



# MEDIA INFORMATION

## 2011 UEFA CHAMPIONS LEAGUE FINAL DELIVERS FOR FOX SPORTS MEDIA GROUP

### FC Barcelona-Manchester United Match on FOX Sports & FOX Deportes Dwarfs 2010 Viewership

#### FOX Sees +64% Spike in Key Young Male Demographic; FOX Deportes Sets Spanish-Language Ratings Records

New York - The 2011 UEFA Champions League Final is the highest-rated and most watched in U.S. history, according to national ratings figures released by Nielsen Media Research.

FOX Sports Media Group's coverage of the championship match of the world's most prestigious soccer club tournament combined on FOX and FOX Deportes to generate a 2.1 household rating and 6 share, drawing an audience of 4.2 million viewers nationally, dwarfing the ratings and audience of a year ago by +75% and +91%, respectively. The 2010 UEFA Champions League Final between Inter Milan and Bayern Munich, which aired on FOX and Fox Sports en Español (now FOX Deportes), combined for a 1.2 HH rating with an audience of 2.2 million.

The FOX over-the-air broadcast earned a 1.4/4 household rating/share, with an audience of 2.6 million viewers compared to a 1.0 HH rating and 1.6 million viewers a year ago, +40% in rating and +63% in audience. Simultaneously, FOX Deportes notched a 0.7/2 rating in total US homes for this year's match, with an audience of 1.6 million, +133% in HH rating (0.3) and +167% in audience (600,000).

Significantly, the English-language broadcast of Saturday's match beat the 2009 Champions League Final which also featured Manchester United and Barcelona by +56% in rating (1.4 vs. 0.9) and +86% in audience (2.6 million vs. 1.4 million). Combined, the 2011 match on FOX and FOX Deportes bettered the 2009 match by +62% on rating (2.1 vs. 1.3) and +24% on viewership (4.2 million vs. 2.1 million).

U.S. viewership of the UEFA Champions League Final has exploded in recent years. This is the seventh straight year that English-language viewing of the Champions League Final has increased in the U.S. Over the last 10 years, viewing has increased almost 10-fold, from 264,000 viewers on ESPN in 2002 to 2.6 million on FOX this year.

Soccer continues to draw an impressively young audience. Saturday's match earned a 1.8 among Men 18-34 on FOX, which is +29% higher than the HH rating. It's exceptionally rare for a sports event to be that much stronger among the younger demo than it is overall.

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Locally, Washington DC led all markets with a 3.3, followed by Seattle (2.9), New York & Providence (2.8), Los Angeles & Austin (2.7), San Francisco (2.5), Las Vegas & Phoenix (2.3), San Diego & Tampa (2.1), Boston & Hartford (2.0). In terms of year-to-year growth, Seattle led the way (+383%, 2.9 vs. 0.6), followed by Providence (+367%, 2.8 vs. 0.6), Hartford (+300%, 2.0 vs. 0.5), Dayton (+300%, 1.6 vs. 0.4), Orlando (+250%, 1.4 vs. 0.4), Indianapolis (+233%, 1.0 vs. 0.3) and Washington, DC (+200%, 3.3 vs. 1.1) & Greenville (1.2 vs. 0.4).

In terms of the Spanish-language audience, FOX Deportes' telecast of the 2011 UEFA Champions League Final is the highest-rated ever on Spanish-language television and generated the biggest audience for any event in the history of Spanish-language sports networks. The match attracted 1.5 million Spanish language viewers, a record for any Spanish-language sports cable network in the U.S., up +206% compared to the 2010 Champions League Final, more than tripling the number of Hispanic viewers (490,000) from a year ago. The match pulled a 13.0 coverage area HH rating, the third-highest in the network's history and up an incredible +152% versus last year's 5.15 Final. For additional details on the Spanish-language audience, please see the companion press release issued by FOX Deportes.

FSMG recently extended its contract with the UEFA Champions League through 2015.

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### **FOX Sports Media Group**

FOX Sports Media Group (FSMG) is the umbrella entity representing News Corporation's wide array of multi-platform US-based sports assets under Chairman & CEO David Hill. Built with brands that are capable of reaching more than 100 million viewers in a single weekend, FSMG includes ownership and interests in linear television networks, digital and mobile programming, broadband platforms, multiple web sites, joint-venture businesses and several licensing partnerships. FSMG now includes FOX Sports, the sports television arm of the FOX Broadcasting Company; Fox's 19 regional sports networks, their affiliated regional web sites and FSN national programming; SPEED and SPEED2; Fox Soccer Channel and Fox Soccer Plus; FUEL TV; and Fox College Sports. In addition, FSMG also includes FOX Sports Interactive Media, which comprises FOXSports.com on MSN, whatifsports.com and scout.com, reaching over 27 million unique visitors monthly. Also included are Fox's interests in joint-venture businesses FOX Deportes, Big Ten Network and STATS, LLC, as well as licensing agreements that establish the FOX Sports Radio Network, FOX Sports Skybox restaurants and FOX Sports Grills.