

FIRST-TO-MARKET OPPORTUNITIES

DE&I CAMPAIGN WITH FOX ENTERTAINMENT



#TVForAll

- Multi-platform campaign
- Impactful DE&I conversations during key tentpoles
- Featuring diverse FOX Entertainment talent

CONTEXTUAL CONTENT

- Linear: (:30) FOXTVForAll spot with co-branded open/close
- Social/Digital: Long form co-branded content on FOX handles

SCALABLE

- Multiple brands could participate in DE&I conversations or focus on one key initiative
- Potential to expand campaign to podcasts, events and/or experiential activations

PREMIUM PRIME SPECIAL

- Create 30-minute linear special/s aligned with DE&I initiatives
- Distributed/Streamed on FOX Prime and Tubi

FOX ENTERTAINMENT

#TVFORALL CURRENT TENTPOLES

PRIDE NATIONAL COMING OUT DAY
KARIN GIST
FOX

FOX AAPI HERITAGE MONTH

BLACK HISTORY MONTH
JOE MORTON
FOX

WOMEN'S HISTORY MONTH
MUSIC VIDEO
FOX

Current Tentpoles: Pride Month, AAPI Heritage Month, Black History, Women's History Month, Latin Heritage Month

LEADER IN DIVERSE STORIES

FOX ENTERTAINMENT PRIORITIZES REPRESENTATION

BIPOC
Cast Diversity - Inclusion Index

143	102	99	93
FOX	ABC	CBS	NBC

AND ATTRACTS THE MOST DIVERSE AUDIENCES

FOX is #1 in prime entertainment in both ratings and concentration of Multicultural, Black & LatinX A18-49 viewers