

Fox Entertainment Takes Over Beliefnet

Fox Entertainment Group (FEG) purchased the popular spirituality site Beliefnet earlier this month. FEG is a part of News Corp. which also owns MySpace and 20th Century Fox.



Fox Entertainment Group (FEG) purchased the popular spirituality site Beliefnet earlier this month. FEG is a part of News Corp., the media powerhouse that owns MySpace, 20th Century Fox and *The Wall Street Journal*.

The acquisition will build and enhance Beliefnet's already popular brand by using News Corp.'s vast resources and media library, according to a statement released by FEG.

The statement also underscored the online platform Beliefnet will offer FEG for distributing and expanding its faith-based businesses, which include HarperCollins' Zondervan and HarperOne brands, Fox Faith films, 20th Century Fox Home Entertainment's faith-based programming initiative and the often religiously themed National Geographic Channel. Beliefnet is not affiliated with any religion and attracts approximately 3 million unique visitors each month.