



## **JIM KELLER BOARDS FUSE MEDIA AS CHIEF REVENUE OFFICER**

### **Key Hire Set to Leverage Fuse Media's Large Supply of Diverse-Owned and Diverse-Focused Media**

New York, September XX - Fuse Media, the Latino-owned global leader in inclusive entertainment, announced today industry veteran Jim Keller will join the company in the newly created position of Chief Revenue Officer. Keller will report to Fuse Media's Chairman and CEO Miguel Roggero and be based in the company's New York office.

"We're beyond pleased to have Jim Keller join the Fuse Media team as Chief Revenue Officer. I've admired Jim's work for years, and it's an honor to have his strategic point of view and deep knowledge of advertising as we expand on our status as a one-stop shop for brands that want to engage with diverse audiences at scale," said Roggero. "Fuse Media reaches over 85% of all FAST multicultural households. Jim and his expertise will help us connect even more brands to the extraordinary and untapped \$7 trillion buying power of multicultural consumers."

Keller joins Fuse Media following a revered career at some of the most prominent media companies including WBD, Discovery, Hulu, and NBCU where he has led streaming, digital, linear, and advanced advertising teams.

As Head of Ad Sales, Keller will lead advertising sales partnerships and initiatives across Fuse Media's large supply of diverse-owned and diverse-focused media. The new hire marks an important milestone in the company's evolution and highlights Fuse Media's continued marketplace growth through its suite of FAST channels and original content. Fuse Media was one of the first cable brands to enter the FAST space in 2018 and has since secured its position as a leader in the category with channels distributed across all the major platforms and groundbreaking ad sales partnerships with Lionsgate, Tastemade and TMB (Trusted Media Brands).

"I have long been a fan of Fuse Media and have been impressed with their commitment to serving multicultural audiences. I'm excited to partner with marketers and agencies on authentic landmark partnerships that tap into the buying power and influence of diverse audiences," said Keller.

Fuse Media's evolution into a global entertainment company is fueled by providing inclusive, purpose-driven stories for culturally diverse young adults wherever they consume content. The company's growing portfolio also includes:

- A suite of owned-and-operated, diverse-focused FAST channels, including Shades of Black, Backstage, El Rey Rebel, Latino Vibes OUTtv Proud, Somos Novelas, and Backstage en Español

- Culture Collective, Fuse Media’s proprietary ad sales solution that offers the industry’s largest diverse-focused media supply in the exponentially growing CTV space
- Ignition Studio, a new production company that leverages Fuse Media’s award-winning expertise in creating and licensing content to help answer the growing worldwide demand for vibrant, authentic content reflecting culturally diverse communities
- Linear channels Fuse and FM that feature award-winning original content such as *Like A Girl*; hit series including *Big Freedia Means Business*, Fuse's highest rated unscripted series; and powerful documentaries like *Unfightable*, currently making its theatrical debut in Los Angeles before premiering on Fuse next month

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#### **ABOUT CULTURE COLLECTIVE**

Culture Collective is a portfolio of premium FAST channels that expands upon Fuse Media’s successful suite of O&O CTV channels through strategic partnerships with Lionsgate, Tastemade and TMB (Trusted Media Brands) to bring massive scale to advertisers. Culture Collective reaches over 85% of multicultural FAST households in the US. Brand partners unlock the power of Culture Collective through Fuse Media with exclusive inventory, multi-channel FAST scale and portfolio-wide, high-impact ad product solutions.

#### **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 multiplatform 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 roster of owned and operated diverse-focused FAST channels; Fuse Studios, its in-house production arm; Ignition Studios, a specialized production company defining the future of inclusive content; a growing branded content and live events business; and Culture Collective, a suite of partner-owned FAST channels that add to the company’s massive scale in reaching multicultural audiences.