

The Internet interface, as well as on-line games, involves the licensing of content from FOX. This has been the business model throughout the brief history of this department.

Best-of-breed products, and profitable business models, are sought in all partnering relationships. The business model generally calls for an aggressive revenue share between FOX and the developer/publisher.

Successful past partnerships have been with: Sorrent, MSN, Wild Tangent, and Sporting News for fantasy sports. When FOX Sports Interactive was faced with an uncooperative partner, the art of negotiation was leveraged such that an amicable resolution resulted. Litigation is the choice of last resort for this organization.

Investment

FOX Sports Interactive Media generally does not invest cash into projects. The nature of the business is that the FOX brand is licensed. FOX content is paid for through revenue share, or up front, in instances where cable providers are involved. Contracts dictate payment schedules.

Important investment decisions are centred around: hiring the best employees; and, choosing the right partners. This may sound like a standard exercise, but there is much due diligence that goes into each process.

As for finding the right partner, FOX Sports always tries to cut the best deal for all parties involved. As for its employees, the best candidates are individuals having MBA educational credentials.

Company Contact

Mr. John Smelzer

Vice President Business Development

FOX Sports Interactive Media

1440 S. Sepulveda Blvd.

Los Angeles, CA 90025

Telephone: (310) 444-8418

Fax: (310) 444-8190

E-mail: jsmelzer@foxsports.com