

Fuse

Fuse is a Latino-owned, minority-owned and operated entertainment company that focus on creating content for the diverse youth of today. Of the ten youngest networks, Fuse is the second most multicultural and the youngest. Fuse aims to connect with audiences through music and original content across its linear and digital presence.

Primary Target: Multicultural young audiences

Platforms & Properties:

- Fuse: A linear channel that runs original programming including *Made from Scratch* (a cooking show), *True Dating Stories* (reality dating reenactments) and *Don't Cancel Me* (reality talkshow). New shows include *Tall Boyz* (a comedy sketch show), *Like a Girl* (a sports series starring Denise Jones) and *We Need to Talk About America* (a comedic take on America's funniest moments).
- OTT: Viewers can stream Fuse Beat, Fuse Sweat and Fuse Backstage on multiple devices to dive deeper into music and multicultural content. New platforms to come include Camptastic in 2Q22 (retro focused) and Latino Vibes (Latinx focused) in 3Q.
- SVOD: Fuse content is available to stream through the mobile app, Fuse+ and available on CTV, now including AndroidTV and xfinity x1.
- Social: Fuse has created a social presence through notable franchises including *Mind Massage*, *The Lie Detector (Weezy)*, *Teamwerk (AG Club)* and *How it Was/How it is*.
- Community Experiences: *Esteréo Boom*, *Sofar sounds* and *Grand Park: Nyela* combine Fuse's multicultural audiences with their interest in music and connection in these live experiences

Opportunities for Brands:

- New original content across the linear, OTT and social channels
- Community experiences
- Custom research based on its audiences and offerings