



May 6, 2019

The Honorable Edward Markey
United States Senate
255 Dirksen Senate Office Building
Washington, DC 20510

The Honorable Chris Van Hollen
United States Senate
110 Hart Senate Office Building
Washington, DC 20510

The Honorable Richard Blumenthal
United States Senate
706 Hart Senate Office Building
Washington, DC 20510

Dear Senators Markey, Van Hollen, and Blumenthal:

Thank you for your letter regarding tobacco imagery in today's media landscape. Fox Corporation appreciates that children can be particularly influenced by tobacco imagery in television programming, and for that reason, we take our responsibility to limit the promotion of smoking on all of our platforms very seriously.

As a newly launched company that will include FOX Entertainment, FOX Sports, FOX News Channel, FOX Business Network and FOX Television Stations, we will strive to offer the most compelling entertainment possible. Although we no longer own or control Fox film and television studios, FX Networks, National Geographic or a stake in Hulu, we remain fully committed to working with the producers of our content to ensure that it does not glamorize or normalize cigarette smoking in the programming we produce, license, and broadcast. Our robust Standards and Practices department will continue to review all scripted programming to ensure the content across our brands meets company guidelines to limit the depiction of drugs, cigarettes, and similar substances and allow depiction only when necessary to the storytelling. A review of the FOX Entertainment lineup for 2017-2018 and 2018-2019 revealed that fewer than 1 in 10 shows included any smoking imagery. And importantly, when smoking was shown, it was often portrayed in an unfavorable light with the negative consequences of smoking emphasized, including in episodes of *The Orville*, *The Mick*, *The Simpsons* and *Family Guy*, among others.

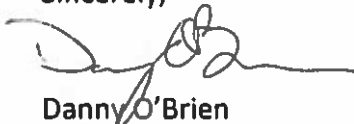
As further evidence of our commitment to limit smoking on television, FOX does not accept advertising for smoking-related products, including e-cigarettes, cigarettes, chewing tobacco, snuff tobacco, cigars, and all other tobacco or drug-related products on any of its networks. Moreover, FOX routinely requests that advertisers for other

products, such as movie trailers, remove depictions of tobacco usage in their product advertising they wish to air on our networks.

FOX is also proud to serve on the Television Parental Guidelines Oversight Monitoring Board, which oversees the TV Parental Guidelines. According to a 2018 Hart Research Associates survey, the TV ratings system is used by 88 percent of parents, with 95 percent of users satisfied with the accuracy of the ratings for TV shows. The ratings work in conjunction with V-Chip technology installed in television set receivers, which was brought about by the efforts of then-Representative Markey. Together, the ratings and V-Chip give viewers the information and tools they need to make informed decisions about the programming they choose for themselves and their children.

Fox Corporation looks forward to entertaining the largest audiences in the world in a responsible manner that is consistent with the public health goals you seek to advance. We will continue to monitor these issues closely and to adjust our standards if necessary in the future to maintain our commitment to this cause. We are available to you should you require additional information.

Sincerely,

A handwritten signature in black ink, appearing to read "Danny O'Brien", written over a horizontal line.

Danny O'Brien
Fox Corporation