

# FUSE MEDIA

WHERE PREMIUM CONTENT,  
CULTURE, & SCALE CONVERGE



# FUSEMEDIA

We're a Latino-owned modern media company, leaders in curating entertainment, networks, and multicultural communities.

We deliver diverse audiences at scale through our blend of partner and O&O channels, with exclusive, innovative data intelligence.

# FUSEMEDIA OPERATED CHANNELS

**billboard**  
ESPAÑOL TV

The ultimate music authority curates a new home for the biggest stars on this Spanish language pop culture channel.

COMING JUNE 2026

**COMPLEX TV**

Get in the room with cultural superfans and today's biggest stars at this unique crossroads of streetwear, hip hop, art, and culture.

LAUNCHED APRIL 2026

**EL REY REBEL**

El Rey Rebel sets your rebellious, independent spirit on fire. Unleash your inner rebel with raw action, fearless fun and pure mayhem.

1Q26 BEST QUARTER EVER

**Fluffy TV**

As unique and playful as its inspiration, Gabriel Iglesias, with a blend of movies, stand-up, and series that bring the whole family together.

COMING JUNE 2026

**fuse**

Level up your creativity and your hustle. Independent, minority-owned, this is Fuse.

**FM**

FUSE MUSIC

Where music fans converge for a deep dive into music culture.

**LOL!**

Kevin Hart presents nonstop fearless comedy with an all-star roster, as LOL! Network tackles celebrity, sports, culture, and the ridiculousness of modern life.

LAUNCHED APRIL 2026

**OUTflix**  
MOVIES

A fan community of queer culture and unapologetically loud, fun, fantastical stories. Escape into subversive humor, theatrical tales, killer queens, and everyday divas.

1Q26 BEST QUARTER EVER

**SHADES OF BLACK**

Presenting high quality movies and scripted series with top tier talent, and captivating Black storytelling that redefines representation.

1Q26 BEST QUARTER EVER

**SOMOS NOVELAS**

Craving drama, laughter and family time? Rekindle the magic of your favorite telenovelas, on Somos Novelas.

+35% Year over year

**fuse+**

Stay curious! Tag along with passionate experts and unlock your best self.



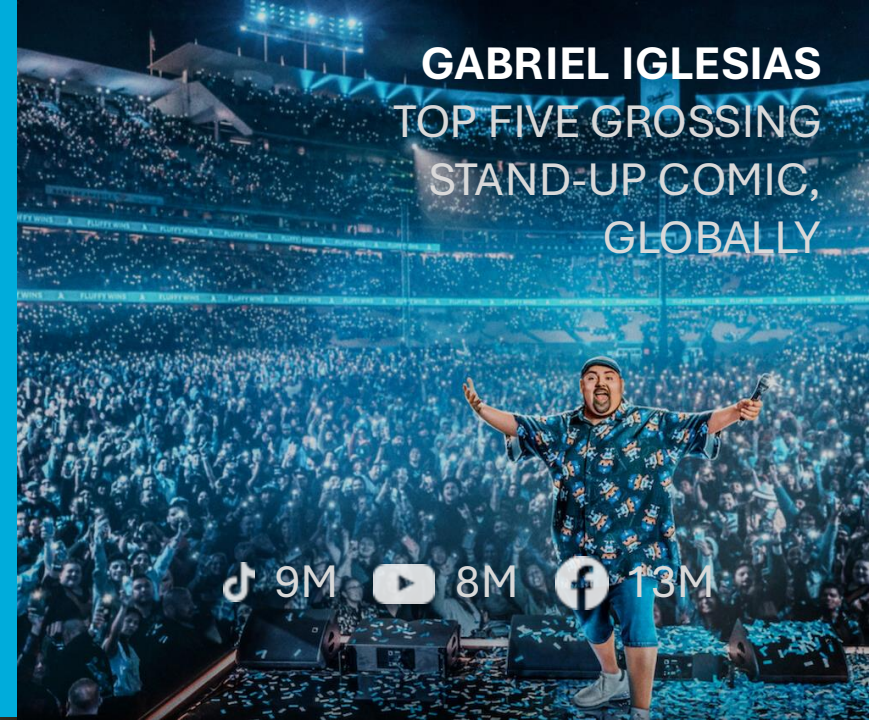
**KEVIN HART**

ALL TIME  
HIGHEST  
GROSSING  
STAND-UP  
COMIC

📷 176M

# FUSEMEDIA

KEY PARTNERS



**GABRIEL IGLESIAS**  
TOP FIVE GROSSING  
STAND-UP COMIC,  
GLOBALLY

🎵 9M 📺 8M 📺 13M



# billboard

MUSIC'S MOST INFLUENTIAL BRAND

Monthly video views 120M



**ROBERT  
RODRIGUEZ**  
ICONIC,  
TRAILBLAZING  
FILMMAKER

Box office \$1.5B



# COM PLEX



LEADING YOUTH  
CULTURE PLATFORM

📺 7M 🎵 7M 📷 11M

# OUR VISION

To empower underrepresented young adults.

## OUR PURPOSE

The first company fully dedicated to authentically representing, celebrating, empowering and unifying multi-identity youth around the world.



# OUR VALUES



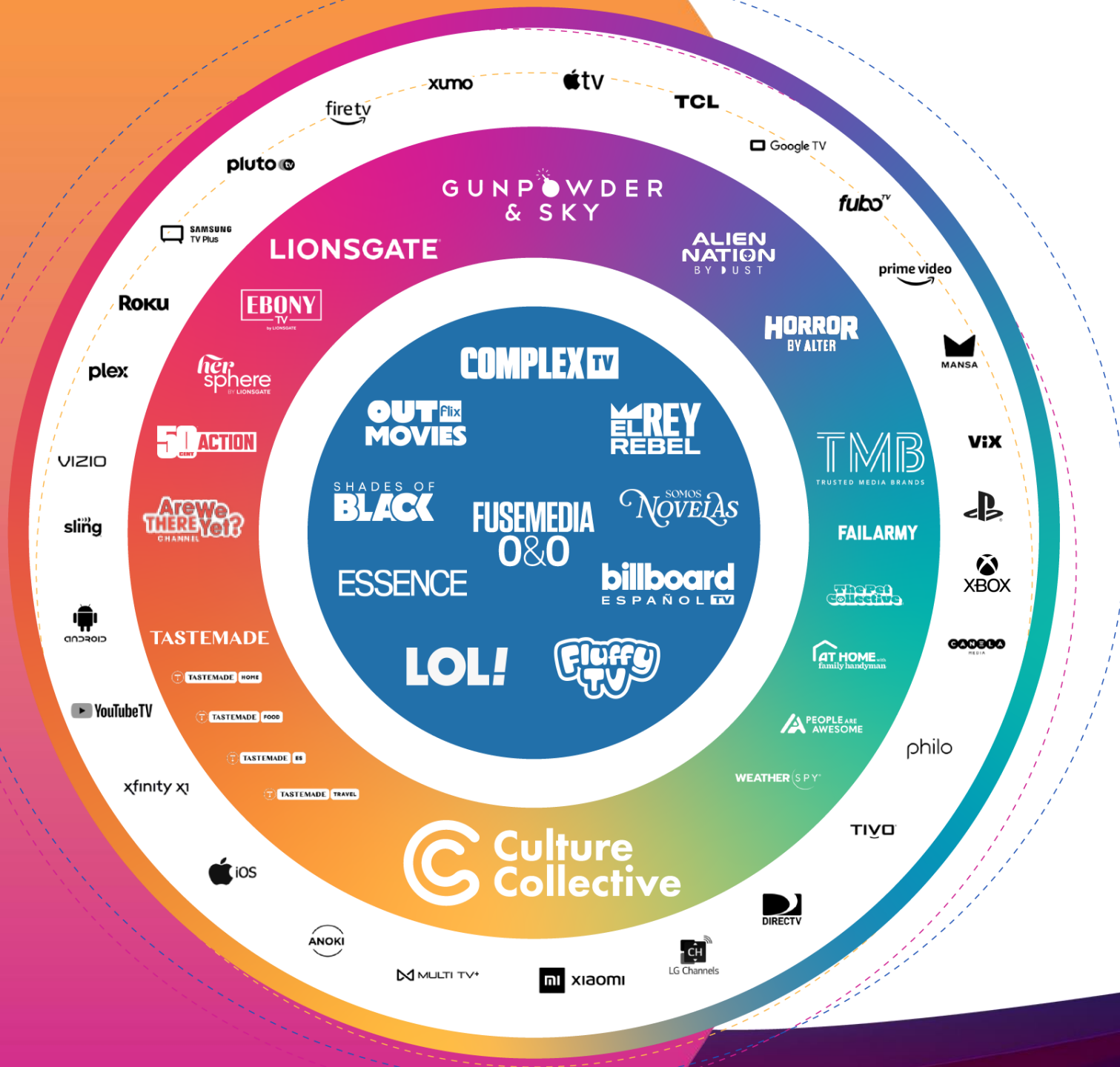
We believe it's the creative self-expression of one's unique cultural perspective that moves culture forward.

We invest in representation for all people and align with like-minded communities who champion unity.

We consider the pursuit of one's passions to be the essential fuel for success in life, career, and entrepreneurship.

We believe we can always elevate, focusing on personal growth as a means to better ourselves and better understand the challenges and successes of others.





**74M+**  
MONTHLY VIEWERS

**Over 50**  
FAST channels

# CULTURE COLLECTIVE

Culture Collective is the largest diverse-owned and diverse-focused media supply in CTV space. Between our suite of O&O channels and our premium partner channels, our scale reaches audiences where they are and produces data-driven results.



# BUSINESS SERVICES

## FAST AD SALES

Empower brands with custom ad solutions across today's dynamic media landscape through:

- Unparalleled reach through CULTURE COLLECTIVE
- Results-driven advertising tools (programmatic, audience targeting, ad experiences, etc.)
- Unique advertiser insights
- Branded content solutions
- Curated programming strategies
- Editorial franchises around key tentpoles
- Fuse Media Talent Network creators



## FAST CHANNEL OPERATIONS

Channel management, including branding, creative asset production, scheduling, and ad sales.

- Lead distribution efforts
- Channel branding and visual identity
- Full design services including promos and graphics
- Generate platform side marketing
- Content strategy, acquisitions, and scheduling
- Content formatting and delivery
- All technical operationals
- Full-service relationship management

## FUSE STUDIOS

Fuse Studios, delivering decades of experience producing award winning shows starring the world's biggest talent including Karol G, Wiz Khalifa, Eva Longoria, Becky G, Javon Walton, Rick Ross, and Natti Natasha. Fuse Studios has a proven history of engaging audiences through low cost, professional television content.

- Branded content studio
- Format development
- Original, low-cost, high-quality content for digital, social, and traditional linear
- Fuse Media Talent Network



# GROWTH AUDIENCES ARE CHANGING FAST

- **Diverse audiences strongly prefer FAST CTV viewers choose free ad-supported options including**
  - 74% of LGBTQ+
  - 73% of Asian
  - 72% of Black
  - 68% of Hispanic
- **Time spent with FAST grew +54% from 2023 to 2025**
- **56% of U.S. adults say they watch more CTV than traditional cable; 47% have canceled cable entirely because of CTV**



# YOUNG MULTICULTURAL AMERICANS ARE LEADERS

- Multicultural audiences now account for 55% of adult 18–34 streamers
- They represent \$7T in US Spending Power
  - Hispanic buying power up +40%
  - Black consumers' spending up +33%
- They place high importance on if a company is minority-owned (89%) or independently owned (81%).
- They actively explore different facets of their personality (73%).
- They see empowerment as a top priority with 84% of people globally reporting they need to share values with a brand to engage with it.
- They want to see cultures they don't normally interact with on the screen (83%).



# WE LIVE FOR COMMUNITY

We activate young audiences, impacting change through our many community focused projects, and connecting with local communities to create impactful initiatives.



Our award-winning project supplying diverse-owned small businesses with free social media promotion and :30 streaming and TV spots.



Hands the mic to emerging talent and leaders, providing a platform for everyone from first-time filmmakers, to stand-up comics, to artists.



Estéreo Boom celebrates and amplifies Latino artists, music, communities, and culture.

## MEET A FEW OF OUR NONPROFIT PARTNERS



"BLACK. •\*AMBITION"

VOTOLATINO\*

