

ONE FOX DIGITAL

ONE **FOX**
DIGITAL

FOX NEWS
media



FOX
ENTERTAINMENT

tub

FOX



TRANSPARENT. SCALE. SIMPLE.

ONE FOX
DIGITAL

**PREMIUM VIDEO
SOLUTION ACROSS
THE FOX PORTFOLIO**

One FOX Digital Ecosystem

150B+

Minutes Consumed
Per Month

200M+

Digital Viewers

FOX O&O Sites & Apps



tubi

TMZ

OUTKICK



Distribution Partners

SAMSUNG

dish

hulu

VIZIO

Roku

YouTubeTV

amazon

fubo^{TV}

xfinity x1

sling

DIRECTV

+25 Additional Partners

Unlocking One FOX Digital

Ability to access a Unified Premium Video Supply across all FOX Digital Brands



**AUDIENCE
AT SCALE**



**OPTIMIZED
EFFICIENCY**



**EASY AND
EFFECTIVE
BUYING**



**IMPROVED
TRANSPARENCY**

Targeting, Creative & Partnerships



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Appendix

One FOX Digital Capabilities

Available Capabilities for Direct IO & Programmatic Guaranteed Deals

DEMO TARGETING

Campaigns will leverage age and demo bands, via approved 3rd Party Data Providers to prequalify the opportunity meets the demographic target prior to serving.

ADVANCED AUDIENCE TARGETING

Campaigns will leverage LiveRamp or TransUnion to onboard Advertiser 1st party data or target using 3rd party data. Audience activation SLA is up to 7 business days.

FREQUENCY CAPPING BY NETWORK

Frequency caps will be maintained at Network/Brand level versus Portfolio.

UNIFIED FREQUENCY CAPPING

Frequency cap will be across all Networks/Brands at a campaign level.



REACH & FREQUENCY MANAGEMENT

Helps you achieve your audience delivery needs by working across the portfolio to maximize campaign reach, without over serving our viewers.

ATTRIBUTION REPORTING

Brand studies and attribution measurement can be enabled via 1x1 pixel. Approved advertiser funded partners are VideoAmp, iSpot, TVSquared, Data+Math, (additional vendors available upon request). Opportunity to provide added value (FOX funded) incremental reach, brand lift, or attribution reporting.

POST CAMPAIGN REPORTING

Post campaign reporting by genre, geo, and advanced audiences is available. Reporting by network available based on percentage range as composition to overall campaign.

One FOX Digital Benefits



Seamless Scale and
Activation Across the
FOX Digital Portfolio



National Linear TV



Set-Top BOX VOD



Connected TV



Desktop



Mobile

97%
Total Video Consumption is
on "Big Screen"

85%
CTV