



# FOX Networks Group Aims to Redefine Advertising in Asia

**FOX Networks Group Asia's advertising arm sees Hong Kong as a springboard to marketing excellence.**

Being one of the world's leading media enterprises, FOX Networks Group Asia launched its first unified brand advertising studio FOX Content Labs in 2017, with central production studios in Hong Kong and Singapore, supporting local markets on content partnerships. The full-service creative production house offers brands bespoke and compelling marketing solutions across all markets in Asia.

Since its inception, FOX Content Labs has already completed some significant projects with well-known brands, including the world's top cosmetics manufacturers and hospitality giants.

Mike Rich, EVP of Sales and Content Partnerships for FOX Networks Group Asia, believes that they have selected an ideal place to launch creative advertising services. "Hong Kong is special because of its DNA of east meeting west," he said, "it was built on a multicultural foundation, and that still thrives today. We see world-class ideas arise from such a stimulating business climate."

The studio also sees Hong Kong as the ideal playground to be experimental and creative. "Hong Kong is a great launch pad to reach so many booming markets around Asia Pacific, especially Mainland China," Rich said, "we believe that Hong Kong can support our satellite teams in all of FOX Networks Group's markets with ideas, best practices and great case studies."

He added, "Hong Kong attracts unique and diverse talents from around the world because of its vibrant economic environment. Together with a strong pool of local talents, we are able to build a team

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**Mike Rich**  
**EVP of Sales and Content Partnerships for FOX Networks Group Asia**

with a never-ending supply of new ideas and inspiration.”

The studio currently has 30 employees in Asia Pacific and Middle East with a high concentration in Hong Kong. The team executes the full scope of advertising and studio functions, from research to strategies, as well as production and distribution.

FOX Content Labs enables brands to increase their reach, deepen their engagement and deliver the most creative and compelling marketing strategies through the network's iconic brands across Entertainment, FOX Sports and National Geographic.

FOX Networks Group Asia's commitment to fostering locally relevant storytelling and talent development is reflected in the Asia arm of their global incubator programme - FOX Creative Labs. Intensive master classes and meetings with media professionals are provided to nurture participants' ability to deliver innovative and unique stories. The programme was successfully held in Los Angeles and Taiwan from May - July 2018 and will roll out to other markets in the near future.

"Through InvestHK events and publications, we are able to keep in touch with our fellow business community and of course, their consultation services about how to set up in Hong Kong, especially for businesses catering to the Mainland China market, providing companies with the confidence that they are approaching the right way," Rich concluded.

## FOX Content Labs

- Sets up its Asia Pacific Regional Headquarters in Hong Kong in 2017
- Offers video content, product integration and celebrity talent access, etc
- Hires around nine employees in Hong Kong and about 30 in the region with multiple business functions