



# FOX SPORTS MARKETING OVERVIEW

ROBERT GOTTLIEB • HEAD OF MARKETING

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**FIFA®**

For the Game. For the World.

# WHAT AUDIENCE ARE WE TARGETING?

- 12.8MM HARDCORE SOCCER FANS
- 9.9MM POP CULTURE LEADERS
- 105MM AVID SPORTS FANS



OUR TASK IS TO MAKE THE WOMEN'S WORLD CUP THE  
**SPORTS & POP CULTURE EVENT**  
OF 2015



A UNIQUE TEAM

# THE UNIQUE OPPORTUNITY

World Cup Fever,  
we must form a bridge



**AMERICA HAS A SCORE TO SETTLE**



**KNOW THE PLAYERS.  
CARE ABOUT THE PLAYERS.  
WATCH THE PLAYERS.**

# Pop Culture

FIFA®

American  
Idol





The background of the slide is a photograph of a large stadium filled with spectators. The stadium's roof structure is visible at the top, and the seating area is densely packed with people. The lighting is bright, suggesting a daytime event. The right side of the image is partially obscured by a large blue diagonal overlay.

# OUT OF HOME









# ONLINE DIGITAL CONTENT



**FIFA**

# MATCH TUNE IN

# RATINGS

- **USA v Germany 8.4MM viewers**
  - +147% over 2011 Semi-Finals
- **USA v Germany most watched World Cup Semi-final ever in U.S.**
  - Men & Women
- **For all WWC games, averaging 1.3MM viewers**
  - + 45% over 2011
- **USA games averaging 5.3MM viewers**
  - +121% over 2011



**Thank you**

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