

Fox Broadcasting Company and IBM Expand First Open Architecture High Definition Archive Solution

NFL, MLB, NASCAR and "American Idol" High Definition Broadcasts on FOX to Utilize IBM Open Standards-Based Technology Solution

ARMONK, NY and LOS ANGELES, CA - 25 Apr 2006: Fox Broadcasting Company today announced that it is expanding its high definition (HD) digital archive system co-designed with IBM to include the 2006 and 2007 NFL, MLB, NASCAR and "American Idol" seasons on FOX. The solution will enable content from FOX's most valuable properties to be available on demand for re-purposing and further distribution.

The FOX digital archive solution combines traditional broadcast format and encoding standards, such as ASI and MPEG, with industry standard technology to give FOX the ability to easily and transparently transmit digitally compressed HD NFL, MLB, NASCAR and "American Idol" broadcasts straight from its live, on-site mobile facilities directly into a production archive at its Los Angeles studio headquarters. The solution will also be used for some of FOX's upcoming high-profile exclusive events including the "American Idol" finale, all NCAA Bowl Championship Series games broadcast on FOX, NFL Football, the MLB playoffs and more.

"The use of this technology with NFL content last year has already allowed FOX to better manage content in HD and give our audience a better viewing experience," said Andrew G. Setos, President of Engineering for the Fox Group. "Innovative solutions like this one with IBM will allow us to continue to deliver high-quality content, while expanding the benefits of an on-demand environment to our most high-value programs on FOX."

Building on IBM's expertise in broadcast technology and business consulting for the media and entertainment industry, FOX worked with IBM and IBM business partner Sirius Computer Solutions to design and implement a digital video storage system that allows FOX to manage, store and retrieve broadcast content faster and easier than with conventional production systems and traditional broadcast videotape infrastructure. The FOX digital archive solution is among the first to integrate with the High Definition ASI (Asynchronous Serial Interface) standard, which is a Digital Video Broadcasting (DVB) standard-based technology used widely in broadcasting for transporting High Definition streams.

"The FOX digital solution is a great example of the flexibility, scalability and cost advantages that can be achieved by integrating standards-based technology with traditional production systems," said Steve Canepa, vice president, IBM Media & Entertainment. "FOX continues to look for ways to leverage this new platform -- expanding the solution to work with some of their most valuable brands."

The FOX digital archive solution features IBM TotalStorage Linear Tape Open (LTO) Ultrium storage technology connected to industry standard IBM eServer xSeries systems running Linux that will allow the transfer of large volumes of data and information faster than in a traditional broadcast system. For example, a typical HD sports broadcast requires 115 GB of storage. The FOX digital solution will support 270 Mb/s ASI data stream with an aggregate payload of up to 213 Mb/s. One 400 GB IBM LTO tape solution can easily accommodate three HD NFL, MLB or NASCAR game broadcasts or 9 hours of "American Idol" of suitable quality for further editorial use. In addition, the solution includes IBM DB2 software for database and information management; IBM WebSphere middleware software and IBM Tivoli Storage Manager to help manage the archived content and information.

About IBM

With 80 years of leadership in helping businesses innovate, IBM is the world's largest information technology company. Over the past 45 years, IBM has extended its business solutions into entertainment and professional sports by combining real-time scoring, digital asset management,

virtualization, and autonomic computing technologies with the expertise of the world's largest IT consulting services organization. In 2005, IBM received an Emmy award for technical achievement in broadcasting. For more information on IBM, please visit: <http://www.ibm.com>.

About FOX

Fox Broadcasting Company (FOX) is a unit of News Corporation. FOX finished the 2004-2005 season as the No. 1 network for the first time among Adult 18-49 viewers, while continuing to dominate all network competition in the more targeted Adults 18-34 and Teen demographics. FOX airs 15 hours of primetime programming a week as well as late night entertainment programming, major sports and Sunday morning news. News Corporation (NYSE: NWS) (NYSE: NWS.A) (ASX: NWS) (ASX: NWSLV) had total assets as of December 31, 2005 of approximately US\$55 billion and total annual revenues of approximately US\$24 billion. News Corporation is a diversified international media and entertainment company with operations in eight industry segments: filmed entertainment; television; cable network programming; direct broadcast satellite television; magazines and inserts; newspapers; book publishing; and other. The activities of News Corporation are conducted principally in the United States, Continental Europe, the United Kingdom, Australia, Asia and the Pacific Basin.

About Sirius

Sirius is a national IBM Premier Business Partner and the largest IBM Solution Provider. Sirius provides IBM solutions to leading companies of all sizes and industries. Sirius' certified and experienced sales and technical teams work with IBM U.S. clients to design, integrate, and deliver innovative IT solutions to make businesses more competitive. For more information about Sirius, visit www.siriuscom.com.

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