

**EMPOWERING
CONSUMERS
IN CULTURE
+ AT SCALE**

FUSEMEDIA



WHO WE ARE

Fuse Media is the leading **diverse-owned and operated media** company connecting brands with multicultural consumers and **harnessing the power of the new general market** across our robust CTV, linear TV and social portfolio.

CONNECT IN 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.



TAP INTO OUR PREMIUM PORTFOLIO

STREAMING + LINEAR OFFERING

O&O CTV CHANNELS

SHADES OF
BLACK

**LATINO
VIBES**

BACKSTAGE

**ELREY
REBEL**

**OUT^{tv}
PROUD**

SOMOS
NOVELAS

BACKSTAGE
EN ESPAÑOL

STRATEGIC CTV PARTNERSHIPS

LIONSGATE

TASTEMADE

TRUSTED MEDIA BRANDS

LOL!
NETWORK

LINEAR

fuse

FN

FUSEMEDIA

TREMENDOUS CTV SCALE

REACHING MORE CONSUMERS
THAN EVER BEFORE

FUSE MEDIA'S GROWTH
IN CTV VIEWERSHIP IS

**3x INDUSTRY
GROWTH**

SINCE 2018
FUUSE MEDIA HAS EXPANDED

20x

IN THE NUMBER OF O&O AND
PARTNERSHIP FAST
CHANNELS

1
FAST
CHANNEL

2018

7
FAST
CHANNELS

2023

20+
FAST
CHANNELS

2025



SHADES OF BLACK

CELEBRATE BLACK CULTURE

Luther, T-Pain's School of Business,, Everybody Loves Chris Rock, LeBron James: King of the Court, Barack Obama: Finding Hope, Michelle Obama: After the White House



LATINO VIBES

HEART + SOUL OF LATINO CULTURE

Mario Lopez One-on-One, Saint George, Jennifer Lopez: Dance Again , Camila Cabello: Just Jump, Bruno Mars: The Finest, Selena Gomez: Dreaming



BACKSTAGE

INSIDE THE LIVES OF DIVERSE, INSPIRING ARTISTS

Big Freedia Means Business, Made From Scratch, Ariana Grande: My Way



EL REY REBEL

UNLEASH YOUR INNER REBEL.

El Rey Nation, Gamer Gods: Team Liquid, Vampiro Unleashed, Correctamundo!, The Cheuy Martinez Show



OUT by PROUD

SUPER-SERVING LGBTQ+ FAN-FAVORITES

Absolutely Fabulous, Being BeBe, Shine True, The Boulet Brother's Dragula, Transcendent, OUTSpoken



BACKSTAGE EN ESPAÑOL

TE DA ACCESO TOTAL A ESTRELLAS LEGENDARIAS Y NUEVOS ARTISTAS

Bruno Mars: The Finest, Enrique: Latin Love, Camila Cabello: Just Jump



SOMOS NOVELAS

THESE ARE OUR STORIES. SOMOS NOVELAS.

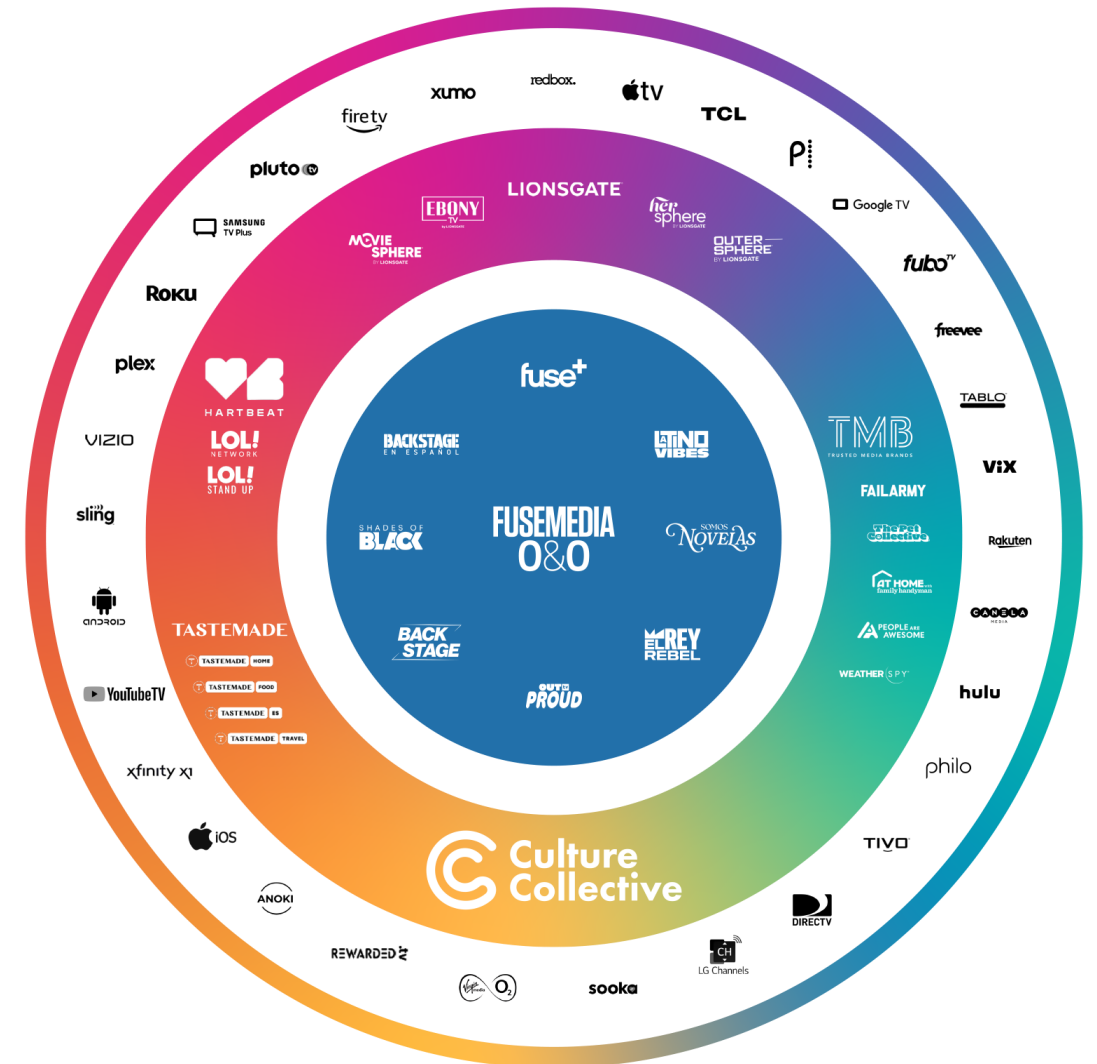
La Ciudad Muerta, Sol del Antaño, Los Inmigrantes

LEVERAGE O&O CTV CHANNELS

UNLOCK OUR POWERFUL CULTURE COLLECTIVE THROUGH FUSE MEDIA

TAP INTO A GROWING NETWORK OF CTV CHANNELS

- + Access curated, premium audiences
- + Leverage multi-channel CTV scale
- + Deliver high-impact solutions
- + Align with premium, long-form content through a diverse-owned publisher



CONNECT WITH YOUR CONSUMERS

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

HISPANIC AUDIENCES



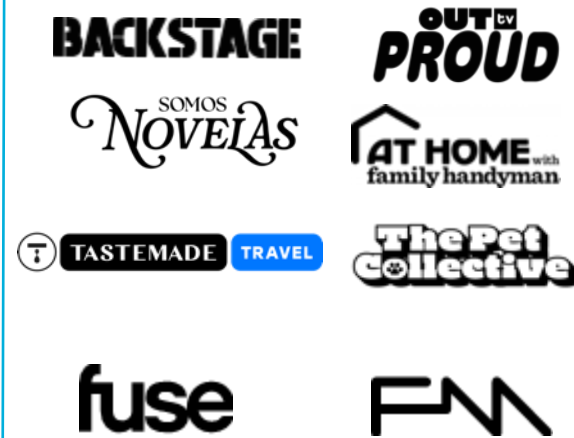
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BLACK AUDIENCES



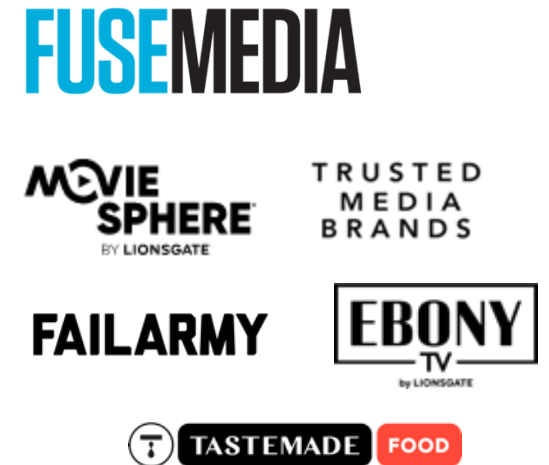
REACH: 50M

FEMALE AUDIENCES



REACH: 78M

MULTICULTURAL AUDIENCES



REACH: 95M

PATHS TO PREMIUM PARTNERSHIP

CULTURE COLLECTIVE BECOME A PREMIUM CURATED PARTNER

PARTNER BENEFITS

- + Priority access to Fuse Media inventory and unlockable pricing benefits
- + Distinction of allocating budgets to a diverse-owned vendor
- + Advantageous multi-year/multi-brand pricing tiers
- + Robust geo-targeting and audience segmentation
- + Guaranteed premium placements
- + Press and intelligence partnerships
- + First-look sponsorship opportunities across our extended portfolio

NEW VOICES LEVERAGE ACCESS TO DIVERSE TALENT + SPONSORSHIPS

PARTNER BENEFITS

- + Access to emerging and rising talent
- + Press and marketing inclusion
- + Content alignment
- + Sponsorships across the Fuse Media portfolio

IMPACT 365 AN ALWAYS-ON CULTURE AMPLIFYER FOR BRANDS

PARTNER BENEFITS

- + Brand alignment with Hispanic Heritage Month, Black History, Women's History, AAPI History, Pride, Middle Eastern History, and more
- + Access to emerging and rising multicultural talent
- + Press inclusion
- + Scalable consumer driven-experiences

HARNES FUSE MEDIA'S CREATIVE CAPABILITIES



TAP INTO IGNITION

Build new long- and short-form content with brands and agencies.



PARTNER WITH **fuse** STUDIOS

Develop franchises and a year-long IP that brands can integrate into.



INTEGRATE + AMPLIFY VIA BRAND SOLUTIONS

Boost brands through partnerships, custom sponsorships and the Fuse Talent Network.

**THANK
YOU**

FUSEMEDIA

