

TVFORALL Partnerships Positively Impact Brand Perception

FOX TV FOR ALL CELEBRATES HISPANIC HERITAGE MONTH

FOX Entertainment...



Leads the industry in **inclusive storytelling** and cast diversity

Shares **important conversations** with diverse FOX Entertainment talent during key tentpole months

Aligns brand **purpose** with FOX **commitment** to showcasing all voices

*FOX has the **highest LatinX** cast representation in the 22/23 season out of all broadcast competitors.*

TVFORALL SPONSOR CONTENT HISPANIC HERITAGE MONTH – SEPT/OCT 2023

“Anthem” Video

In this uplifting video for Hispanic Heritage Month 2023, we’re energizing fans with highlights of FOX’s Hispanic actors and their historic moments on the network.

SPONSORABLE CONTENT ELEMENTS

1x Linear + Digital Teaser (:15-:30) to air in brand’s commercial time with co-branded open/close driving to digital long form “Anthem” spot

Potential Extension: Digital Anthem Spot – (:60) co-branded content on YouTube with “sponsored by” branded open/close

Lead Time & Materials: 3 weeks and hi-res logo required



Example Hispanic Heritage Month “Anthem” 2022
Click the image to watch!



Source: Gracenote Inclusion Analytics, 1Q’23, Prime Entertainment (excludes sports and news), Audience info: Gracenote Inclusion Analytics, 4Q’22-1Q’23, Prime Entertainment, Share of cast.
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.