

“Event Television”

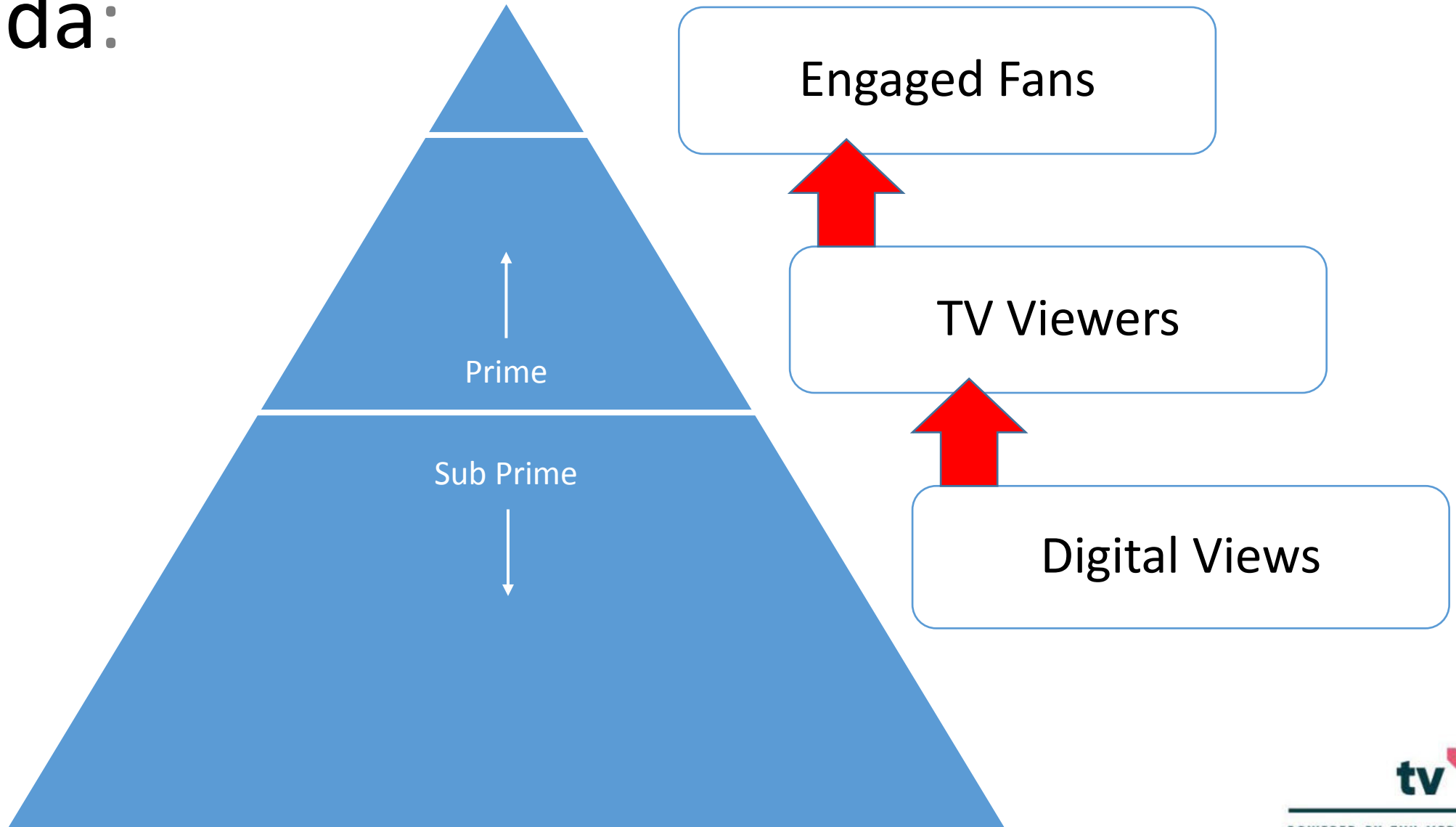
Converting Viewers into Engaged Fans



Christian Brent
SVP Audience Strategy
FOX Networks Group



Agenda:



AdvertisingAge

Coke CMO Defends TV as Cola Giant Rethinks Digital Approach

By [E.J. Schultz](#). Published on December 09, 2016.

To prove his point, he showed a slide declaring that "TV still offers the best ROI across media channels." The data on the slide showed Coca-Cola's TV investment returning \$2.13 for every dollar spent on TV, compared with \$1.26 for digital.



POWERED BY TVN MEDIA



Facebook admits fourth measurement error

Facebook has revealed that it has made a fourth measurement error, this time affecting publishers using Instant Articles.

BUSINESS
INSIDER
UK

TECH

Facebook admits, for the 4th time, that it messed up its measurement metrics



The New York Times



Facebook Apologizes for Overstating Video Metrics

Marketers: Hold Facebook Accountable for Measurement Flubs And put an end to advertising's double standard By Sean Cunningham

November 21, 2016, 2:59 PM EST Television



FINANCIAL TIMES

myFT

Facebook

+ Add to myFT

Ad groups seize on Facebook's video measuring error

Inaccuracies over time users watch videos leads to calls for third-party oversight



Bloomberg
Technology

Markets

Tech

Pursuits

Politics

Opinion

Businessweek

Facebook Measurement Mistakes Test Advertisers' Ardor

Four flubs since September have ad buyers calling for more independent audits. Some consider shifting budgets elsewhere.

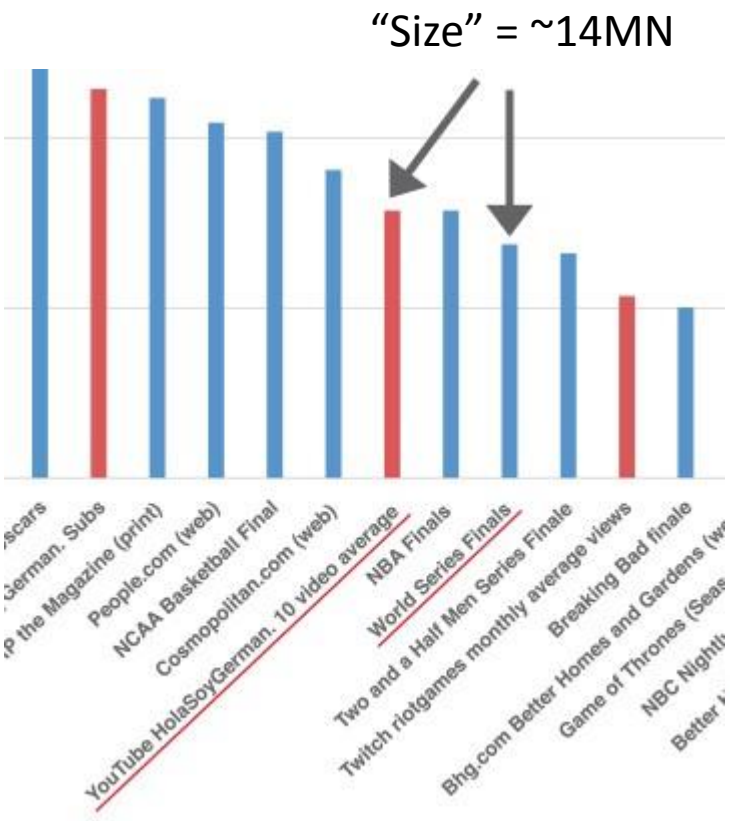
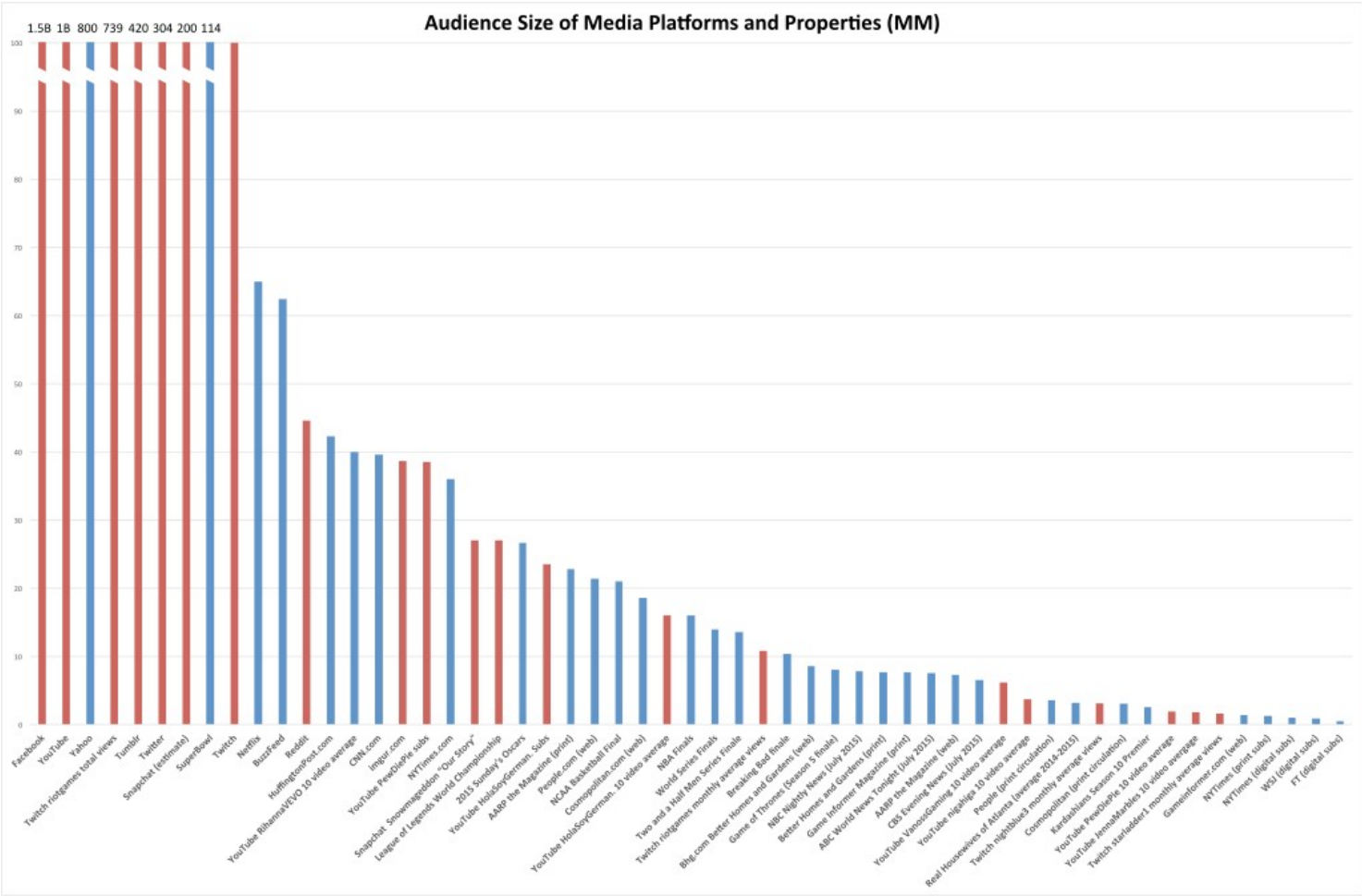
“The tsunami of bullshit that is digital video continues to head inland, threatening to subsume TV advertising in 2017”



Professor Mark Ritson
Marketing Week, November 2016

David Pakman “May I Have Your Attention, Please?”

“In fact, the audience sizes being drawn to these new platforms are massively dwarfing audience sizes of traditional media properties. Hola Soy German, for example, has a larger audience than the NBA Finals and the World Series”



FOX's 14m number is an AMR (average minute rating)

HolaSoyGerman's average video is about 5 minutes long; multiply that by 14 million, and that's a total of 70 million minutes spent watching one of his videos. And it's *total*, not simultaneous or all on a given day.

- 70m minutes viewed in 1 month
- / 43,200 minutes in one month
- = 1,620 views per minute (AMR)

Plus, also remember:

- ✗ Maybe not real (bots etc.)
- ✗ Maybe no audio
- ✗ Maybe only partially visible on screen
- ✗ Digital view is 1-3 secs versus 1-3 mins on TV
- ✗ TV is unduplicated
- ✗ TV is US viewers only
- ✗ 14m AMR is for 18-49, actually 23.5 for 2+.
- ✗ Relative ad load available

A video
from a popular
YouTube vlogger
1,620

Estimated Concurrent Viewers



tv
POWERED BY TVN MEDIA

Be careful comparing TV and Digital data



REPORTED

TV METHOD = AMR

DIGITAL METHOD = VIEWS

14M

14M

6.8Bn

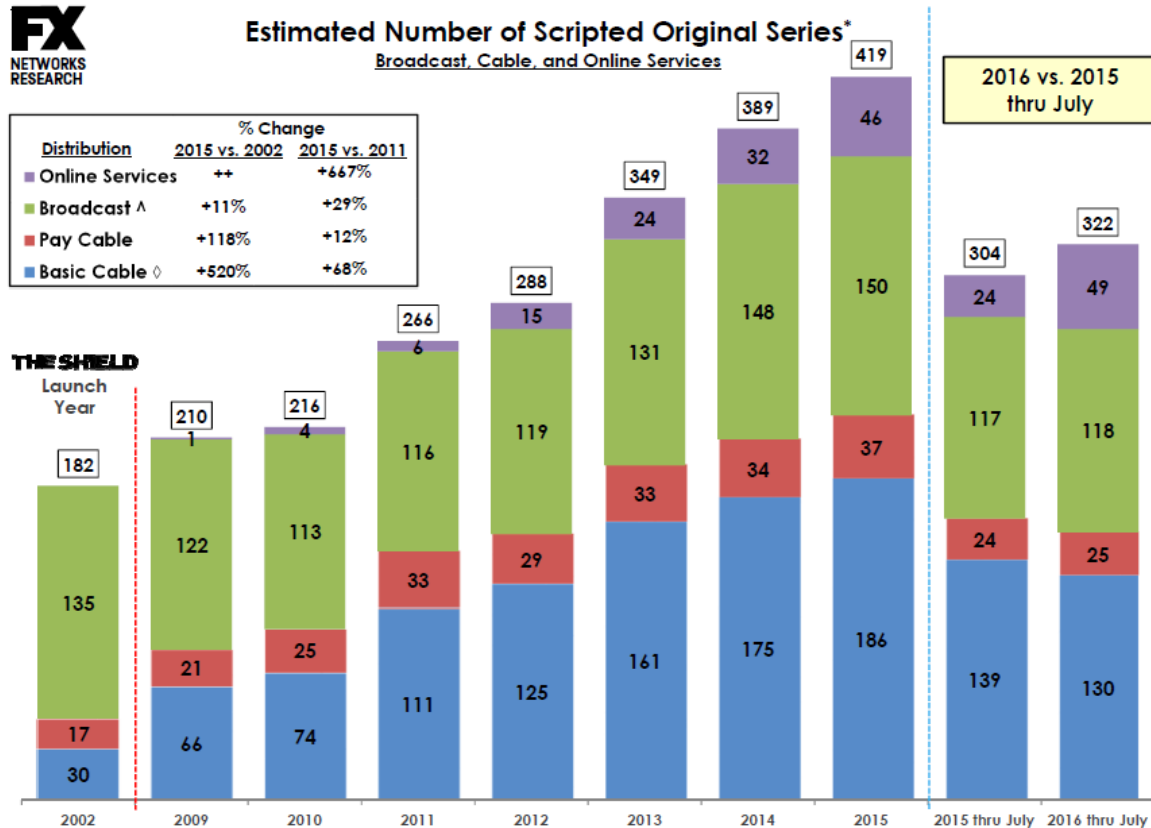
14M

1.6k

14M

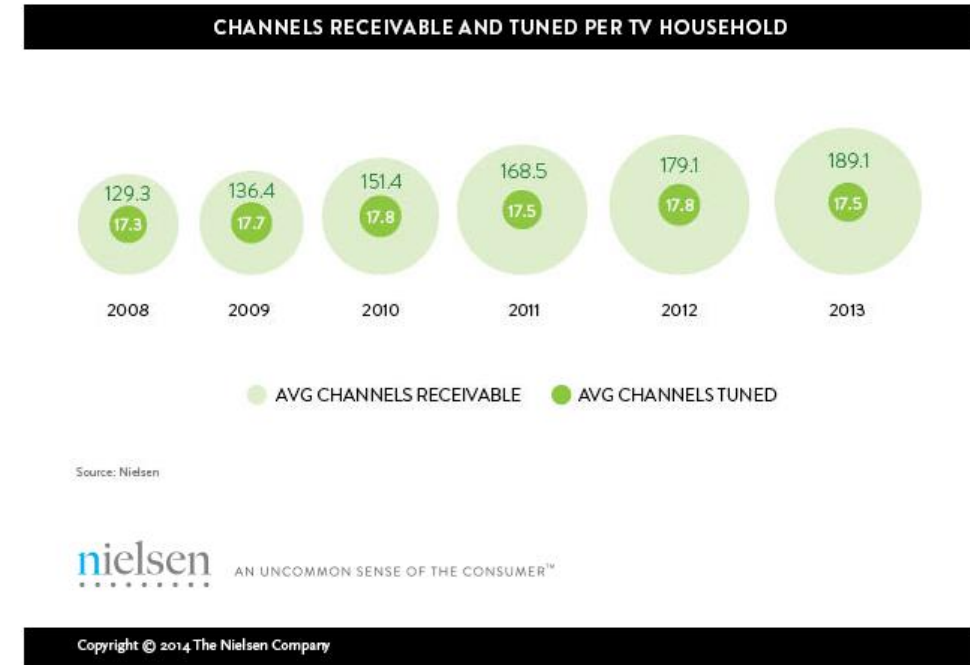
Our premium content strategy is based on two market insights

INSIGHT 1: More and more programmes to watch



Source: *Estimated Count by FX Networks Research culled from Nielsen, Online Services, Futon Critic, Wikipedia, Epguides, et. al. ^Includes PBS. ◊Includes DIRECTV (Audience Network).
Online Services = Amazon Prime, Crackle, Hulu, LouisCK.net, Netflix, Playstation, Seeso, Vimeo, Yahoo, and YouTube Red.
Excludes daytime dramas, one-episode specials, non-English language, and children's programs. 2016 thru July = thru 7/31/16; 2015 thru July = thru 7/26/15.

INSIGHT 2: More and more channels to watch



\$\$ Spent on video seeking
Human Attention

Hours in the day
to watch video

== Theoretical Market Price
of Human Attention

The Denominator Problem: Understanding the Rising Cost of Human Attention

Today is just 24 hours long. Tomorrow will be 24 hours long, too. We sleep an average of 7.7 hours a night, which leaves 16.3 hours in which we humans can pay attention to, well, everything. That's not increasing. So, in other words—no matter how much we think we can multitask, human attention is finite.

What does this mean for the media business? Well, it's no secret that people have more options for content than ever before. There's more and more "TV-quality programming" being made every year. Online publishing and social media have resulted in a nearly infinite well of even more content seeking human attention. All this means that the cost to acquire human attention is skyrocketing, at least in a mathematical sense.

A promotional image for Fox Networks featuring Lady Gaga. She is in the center, wearing a white, shiny, strapless dress with a large white fur collar. She has blonde hair and is looking directly at the camera. Behind her, two men in black tank tops are holding large, dark, bottle-like objects high above their heads. The background is a dark, textured green.

**UNPRECEDENTED
CHANGES IN THE
MEDIA LANDSCAPE**

**ONE THING
REMAINS
CONSISTENT**

**PREMIUM
TELEVISION
CONTENT
WINS**

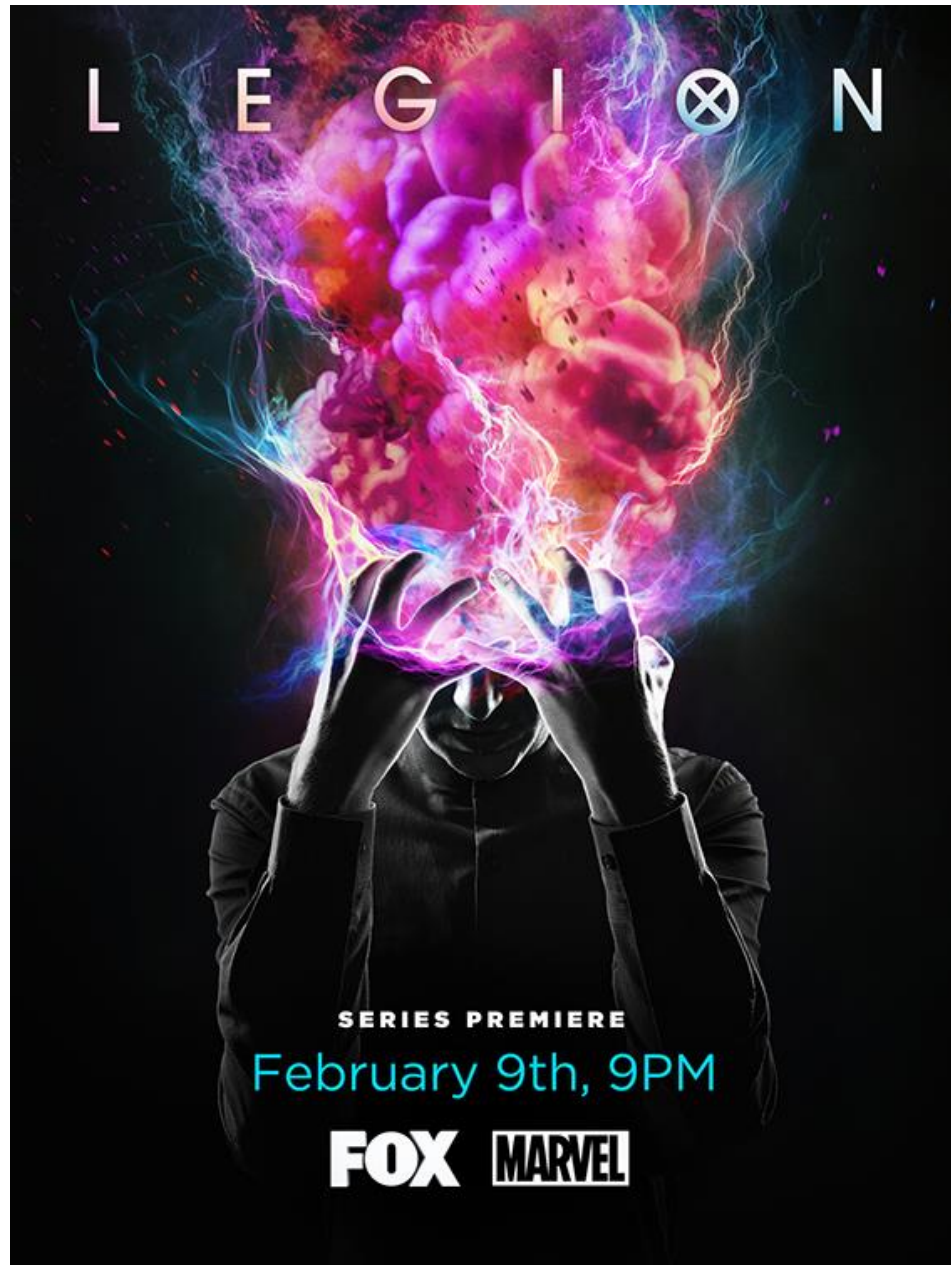
**Lady Gaga
Golden
Globe
Winner**

FOX
NETWORKS

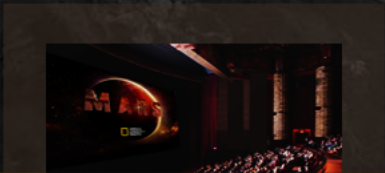
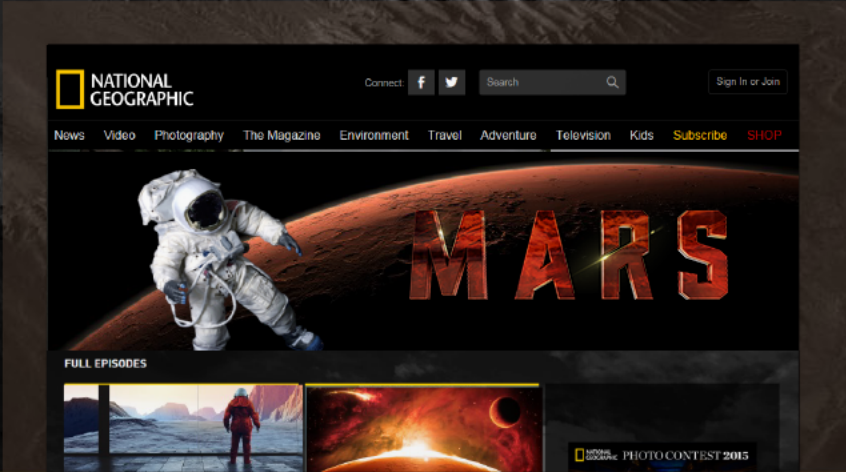
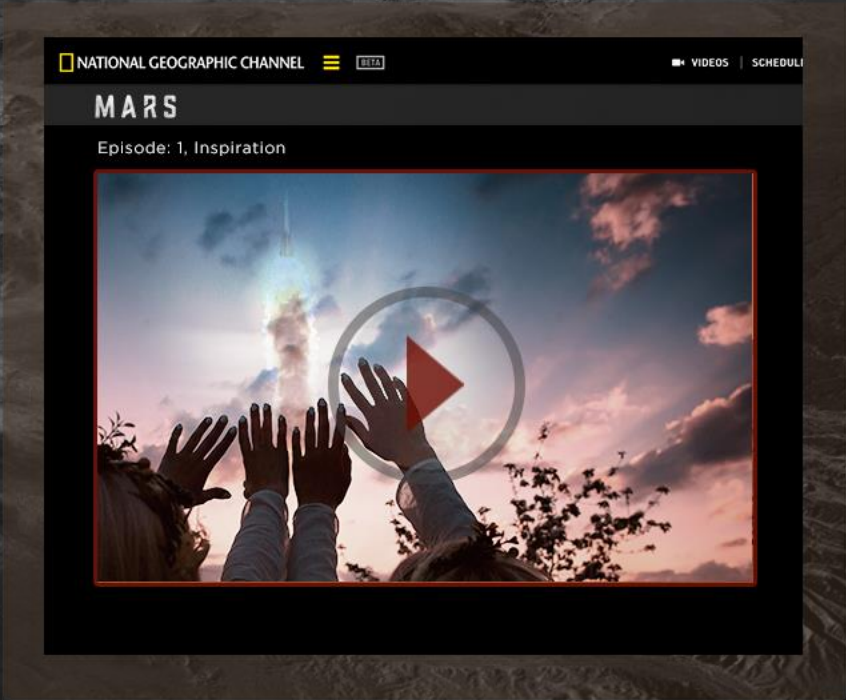
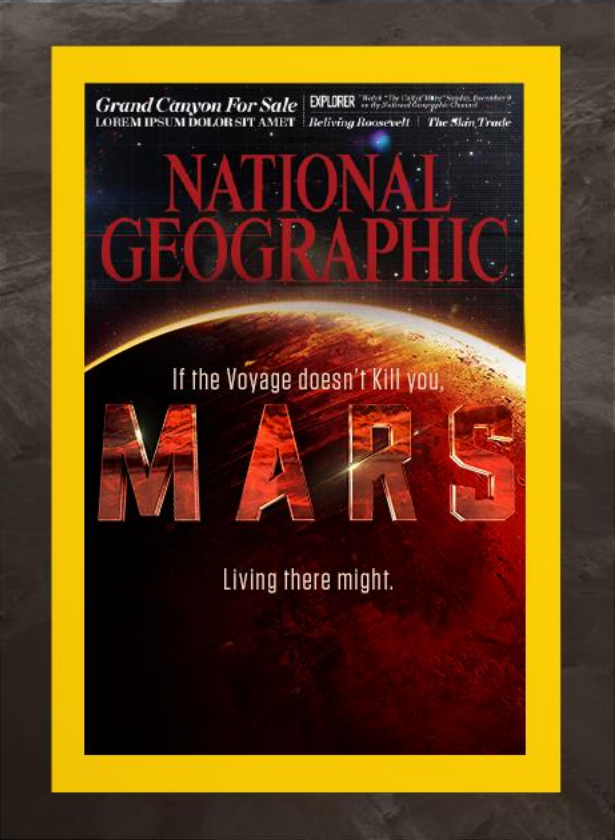
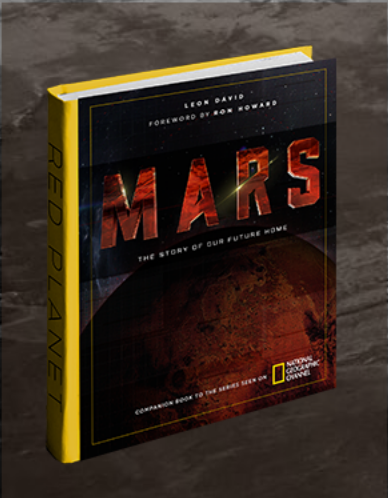
FOX

MAKE

**TELEVISION
EVENTS**



Cross-Platform Opportunities



MORE THAN 30 MILLION PEOPLE
WORLDWIDE HAVE JOINED THE MOVEMENT

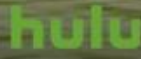
From Academy Award® Winners
Leonardo DiCaprio and **Fisher Stevens**

BEFORE THE FLOOD



Produced by **Leonardo DiCaprio**, **Fisher Stevens**, **Trevor Davidoski**, **Jennifer Davisson**,
Brett Ratner and **James Packer** and Executive Produced by **Martin Scorsese**

AVAILABLE FOR FREE UNTIL NOV 6



'Before the Flood' premieres at the
United Nations

64 million
global reach



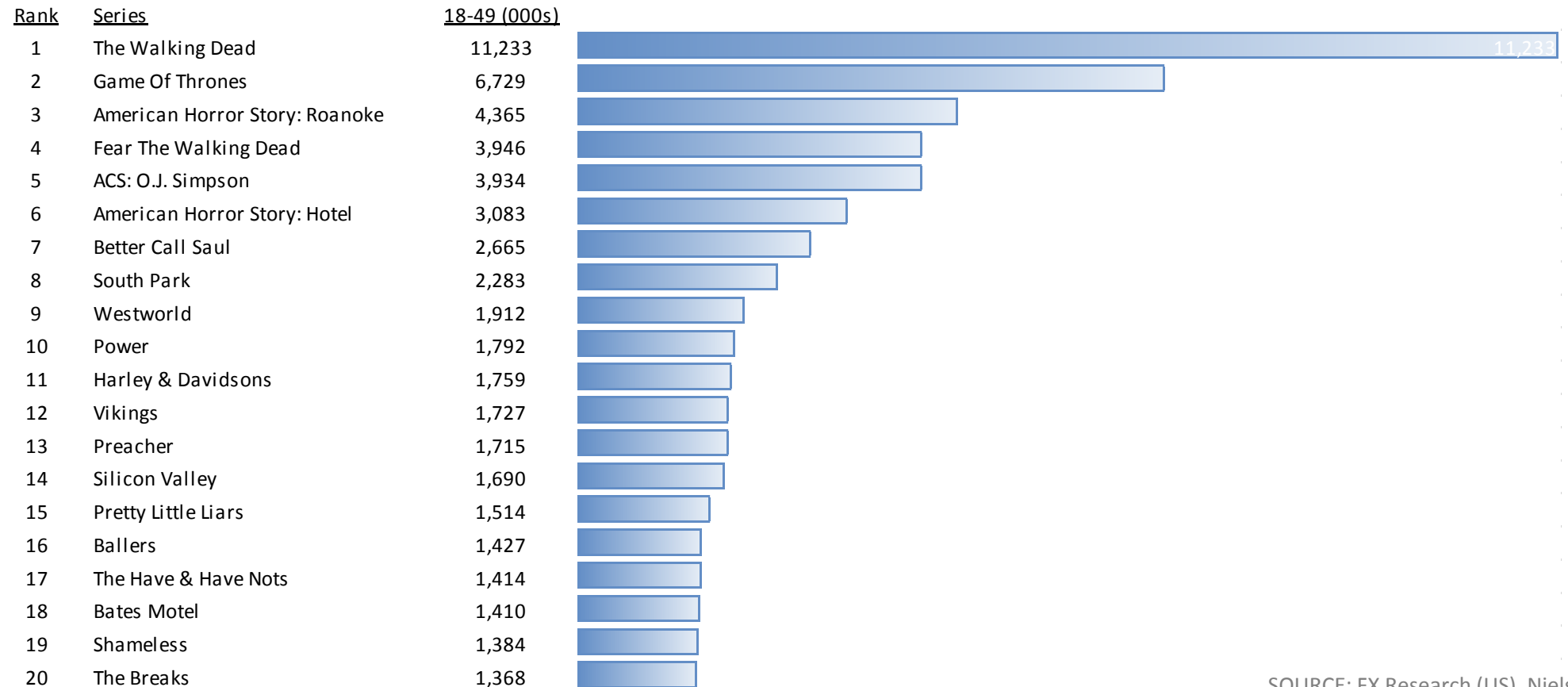


THE WALKING DEAD

From Viewers to Engaged Fans

The Walking Dead tops the season so far with 16.1 million viewers per episode

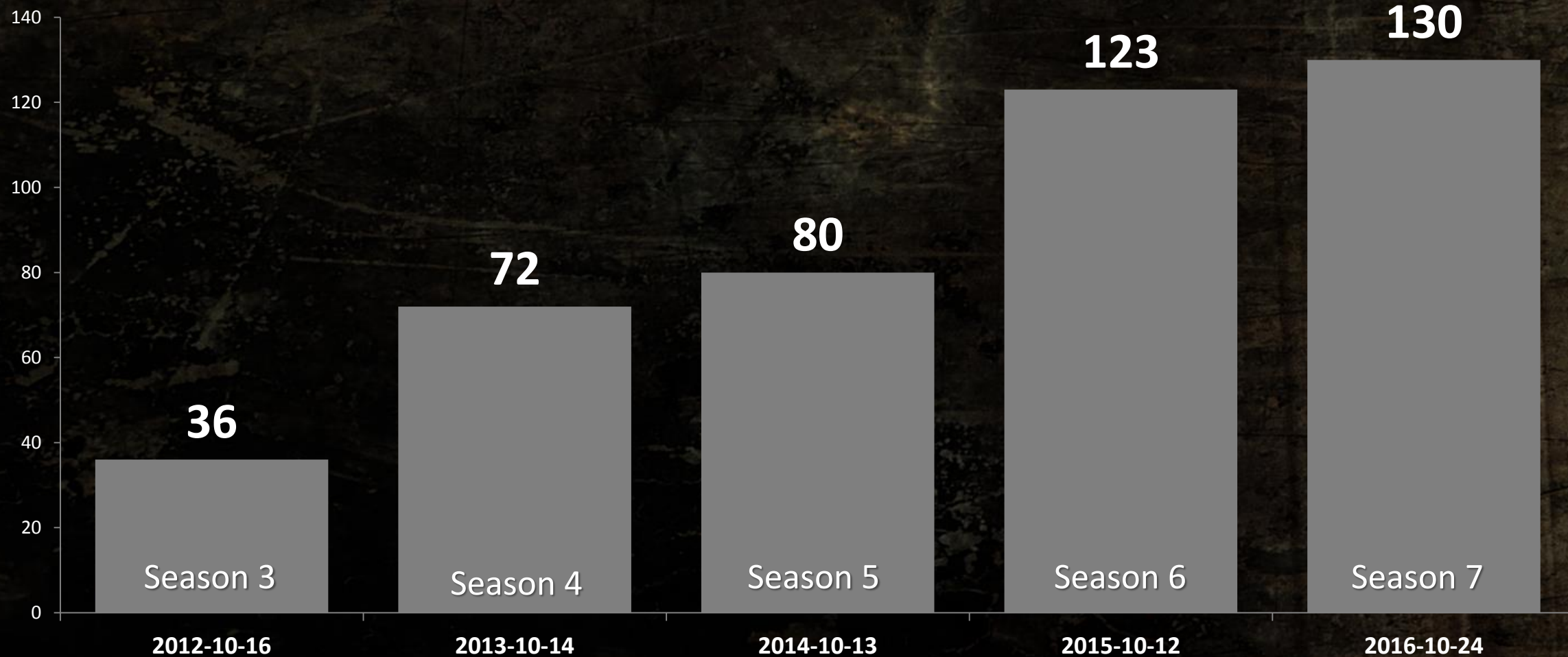
Mid-way through its seventh season, **The Walking Dead** is the #1 show on television by a wide margin for a record-breaking fifth consecutive [season](#) ↗



SOURCE: FX Research (US). Nielsen 12/28/15-12/25/16
Premiere telecast average of scripted cable series. Live+7.

Local Polish audiences also growing

Cover '000 All 16-49 (1min cont)

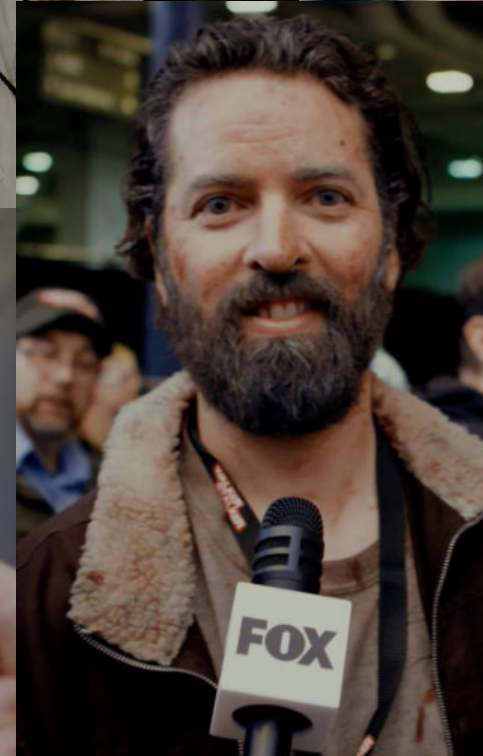


SOURCE: FNG Poland, Cover '000s adults 16-49 (1 minute continuous)

**POWERFUL
STORY-
TELLING
CREATES
ENGAGEMENT**



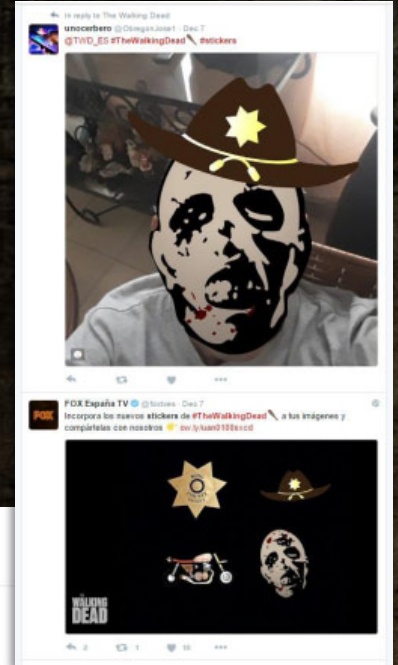
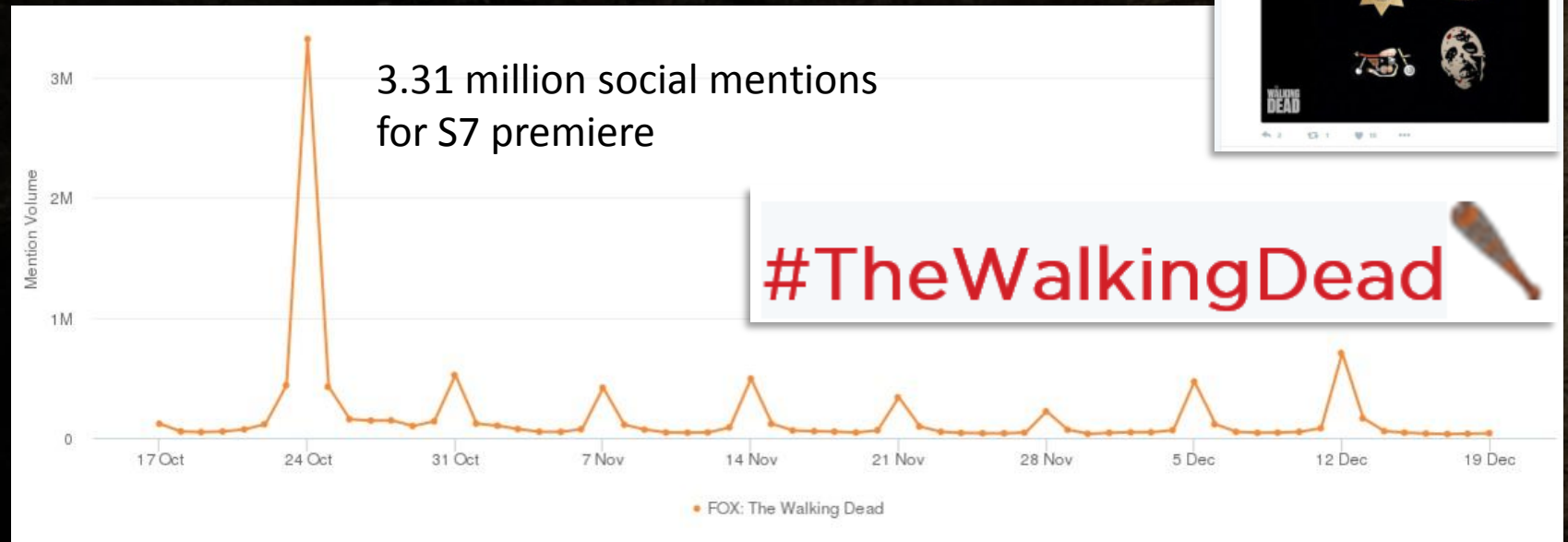
This is what Engaged Fans look like!



Social Engagement, including a Twitter global first.

'Walking Dead' deaths send social media into mourning

Oh nooooo! Negan killed (BLEEP)! and also (BLEEP)! Twitter is (BLEEPING) freaking out over the season 7 premiere!



Data: *Walking Dead* is TV's 'most in-demand' show

by Jesse Whittock | January 27, 2016

TBIScripted



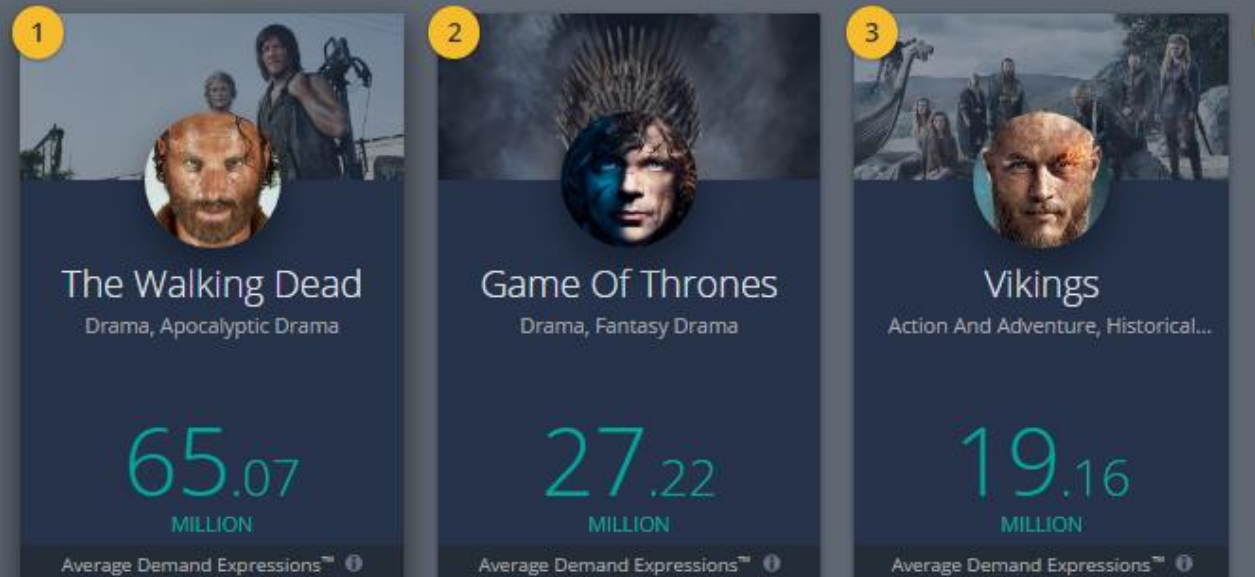
The Walking Dead is the most in-demand television show in the world, according to exclusive data seen by TBI.

The numbers are in:





















The *Walking Dead* was the most in-demand TV show on the planet in Q4 2015!











































December 2016























Regional Favourite: Number 1 in Local Markets

| Top 50 titles | | Poland | |
|--|--|--|--|
| 10 Shows ▾ | | | |
| 1 |  The Walking Dead Drama, Apocalyptic Drama | 1 |  The Walking Dead Drama, Apocalyptic Drama |
| 2 |  Game Of Thrones Drama, Fantasy Drama | 2 |  Game Of Thrones Drama, Fantasy Drama |
| 3 |  Westworld add ⓘ Drama, Sci-fi Drama | 3 |  Pretty Little Liars add ⓘ Drama, Teen Drama |
| 4 |  Pretty Little Liars add ⓘ Drama, Teen Drama | 4 |  The Bold And The Beautiful add ⓘ Drama, Soap Opera |
| 5 |  The Young Pope add ⓘ Drama, Period Drama | 5 |  The Big Bang Theory add ⓘ Comedy, Sitcom |
| 6 |  The Big Bang Theory add ⓘ Comedy, Sitcom | 6 |  Westworld add ⓘ Drama, Sci-fi Drama |
| 7 |  Vikings Action And Adventure, Historical Adventure | 7 |  American Horror Story Horror, Suspense Horror |
| 8 |  Narcos add ⓘ Drama, Crime Drama | 8 |  Gilmore Girls add ⓘ Comedy, Comedy Drama |
| 9 |  Lucifer add ⓘ Drama, Procedural Drama | 9 |  NcIs add ⓘ Drama, Procedural Drama |
| 10 |  The Bold And The Beautiful add ⓘ Drama, Soap Opera | 10 |  Fear The Walking Dead Drama, Apocalyptic Drama |
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| Top 50 titles | | Germany | |
|--|---|--|--|
| 10 Shows ▾ | | | |
| 1 |  The Walking Dead Drama, Apocalyptic Drama | 1 |  The Walking Dead Drama, Apocalyptic Drama |
| 2 |  Lucifer add ⓘ Drama, Procedural Drama | 2 |  Game Of Thrones Drama, Fantasy Drama |
| 3 |  Game Of Thrones Drama, Fantasy Drama | 3 |  Pretty Little Liars add ⓘ Drama, Teen Drama |
| 4 |  Pretty Little Liars add ⓘ Drama, Teen Drama | 4 |  The Bold And The Beautiful add ⓘ Drama, Soap Opera |
| 5 |  Grey's Anatomy add ⓘ Drama, Medical Drama | 5 |  The Big Bang Theory add ⓘ Comedy, Sitcom |
| 6 |  The Big Bang Theory add ⓘ Comedy, Sitcom | 6 |  Westworld add ⓘ Drama, Sci-fi Drama |
| 7 |  Soy Luna add ⓘ Children, Teen Comedy | 7 |  American Horror Story Horror, Suspense Horror |
| 8 |  Supernatural Drama, Fantasy Drama | 8 |  Gilmore Girls add ⓘ Comedy, Comedy Drama |
| 9 |  Westworld add ⓘ Drama, Sci-fi Drama | 9 |  NcIs add ⓘ Drama, Procedural Drama |
| 10 |  American Horror Story Horror, Suspense Horror | 10 |  Fear The Walking Dead Drama, Apocalyptic Drama |
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| Top 50 titles | | Romania | |
|--|---|--|--|
| 10 Shows ▾ | | | |
| 1 |  The Walking Dead Drama, Apocalyptic Drama | 1 |  The Walking Dead Drama, Apocalyptic Drama |
| 2 |  Lucifer add ⓘ Drama, Procedural Drama | 2 |  Westworld add ⓘ Drama, Sci-fi Drama |
| 3 |  Game Of Thrones Drama, Fantasy Drama | 3 |  Pretty Little Liars add ⓘ Drama, Teen Drama |
| 4 |  Pretty Little Liars add ⓘ Drama, Teen Drama | 4 |  The Big Bang Theory add ⓘ Comedy, Sitcom |
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| 7 |  Soy Luna add ⓘ Children, Teen Comedy | 7 |  The Young Pope add ⓘ Drama, Period Drama |
| 8 |  Supernatural Drama, Fantasy Drama | 8 |  You Who Came From The Stars add ⓘ Drama, Romantic Drama |
| 9 |  Westworld add ⓘ Drama, Sci-fi Drama | 9 |  Lucifer add ⓘ Drama, Procedural Drama |
| 10 |  American Horror Story Horror, Suspense Horror | 10 |  American Horror Story Horror, Suspense Horror |
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| Top 50 titles | | Hungary | |
|--|--|--|--|
| 10 Shows ▾ | | | |
| 1 |  The Walking Dead Drama, Apocalyptic Drama | 1 |  The Walking Dead Drama, Apocalyptic Drama |
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“We all believe that the commercial interruption business we’ve been in for the last 40 or 50 years is probably getting a little long in the tooth. We all need to develop better ways for brands to engage with our audience”

Randy Freer

President and Chief Operating Officer

Fox Networks Group

Beyond Marketing: CSR



THE WALKING DEAD BLOOD STORE

541% increase in blood donations

