



MEDIA RELEASE
7 February 2017

FOX SPORTS AND AFL TAKE THE GAME TO FANS AROUND THE WORLD

FOX SPORTS PARTNERS WITH THE AFL TO POWER 'WATCH AFL' GLOBAL PASS IN 2017

FREE TRIAL FOR FANS WHO SIGN UP BEFORE ROUND 1 OF THE AFL PREMIERSHIP SEASON

NOW GLOBAL FANS WILL NEVER MISS THEIR TEAM IN ACTION

FOX SPORTS Australia, together with the AFL, announce a new partnership to bring international AFL fans and Aussies living or travelling overseas, every match of AFL in 2017, live and on demand via Watch AFL™.

Watch AFL™ is a ground-breaking streaming service, built on a high-tech new platform optimising the fan experience. With every AFL game live, plus all of FOX SPORTS' favourite AFL entertainment shows, FOX SPORTS and News Corp will deliver the joy of the game to fans around the world, boosting the reach and taking AFL to a whole new audience.

FOX SPORTS CEO **Patrick Delany** said: "We know how passionate AFL fans are about their footy. They live and breathe the sport. That's why we will ensure AFL fans living abroad, or travelling overseas, can watch their team, every week, along with FOX SPORTS' award-winning AFL shows and the most loved commentary team in the business."

"We also recognise the growing number of AFL fans around the world. The innovative new Watch AFL service will deliver AFL to more markets, across more platforms reaching more fans than ever before."

Robert Thompson, Chief Executive of News Corp said: "This is a moment to cherish for the proselytising of a great sport globally and for distant football tragics. I look forward to watching Essendon's renaissance in the coming season wherever I happen to be in the world."

AFL Chief Executive Officer **Gillon McLachlan** said:

"The AFL and our partners FOX SPORTS are thrilled that all games and Fox Footy shows will be available to our fans who live or are travelling overseas."

About FOX SPORTS Australia: FOX SPORTS Australia Pty Limited (**FOX SPORTS**) is Australia's leading producer of sports television coverage and is home to Australia's favourite subscription television sports channels as well as Australia's number one general sports website. FOX SPORTS is owned by News Corp Australia and is located in a brand-new, purpose-built broadcast facility in Artarmon on Sydney's north shore, with operations nationwide in Melbourne, Perth, Adelaide and Brisbane. FOX SPORTS compiles and produces the FOX SPORTS and FOX FOOTY subscription television channels, available via the Foxtel subscription television platform. The suite of FOX SPORTS channels and FOOTY Play Powered by FOX SPORTS are also available on Foxtel's flexible internet TV service, Foxtel Play; Foxtel on T-box; and Foxtel's ground-breaking Foxtel Go App. FOX SPORTS operates the website www.foxsports.com.au which contains and a wide range of video content and articles. FOX SPORTS broadcasts over 10,000 hours of LIVE sports programming per year into 2.5 million homes around Australia.

All our games live and on-demand, including the Toyota AFL Premiership Season and Finals Series, NAB AFLW and JLT Community Series, plus all the favourites that fans get to watch in Australia like AFL_360, On the Couch and other great ~~Fox Sports~~**FOX SPORTS** programming will now be available for the first time in the new offering.

The AFL is delighted to have such a great partner for our international rights and believe this is a great step for our fans outside Australia."

The Watch AFL™ product, by FOX SPORTS, has been built to allow a better user experience, including the ability for viewers to pause and rewind, plus choose where they start watching live matches, set notifications and access more on demand AFL programming. The App will be the destination for fans outside of Australia to watch every AFL match, LIVE and on demand.

AFL fans abroad can watch the inaugural NAB AFL Women's competition ~~from February 3rd~~, the JLT Community Series from February 16th and the 2017 Toyota AFL Premiership Season from March 23rd.

Australians and AFL fans overseas can also enjoy FOX SPORTS' award-winning entertainment shows seven days a week and keep up to date with the latest in breaking AFL news, as well as hearing from FOX SPORTS' expert commentary team with the best pre and post-game analysis of every match.

Fans can try Watch AFL™ for free from now up until March 23rd when the 2017 Toyota AFL Premiership Season begins.

Fans can choose to watch the way they want, either from the dedicated website watchafl.afl.com.au ~~www.watchafl.com.au~~ or via the Watch AFL mobile and tablet Apps for iOS and Android. They can also watch through their TV screens with Airplay or Chromecast enabled for all Watch AFL apps.

For more information visit watchafl.afl.com.au ~~www.watchafl.com.au~~.

Watch AFL™ content only accessible outside of Australia.

Ends

About Fox Sports Australia

FOX SPORTS Australia Pty Limited (FOX SPORTS) is Australia's leading producer of sports television coverage and is home to Australia's favourite subscription television sports channels as well as Australia's number one general sports website. FOX SPORTS is owned by News Corp Australia and is located in a brand-new, purpose-built broadcast facility in Artarmon on Sydney's north shore, with operations nationwide in Melbourne, Perth, Adelaide and Brisbane. FOX SPORTS compiles and produces the FOX SPORTS and FOX FOOTY subscription television channels, available via the Foxtel subscription television platform. The suite of FOX SPORTS channels and FOOTY Play Powered by FOX SPORTS are also available on

Foxtel's flexible internet TV service, Foxtel Play; Foxtel on T-box; and Foxtel's ground-breaking Foxtel Go App. FOX SPORTS operates the website www.foxsports.com.au which contains and a wide range of video content and articles. FOX SPORTS broadcasts over 10,000 hours of LIVE sports programming per year into 2.5 million homes around Australia.

