



Wednesday, March 12, 14





**SPEED**





# A TOP PRIORITY

for **NEWS CORP**







# SPORTS MEDIA LANDSCAPE





# ISSUE: INCREASED COMPETITION



# FOX Sports 1 Already Ahead

**Low Rated**  
with Few Rights



**Low Rated**  
with Few Rights

**Not a Sports Network**  
Other Priorities





# NASCAR: THE RIGHT CHOICE FOR FOX





# FOX Makes NASCAR Better

**Fan Favorite**

**NASCAR a Priority**

**#1 in Entertainment, Sports and News**

**Launching Channels our Specialty**





# NASCAR is a **PRIORITY**

## NASCAR Programs

% of  
Schedule

**ESPN**

**1%**

**ESPN 2**

**5%**

**FOX Sports 1:**

**Cup, Nationwide,  
Trucks, K&N,  
GRAND-AM**





# **The Time is NOW for FOX SPORTS 1**

**Rights Already Acquired**

**Leagues and Cable / Satellite  
Operators want a Competitor**

**ESPN has Weaknesses**







**SPEED**

# BENEFITS TO NASCAR





**Integrated Promotional Platform**

**NASCAR Events Surrounded by  
Higher Rated Programming**

**Increase Exposure on  
Multiple Platforms**





FOX Sports 1 will Have  
**MORE SUBSCRIBERS**  
than SPEED



**NEW CHANNEL POSITION**  
for FS1 on DIRECTV and COMCAST







General Channel will Reach  
**45% MORE MEN**

Promotion in UFC, College Football and Soccer will  
**DRIVE MEN 18-34**  
to NASCAR





# OWNERSHIP STAKE

in Automotive Channel Featuring NASCAR

Create Multiple Production

# OPPORTUNITIES

for **NASCAR Media Group**







**SPEED**

# BENEFITS TO CAR AND TRACK OWNERS





# SOLIDIFY

NASCAR Coverage for 8 Years on Nationally Distributed Outlets

# FUTURE INSURED

for Sponsors

More

# EXPOSURE and REVENUE

Opportunities for Sponsors







# PROGRAMMING PLAN





# FOX SPORTS 1 - FALL

ET	Friday	Saturday	Sunday	ET
12n	NASCAR Pit Pass (L)	Ultimate Knockouts Speed Center (L)	NASCAR Race Day (L)	12n
1pm	The 1 (News) (L)	Nationwide Qualifying (L)	Formula 1 (L) (USA)	1pm
2pm	Truck Practice (L)	Sprint Cup Qualifying (L)	Formula 1 Debrief	2pm
3pm	Speed Center (L)	College Football (L) Texas @ USC	UFC Fight Night Recap	3pm
4pm	Truck Qualifying (L)		Dana White: Off The Mat	4pm
5pm	Cup Final Practice (L)		Victory Lane (L)	5pm
6pm	Truck Set-up (L)	FS1 Tailgate (L)	K&N Series	6pm
7pm	Truck Race (L)	College Football (L) Oklahoma @ Oklahoma St.	Speed Center (L)	7pm
8pm			Documentary Block	8pm
9pm				9pm
10pm	Speed Center (L)			10pm
11pm	Final Score E/C (L)	Final Score E/C (L)	Final Score E/C (L)	11pm





# FOX SPORTS 1 - FALL

ET	Monday	Tuesday	Wednesday	Thursday	ET
12n	NASCAR Pit Pass (L) (Behind The Scenes Garages)				12n
1pm	The 1 (News) (L)				1pm
2pm	Sprint Cup Rewind	UEFA Soccer (L) Man U @ Inter Milan	UEFA Soccer (L) Barcelona @ Chelsea	Documentary Block	2pm
3pm					3pm
4pm	Rush House (News) (L) (Quick Hits from Around the Country)				4pm
5pm	Gridiron Insider (L)				5pm
	The Sportsman (TMZ style) (O)				
6pm	NASCAR Race Hub (L)				6pm
7pm	Stray & Glaser		UFC Weigh In (L)	UFC Live Pre-Fight (L)	7pm
			UFC Fighter Profile		
8pm	UFC Countdown	UEFA Soccer (D) AC Milan @ Arsenal	Ultimate Knockouts	UFC Fight Night (L)	8pm
9pm	UFC Unleashed		NCAA Basketball (L) Butler @ Memphis		
10pm	UFC Ultimate Submissions	NCAA Basketball (L) San Diego @ Arizona			
11pm	Final Score E/C (L)			Final Score E/C (L)	Final Score (L)





# FOX SPORTS 1 - 2014-15

ET	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	ET				
12n	NASCAR Pit Pass (L) (Behind The Scenes Garages)					Ultimate Knockouts	NASCAR Race Day (L)	12n				
						Speed Center (L)						
1pm	The 1 (News) (L)					Nationwide Qualifying (L)	Sprint Cup Race (L)	1pm				
2pm	Sprint Cup Rewind	UEFA Soccer (L) Man U @ Inter Milan	UEFA Soccer (L) Barcelona @ Chelsea	Documentary Block	Truck Practice (L)	Sprint Cup Qualifying (L)		2pm				
3pm								3pm				
4pm	Rush House (News) (L) (Quick Hits from Around the Country)					Speed Center (L)		4pm				
						Nationwide Pre-Race (L)						
5pm	Gridiron Insider (L)					Truck Qualifying (L)	Nationwide Race (L)	Victory Lane (L)				
	The Sportsman (TMZ style) (O)											
6pm	NASCAR Race Hub (L)					Cup Final Practice (L)	K&N Series	Speed Center (L)				
7pm	Stray & Glaser	UFC Live Pre-Fight (L)	MLB Game (L)	NFL Pre Game (L)		Speed Center (L)						
					Truck Set-up (L)	FS1 Tailgate (L)						
8pm	UFC Countdown	UFC Fight Night (L) Prelims & Main Event		NFL Game (L)	Truck Race (L)	College Football (L) Oklahoma @ Kansas St.	Documentary Block	8pm				
9pm	Ultimate Fighter							9pm				
10pm	NCAA Basketball (L) San Diego State @ Arizona	UFC Post Fight (L)	MLB Wrap Up (L)		Speed Center (L)			10pm				
11pm								11pm				
		Final Score E/C (L)	Final Score E/C (L)	Final Score E/C (L)	Final Score E/C (L)	Final Score E/C (L)	Final Score E/C (L)					

NEW SHOWS IN GREEN





# RIGHTS ACQUISITION PLAN





Current		2014/15	2015/16	2016/17	2017/18
World Cup	✓	NASCAR	U.S. Open Tennis	NBA	Big Ten
UFC	✓	NFL			
Pac 12	✓	MLB			
Big 12	✓	BCS			
Conf USA	✓				
UEFA	✓				
EPL	✓				
F1	✓				





# MANAGEMENT AND LOCATION





# HARNESS NEWS CORP PRODUCTION FACILITIES

**HEADQUARTERS:** Los Angeles

**PRODUCTION:** Los Angeles, Charlotte, Chicago,  
NASCAR Media Group, RSNs, Europe,  
Asia, Australia, South America

**MANAGEMENT:** Bill Wanger, John Entz







# LAUNCH AND MARKETING PLANS







# LARGEST CABLE LAUNCH EVER

**Distribution:** 80+ mil Homes

**Promotion:**

- Massive Commitment from all News Corp
- \$20 mil Off-Air Spend
- Utilize Tent Pole Event to Launch





- Promotion in NFL, World Series, X-Factor, American Idol, UFC
- National Outdoor, Print & Local Radio
- New FOX Sports.com Site Design
- Micro Site Talking about FS1 & New SPEED Channel
- Local Ads Morning of Launch Alerting Viewers of Channels #'s





THE NEW

**SPEED**





# CAPITALIZE

on Brand Equity of the SPEED name

# BROADEN

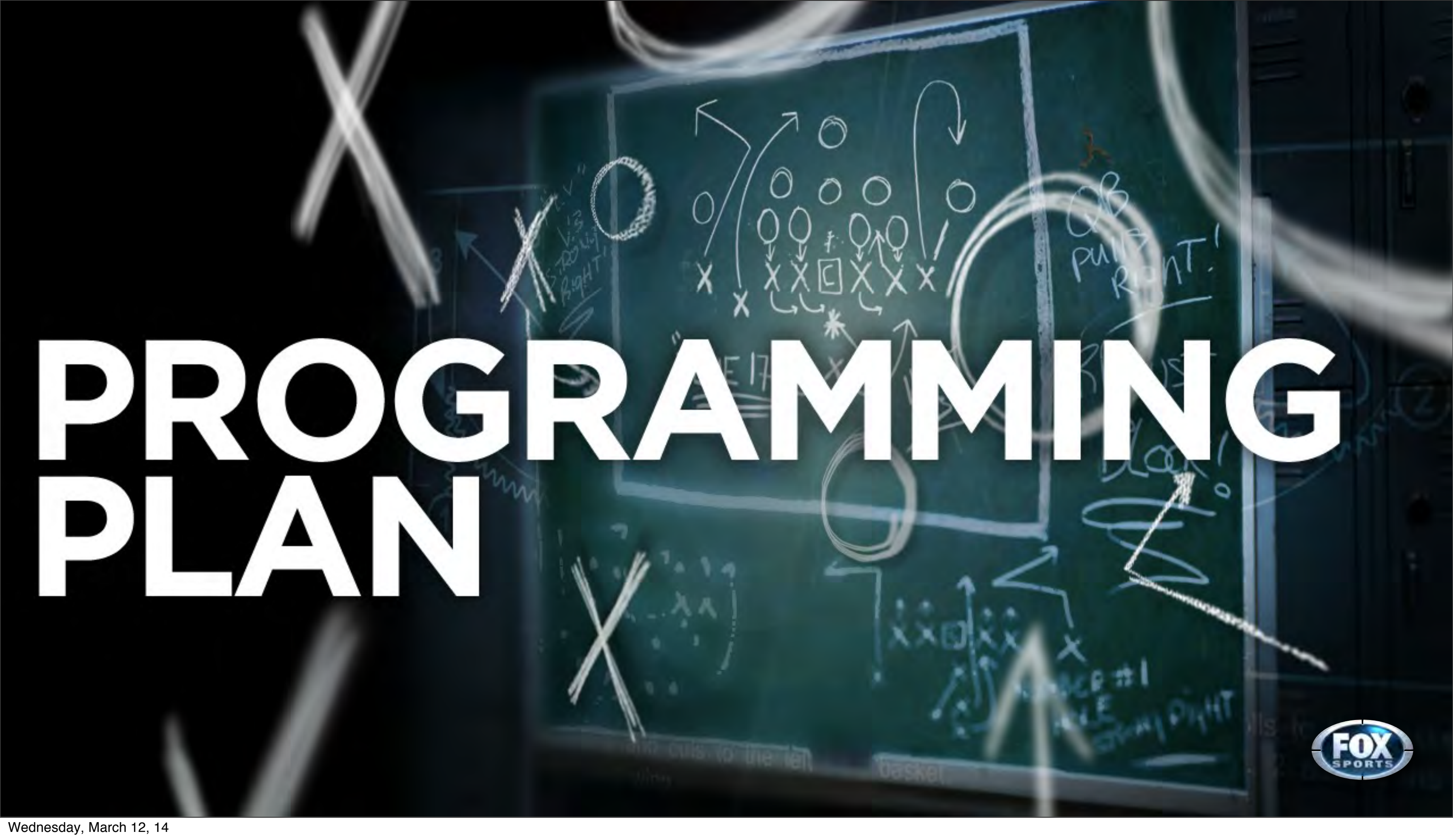
SPEED from Racing Channel to Automotive Network

# NETWORK

that NASCAR Always Wanted







# PROGRAMMING PLAN





# BEST PROGRAMMING from Current SPEED

Commitment to New Original Series Like:

	<u>HH RTG</u>
Ice Road Truckers	1.8
Top Gear	1.2
Lizard Lick Towing	1.2





As NASCAR Events  
**MIGRATE** to **NEW SPEED**

FOX will Air Select  
**TRUCK** and **GRAND-AM** Races





# YEAR 1

## **NASCAR Events on FS1**

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Cup  
Nationwide  
Truck  
K&N  
GRAND-AM

## **NASCAR Events on New Speed**

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# YEAR 2 & 3

## **NASCAR Events on FS1**

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Cup  
Nationwide  
Truck

## **NASCAR Events on New Speed**

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1/2 Nationwide  
1/2 Truck  
K&N  
GRAND-AM  
Qualifying  
Practice







# LAUNCH AND MARKETING PLANS





# **FASTEST** Subscriber Growth In Cable

**Distribution: 33 mil Homes → 60 mil in 3-5 Years**

- Leverage Other FOX Channels and NASCAR Events to Drive Growth
- News Corp Negotiations Beginning for 48 mil Subs
- Distribution Specialist Solely Dedicated to New Speed





- Create Grass Roots Campaign to Pressure Cable/Satellite Operators
- Set-up Speed Booth at Tracks to Galvanize Fans
- Invest Millions in Marketing
- Use Tent Pole NASCAR Event to Drive Viewership and Demand





# INTERNATIONAL PLANS FOR **SPEED**

**New Speed Brand will Anchor Expansion  
of NASCAR into International Markets**

**Create Local Racing Channels that Highlight  
Top Circuit by Market and NASCAR**





# NASCAR'S NEXT GENERATION OF GROWTH

**NETWORK EXPOSURE** with Best Production

**PROMOTION** Across all News Corp Assets

Participation in **CREATING AND OWNING**  
an Automotive Channel

Maximize Output from  
**NASCAR MEDIA GROUP'S**  
Production Facility





# News Corp and NASCAR PARTNERSHIP

**Ability for NASCAR to Present a Global Plan to the Industry and Owners on:**

- Growing the Sport
- Solidifying a Media Partner for 8 Years and Beyond

