

**REACHING
MULTICULTURAL
AUDIENCES
AUTHENTICALY
+ AT SCALE**

FUSE MEDIA
2024 GROWTHFRONTS

WHO WE ARE

Fuse Media is a **minority-owned and operated** media company committed to **championing diversity, equity and inclusion** through inclusive entertainment solutions across our robust FAST, linear TV and social portfolio.

WE IGNITE CULTURE.

FUSEMEDIA





WHAT WE DO

Create, curate + distribute award-winning content across our growing portfolio.

Reach specific demos and consumer clusters authentically + at scale.

HOW WE ACTIVATE

Access audience data + targeting capabilities.

Deliver branded content solutions via culture-forward franchises, Fuse Media Talent Network + partnerships.

DID YOU KNOW?

Fuse Media **over indexes** among Black, Hispanic and LGBTQ+ viewing audiences.

We are at the forefront of **providing inclusive entertainment** globally.

We reach **73%** of Black Americans in the US.

Up to **83%** of Fuse Media viewers **do not watch** Telemundo, Estrella or Univision.

We have one of the most **widely-distributed** Black FAST channels (Shades of Black).

We are leaders in **long-form premium content**.

Total Fuse Media CTV minutes watched in 2023 grew **+60% YoY**.

Our **audience is 7 years younger** than BET, TV One, ASPIRE, Bounce and OWN.

Fuse Media's CTV viewership growth is **3x the industry growth**.

Our Hispanic-focused channels represent the **most comprehensive Latino-focused offering** in FAST.

Our vision is to **empower** underrepresented young adults.

Monthly active viewers reach **61%** of Hispanic HHs.

We have a portfolio of **20+ FAST channels**.

Our Fuse Media Talent Network includes **100+** content creators.

**WE ARE ONE OF THE ONLY
MINORITY-OWNED PUBLISHERS
WITH LONG-FORM,
PREMIUM VIDEO**

A photograph of a young man and woman embracing and laughing joyfully. They are both wearing bright green long-sleeved shirts. The woman has voluminous, dark curly hair and is wearing red lipstick. The man has short dark hair and is smiling broadly with his eyes closed. The background is a solid, vibrant blue. The overall mood is happy and energetic.

**FUSE MEDIA'S EVOLUTION
FUELED BY CTV**

DEAR
WHITE
PEOPLE



BIG FREEDIA MEANS
BUSINESS

BACKSTAGE

MARIO LOPEZ:
ONE ON ONE

REBEL
WITHOUT A
CREW



CLERKS III

MY WAY

La Hora
Menguada

BEING BEBE



LUTHER



EDGE OF GLORY



DREAMING

TOXIC

one girl... one curse... seventeen bodies

JUST JUMP

BACKSTAGE
EN ESPAÑOL



PIEL
Salvaje

WILD SKIN

ABSOLUTELY
FABULOUS

SHADES OF
BLACK

ULTIMATE
HUSTLE

LATINO
VIBES



EL REY
REBEL



MY TURN

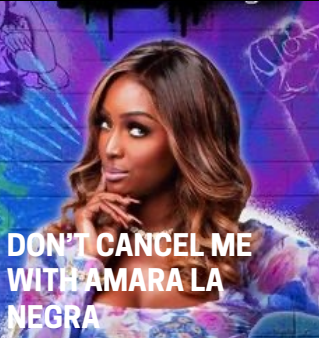


Maria
de todos
los Angeles

OUT TV
PROUD



OBSESSION



DON'T CANCEL ME
WITH AMARA LA
NEGRA

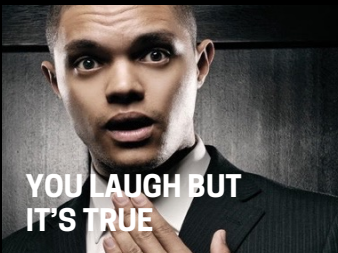


ONCE UPON A TIME IN
BROOKLYN



THE FINEST

SHINE TRUE



YOU LAUGH BUT
IT'S TRUE



SIMPLY THE
BEST

LATIN QUEEN



FUSE MEDIA
VAST FAST
PORTFOLIO

TREMENDOUS CTV SCALE

REACHING MORE CONSUMERS
THAN EVER BEFORE

FUSE MEDIA'S GROWTH
IN CTV VIEWERSHIP IS
3x INDUSTRY GROWTH

SINCE 2020
FUZE MEDIA HAS EXPANDED
20x
IN THE NUMBER OF O&O AND
PARTNERSHIP FAST CHANNELS



ENGAGING CONSUMERS ACROSS OUR GROWING CONTENT PORTFOLIO

2024 REACH:
85%+

OF ALL FAST
MULTICULTURAL
HOUSEHOLDS

FUSE MEDIA

LINEAR



O&O FAST



LIONSGATE FAST



PRESTIGE PARTNERS



SOCIAL



2024

31B+

ANNUAL MINUTES

2024

3.7B

IMPRESSIONS

Source: Linear=Comscore, CTV=Amagi & proprietary dashboards, Amazon Analytics, JW Player & Roku analytics, YouTube & DailyMotion analytics; Demos = MRI A18+ data, Nov '23 Cord Evolution study, FAST demos based on proxy data. Reach indicates total TV and CTV platforms with Fuse Media available in HHS.

PRESTIGE PARTNER NETWORKS FUELING SCALE

HELPING BRANDS AMPLIFY MULTICULTURAL AD SPENDING

ACCESS DIVERSE AUDIENCES THROUGH OUR MINORITY-OWNED PLATFORMS AND OUR STRATEGIC PARTNERS WITH MASSIVE REACH

LIONSGATE



TASTEMADE



TRUSTED MEDIA BRANDS



TRIPLE B MEDIA



ACCESS FULLY-CUSTOMIZABLE
AUDIENCE-TARGETING
CAPABILITIES ACROSS OUR
EXPANDING PORTFOLIO

REACHING YOUR CONSUMERS

LATINO AUDIENCES

REACH: 40M

BLACK AUDIENCES

REACH: 42M

FEMALE AUDIENCES

REACH: 78M

MULTICULTURAL

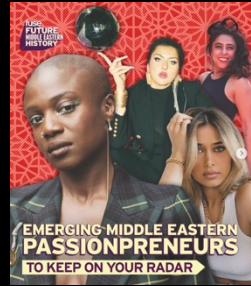
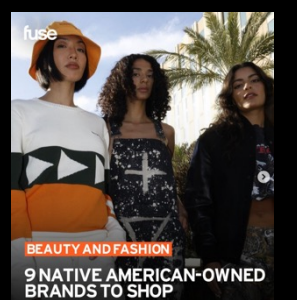
REACH: 95M

Source: Linear=Comscore; CTV=Amagi & proprietary dashboards, Amazon Analytics, JW Player & Roku analytics, YouTube & DailyMotion analytics); Demos = MRI A18+ data, Nov '23 Cord Evolution study, FAST demos based on proxy data.
Reach indicates total TV and CTV platforms with Fuse Media available in HHs.

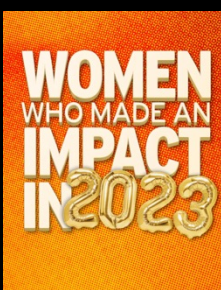
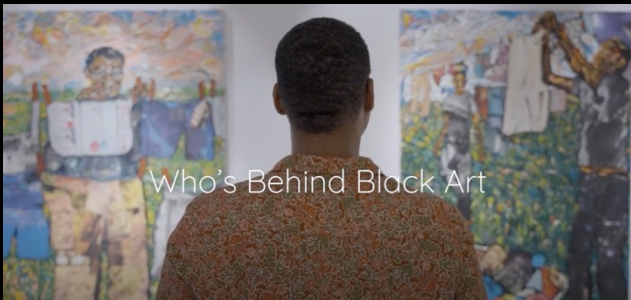
**WE LEVERAGE AWARD-
WINNING CONTENT,
FRANCHISES + LIVE EVENTS**



**TO CELEBRATE + EMPOWER MULTICULTURAL
VOICES ACROSS OUR ECOSYSTEM**



MULTI-PLATFORM CULTURE-FORWARD FRANCHISES



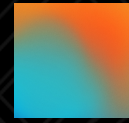
fuse PREMIUM ORIGINAL CONTENT



AND NOW WITH **CG COMBATE** GLOBAL MMA

- + PARTNERING WITH THE PREMIERE HISPANIC MIXED MARTIAL ARTS FRANCHISE
- + BROADCASTING LIVE + MARQUEE MATCHES WEEKLY ON FUSE
- + FEATURING ENGLISH-SPEAKING ANNOUNCERS
- + PROVIDING ADVERTISERS OTG + 360 INTEGRATION OPPORTUNITIES

LEVERAGING A GROWING SPORTS PHENOMENON THAT CONNECTS AUDIENCES, FANS + BRANDS.



HARNESSING UNIQUE AD TOOLS + SPONSORSHIPS

**Audience Data +
Targeting**



**Brand-Safe Ad
Network + Clusters**



**Integrations +
Brand Solutions**



**Content Creator +
Influencer Opps**



DELIVERING A UNIFIED PARTNERSHIP STRATEGY

FUSE MEDIA KEY TAKEAWAYS



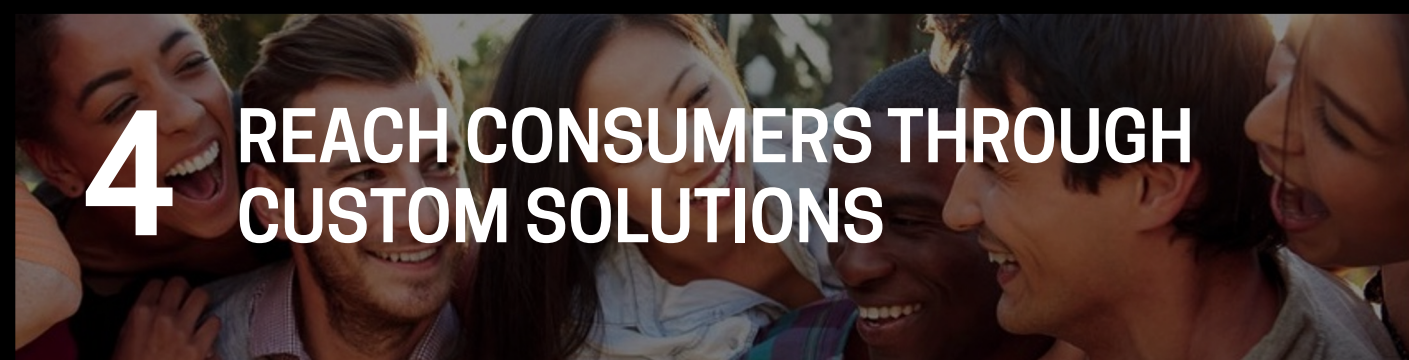
1 TAP INTO EXPONENTIAL SCALE +
CUSTOM AUDIENCE CLUSTERS



2 ALIGN WITH PREMIUM LONG AND
SHORT FORM CONTENT



3 ACCESS PRESTIGE PARTNERSHIPS
+ CURATED SOLUTIONS



4 REACH CONSUMERS THROUGH
CUSTOM SOLUTIONS

THANK YOU