



## **FOX SPORTS SUBSCRIBES TO NIELSEN NATIONAL OUT-OF-HOME REPORTING SERVICE**

*With Nielsen Out-Of-Home Measurement, FOX's NFL Regular Season Experienced  
16% Audience Lift*

**NEW YORK, NY - JUNE 26, 2017** - Nielsen (NYSE: NLSN) today announced FOX Sports, as the latest media company to subscribe to its National Out-of-Home Reporting Service. The multi-year agreement provides the FOX Sports broadcast network, FS1, FS2 and FOX Deportes with program and commercial ratings for live through live + 7 days of time-shifted viewing. With this service, FOX Sports will now have a much richer view of their in-home and out-of-home audience. The National Out-of-Home Reporting Service is a critical part of Nielsen's Total Audience framework as it provides clients with the flexibility they need to measure their complete linear TV audience.

"Sports are being watched everywhere, every day and on every type of screen. Our business has to keep pace with changes in viewer behavior," said Eric Shanks, President, Chief Operating Officer & Executive Producer, FOX Sports. "Nielsen's out-of-home measurement enables us to measure our audience wherever they may be, which in turn allows us to better service the advertising industry."

FOX's NFL regular season saw a 16% lift from out-of-home measurement among adults 18-49. Furthermore, Nielsen's out-of-home service data pointed to a younger, more diverse, more female and more affluent audience than FOX Sports' in-home NFL audience. Measuring FOX Sports' viewing wherever it happens is essential to the network's growth and demonstrates the true value of content to advertisers.

FOX Sports and its networks will receive weekly reports that include daily data for program and commercial audience estimates. The out-of-home viewing data will be derived from Nielsen's Portable People Meter (PPM) technology and combined with national TV ratings. The newly produced audience estimate will enable FOX Sports and any subscribing TV networks to fully demonstrate the breadth and depth of their content by including viewing that occurs in locations such as hotels, gyms, bars and the workplace. Furthermore, the PPM is equipped with detection technology to know when a panelist is in-home versus out-of-home, allowing Nielsen to capture and credit Linear TV content anywhere the viewer is watching or listening to TV.

"FOX Sports has some of the most exciting and fan-favorite sporting events and we are thrilled to extend our relationship by providing them with out-of-home measurement that demonstrates their incremental audience," said Lynda Clarizio, President, Nielsen U.S. Media. "We are committed to providing our clients with a complete view of their total audience regardless of where consumers are viewing their content. Our out-of-home measurement service is another



piece of Nielsen Total Audience delivering to subscribing clients richer and more robust insights into their viewers, as well as helping to uncover new and valuable audience segments.”

The National Out-of-Home Reporting Service is the first electronic measurement service that provides viewing estimates for both in-home and out-of-home. This opt-in service leverages Nielsen’s PPM technology from nearly 77,000 installed panelists. Using a fusion methodology to combine the PPM footprint across 44 local TV markets with Nielsen’s national representative panel, Nielsen is able to represent 65% of the TV U.S. household population to project what people are watching outside of their homes.

### **ABOUT NIELSEN**

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen’s Watch segment provides media and advertising clients with Total Audience measurement services for all devices on which content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry’s only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90% of the world’s population. For more information, visit [www.nielsen.com](http://www.nielsen.com).

### **ABOUT FOX SPORTS**

FOX Sports is the umbrella entity representing 21st Century FOX’s wide array of multi-platform US-based sports assets. Built with brands capable of reaching more than 100 million viewers in a single weekend, FOX Sports includes ownership and interests in linear television networks, digital and mobile programming, broadband platforms, multiple web sites, joint-venture businesses and several licensing partnerships. FOX Sports includes the sports television arm of the FOX Broadcasting Company; FS1, FS2; FOX Sports Regional Networks, their affiliated regional web sites and national programming; FOX Soccer Plus; FOX Deportes and FOX College Sports. In addition, FOX Sports also encompasses FOX Sports Digital, which includes FOXSports.com, FOX Sports GO, Whatifsports.com and Yardbarker.com. Also included in the Group are FOX’s interests in joint-venture businesses Big Ten Network and BTN 2Go, as well as a licensing agreement that established the FOX Sports Radio Network.

### **CONTACT**

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