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

LEADER IN DIVERSE STORIES
FOX ENTERTAINMENT PRIORITIZES REPRESENTATION

BIPOC
Cast Diversity - Inclusion Index

AND ATTRACTS THE MOST DIVERSE AUDIENCES
FOX is #1 in prime entertainment in both ratings and concentration of Multicultural, Black & LatinX A18-49 viewers

Source: Gracenote Inclusion Analytics, 4Q'21-1Q'22, Entertainment (excludes sports and news), Audience info: Nielsen, C7, 9/20/21-5/25/22, Prime Entertainment.
Inclusion Index: Representation among top 10 recurring cast members (based on screen time) of a program or network indexed to the identity group incidence in the general population.