



2011 UEFA VIEWERSHIP EXPLODES HEADING INTO SECOND LEG OF CHAMPIONS LEAGUE SEMIFINALS ON FX AND FOX SOCCER

TV Ratings from First Legs of Barcelona-Real Madrid and Manchester United – FC Schalke 04 Nearly Double from 2010 Semifinal Telecasts

Los Angeles (May 2, 2011) – United States viewership for last week's first leg of the 2011 UEFA Champions League semifinal round exploded on FOX Sports Media Group Networks, attracting a combined television audience of over 1.5 million people, a 93% viewership increase over FOX Soccer's 2010 airing of the first-leg semifinal matches, according to figures released by Nielsen Media Research.

The 2011 matches, which featured Manchester United vs. FC Schalke 04 and Real Madrid vs. FC Barcelona, were televised live by FOX Soccer and FOX Deportes (Spanish) on Tuesday, April 26 and FX and FOX Deportes on Wednesday, April 27, respectively. All four windows combined to deliver 1.506 million viewers, nearly doubling viewership of last year's games.

Online, FOXSoccer.com also witnessed healthy year-over-year increases in visits (1.2 million vs. 1 million, or +16%), page views (9.7 million vs. 8.1 million, or +20%) and average time per visit (7 min. vs. 4 min., or +47%).

The UEFA Champions League's 2011 finalists are determined this week as Spanish La Liga leader **Barcelona** hosts **Real Madrid** on Tuesday, May 3 on FOX Soccer and Barclays Premier League leader **Manchester United** hosts **Schalke 04** on Wednesday, May 4 on FX, FOX Network Group's popular basic cable network delivered to 99 million US homes, in a special airing of "FOX Soccer on FX." Both exclusive, English-language semifinal HD telecasts begin at 2:30 p.m. ET.

FOX NFL SUNDAY host Curt Menefee and FOX Soccer's Eric Wynalda, Warren Barton and Christopher Sullivan preview and analyze Champions League semifinal action on *UEFA Champions League Pregame*, presented by Geico, live at 2 p.m. ET each day from FOX Soccer's brand-new, state-of-the-art studio set at the FOX Network Center in Los Angeles.

Three-time European Cup winners and 2009 Champions League finalists Barcelona and Manchester United each netted 2-0 away victories in last week's first leg and must thwart fierce and capable offensive attacks from their opponents in order to secure their places in the May 28 Champions League final at London's Wembley Stadium.

Barcelona's **Lionel Messi**, winner of FIFA's last two World Player of the Year awards, took his 2010-11 Champions League-best goal total to 11 in scoring both goals in the second half of Barcelona's win in Madrid. Barcelona leads the 2010-11 Champions League with 26 goals scored. Manchester United's **Ryan Giggs** and **Wayne Rooney** scored second-half goals two minutes apart in Germany last week, and the Red Devils became the first team ever to not concede a goal on the road throughout an entire Champions League campaign.

Real Madrid and Schalke 04 hope to rely on **Cristiano Ronaldo** and **Raul** (the Champions League's all-time goal leader with 71 goals), respectively, to ignite a second-leg comeback.

WHAT: Live, exclusive, English-language coverage of the UEFA Champions League semifinals in high definition. Coverage begins each matchday with *UEFA Champions League Pregame* on FX and FOX Soccer Channel, presented by Geico, at 2 p.m. ET.

WHEN: Tuesday, May 3 – 2:30 p.m. ET
FC Barcelona (ESP) vs. Real Madrid CF (ESP) Live on FSC

Wednesday, May 4 – 2:30 p.m. ET
Manchester United FC (ENG) vs. FC Schalke 04 (GER) Live on FX

FOX Sports, for the second straight year, broadcasts the UEFA Champions League Final, Saturday, May 28 with pre-match coverage beginning at 2:00 pm ET, live from London.

About FX

FX is the flagship general entertainment basic cable network from the FOX Networks Group. Launched in June of 1994, FX is carried in more than 99 million homes. The diverse schedule includes a growing roster of critically acclaimed and award-winning original series, acquired hit series, and an established film library with box-office hits from 20th Century Fox and other studios. For more information about FX, visit our web site at www.FXnetworks.com.

About FOX Soccer

FOX Soccer, part of the FOX Sports Media Group, offers the most comprehensive multi-media coverage of world-class soccer available in the United States. Encompassing FOX Soccer Channel, FOX Soccer *Plus*, FOXsoccer.com and FOXsoccer.tv, the network serves as the primary television and online destination in the U.S. for elite club competitions including England's Barclays Premier League and the UEFA Champions League. Matches from Italy's Serie A, Women's Professional Soccer, and the Australian Hyundai A-League are also featured prominently, in addition to such global tournaments as the English FA Cup, CONCACAF Champions League™ and CONCACAF Gold Cup. Flagship FOX Soccer Channel is Nielsen-rated and available to service providers in high-definition, reaching more than 38 million cable and satellite households nationwide. FOX Soccer *Plus* is a premium network complementing FOX Soccer Channel by providing the best international sports experience in high-definition. In addition to live, exclusive soccer matches from the best leagues in the world, FOX Soccer *Plus* also delivers premium rugby from the Magners League, Aviva Premiership and Heineken Cup among other competitions. Live match coverage is also available online via premium broadband service FOXsoccer.tv, and for fans on-the-go, via the new FOX Soccer [iPhone app](#). For more information – as well as news, features, analysis stats and more – visit one of America's most-trafficked online soccer destinations at FOXsoccer.com, and the network's [Facebook page](#) and Twitter feed ([@FOXSOCCER](#)).

About FOX Sports Media Group

FOX Sports Media Group (FSMG) is the umbrella entity representing News Corporation's wide array of multi-platform US-based sports assets under Chairman and CEO David Hill. Built with brands that are capable of reaching more than 100 million viewers in a single weekend, FSMG includes ownership and interests in linear television networks, digital and mobile programming, broadband platforms, multiple web sites, joint-venture businesses and several licensing partnerships. FSMG now includes FOX Sports, the sports television arm of the FOX Broadcasting Company; Fox's 19 regional sports networks, their affiliated regional web sites and FSN national programming; SPEED and SPEED2; FOX Soccer Channel and FOX Soccer *Plus*; FUEL TV; and Fox College Sports. In addition, FSMG also includes FOX Sports Interactive Media, which comprises FOXSports.com on MSN, whatifsports.com, scout.com and

yardbarker.com, reaching over 27 million unique visitors monthly. Also included are Fox's interests in joint-venture businesses FOX Deportes, Big Ten Network and STATS, LLC, as well as licensing agreements that establish the FOX Sports Radio Network, FOX Sports Skybox restaurants and FOX Sports Grills.