UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of The Securities Exchange Act of 1934 Date of Report (Date of earliest event reported): September 29, 2021

News Corp

NEWS CORPORATION

(Exact name of registrant as specified in its charter)

	Delaware	001-35769	46-2950970	
	(State or other jurisdiction of incorporation)	(Commission File Number)	(IRS Employer Identification No.)	
1211 Avenue of the Americas, New York, New York 10036 (Address of principal executive offices, including zip code)				
	(212) 416-3400			
(Registrant's telephone number, including area code)				
Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:				
	☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)			
	Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)			
	Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))			
	Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))			
Sec	urities registered pursuant to Section 12(b)) of the Act:		
	Title of each class	Trading Symbol(s)	Name of each exchange on which registered	
Class A Common Stock, par value \$0.01 per share		NWSA	The Nasdaq Global Select Market	
Class B Common Stock par value \$0.01				

Class A Common Stock, par value NWSA The Nasdaq Global Select Market \$0.01 per share Class B Common Stock, par value \$0.01 **NWS** The Nasdaq Global Select Market per share

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company \square

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. \Box

Item 7.01 Regulation FD Disclosure.

As previously announced, News Corporation (the "Company") is scheduled to hold a virtual Foxtel Strategy Day. For the benefit of investors globally, the Company will host two sessions of the event, the first of which will be held on Wednesday, September 29, 2021, from 8:30 p.m. to 10:00 p.m. EDT and the second of which will be held on Thursday, September 30, 2021, from 5:00 p.m. to 6:30 p.m. EDT. Webcasts of each session will be available by registering at https://invtdu.to/_11w9n. A copy of the investor presentation is furnished as Exhibit 99.1 to this Form 8-K and incorporated herein by reference.

The information in this report shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), or incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as shall be expressly set forth by specific reference in such filing.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits.

99.1

Foxtel Strategy Day Presentation

104 Cover Page Interactive Data File (embedded within the Inline XBRL document).

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

NEWS CORPORATION (REGISTRANT)

By: /s/ Michael L. Bunder

Michael L. Bunder Senior Vice President, Deputy General Counsel and Corporate Secretary

Dated: September 29, 2021

Enacted Group Strategy Day

September 30, 2021

FOXTEL GROUP

Disclaimer

The information (Information) in and accompanying this presentation (Presentation) has been prepared by, or on behalf of NXEA Australia Pty Limited (NXEA) and its subsidiaries (together the Foxtel Group), solely for informational purposes to assist the reader to gain a general understanding of the Foxtel Group and its operations.

Information about past performance in this Presentation is for illustrative purposes only and should not be relied on as, and is not, an indication of future performance.

The statements (including any statements related to the ongoing impact of the COVID-19 pandemic), estimates, projections, targets, forecasts opinions contained in this Presentation involve elements of subjective judgment and analysis. This presentation contains certain forward looking statements (including "forward looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended) and comments about future events, including projections of future financial position or performance; statements regarding the plans, strategies and operational objectives of NXEA management, expectations about the performance of the business and proposed new products, services or developments; statements regarding future economic or market conditions or performance; and other statements of belief and assumptions underlying any of the foregoing. Forward looking statements can generally be identified by the use of forward looking words such as, "expect", "anticipate", "likely", "intend", "should", "could", "may", "predict", "plan", "propose", "will", "believe", "forecast", "estimate", "target" and other similar expressions within the meaning of securities laws of applicable jurisdictions. Forward looking statements involve subjective judgments and inherent risks and uncertainties, both general and specific, and there is a risk that such predictions, forecasts, projections and other forward looking statements will not be achieved. A number of important factors could cause NXEA's actual results to differ materially from the plans, objectives, expectations, estimates and intentions expressed in such forward looking statements, and many of these factors are beyond NXEA's control. Such factors may include, but are not limited to, increased competition; changes in technology and consumer and customer preferences; changes in expected demand for new and existing streaming and broadcast offerings; the ability to obtain and retain programming rights and other content; the impact of the ongoing COVID-19 pandemic; general global economic conditions; unanticipated business disruptions; pricing actions; changes in relationships with NXEA's significant suppliers and other business partners; changes in advertising demand: regulatory or legal changes, restrictions or actions; and unanticipated expenses. More information regarding these risks and uncertainties and other important factors that could cause actual results to differ materially from those in the forward-looking statements are contained in News Corporation's filings with the Securities and Exchange Commission (the SEC), including the risk factors set forth in News Corporation's Form 10-K, as updated from time to time in subsequent filings with the SEC. As such, reliance should not be placed on any forward looking statement. Nothing contained in this presentation is, or shall be relied upon as, a promise, representation, warranty or guarantee, whether as to the past, present or future.

The statements contained in this Presentation are made only as the date of this Presentation unless otherwise stated and remain subject to change without notice. Neither News Corporation nor the Foxtel Group undertakes any obligation (and expressly disclaims any obligation) to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

Certain information contained in this presentation relates to or is based on studies, publications, surveys and other data obtained from third-party sources and NXEA's own internal estimates and research. While NXEA believes these third-party sources to be reliable as of the date of this Presentation, it has not independently verified, and makes no representation as to the adequacy, fairness, accuracy or completeness of, any information obtained from third-party sources. In addition, all of the market data included in this presentation involves a number of assumptions and limitations, and there can be no guarantee as to the accuracy or reliability of such assumptions. Finally, while NXEA believes its own estimates and research are reliable, such estimates and research have not been verified by any independent source.

The financial information in this Presentation has been prepared based on U.S. generally accepted accounting principles (US GAAP) rather than International Financing Reporting Standards (IFRS). In addition, certain financial measures in this Presentation such as EBITDA, while derived from US GAAP based measures, are not financial measures recognized under US GAAP. These non-GAAP measures may not be comparable to other similarly titled measures of other companies and should not be considered as substitutes for measures reported in accordance with US GAAP or for the information about NXEA contained in News Corporation's consolidated financial statements and related notes. We provide definitions and reconciliations to US GAAP and IFRS at the end of this presentation. All references to \$ are references to Australian dollars unless specifically stated otherwise.



Today's presenters



Patrick Delany
Chief Executive Officer



Julian Ogrin CEO, Kayo Sports, BINGE & Flash



Les Wigan
Chief Technology &
Operations Officer



Hilary Perchard
Chief Customer,
Marketing & Revenue
Officer



Amanda Laing
Chief Commercial &
Content Officer



Stuart Hutton
Chief Financial Officer

FOXTEL GROUP





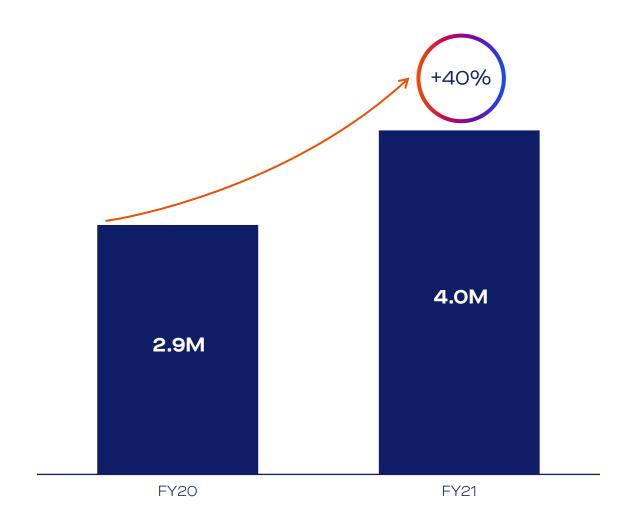








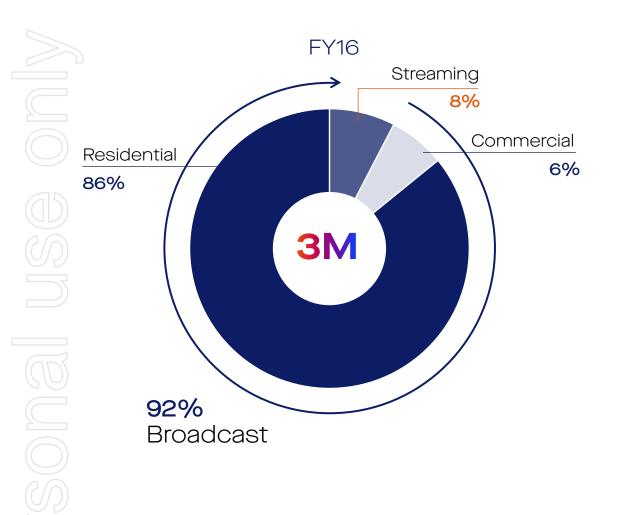
Record number of subscribers

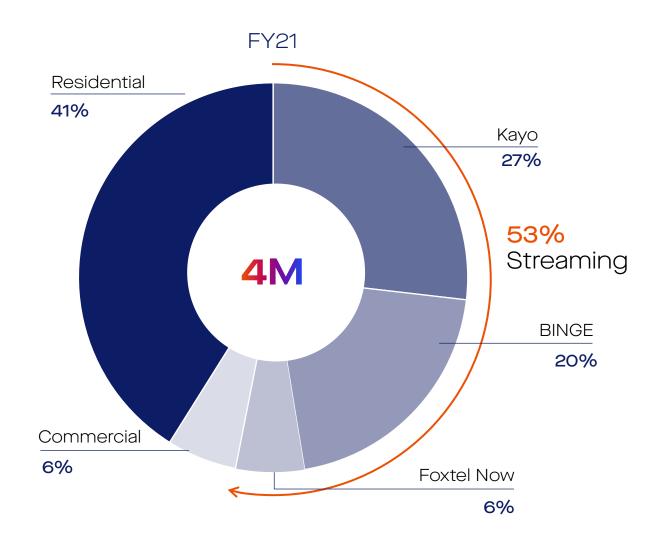


Total closing subscribers as at 30 June 2020 and 30 June 2021, which includes 2.8M and 3.9M paid subscribers, respectively, across residential and commercial broadcast and streaming platforms, with the remainder being trialists on streaming platforms.



More than 50% of subscribers are streaming





Total closing subscribers as at Financial Year End 30 June, includes paid and trialist subscribers.





A Foxtel Group product is in

nearly half

of Australian households with subscription TV

Source: FiftyFive5 Research, June 2021. The figure represents the number of Australian households which use any FOXTEL Group product as a proportion of the number of Australian households which use any subscription TV product. Subscription TV includes paid TV and paid video services.

Subscribers streaming more than ever

Streaming as a % of total viewing minutes

2016 1%

2021 **23%** Purpose-built platforms for streaming

Kayo Binge Flas

FOXTEL foxtel now



Total monthly minutes viewed on a Streaming platform as a percentage of the total monthly minutes viewed across Streaming and Broadcast. Comparison of July 2016 vs July 2021.

Our business is IP-led

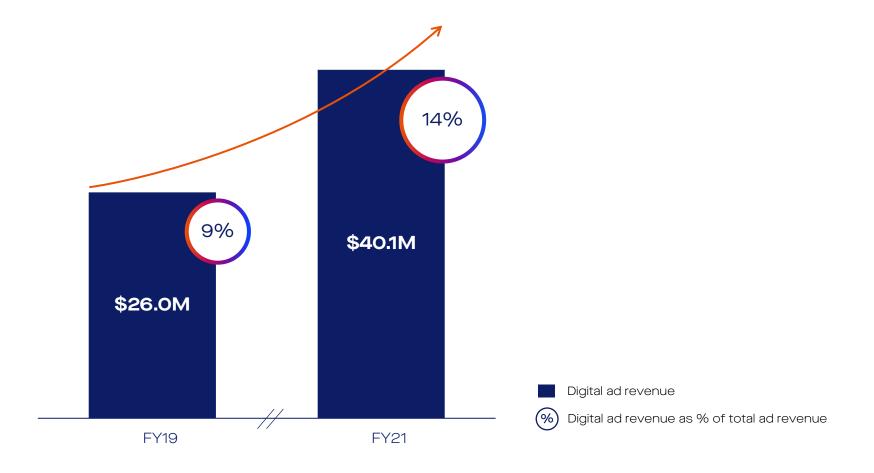


ALSONSIN ISTOSJA

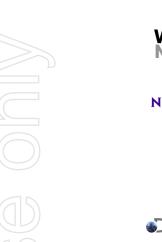


Strong digital advertising growth





Local partner of choice for studios and global apps





































































































































Foxtel Group strategy

1

Grow through streaming

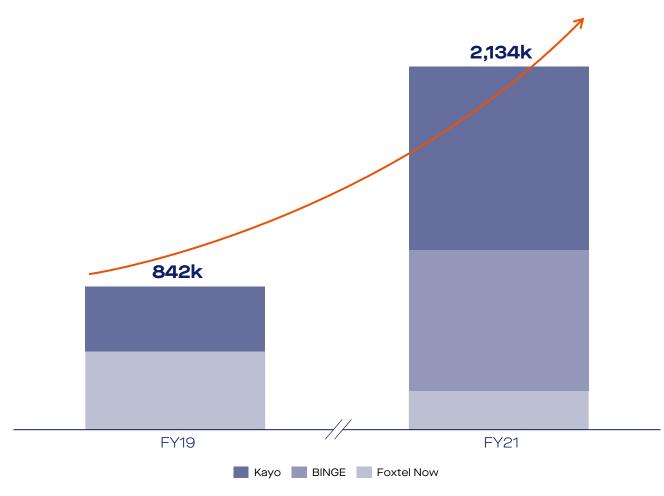
2

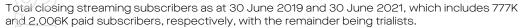
Strengthen Foxtel 3

Win with world class content and technology

Grow through streaming

2.1M+ total streaming subscribers





Record streaming revenue



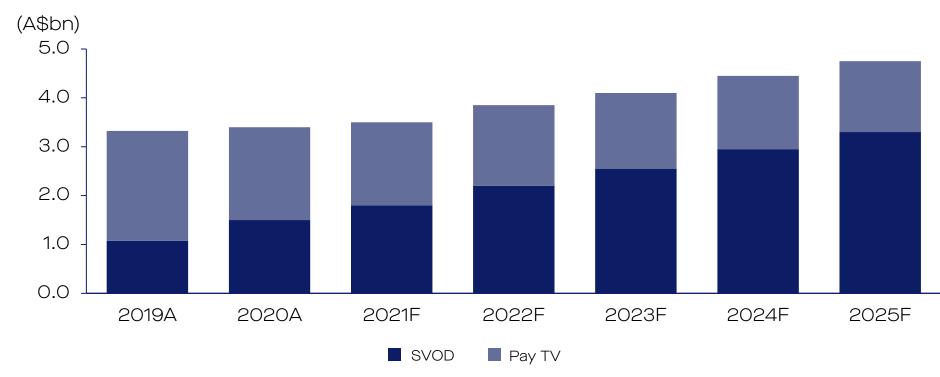
Financial Year End 30 June. All figures presented in A\$ under US GAAP.

Total streaming revenue includes subscription and advertising revenue for FOXTEL NOW, BINGE, Kayo and other streaming products, of which 0% and 5% is advertising revenue for FY19 and FY21, respectively.



SVOD driving growth in total Pay TV Sector size





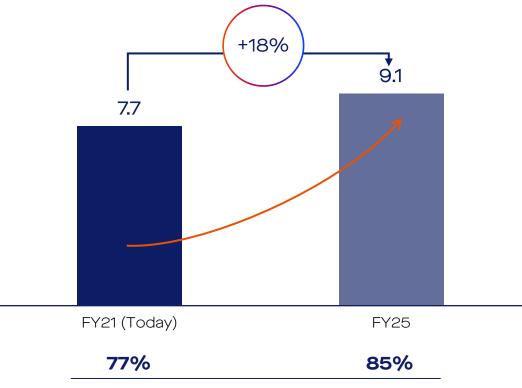
Source: PwC The Australian Entertainment and Media Network 2021 – 2025 (July 2021). Pay TV sector relates to paid subscription 'premium box', which covers satellite and traditional cable services and not SVOD or Free-to-Air television.



SVOD growth from more subscribing households ...

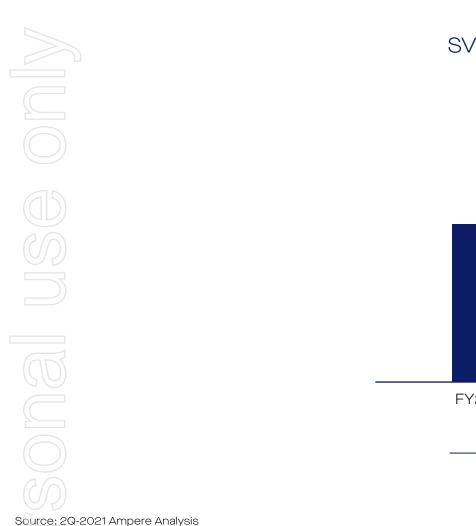




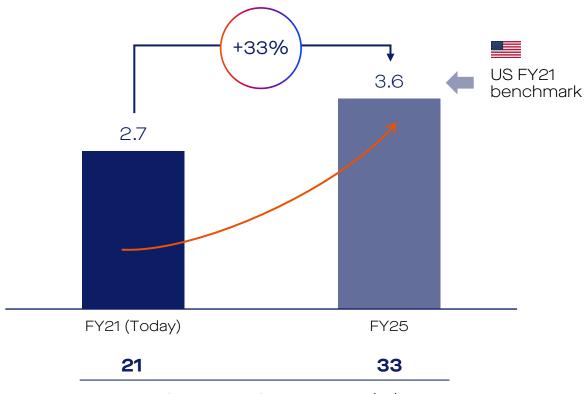


Household Penetration

... and more subscriptions per household



SVOD Subscriptions per Household



Total SVOD Subscriptions (m)

Foxtel Group is **strongly positioned** to capture the benefits of streaming

Australia's transition to streaming is now a positive for the Foxtel Group

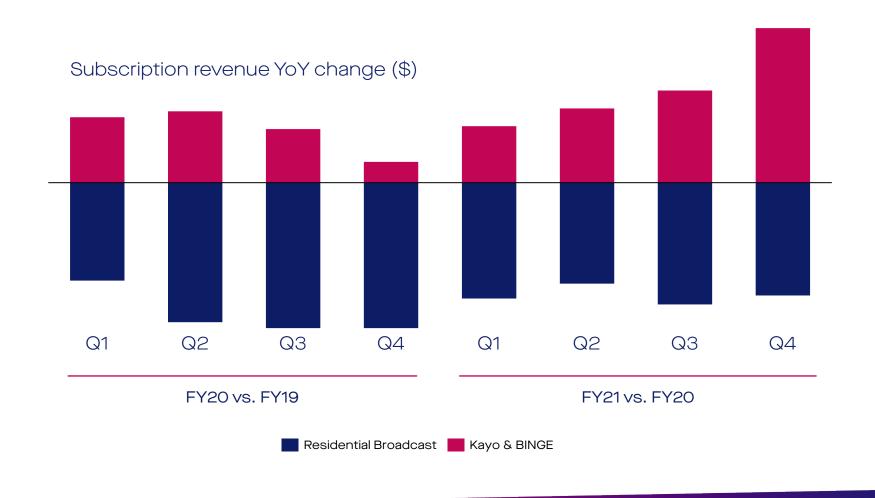
Growing sector with the ability for greater penetration

Breadth of choice and opportunity for multiple subscriptions per household

Variety of flexible price points to suit subscriber needs

Lower subscriber acquisition costs and a reduced cost to serve Clear demand for a local champion to aggregate

New streaming products providing scalable revenue

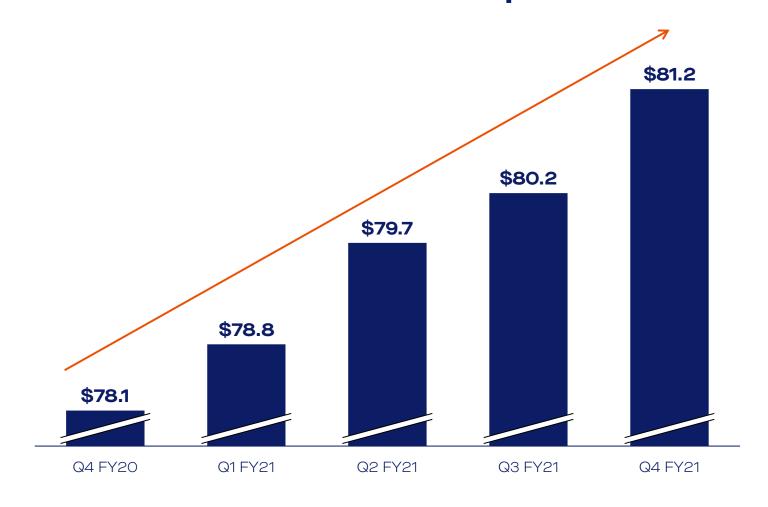




Financial Year End 30 June.

Strengthen Foxtel

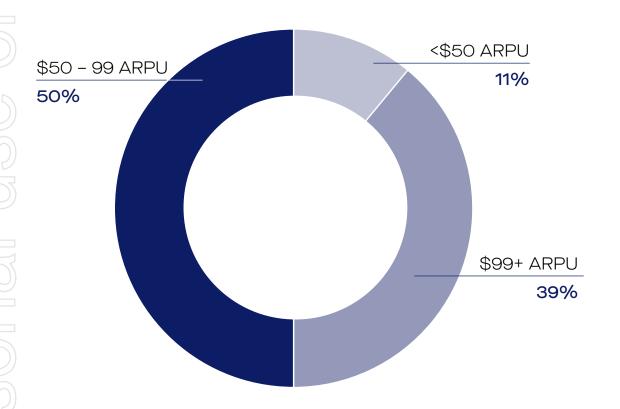
Residential Broadcast ARPU has risen for **4 consecutive quarters**



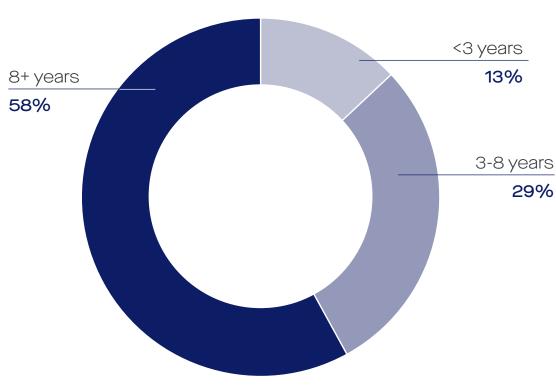


Stabilising revenue with premium, long-tenured customer base





Residential Broadcast subscriber tenure



Total closing Residential Broadcast subscribers as at June 2021.



Win with world class content & technology

Premium aggregator of diverse entertainment



Major studios









NBCUniversal









































Leading Australian and international sports live and on demand







































































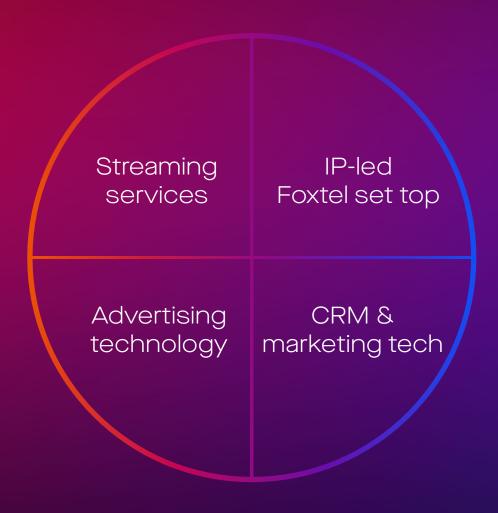








We are a technology-led streaming company



With a scalable core for growth

Three-year ambitions



5 million+

Subscribers

c. A\$3 billion

Revenue growth
Opportunity for margin expansion



Capex to Revenue



Strategy to achieve our ambitions



Grow through streaming



Strengthen Foxtel



Win with world class content and technology

- Launch additional streaming products
- Introduce new digital advertising products

- Offer existing customers more value
- Further reduce cost to sell and serve

- Continue to transform costs, streamlining across platform
- Grow revenue through content aggregation



Placeholder - video



Strategy for growth





50+

sports live and on-demand

Purpose-built

for live sport streaming

































































































































Kayo product







of total Kayo viewership is on a TV-sized screen

Source: Internal Metrics for the 13-month period ending September 2021.

Kayo product







Kayo product suite











2 streams, HD



PREMIUM



3 streams, HD



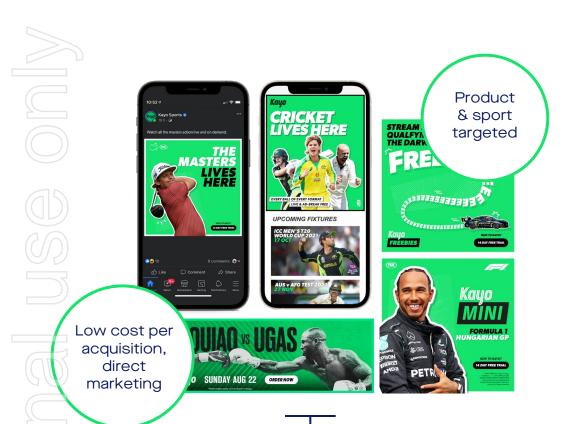
PAY-PER-VIEW

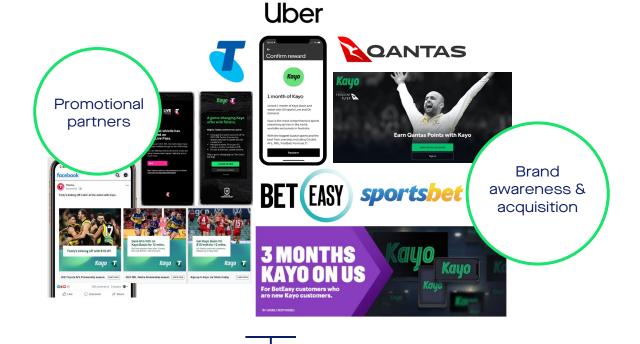


Pay-per-view (boxing, UFC, WWE)

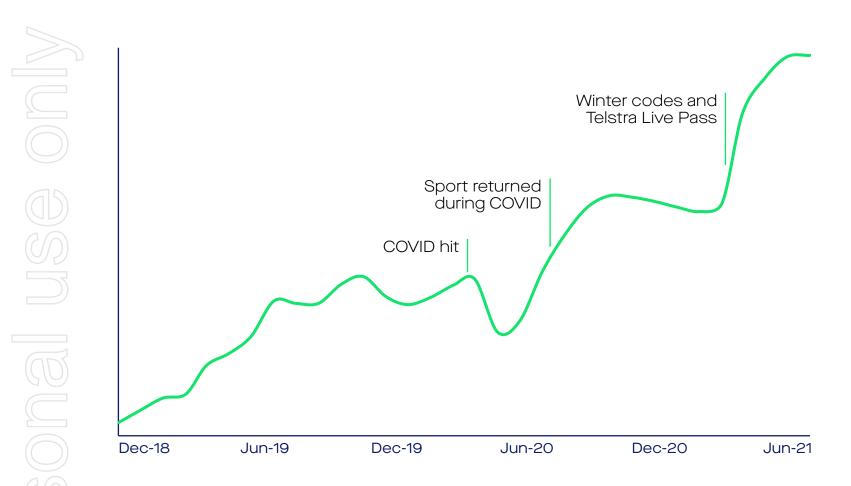
Monetised through ads

Kayo sales strategy and channel partners





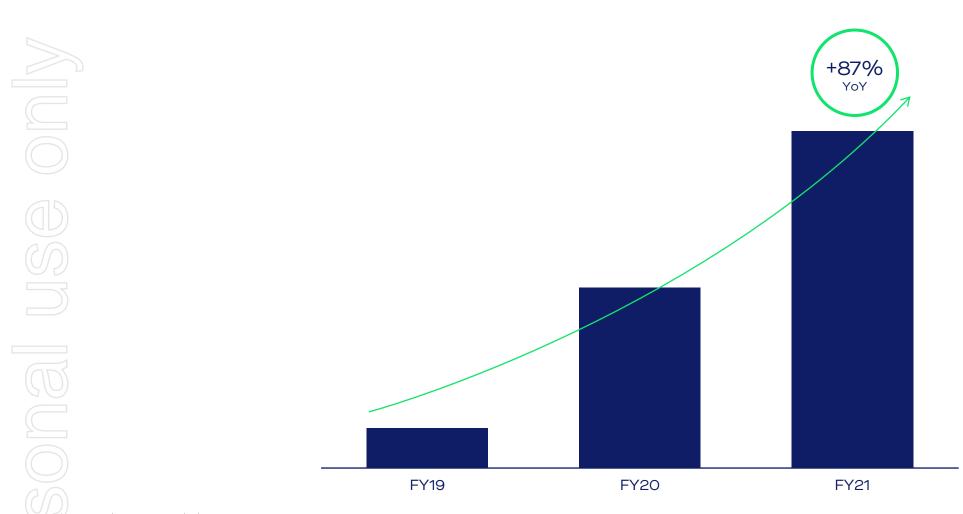
Kayo is growing and engaging sports fans

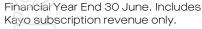




Total closing Kayo subscribers as at 30 June 2021, which includes 1,054K paid subscribers, with the remaining 25K being trialists.

Strong Kayo subscription revenue growth







62%

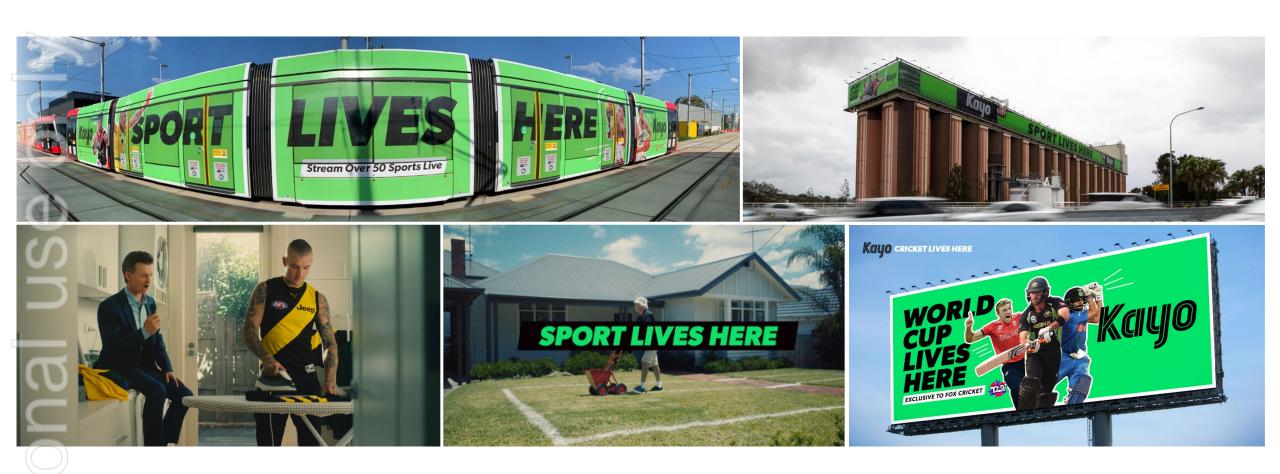
of Kayo subscribers watch 3 or more sports

23%

watch more than 8

Number of sports watched over the last 12 months by all subscribers active, as at 30 June 2021.

Kayo marketing

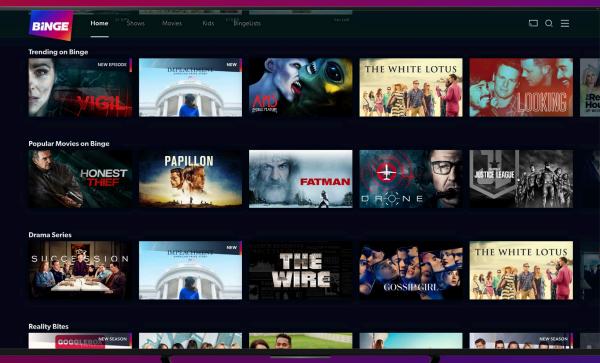


10,000+ hours of content

~830K total subscribers

BINGE product







BINGE product suite



BASIC



1 stream, SD



STANDARD



2 streams, HD

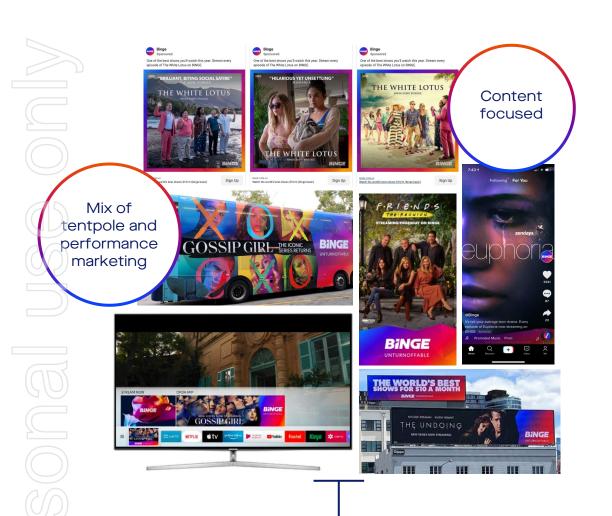


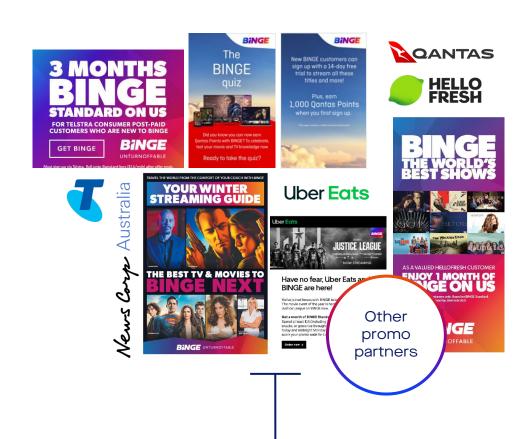
PREMIUM



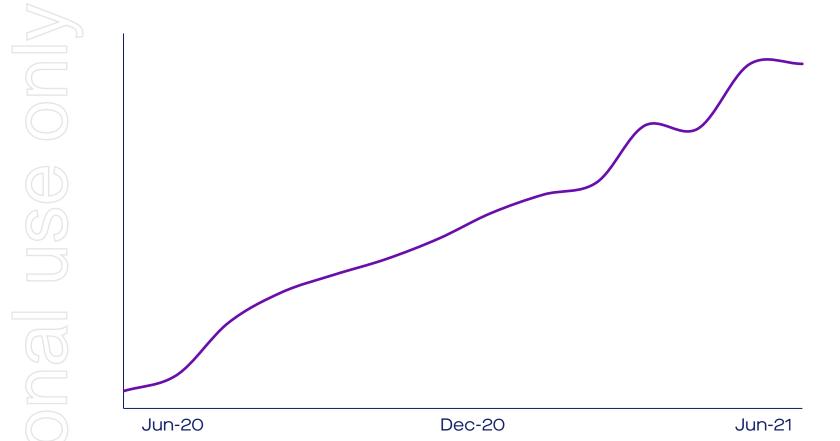
4 streams, HD

BINGE sales strategy and channel partners





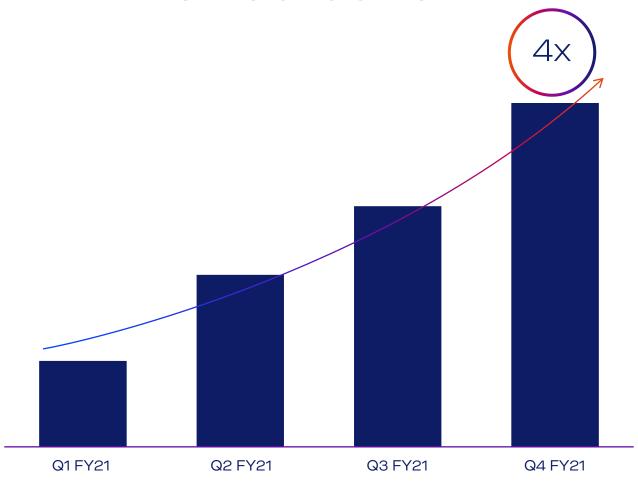
BINGE has grown rapidly in its first year

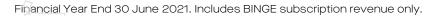


~830K
Total subscribers

Total closing BINGE subscribers as at 30 June 2021, which includes 733K paid subscribers, with the remainder being trialists.

BINGE subscription revenue growth since launch





BINGE subscribers come for new releases, but stay for the binge-worthy bests

New releases driving acquisition



Vigil Mare of Easttown









Deep library driving retention

The Walking Dead



Keeping Up With the Kardashians







Reunion



Game of Thrones







The Act

90 Day Fiancé Sex and the City

Modern Family









NCIS





Mr. Inbetween

A Discovery of Witches

Superstore

Below Deck

Real Housewives



56%

of BINGE subscribers watch 3 or more series in a month

24%

watch more than 8 in a month

Number of unique series viewed over the last 30 days of active subscribers as at 30 June 2021.

FLASH

The biggest news brands on a leading streaming platform

First of its kind

Dedicated live news streaming service offering live and on demand

A clear opportunity

Ability to serve segments across news consumers

Breadth of partners

Global and local news sources, offering diversity of opinion and perspective

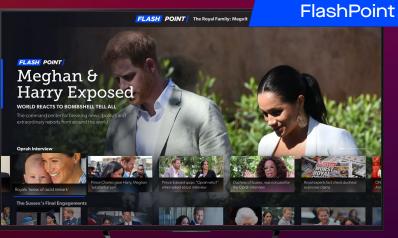
Flash product



Follow unfolding events from multiple perspectives with multi-screen viewing.



Jump to the big moments in news



Deep dive into the stories that matter to you



Curate content and notifications based on channel, category or topic

Placeholder - video





A tech stack with 21st century streaming, ad tech, and customer lifecycle capability



Investing in major technology projects



Converge

streaming tech stacks and operations

Provide best in class Kayo and BINGE experience on Foxtel products

Grow

audience and targeted advertising capability

Leverage 4M and growing subscriber base to generate new and diverse advertising revenue

Digitise

Foxtel customer management and marketing systems

Improve customer experience, engagement and retention, and reduce cost to serve

Merge

and modernise broadcast infrastructure

Increase resilience and reduce costs with latest cloud-based technology



Technology at the Foxtel Group

Highly scalable, reliable, and customer-centric streaming tech stack

Modernising existing platforms and systems that support core Foxtel products

Proven track record in delivery

Placeholder - video





FOXTEL

1.6M+

Residential Broadcast subscribers

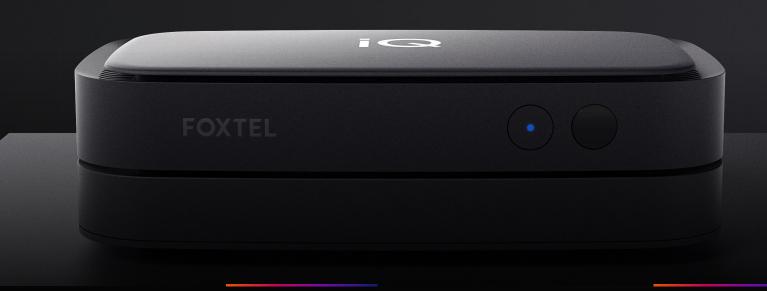
Differentiated, premium, aggregated experience

Net revenue and customer lifetime value

Differentiated, premium, aggregated experience

Net revenue and customer lifetime value

Revolutionary new iQ5 set top enables a streaming-led future



Fully self-install

- Plug and play, instant viewing
- IP enabled, no cable or satellite hardware required
- Opens Foxtel experience up to new customers

Sales and service efficiency

- Simplified back-end billing
- Lower cost to sell and serve, no truck roll

Streaming enabled

- Leverages our investment in streaming
- All your apps in one ecosystem

Enabling a better customer experience

Content our subscribers love

Live and on demand, from Foxtel and global apps – providing the best of linear and VOD



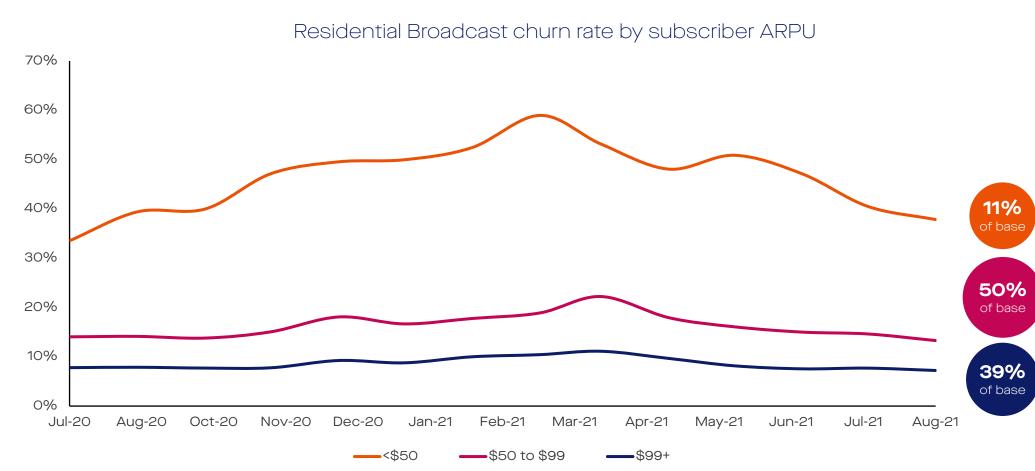
Premium features and service

Enhanced viewing experience with even more features – voice remote, record, personalization, enhanced search, UHD, the best service

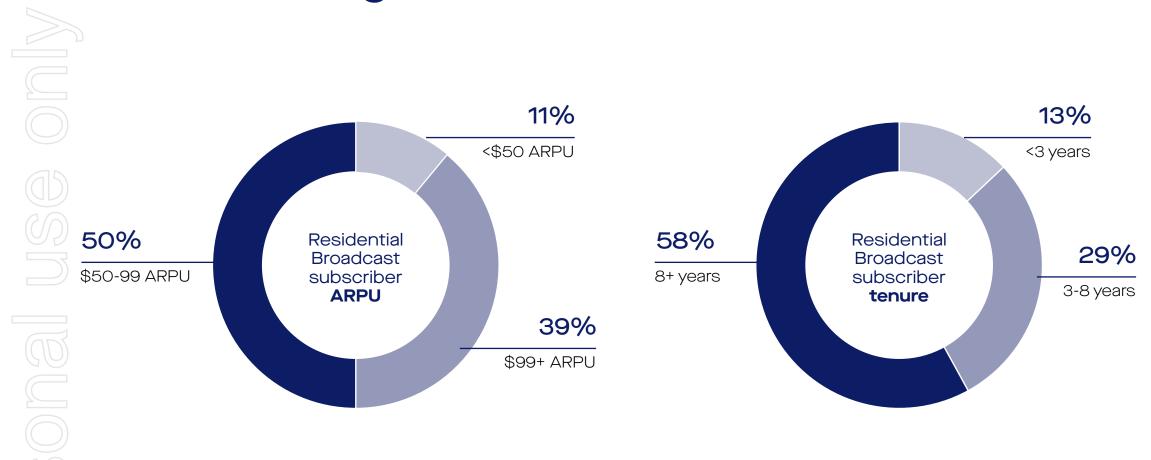


Differentiated, premium, aggregated experience Net revenue and customer lifetime value

Maintaining strong retention rates with premium subscribers



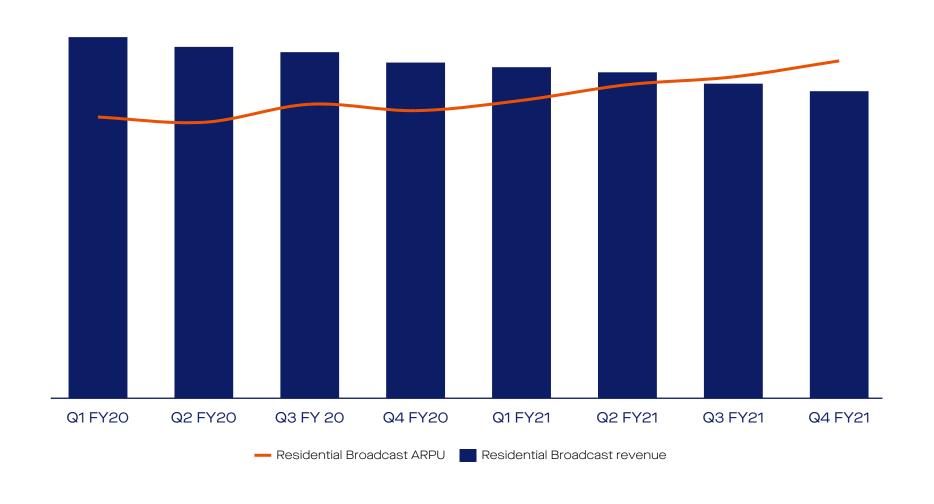
Broadcast business has focused on high lifetime value subscribers



Total closing Residential Broadcast subscribers as at June 2021.

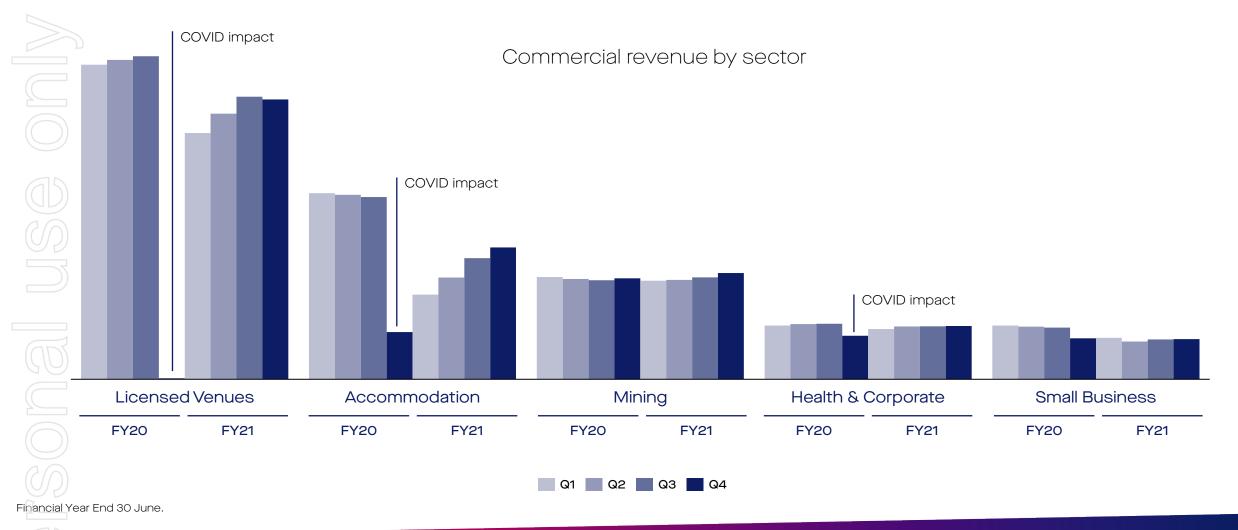


Maximising value of the subscriber base has stabilised Residential Broadcast revenue declines





Commercial business is **strong**, **stable and diverse**







Placeholder - video



Securing deals with long-term partners with us from the start

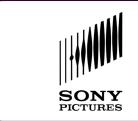


NBCUniversal











Group-wide content strategy



FOXTEL







Foxtel Originals

TV and movie studio deals

Channel partners

Local and global apps

Australian and international sport



A diverse and exciting pipeline of new and returning titles

Returning













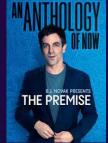
New



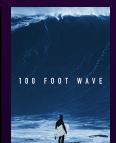




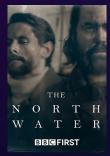




















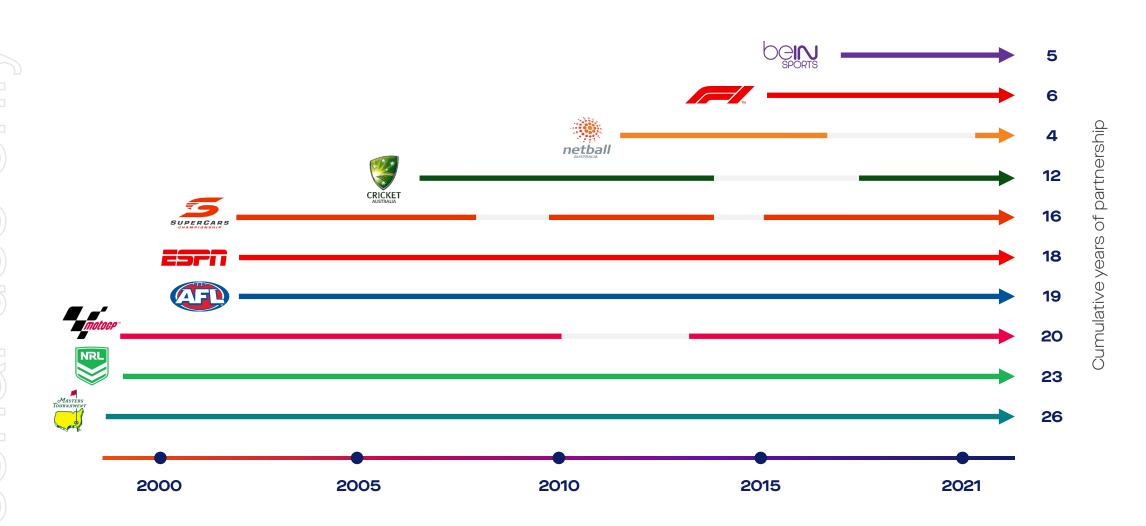




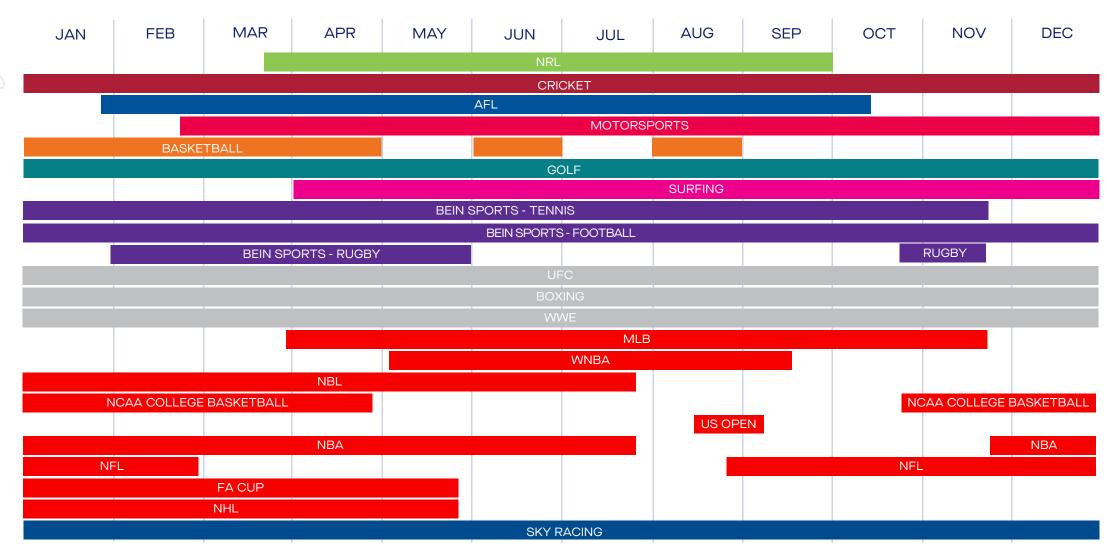


Placeholder - video

The trusted long-term partner for sports



A full slate of sports coverage year round





Strong financial performance

#1

Australian Media Company by Revenue⁽¹⁾ c.\$2.8bn

Revenue

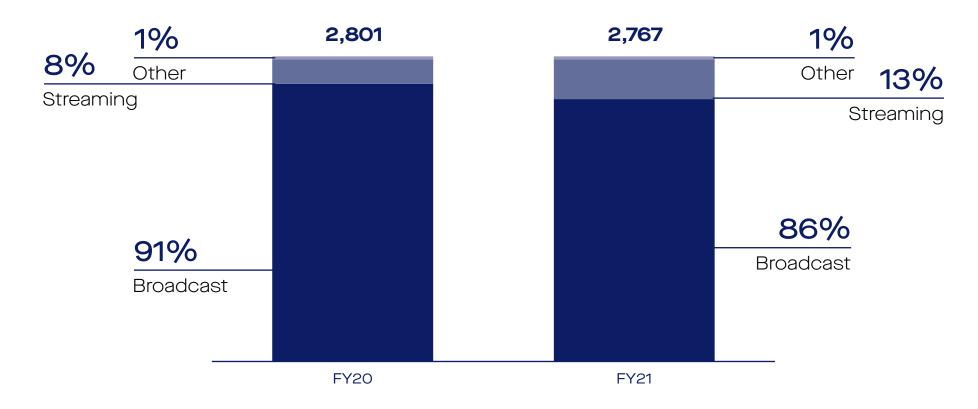
c.\$460m

EBITDA

Financial Year End 30 June 2021. All figures presented in A\$ under US GAAP. (1) Ranked by total LTM revenue to 30 June 2021.

Revenue stabilised and repositioned for growth





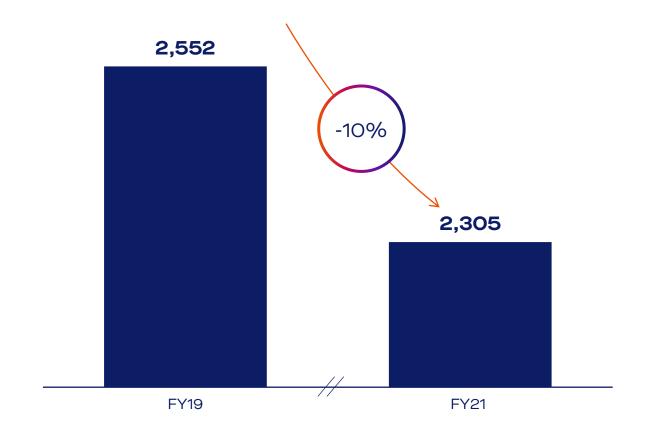
Financial Year End 30 June. All figures presented in A\$ under US GAAP.

(1) Advertising revenue of \$261 million in FY20 comprised of c. 98% Broadcast and 2% Streaming and \$281 million in FY21 comprised c. 94% Broadcast and c. 6% Streaming. Broadcast revenue includes residential and commercial subscribers. Please refer to page 93 for further details on composition of FOXTEL revenue.



Transforming the cost base

Total Expenses (\$m)



- Right-sized functional areas and consolidated capabilities
- Renegotiated rights and focused on premium sports and entertainment rights
- Lighter operational costs, right-sized for streaming era
- Streamlining and digitizing process flows

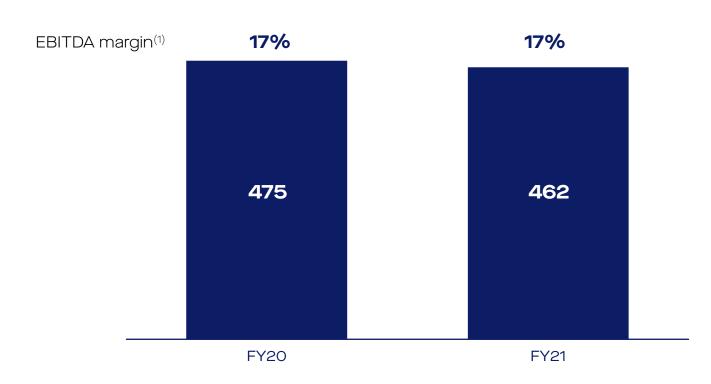
 some savings reinvested in new
- Ongoing efficiency and investment in technology and operating model to deliver a stabilised cost base

Financial Year End 30 June. All figures presented in A\$ under US GAAP.



Delivery of consistent EBITDA positioned for growth

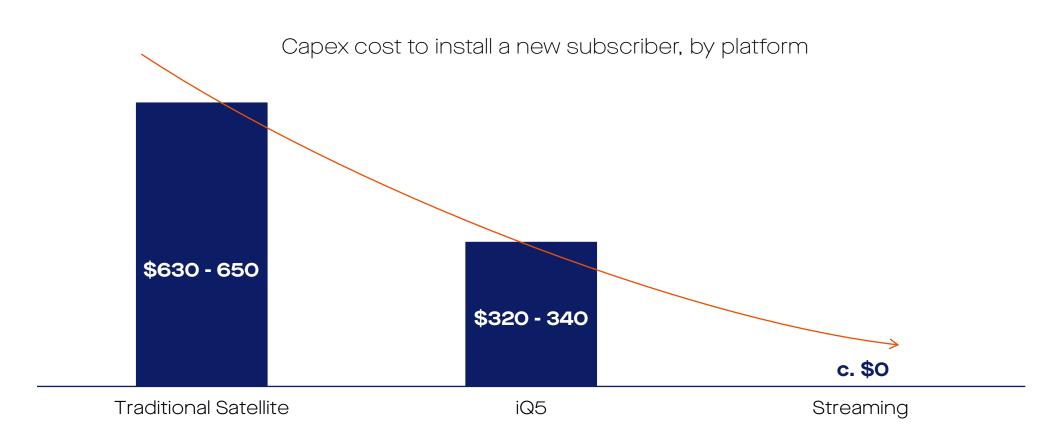
EBITDA (\$m)



Financial Year End 30 June. All figures presented in A\$ under US GAAP.

⁽¹⁾ News Corporation Subscription Video Services (SVS) Segment EBITDA margin for the fiscal years ended 30 June 2020 and 2021 were 17% and 17%, respectively. EBITDA Margin and SVS Segment EBITDA Margin are calculated by dividing EBITDA and SVS Segment EBITDA, respectively, by revenue for the applicable fiscal year. Refer to Slide 94 for a reconciliation of Foxtel EBITDA to News Corporation SVS Segment EBITDA calculated in accordance with US GAAP.

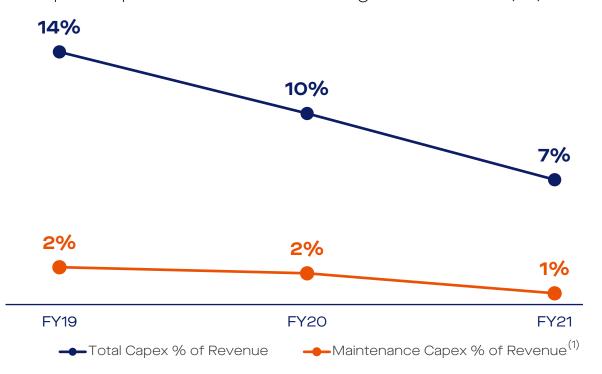
As the business transforms to new technology, the cost to install a subscriber falls



Financial Year End 30 June 2021. Capex cost to install a new subscriber includes total box and installation expenses.

Transition to a capital light model from digital strategy

Capital Expenditure as a Percentage of Revenue (%)



- Transition from traditional to digital technology lowering overall asset intensity
- Switch to iQ5 has materially reduced subscriber acquisition costs, with investment to continue as rollout progresses
- New streaming subscribers acquired with no additional capital investment as technology already in the home

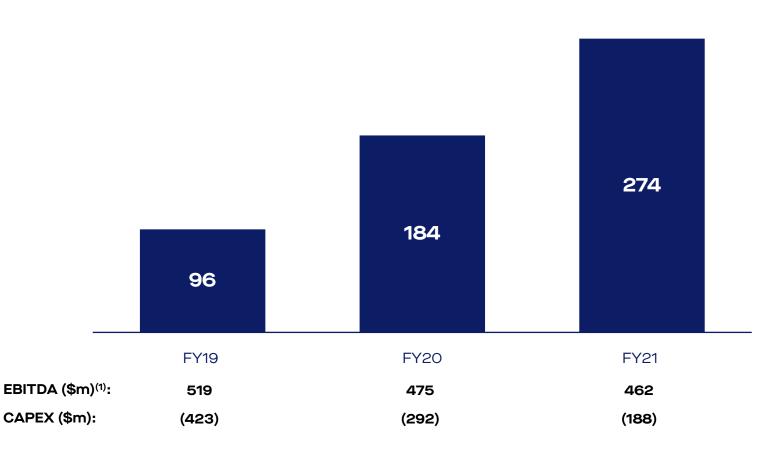
Financial Year End 30 June. All figures presented in A\$ under US GAAP.

(1) Maintenance capex includes product, capability and platform capex and excludes installation costs



Highly cash generative

EBITDA less Capex (\$m)



Financial Year End 30 June. All figures presented in A\$ under US GAAP

Note: Numbers may not sum due to rounding

(1) Refer to Slide 94 for a reconciliation of Foxtel EBITDA to News Corporation SVS Segment EBITDA calculated in accordance with US GAAP



Foxtel Group is repositioned for growth

Premium capital lite IP-led company with over 4 million subscribers

Multiple and growing revenue streams with strategic pricing flexibility

Diverse and innovative streaming products growing rapidly

Strengthened Foxtel business with loyal, high value subscribers

Competitive position with premium sport and entertainment content combined with **long term partner relationships**

Transformed digital operations with sustained efficiencies

High cash generation supports investment in growth and returns



ersonal use only xibnedix

Foxtel Group Revenue

June Year End (A\$m)	FY20	FY21
Broadcast ⁽¹⁾	2,287	2,110
Streaming ⁽²⁾	216	343
Subscription	2,504	2,453
Broadcast ⁽¹⁾	256	265
Streaming ⁽²⁾	4	17
Advertising	261	281
Other	37	32
Total Revenue	2,801	2,767

Note: Numbers may not sum due to rounding. All figures presented in A\$ under US GAAP. (1) Broadcast includes Residential and Commercial

⁽²⁾ Streaming includes Kayo, FOXTEL NOW and BINGE and other streaming products



EBITDA Reconciliation: US GAAP to IFRS

June Year End		FY19	FY2O	FY21
News Corp Subscription Video Services US GAAP EBITDA ⁽¹⁾	(US\$m)	380.0	323.0	359.0
(Less: Impact of other businesses)	(US\$m)	(9.9)	(6.8)	(15.0)
(Less: Intercompany segment eliminations and other)	(US\$m)	1.6	1.8	-
FOXTEL US GAAP EBITDA(2)	(US\$m)	371.7	318.0	344.0
FOXTEL US GAAP EBITDA	(A\$m)	518.9	475.3	462.0
Lease Adjustment ⁽³⁾	(A\$m)	-	96.5	51.9
FOXTEL IFRS EBITDA before restructuring and other costs	(A\$m)	518.9	571.8	513.9
Restructuring costs	(A\$m)	(9.6)	(19.3)	(10.1)
Other ⁽⁴⁾	(A\$m)	(6.6)	1.3	3.0
FOXTEL IFRS EBITDA	(A\$m)	502.7	553.8	506.8

Note: Numbers may not sum due to rounding. Translation from USD to AUD based on sum of quarterly financial information at respective quarterly exchange rates as reported in News Corp's FY21 earnings release filed on Form 8-K (the FY21 Release.

(1) As reported in News Corp's Form 10-K filed with the SEC. Segment EBITDA is calculated on a US GAAP basis as revenues less operating expenses and selling, general and administrative expenses and does not include restructuring charges and certain other items as described in the FY21 Release

⁽⁵⁾ Foxtel IFRS EBITDA is calculated on an IFRS basis as profit before depreciation, amortisation, net finance costs and income tax, as reported in the Foxtel Group's statutory accounts, excluding equity earnings of affiliates. Foxtel IFRS EBITDA includes restructuring charges and reflects the other accounting differences described in notes (3) and (4), which are not included in the calculation of News Corporation Video Services Segment EBITDA



⁽²⁾ A non-GAAP measure derived from News Corporation Subscription Video Services Segment EBITDA, a measure calculated in accordance with US GAAP

⁽³⁾ IFRS and US GAAP have different classifications for certain transponder and property leases. Under US GAAP these are recognised as operating leases, with expense recognized within EBITDA. ASU 2016-02 was adopted in Fiscal 2020 (4) Consists primarily of differences in accounting for hedges between US GAAP and IFRS and gain/loss on disposal of assets