



MEDIA INFORMATION

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STREET LEAGUE SKATEBOARDING SCORES RECORD AUDIENCE ON FOX

2014 SLS NIKE SB SUPER CROWN WORLD CHAMPIONSHIPS Peaks at 2.8 Million Viewers

Los Angeles -- The 2014 STREET LEAGUE SKATEBOARDING NIKE SB SUPER CROWN WORLD CHAMPIONSHIP made a historic debut on the FOX broadcast network, Sunday, Nov. 2, with the league scoring its largest television audience ever.

Scheduled adjacent to NFL on FOX single-header football games in most markets, the STREET LEAGUE SKATEBOARDING NIKE SB SUPER CROWN WORLD CHAMPIONSHIP delivered a 1.1/2 household rating/share and averaged 1.7 million viewers over the 90-minute program. The event was highlighted by Nyjah Huston winning the title in dramatic fashion on his final trick – drama which led to the show peaking at more than 2.8 million viewers. In key male demographics, the show delivered a 0.8 in Men18-34, the best delivery this season for an NFL companion program on FOX.

In 2014, FOX Sports and Street League Skateboarding (SLS) announced a new multi-year partnership that includes live broadcasts of the world's premier skateboarding contest series on FOX Sports 1 and global distribution through the FOX family of networks. Street League Skateboarding, founded in 2010 by 20-year professional skateboarder, entrepreneur and TV personality Roby Dyrdek, features the sport's biggest stars as they compete in an easy-to-follow street skateboarding contest format.

The Street League Skateboarding encore show was part of an expanded series of multi-sport afternoon specials scheduled adjacent to NFL on FOX single-header football across the fall broadcast season, including the popular UFC reality series THE ULTIMATE FIGHTER: A CHAMPION WILL BE CROWNED, MONSTER ENERGY SUPERCROSS and the IMSA TUDOR United SportsCar Championship.

On Sunday, Nov. 23, FOX highlights the inaugural season of the ground-breaking FIA FORMULA E CHAMPIONSHIP with race coverage from Putrajaya, Malaysia. As the U.S. OPEN headlines the USGA's move to FOX Sports in 2015, FOX serves up a Thanksgiving Day treat on Thursday, Nov. 27, with the premiere of 1962 U.S. OPEN: JACK'S FIRST MAJOR, the first-ever USGA-produced documentary on network television. The one-hour program chronicles Jack Nicklaus' first U.S. Open victory in 1962 at Oakmont Country Club, which set in motion one of the most prolific careers in professional golf.

-- FOX SPORTS --