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

SCALABLE

PREMIUM PRIME SPECIAL

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

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

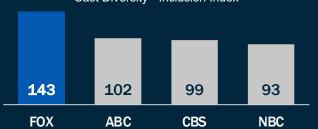


LEADER IN DIVERSE STORIES

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

