

FOX NETWORKS GROUP

OVER-THE-TOP (OTT) INITIATIVES

PAUL COHEN - VICE PRESIDENT, SATELLITE ENGINEERING
MAY 31, 2012

“TV IS NO LONGER A DEVICE...”

**TV is no longer a device.
It's a concept, and
people go where
the best screen is.**

JON MILLER
CHIEF DIGITAL OFFICER
NEWS CORPORATION

FNG STRATEGY

TV is no longer a device.
It's a concept, and
**people go where
the best screen is.**



FNG STRATEGY

MVPD Authenticated Experiences across multiple In-Home Connected Devices:

Smart TVs, OTT Set Top Boxes and Game Consoles

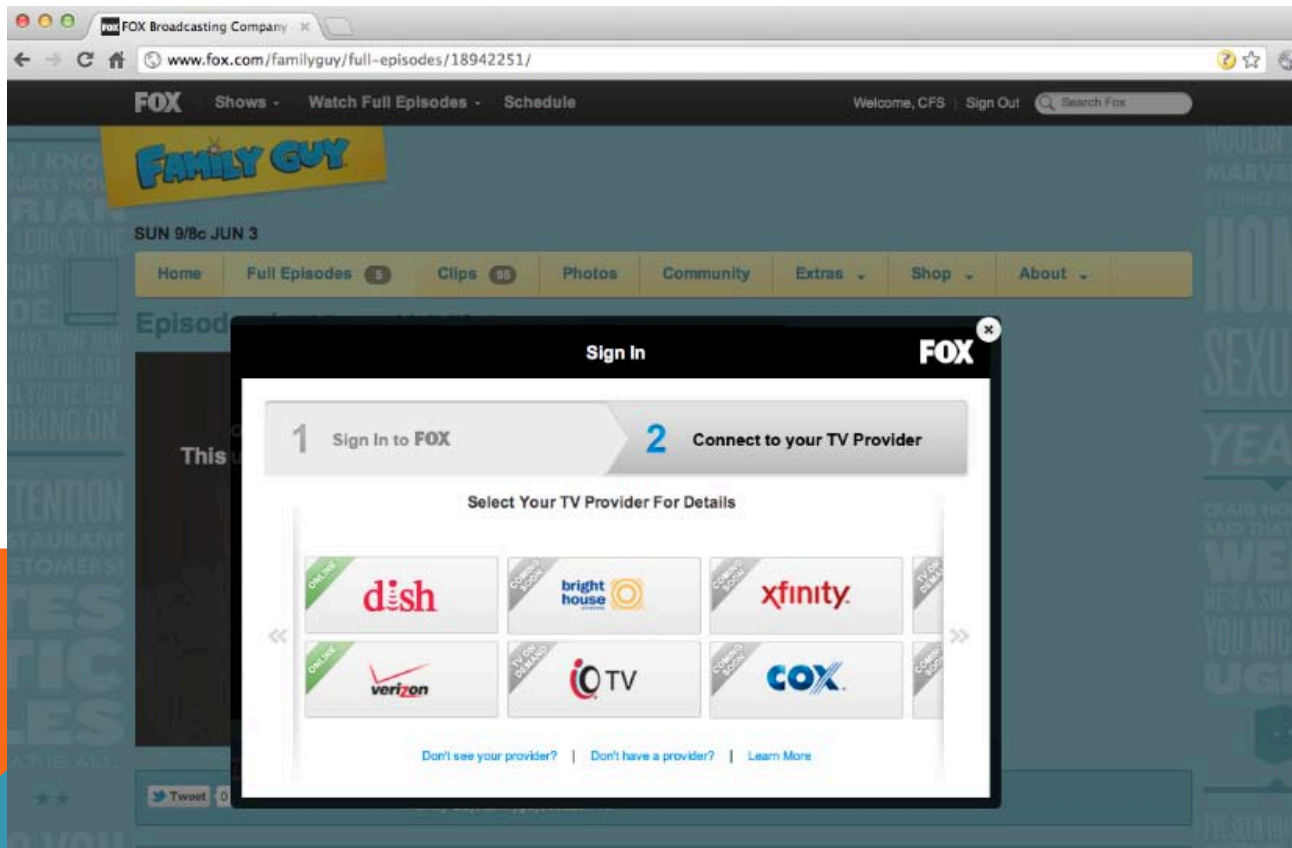


MVPD Authentication Example: FOX.com







Launch
Application

Connect to
TV Provider

Access
Content



The screenshot shows the FOX.com website with a 'Sign In' modal open. The modal has a progress bar with two steps: '1 Sign In to FOX' and '2 Connect to your TV Provider'. Below the progress bar, it says 'Select Your TV Provider For Details'. There are six provider options displayed in a grid:

At the bottom of the modal, there are links: 'Don't see your provider?', 'Don't have a provider?', and 'Learn More'.

EXAMPLE:
MVPD SELECTOR

FNG STRATEGY



Enhanced Viewing Experiences on second screen companion applications:

Provides engaging episodic & bonus content between episodes and enables social conversation & content sharing 24/7



New Girl



Bones



The Finder

OTT SUCCESS

X-Factor

Roku App in 2011

ROKU

Performance Clips

THE X FACTOR

WED THU 8/7c FOX

01 | 08

Finale

Top 4

Top 6

Marcus Canty - Top 4 - Pepsi Challenge

December 15, 2011 05m 11s

Marcus Canty performs "I'll Make Love To You" by Boyz II Men.

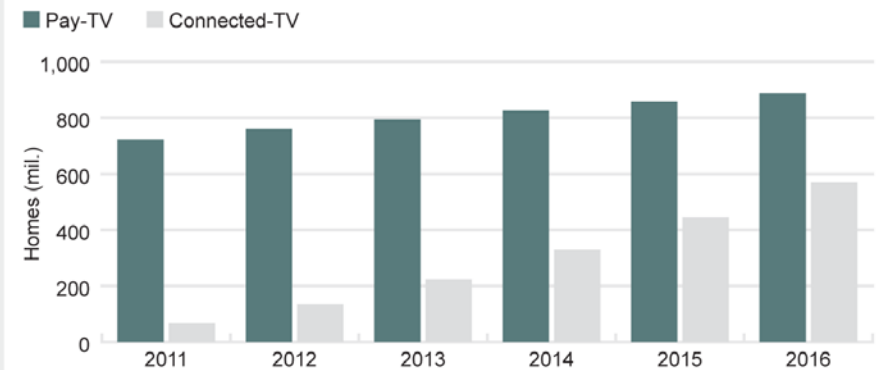
LOOKING AHEAD

XBOX

- FreeWheel's Video Monetization Report for Q1 2012 finds that the Xbox 360 accounts for 28% all non-PC/Mac premium video viewing vs. iPad at 27%.
- According to Microsoft, over 84 hours spent per month (+30% increase from last year) is for video and music consumption. *Can you still call it a game console?*
- More than half of the time people spend on Xbox Live is devoted to watching videos and listening to music.

570 million homes worldwide will have a connected-TV device by 2016

Fig. 2: Global, pay-TV and connected-TV homes, 2011-2016



Source: Informa Telecoms & Media

Source: Informa Telecoms & Media

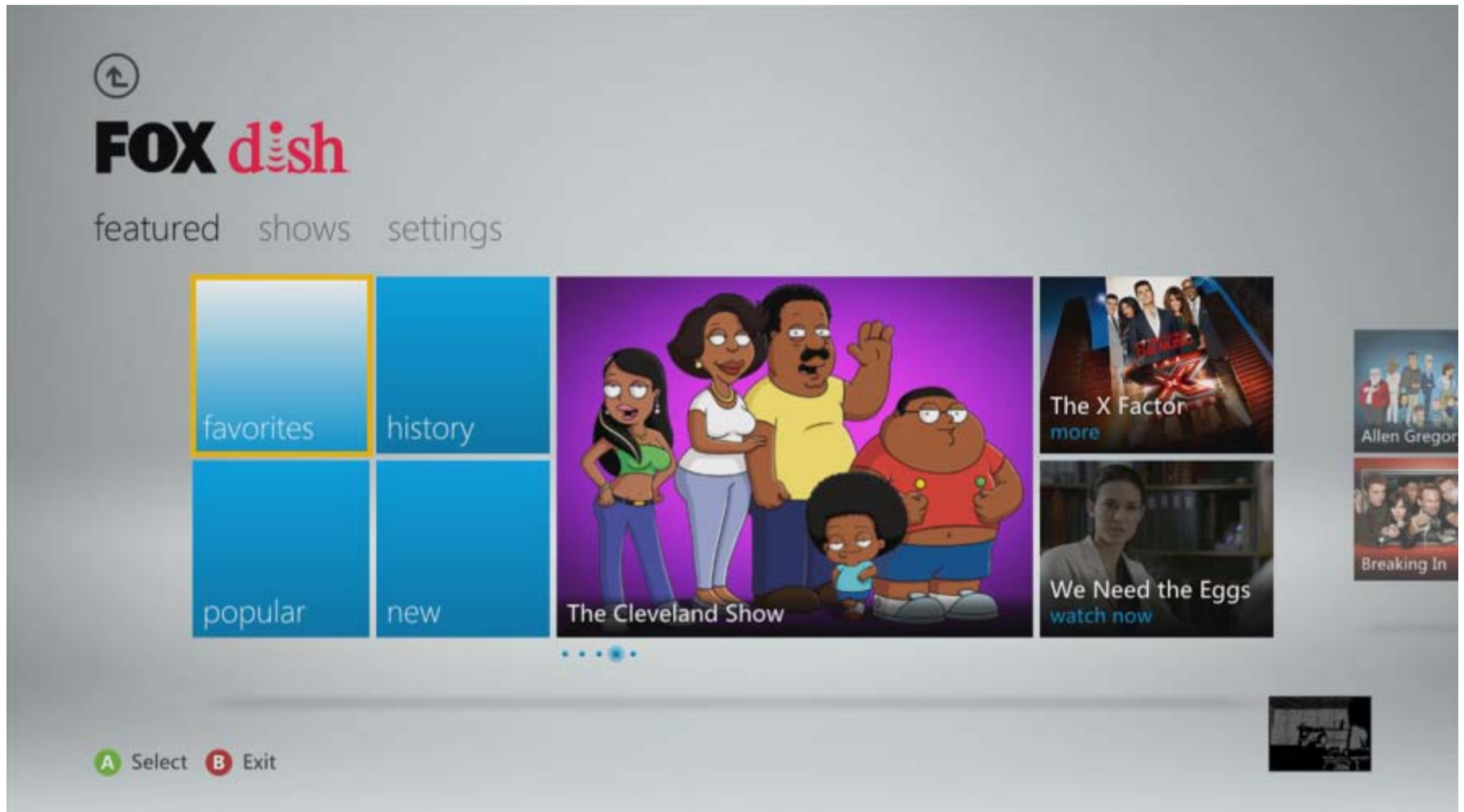
0 2011 2012 2013 2014 2015 2016

LOOKING AHEAD

Fox Broadcasting Company
Xbox Liveview App in 2012



MVPD Authentication
Long-Form Content
Short-Form Content



LOOKING AHEAD

Fox Broadcasting Company
Xbox Lakeview App in 2012



MVPD Authentication
Long-Form Content
Short-Form Content

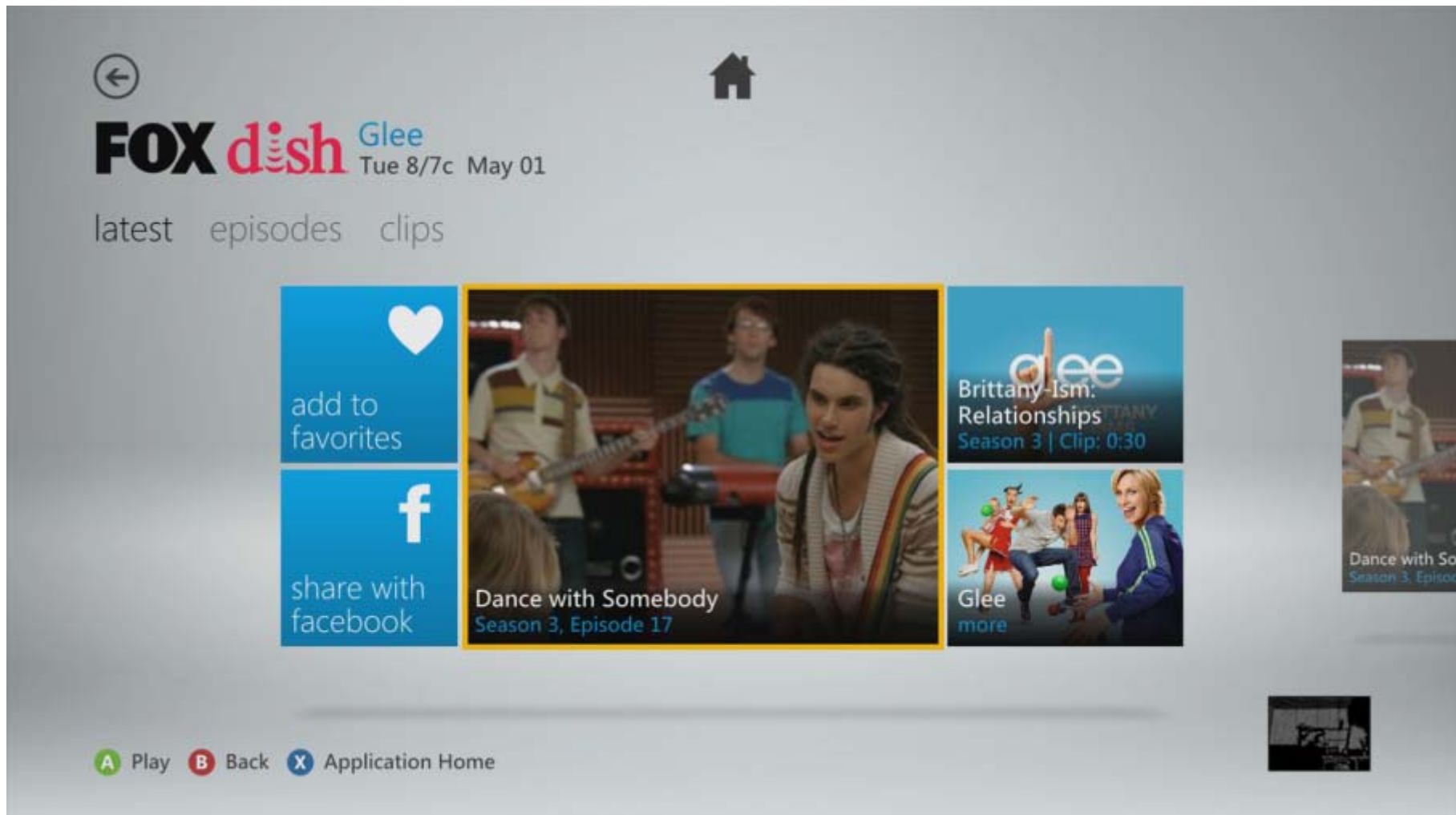


LOOKING AHEAD

Fox Broadcasting Company
Xbox Lakeview App in 2012



MVPD Authentication
Long-Form Content
Short-Form Content



OVER THE TOP – IT'S JUST BEGINNING

Thank you