

FOX Sports Interactive Media

1440 S. Sepulveda Blvd.

Los Angeles, California 90025

Web: <http://www.foxsports.com>

As the pre-eminent "sourcebook", of all information related to seasonal professional sports (i.e. football, baseball, auto racing, basketball, fantasy sports...) FOX Sports continues to expand its reach beyond television. The corporate vision is to seek out mass distribution channels for its consumer oriented content. Hence, FOX Sports Interactive is extending its brand and content, to emerging media that include: Internet, broadband, wireless, and ultimately iTV.

Beyond television and radio, the next largest mass distribution channel in the United States, is the Internet. Today, just over fifty percent of Americans connected to the Internet have broadband access. FOX Sports Interactive Media, provides more streaming sports video for the Internet than any other sports news provider. Moreover, FOX Sports has been the leading supplier of sports content to Internet portals, such as MSN. The brand is so strong that metrics indicate FOX Sports content drives a disproportionately high percent of all MSN Video viewership.

Revenues are generated mainly from Internet advertising, as well as broadband and wireless content distribution. In the coming years advertising, on broadband Internet connections, are forecast to increase.

In 2004, FOX entered into an agreement with Comcast, and other broadband partners, to provide sports content. The "broad pipe" of cable receives a more media-rich product, than does the mobile distribution channels. Furthermore, the broader bandwidth facilitates a richer viewing experience. Over the next five years, evolutionary market forces are expected to drive content companies toward bundled services when broadband exists. FOX Sports is anticipating this trend.

FOX Sports had also witnessed phenomenal growth, with its mobile games, ringtones, video and flagship product FOX Sports Mobile. In 2005, all genres are expected to grow exponentially. FOX Sports Interactive Media is keen to this, and is positioning the company to capitalize on consumer demand.

International business opportunities for FOX Sports Interactive are location-centric to Canada, Latin America, and potentially Asia. The reason for such a bias toward North America is primarily the uniquely U.S. nature of the sports covered. Complementary to this is the fact that NEWS Corp is the parent company of FOX Sports. NEWS Corp owns the European brand - SKY Sports, and the Asian brand - STAR Sports. FOX Sports Interactive would eventually like to create an expatriate brand across multiple continents.