



MEDIA INFORMATION

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FOX SPORTS BRINGS BRANDS CLOSER TO THE ACTION

Network Readies For Biggest Fall Season In Its History

New York, NY – As last year’s leader in live events, FOX Sports readies itself for an even bigger fall in 2018 and pioneers new ways to capture the ultimate commodity: human attention. And when consumers are spending the most, FOX Sports is at its best. With the addition of the NFL’s THURSDAY NIGHT FOOTBALL to an already stacked lineup that includes televisions No. 1 program AMERICA’S GAME OF THE WEEK, top college football and baseball’s playoffs, FOX Sports owns weekends in the fall and will bring advertisers closer to the action than ever before.

“Our lineup is extraordinary,” said Eric Shanks, FOX Sports President, Chief Operating Officer & Executive Producer FOX Sports Eric Shanks. “As the #1 network in live sports, viewers will start their sports viewing with Thursday Night Football on FOX, catch the biggest college football games Friday and Saturday on FOX and FS1, become captivated by baseball’s postseason and finish their weekend with AMERICA’S GAME OF THE WEEK on Sunday afternoons.”

In today’s media ecosystem of seemingly unlimited choice, FOX Sports is built for brands and rises to the top with an unmatched portfolio of live events across NFL and College football, baseball’s playoffs and World Series and a full slate of compelling, incisive live studio shows on FS1.

FOX IS THE LEADER IN LIVE SPORTS EVENT VIEWING

- With the addition of Thursday Night Football, FOX is home to an estimated 40% of all NFL regular season viewing. The package also gives FOX three of the five most-watched shows in all of television (AGOTW; NFL Sunday singleheader; TNF).
- FOX is football. Twenty-five years after the network launched, football is still the biggest part of FOX’s viewing and biggest part of FOX’s ad revenue.
- AMERICA’S GAME OF THE WEEK averaged 22,745,000 viewers in 2017 and ranked as the No. 1 show in all of television for the ninth straight year.
- College football on the FOX broadcast network was up +23% year-over-year, and college football on FS1 was up +10%. Combined the two channels finished the 2017 regular season up a combined +35%.

- On the heels of an emotional seven-game World Series victory by the Houston Astros which 106 million viewers watched all or part of, “FOXTOBER” returns with baseball’s postseason and World Series.

--FOX SPORTS—