

FNG CHANNELS POSITIONING & AUDIENCE PROFILE 2019

FOX
NETWORKS GROUP



ALMA
MEDIA GROUP

Born into greatness

The unsurpassed legacy of 20th Century Fox drives what FNG stands for.

Our unique relationship with this major studio propels us.

This history combined with our global reach makes FNG's Entertainment portfolio an unbeatable proposition.

As an innovator in TV, 20th Century Fox has created groundbreaking series such as The Simpsons, The X-Files, The Gifted, 24, Prison Break and Empire. There were nearly 500 scripted original series made for US TV in 2017. Impressively over 300 of them aired on FOX networks across the globe. We are the world's go-to destination for drama and comedy.

Bulgaria: Distribution 10 TV channels
(Bulsatcom, A1, Vivacom ,ipTV...)

Sell advertising airtime
for 6 TV channels since 2005



FNG portfolio

The global home of premium entertainment.



Entertainment

The world's leading
ENTERTAINMENT network
with 126 FOX channels around
the globe.

Factual

The world's definitive
premium science, adventure
and exploration network.

FOXlife **FOXCRIME**

24KITCHEN

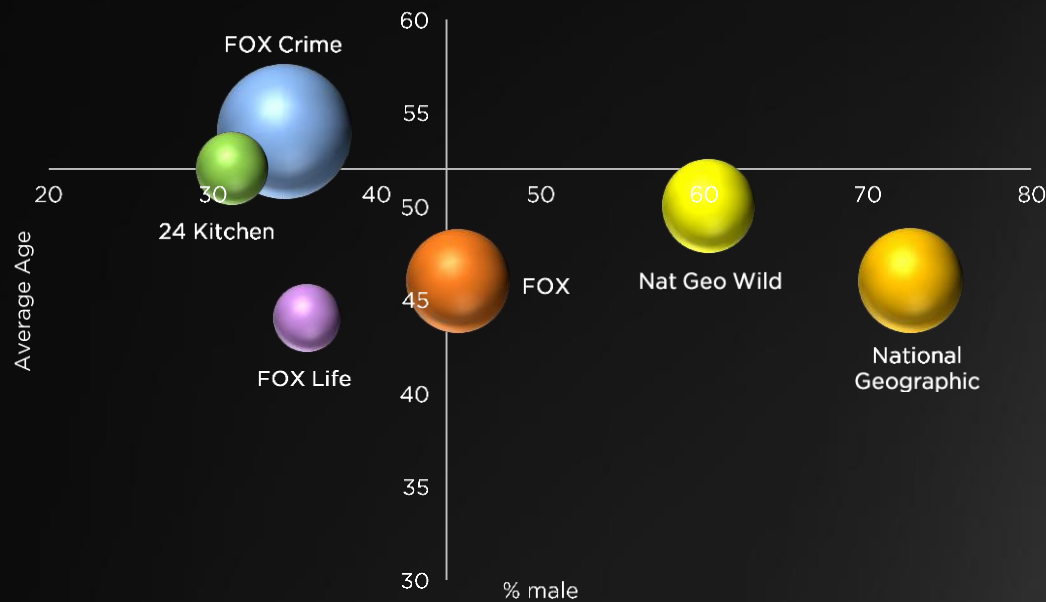


**NATIONAL
GEOGRAPHIC
WILD**

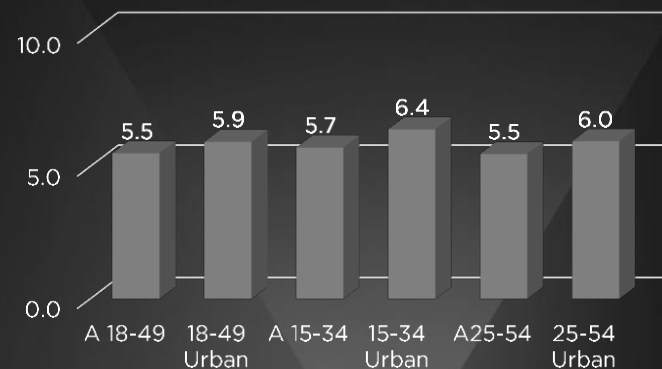
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FNG channels portfolio provides access to wide range of audience. The portfolio occupies 6.4% of the youngest 15-34 urban audience viewing

FNG channels positioning 2018

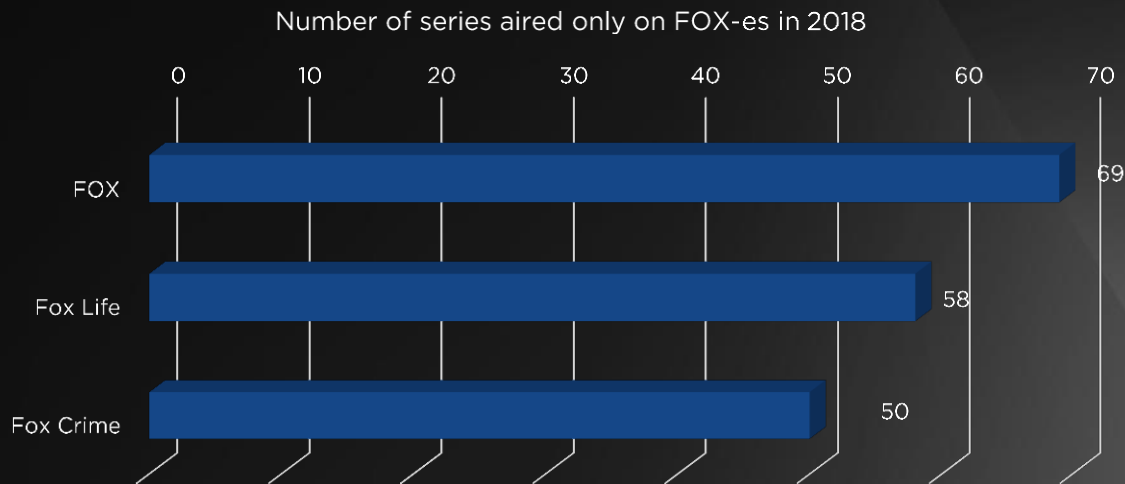


Total FNG channels SHR 2018



Content on FOX, FOX Life and FOX Crime

177 series titles were broadcasted
only on FOX-es during 2018



FNG home of premium television

At Fox Networks Group we produce +500 hours per year of scripted dramas and comedies including:

Deep State
The Gifted
The X-Files
The Passage
Empire
Legion

The Simpsons
American Crime Story
American Horror Story
9-1-1
Prison Break
The Orville

FNG home of documentaries

National Geographic is the leading destination for premium science, adventure and exploration content, unravelling the unknown in print since 1888 and on TV since 1964.

Jane
The Story of God
Before The Flood
One Strange Rock

Mars
LA 92
Genius
He Named Me Malala



FOX



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FOX audience

CHANNEL RESONANCE

- Successful
- Stable
- Pushy
- Presentable

SOCIAL IDENTITY

PERSONALITY

- Dynamic
- Modern
- Up-to-date
- A bit immature, scattered
- Ambitious

FOX

FUNCTIONAL BENEFITS

EMOTIONAL BENEFITS

- Diverse programme - both comedy & serious genres (criminal series)

- Entertaining
- Both fun & serious
- Intriguing

Source of data: IPSOS BG Survey Jul 2017

6 Focus Groups

Age 18-24, 25-34, 35-49 both male & female; Location - Sofia

Pay TV subscribers, watch TV at least 4 times a week, have access to FOX, FOX Life & National Geographic, Pay TV channels viewers aware of FNG channels and watch regularly at least 2 of them.

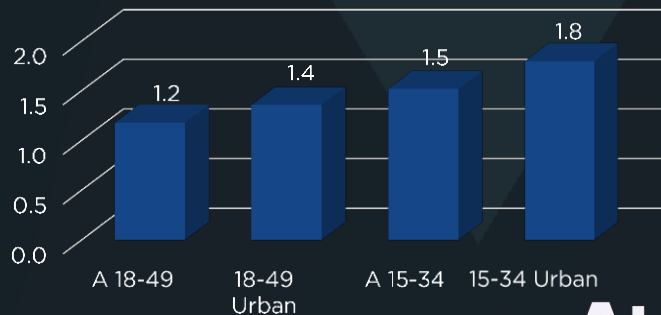
FOX is our flagship channel. It is inclusive and broad in appeal. This is red carpet television.

The brand is driven by the world's premium shows, embracing comedy, drama, science fiction, action, animation and movies.

Through its shows FOX creates cultural impact, drives conversation and loyalty, defies conventional wisdom and strives for originality.

Expect the unexpected.

FOX SHR, 2018



Source of data: Nielsen Admpsphere Bulgaria

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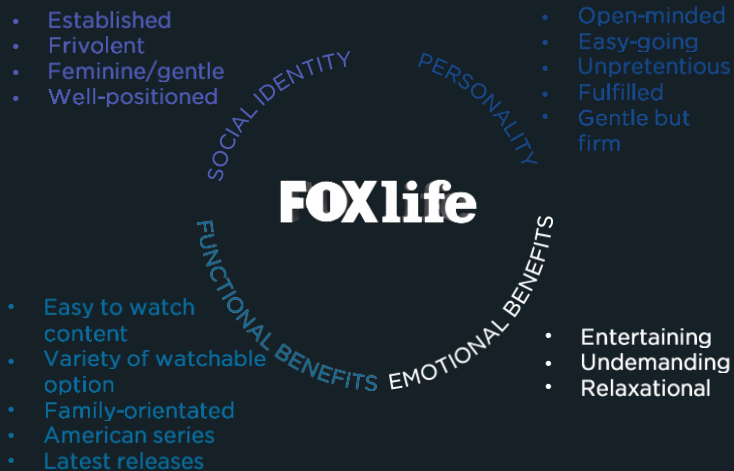
FOXlife



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FOX Life audience

CHANNEL RESONANCE



Source of data: IPSOS BG Survey Jul 2017

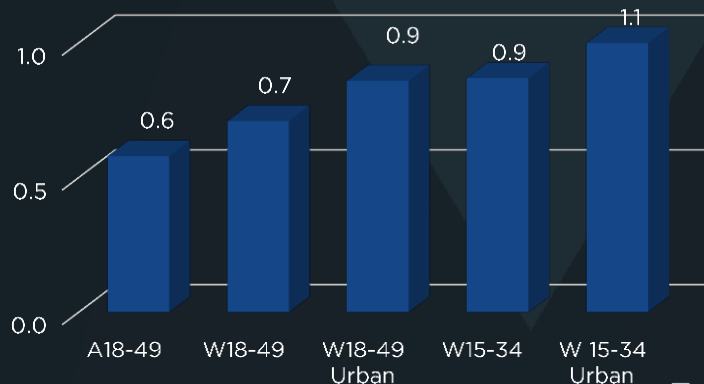
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FOX Life is our entertainment re-defining global channel for a passionate, engaged, mainly female audience.

This is the world's best blend of scripted and non-scripted television, proving that quality can be captured across genres and delivered to our audience without compromise.

Fox Life SHR, 2018



Source of data: Nielsen Admpsphere Bulgaria

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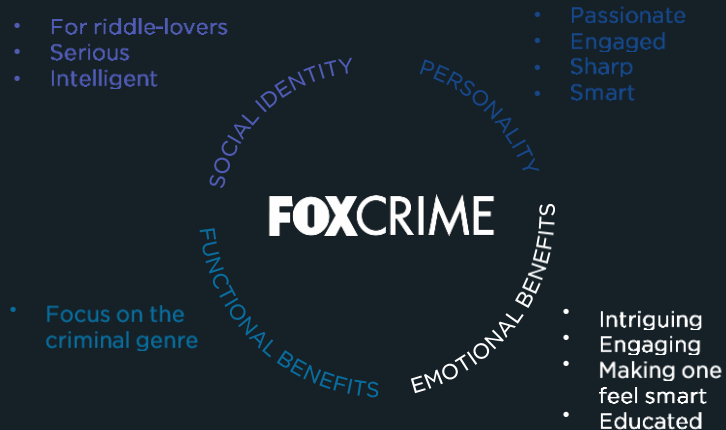
FOXCRIME



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FOX Crime audience

CHANNEL RESONANCE



Source of data: IPSOS BG Survey Jul 2017

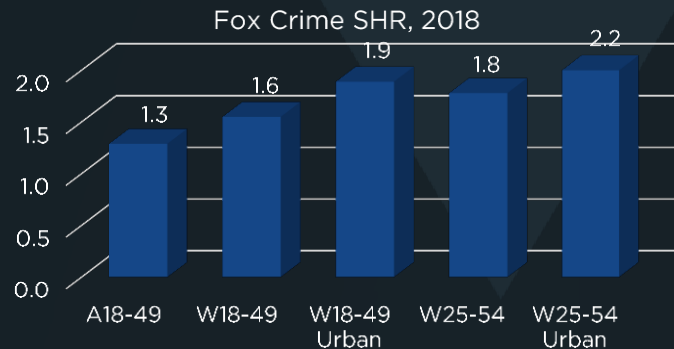
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FOX Crime is our dedicated home for crime, espionage, intrigue and investigation. The thriller lives here.

We broadcast the world's greatest crime series and bring the best new investigative heroes into homes everywhere.



Source of data: Nielsen Admpsphere Bulg

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24KITCHEN

24Kitchen audience profile

CHANNEL RESONANCE



Source of data: IPSOS BG Survey Jul 2017

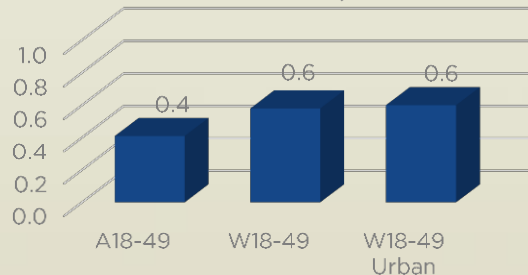
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The lifestyle channel that goes beyond cooking. 24 Kitchen shares people's growing concerns about the quality of their food. 24 Kitchen is committed to fresh foods, healthy cooking and responsible eating. Our Core is the kitchen table: Eating together at home keeps us centered and together- as a couple, as a family, or as a gathering of friends.

24 Kitchen SHR, 2018

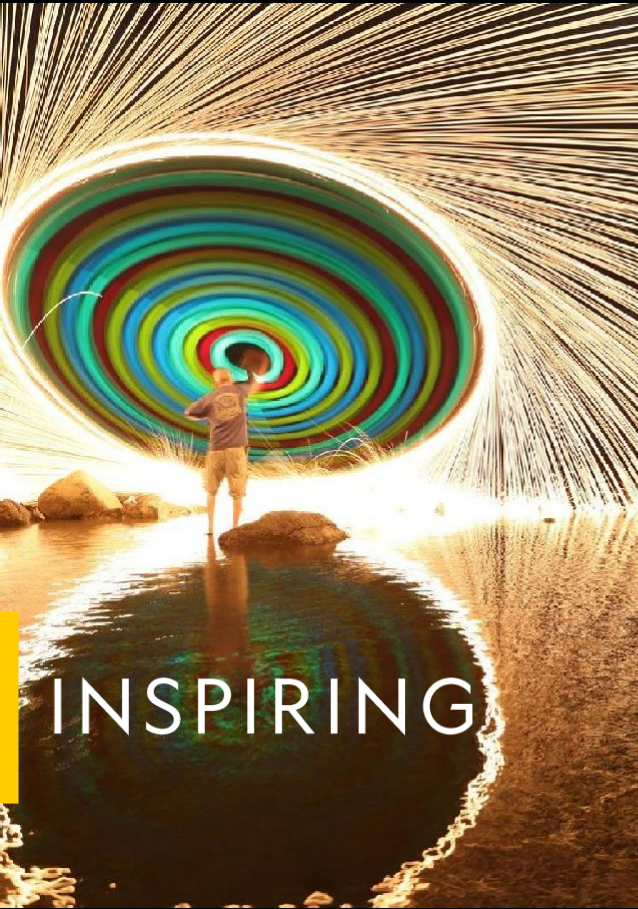


Source of data: Nielsen Admpsphere Bulgaria



 **NATIONAL
GEOGRAPHIC**

WORLD'S LEADING VISUAL STORYTELLER



ALMA

CHANNELS

487M
HOUSEHOLDS
IN **172** COUNTRIES

#1
IN QUALITY

MAGAZINES

54M
NGM ENGLISH
LANGUAGE READERS

DIGITAL & SOCIAL

29M
MONTHLY
GLOBAL NG.COM USERS

12M
SOCIAL FANS IN EUROPE

CHANNEL RESONANCE



Source of data: IPSOS BG Survey Jul 2017

6 Focus Groups

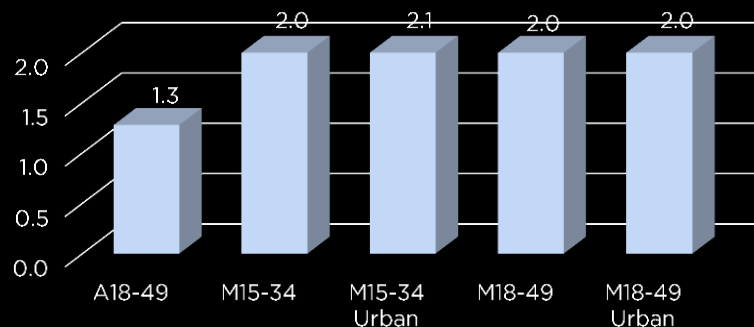
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The National Geographic brand is rooted in our original mission to explore the world. 188 years later, our commitment to change the world through Science, Exploration and Storytelling is just as strong.

In this sense, National Geographic is not only a unique TV brand, but a unique media brand and can offer a world of science, exploration and storytelling to a broad range of curious consumers who seek out the stories and experiences we can offer them.

National Geographic SHR, 2018



Source of data: Nielsen Admpsphere Bulgaria

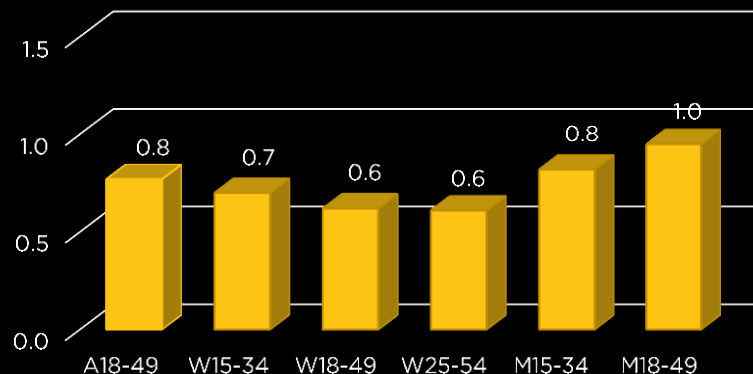


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- Extraordinary tales from the natural world that ignite our audience's passion for the world's wildest animals and most exhilarating places.

Unforgettable imagery that reveals the astonishing beauty and complexity of Mother Nature.

Nat Geo Wild SHR, 2018



Source of data: Nielsen Admpsphere Bulgaria

Thank you

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