



FUSE MEDIA PARTNERS WITH LIONSGATE, TASTEMADE AND TMB (TRUSTED MEDIA BRANDS) AS IT ENTERS 2024-25 UPFRONT

Strategic Partnerships and Expanding Suite of O&O Channels Provide Advertisers With
Massive Scale to Reach Over 85% of Multicultural Households

Original Programming Celebrates and Empowers Culturally Diverse Voices Across
Ecosystem

LOS ANGELES/NEW YORK, February 28, 2024 – Fuse Media, the global leader in inclusive entertainment, today announced its 2024-25 Upfront strategy at The Alliance for Inclusive and Multicultural Marketing’s (AIMM) “Diverse Owned and Targeted Media GrowthFronts.” With new prestige partnerships with **Lionsgate**, **Tastemade**, and **TMB (Trusted Media Brands)** fueling scale, an expanding roster of owned and operated channels that celebrate diverse voices, and premium original content that champions this audience, Fuse Media is poised to provide advertisers with unparalleled access and expertise in connecting brands with multicultural young audiences.

Culturally diverse consumers make up approximately half the U.S. population and wield a buying power of \$7 trillion. In partnering with global content leader Lionsgate (NYSE: LGF.A, LGF.B); independent media company Tastemade and leading community-driven entertainment company TMB, Fuse Media has assembled an expansive portfolio of channels that reach over 85% of multicultural households in the U.S. The collaborations will yield even higher reach and scale for brands looking to grow their presence in the multicultural marketplace.

Under the terms of the deal, Fuse Media will exclusively sell the advertising inventory on behalf of legendary film and television studio Lionsgate for some of the Company’s most popular FAST channels, including **EBONY TV by Lionsgate**, featuring award-winning films, engaging comedies, and popular series that celebrate the global richness of Black culture. The partnership also includes **MovieSphere by Lionsgate**, featuring blockbuster films; **HerSphere by Lionsgate**, showcasing beloved female-driven stories; and **OuterSphere by Lionsgate**, celebrating sci-fi favorites.

The partnership also makes Fuse Media the only company with access to Tastemade’s inventory across **Tastemade**, **Tastemade Travel**, **Tastemade Home**, and **Tastemade en Español**. Tastemade’s in-house sales team will continue to sell their inventory directly. TMB’s massively popular properties, including **Fail Army**, **People Are Awesome**, **The Pet Collective**, **At Home With Family Handyman**, and **Weather Spy**, will also be exclusively represented.

“We are beyond thrilled to forge these mutually beneficial partnerships with Lionsgate, Tastemade and Trusted Media Brands, each of which have built strong, dedicated multicultural audiences for their own content offerings,” said Miguel Roggero, Chairman and CEO of Fuse Media. “By harnessing the impressive reach and brand equity of these new partners, Fuse Media can offer large-scale solutions for advertisers looking to reach even greater numbers of young, culturally diverse viewers—and their \$7 trillion buying power.”

“As we enter this year’s Upfronts with a robust slate of FAST channels featuring inclusive programming, Fuse Media will supercharge our ability to connect with advertisers looking to reach culturally diverse audiences,” said Susan Hummel, Lionsgate’s Head of Domestic Channels and EVP & Managing Director, Canada.

Fuse Media was an early entrant into the FAST space with the launch of its first FAST channel in 2018. With CTV viewership growth that is 3x the industry average and Fuse Media’s proven ability to connect advertisers with audiences successfully across CTV, the company is poised to deliver more touchpoints than ever to reach young, diverse audiences as it grows its FAST channel portfolio from 7 channels in 2023 to 20+ in 2024. These touchpoints will allow for customizable audience targeting across the expanding portfolio.

- Fuse Media overindexes in reaching Black, Hispanic, and LGBTQ+ audiences according to MRI-Simmons
- Up to 83% of Fuse Media viewers do not watch traditional Spanish-language TV networks
- Fuse Media reaches 73% of Black Americans in the U.S. and this audience is 7 years younger than most Black entertainment channels

This growing suite of FAST channels includes **Shades of Black**, one of the most distributed Black channels; **OUTtv Proud**, in partnership with OUTtv, the world’s leading LGBTQ+ TV and streaming service and the only LGBTQ+ focused FAST channel offering prestige programming; and **Backstage**, spotlighting superstars and emerging talent.

Fuse Media also offers solutions for advertisers looking to connect with the growing Hispanic audience with the most comprehensive Latino-focused offering in FAST. **Somos Novelas**, the only Spanish-language channel featuring novelas from around the world, will launch later this year and join English-language channels **Latino Vibes** and **El Rey Rebel** as part of the larger Fuse Media portfolio of inclusive FAST channels. Latinos currently make up nearly 20% of the U.S. population and possess a purchasing power of \$3.4 trillion.

Fuse Media’s new and returning properties also reflect the company’s commitment to multicultural audiences. Most recently it was announced that Fuse will be the exclusive English-language home of **COMBATE GLOBAL**, the premier Hispanic Mixed Martial Arts (MMA) sports franchise. Live events will air between the spring and summer 2024 and showcase the top male and female Hispanic MMA fighters in the world.

The company’s content has been recognized with industry honors including Peabody, Emmy, and Hollywood Critics Association awards, and attracts audiences that are younger and more diverse than the industry average.

See below for full descriptions of returning programming rolling out across Fuse Media's streaming and TV channels in 2024-25.

- **Big Freedia Means Business** - Big Freedia is shaking up the dance floor and doing it with style. But now, she's also shaking up the business world with ventures in a hotel, a record label, eyewear, purses, a cannabis line...Girl, down! Come join the party and cheer on the hardest twerkin' diva in the business. Co-Production between Fuse Studios and World of Wonder.
- **Made From Scratch** - Artists share a home-cooked meal with their family and friends, and you're invited to share the love and feed the soul. Our "not-really-a-cooking-show" goes beyond the recipe. It's about those intimate, genuine moments where food is our bond, and artists can let down their guard. Previous guests have included Eva Longoria, Mario Lopez, Danny Trejo, and Becky G sharing their personal stories and the special meaning behind their menus. It is produced by Fuse Studios.
- **Like A Girl** - The empowering series dives in deep with the groundbreaking, badass women who turn the phrase "Like A Girl" on its head. Previous guests have included icons like Olympic medalist April Ross, WNBA player Angel McCoughtry, and Paralympic three-time champion Anastasia Pagonis sharing their intimate, personal perspectives on the issues they face on and off the field. Produced by Fuse Studios.
- **Bollywed** - Indian weddings are in demand and totally EPIC. So are the expectations. Clients who demand high fashion, style and drama visit the Singh family for the ultimate old world meets new world experience. And this multi-generational family takes it personally, making the glamorous world of South Asian fashion on-trend for any culture.
- **Sex Clinic** - No taboos, no judgements. Just expert medical advice about your sexual health and sex life. And at this cracking clinic the waiting room may be the hottest ever, with fit and charismatic young patients, cheeky banter and some proper flirting. If you ever felt embarrassed asking, a little healthy voyeurism can help with your own sex related concerns.
- **Fuse Films** - This award-winning franchise spotlights independent films that tell stories about and by members of underrepresented communities. Inclusive, authentic, and upbeat, these feature films are selected because of their aspirational and inspiring storylines. Upcoming films to be announced at a later date.
- **Fuse Docs** - The Peabody, Emmy and NAMIC award-winning documentary franchise spotlights young, idealistic, and diverse people who are celebrating their cultural heritage and identity, confronting issues, and overcoming prejudice. Upcoming titles will be announced at a later date.

ABOUT FUSE MEDIA

Fuse Media is a Latino-owned, global entertainment company, and the leader in creating and distributing inclusive, purpose-driven stories and experiences for and with culturally diverse young adults. With a portfolio of award-winning original content and a growing global footprint, Fuse Media strives to authentically reflect the world of its young and diverse audience, pioneering a multicultural and creative destination. The Fuse Media family includes linear channels Fuse and FM (Fuse Music); subscription streaming service Fuse+; a rapidly growing suite of internationally distributed DEI-focused FAST Channels; Fuse Studios, its in-house production arm; Ignition Studios, a specialized production company defining the future of

inclusive content; as well as a growing branded content and live events business. To learn more, visit FuseMedia.com.