**Fox Sports Promises Viewing Levels for Branded Content**

Fox Sports has announced a sponsored-content distribution initiative across multiple platforms called Fox Sports Engage that offers a guarantee to marketers that a specific amount of people will view their content. The promise relates to overall viewing figures across all online and TV channels, but the network will also provide data on each platform so that marketers can see where their content is being viewed most, according to Fox Sports' Pete Vlastelica.

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<http://www.adweek.com/news/television/fox-sports-will-guarantee-views-new-branded-content-distribution-program-166103>