

Microsoft and News Corporation Announce New TV, News and Web Video Apps for Xbox 360
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Fox Broadcasting Co., Fox News Channel, IGN Entertainment and The Wall Street Journal will launch app experiences for Xbox in 2012.

Microsoft Corp. and News Corporation today announced plans to launch a series of new apps for Xbox LIVE that will feature content from News Corp.'s leading broadcast, news and Web properties. The apps will incorporate content — as well as voice- and motion-activated controls using Kinect for Xbox 360 — from brands including Fox Broadcasting Co. (FOX), Fox News Channel, IGN Entertainment Inc. and The Wall Street Journal.

Video content from the Fox News Channel and FOX apps will be made available to authenticated subscribers of participating cable and satellite television distributors. News Corp. expects to announce authentication agreements to support the FOX and Fox News apps in the near future.

All the News Corp. apps will be available to Xbox LIVE Gold members and are slated to launch in 2012*.

"This new partnership with News Corp., which will bring FOX, Fox News, IGN and The Wall Street Journal to the Xbox LIVE service, is a significant milestone in our vision to bring consumers the entertainment they love, shared with the people they care about, made easy," said Alex Garden, general manager, Xbox LIVE. "With these new properties on Xbox, you'll have great on-demand TV options, and using the magic of Kinect, you'll be able to find the entertainment you want by simply using your voice — whether it's news and headlines from Fox News and The Wall Street Journal or your favorite FOX shows, like 'Family Guy' and 'Glee'."

"As we continue to find new ways to deliver content to consumers, this partnership with Xbox LIVE enables our viewers to experience News Corp.'s leading media brands in an entirely new and innovative environment," said Jon Miller, chief digital officer, News Corp. "We look forward to working closely with Microsoft to continue evolving the media experiences on Xbox LIVE and to enable consumers to take advantage of this incredibly popular and fast-growing platform."

The FOX Broadcasting app will give authenticated subscribers access to FOX's popular primetime shows in a new category-defining app environment on the Xbox LIVE service. Extensive short- and long-form programming will be available through the FOX app, including on-demand availability of leading shows, such as "Glee," "House," "New Girl," "Bones," "Fringe," "The Simpsons," "Family Guy" and others. The app will also include a number of interactive features, such as Facebook integration, as well as voice and motion control via Kinect.

The Fox News Channel app will bring users access to hundreds of the most-engaging news and entertainment videos straight to their home Xbox system. With your choice of on-demand videos to choose from, fans of Fox News Channel will be able to interact with their favorite shows, anchors and personalities — from Shepard Smith and Megyn Kelly to Bill O'Reilly. The app will also include voice commands and navigation with a controller and with simple gestures to help users get the most out of their experience, whether that's watching or socially sharing high-quality videos.

WSJ Live from The Wall Street Journal will offer up to four total hours of live video programming each business day from across The Wall Street Journal Digital Network, including the Journal, Dow Jones Newswires, Barron's, MarketWatch, SmartMoney and AllThingsD.com. Users will be able to access seven half-hour live shows, breaking news updates, exclusive interviews and special events coverage. The service will also offer more than 2,000 videos per month from an extensive library of on-demand content.

Dedicated to all-things gaming, the IGN Entertainment app will offer must-watch previews, reviews, gameplay videos and live streams, as well as instant access to game help walkthroughs and IGN's extensive catalog of popular shows, including The Daily Fix and IGN_Strategize. Fans of IGN.com can queue up videos from a browser with a new "watch later" feature, bringing great gaming content to the biggest screen in the house. The app will also have full support for Kinect magic, voice control, and Facebook sharing. IGN first hit the platform in 2008 with its Strategize show, which has been viewed more

than 40 million times.

About News Corporation

News Corporation (NASDAQ: NWS)(NASDAQ: NWSA)(ASX: NWS)(ASX: NWSLV) had total assets as of September 30, 2011 of approximately US\$60 billion and total annual revenues of approximately US\$34 billion. News Corporation is a diversified global media company with operations in six industry segments: cable network programming; filmed entertainment; television; direct broadcast satellite television; publishing; and other. The activities of News Corporation are conducted principally in the United States, Continental Europe, the United Kingdom, Australia, Asia and Latin America.

About Xbox 360

Xbox 360 is a premier home entertainment and video game system. Thanks to the addition of Kinect, Xbox 360 has transformed social gaming and entertainment with a whole new way to play — no controller required. Xbox 360 is also home to the best and broadest games as well as one of the world's largest on-demand libraries of music, standard- and high-definition movies, TV shows and digital games, all in one place. The entertainment center of the living room, Xbox 360 blends unbeatable content with a leading social entertainment network of nearly 40 million Xbox LIVE members to create a limitless entertainment experience that can be shared at home or across the globe. More information about Xbox 360 can be found online at <http://www.xbox.com>.

About Xbox LIVE

Xbox LIVE is the online entertainment service for your Xbox 360, connecting you to an ever-expanding world of games, movies, TV, music, sports and social entertainment. Xbox LIVE lets you play the best games, enjoy one of the world's largest on-demand libraries on any console, listen to millions of songs and share the fun with friends around the world. Xbox LIVE is also the exclusive home of controller-free online entertainment through Kinect, making your Xbox 360 more intuitive and interactive than ever before. With an active community of nearly 40 million people across 35 countries, Xbox LIVE, together with Xbox 360, provides you with instant access to the entertainment you want, shared with the people you care about, wherever you are. More information about Xbox LIVE can be found online at <http://www.xbox.com/live>.

About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

* Schedule and available features and content subject to change. Xbox LIVE Gold membership and/or additional subscriptions/fees may be required. For additional details and availability, see <http://www.xbox.com/live>.

Note to editors: For more information, news and perspectives from Microsoft, please visit the Microsoft News Center at <http://www.microsoft.com/news>. Web links, telephone numbers and titles were correct at time of publication, but may have changed. For additional assistance, journalists and analysts may contact Microsoft's Rapid Response Team or other appropriate contacts listed at <http://www.microsoft.com/news/contactpr.mspx>.

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