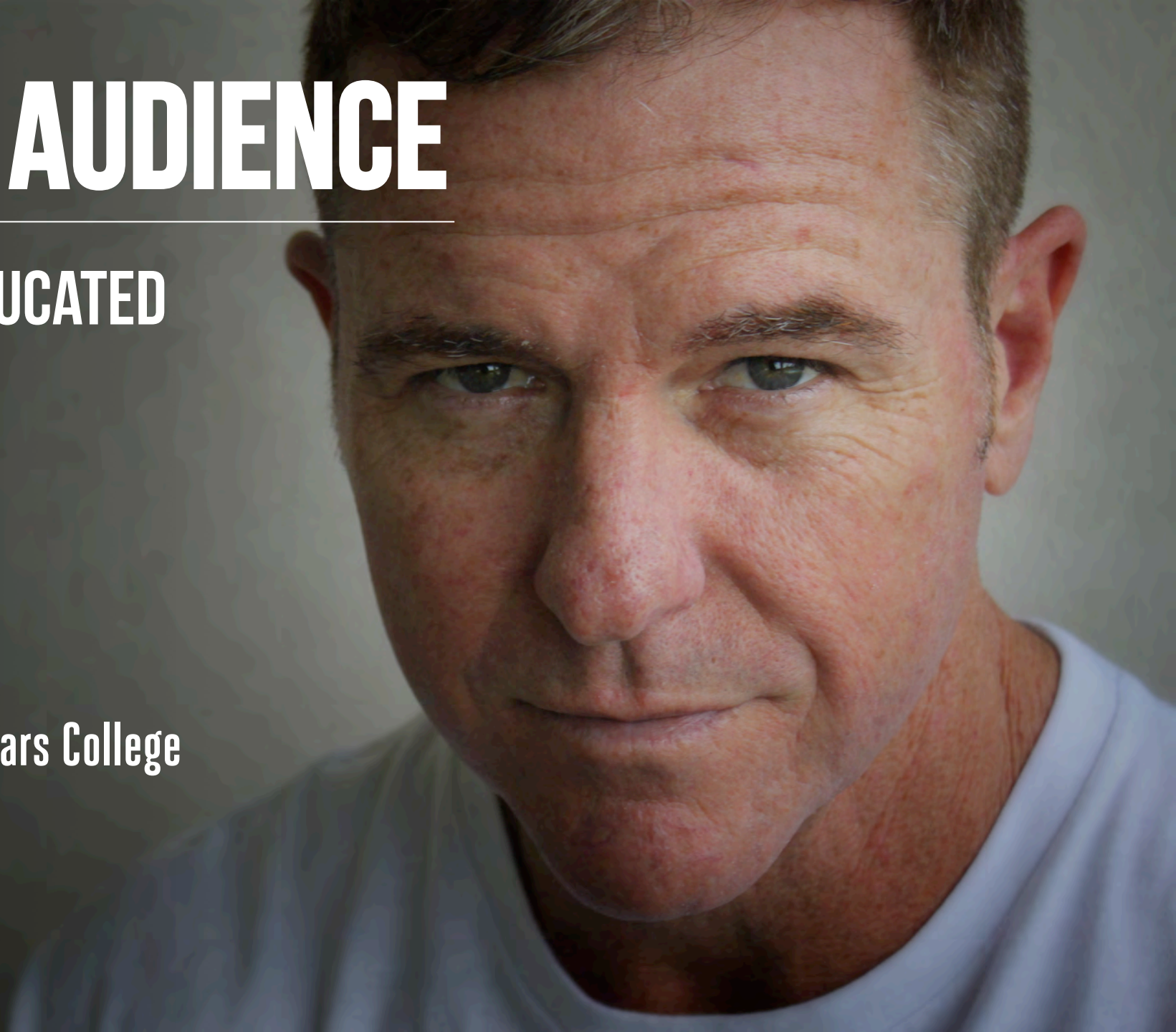
MALE, UPSCALE AND EDUCATED

63% Male

Median Age: **51**

Median HH Income: **\$66,400**

38% More Likely Attended 4+ Years College





**STRONG CABLE
BUSINESS**



**STRENGTH IN
BROADCAST**

ALLOWS FOR INVESTMENT AND GROWTH

RECENT DEALS: BIG TEN AND WORLD CUP

STRATEGIES AND PRIORITIES



**BIGGEST
EVENTS ON
BROADCAST**

**GROW
YOUNGER
SKEWING
SPORTS**

**OWN
THE FALL
SEASON**

**BEST-IN-CLASS
PRODUCTION
WITH
COMPELLING
PERSONALITIES**

**CREATE
RETRANSMISSION
CONSENT VALUE**

RIGHTS DEALS WITH MULTIPLE FBC WINDOWS



2022/23



2021



BIG TEN CONFERENCE

2022/23



2023/24



BIG 12 CONFERENCE

2024/25



2024/25



FIFA WORLD CUP
RUSSIA 2018

2026



2024



2026

RIGHTS DEALS WITH MINIMAL FBC TELECASTS

COMMON DENOMINATOR: YOUNG SKEWING



2018



2022



UEFA
CHAMPIONS
LEAGUE

2017/18



2019



2017/18



BUNDESLIGA

2019/20



2017



2018

AGE SKEW OF SPORTS ON TV

SPORT	MEDIAN AGE
Soccer	41
NBA	42
UFC	44
NHL	48
NFL	49
CBK	51
CFB	52
MLB	54
NASCAR	57
Tennis	78
Golf	60

TOP RATED SPORTS ON MEN 18-34

SPORT	M18-34 Rtg
NFL	6.8
NBA	3.5
MLB	2.7
Olympics	1.9
CFB	1.3
UCL Final	1.1
CBK	0.8
UFC	0.8
NHL	0.8
NASCAR	0.6
FA Cup	0.5
MLS Cup	0.5
Boxing	0.4
EPL	0.4
Golf	0.4
Tennis	0.2
Extreme Sports	0.2

FOX SPORTS WILL OWN THE FALL

BIG

BIG TEN CONFERENCE



BIG 12 CONFERENCE



SATURDAYS



SUNDAYS



OCT 24 - NOV 1

FOOTBALL'S MOST POWERFUL BRANDS



VS



VS



VS



VS



VS



VS



VS



VS



VS



VS





IMPORTANCE OF OWNING THE FALL

When American's are Spending the Most, **FOX SPORTS IS AT ITS BEST**

Most **POWERFUL PROMOTIONAL PLATFORM** in Television

THANK YOU FOR YOUR SUPPORT

2017/18 WILL BE A TREMENDOUS SEASON

