

Fremantle
BRANDED ENTERTAINMENT














We are the producers of the
worlds *most loved TV brands*



We are story-tellers of *award-winning*
drama, film and documentary

Digital Powerhouse

Ranking among the top 10 most viewed channel on YouTube and Facebook, with 30 billion views from January - November 2024, Fremantle has solidified its position as a leader in the digital space by embracing innovation and adapting to the evolving media landscape. We allow our content to seamlessly integrate and promote across multiple franchises, increasing reach and viewership.

										
The Walt Disney Company	Paramount	Warner Bros. Discovery	Comcast	Sony Pictures Entertainment	Televisa	Fremantle	GMA	Netflix	ABS-CBN	BBC
117B	70B	68B	53B	50B	34B	30B	28B	24B	24B	20B

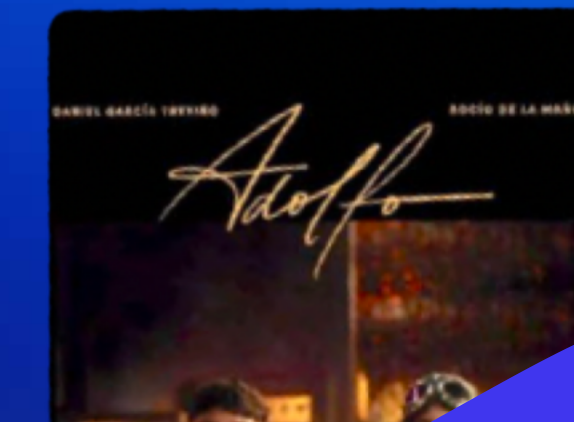
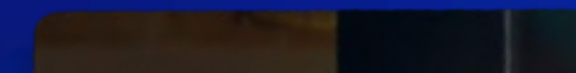
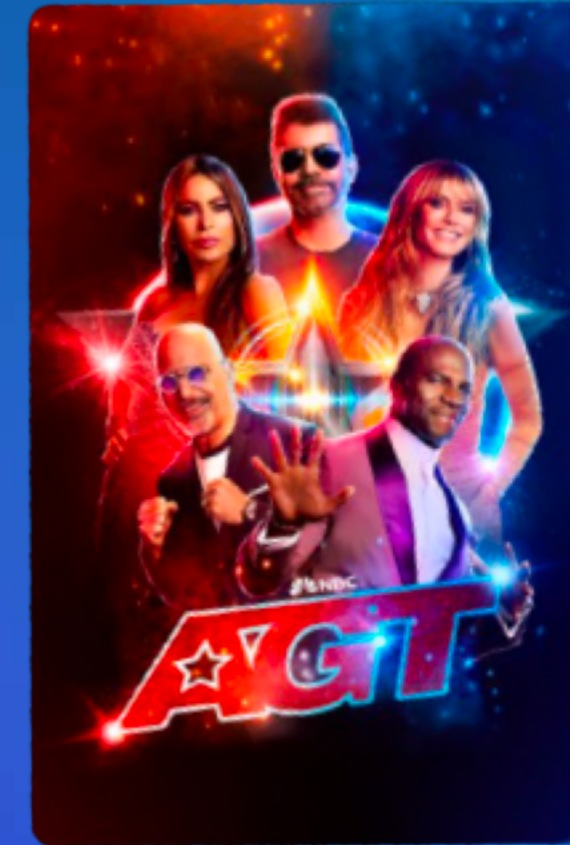
What we do

Content
Production

Content
Distribution

Digital
& Social

CTV
FAST



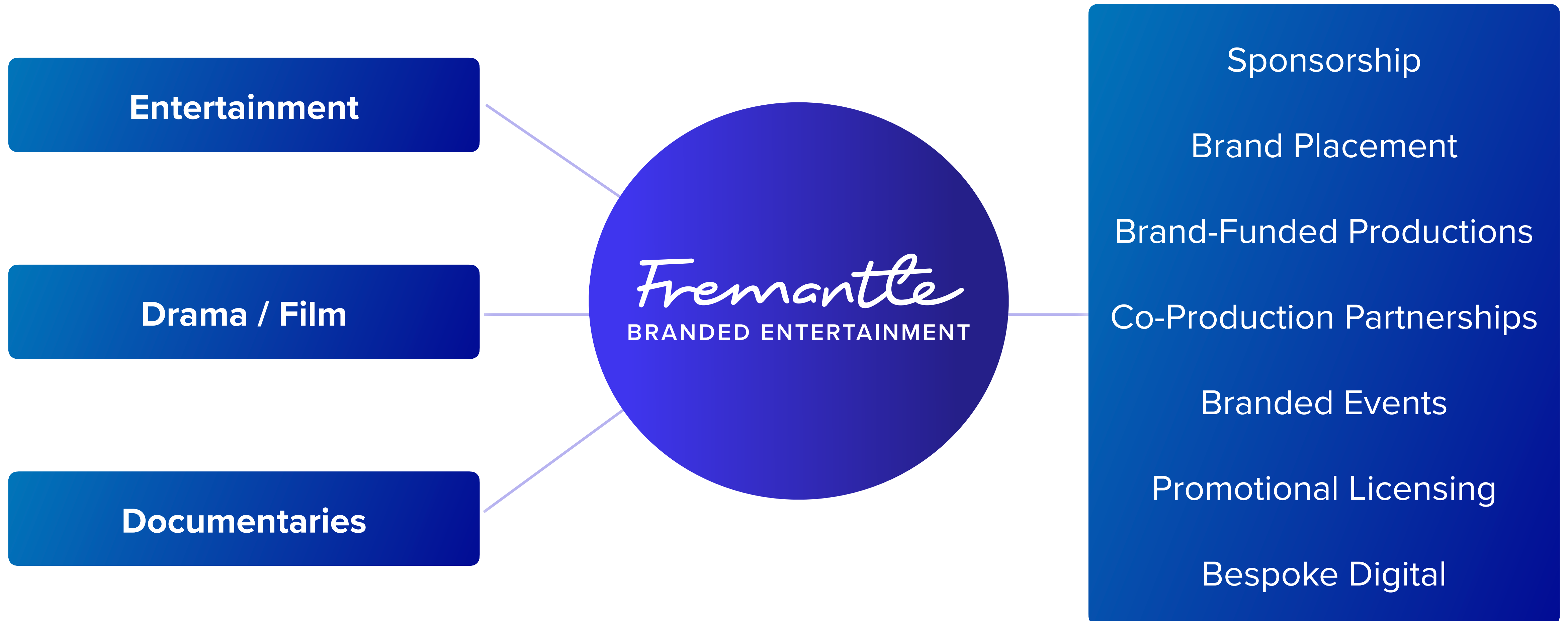


A new dedicated business unit that will span three content genre pillars across the Fremantle business - entertainment, docs, film & drama.

Expanding Fremantle's global sports content offering using our extensive creative network.

Fremantle Content Pillars

Three categories of content with solutions that resonate with any brand



Global Creative Hub For Partnerships

Fremantle is a one-stop powerhouse for branded expertise, premium content and groundbreaking storytelling.

With global reach and tailored solutions, we connect brands with audiences in meaningful ways, delivering unmatched creative innovation that drives growth and impact across our three key pillars.

Entertainment

Documentaries

Drama & Film

Fremantle Global Branded Entertainment



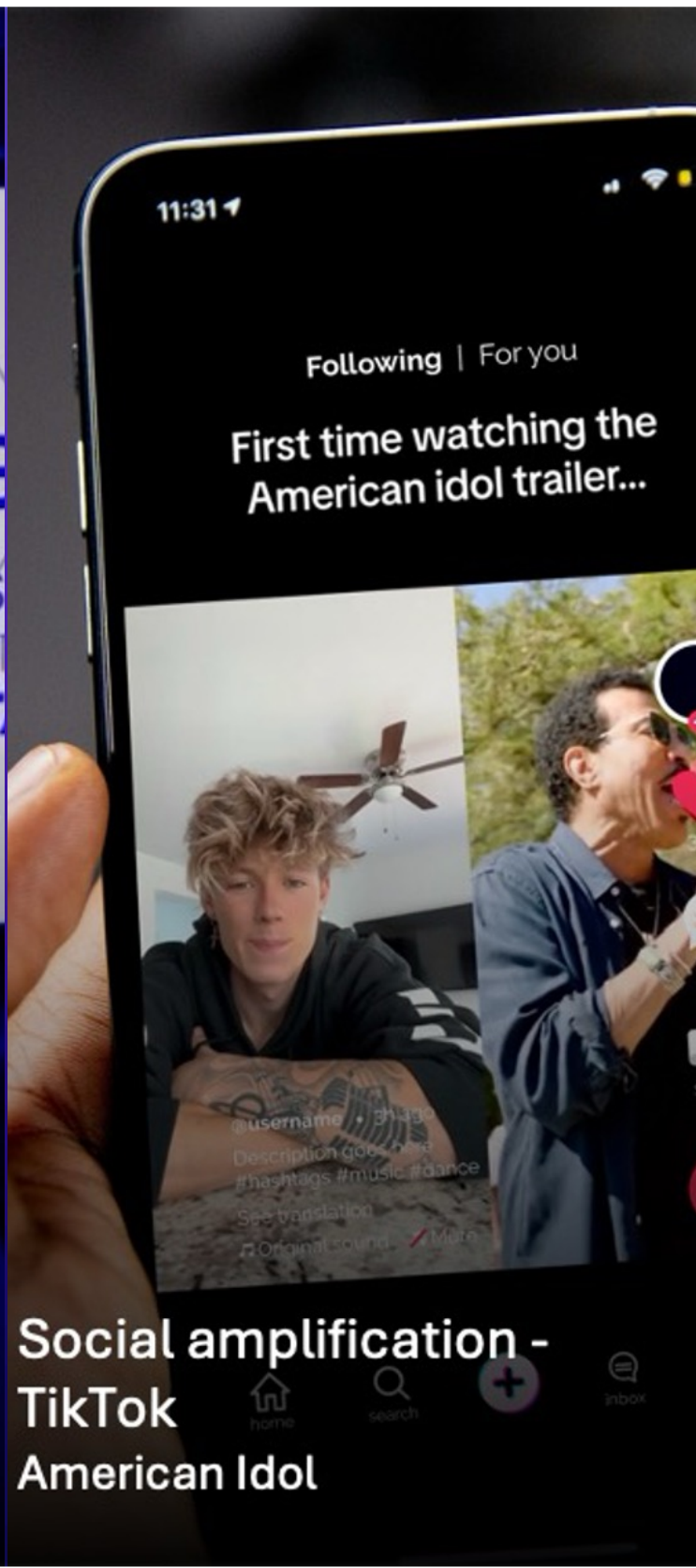
Fremantle Branded Entertainment



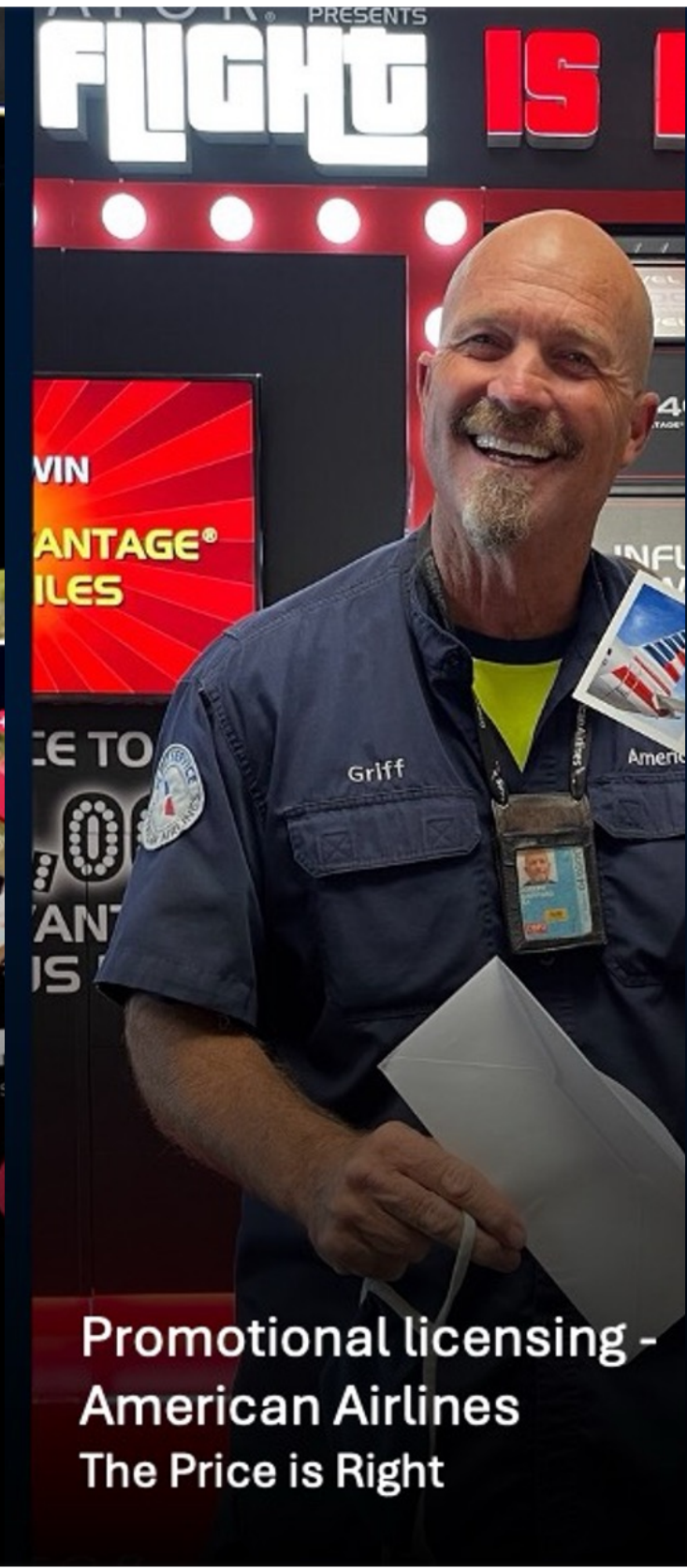
Sponsorship - Lavazza
America's Got Talent



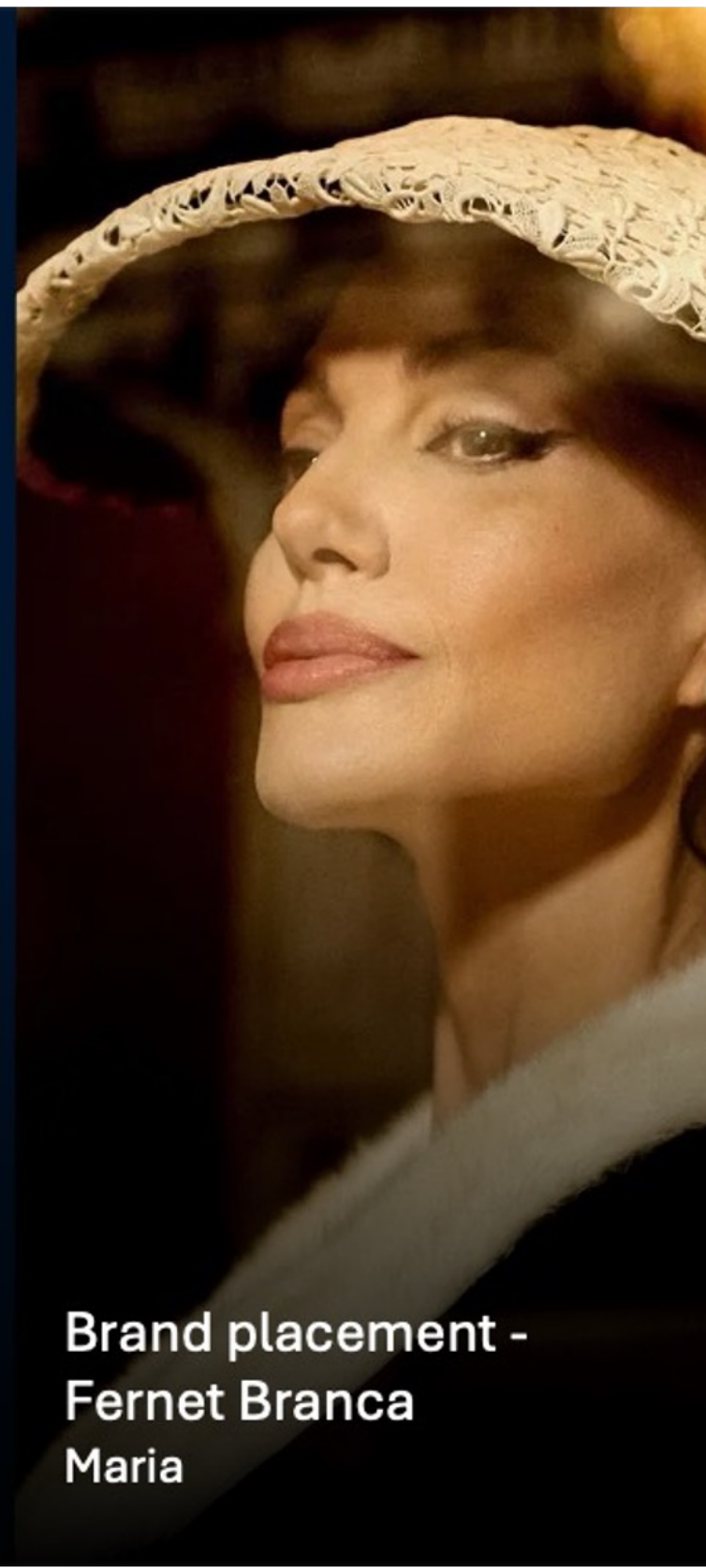
Branded events - Durex
X Factor Italia



Social amplification -
TikTok
American Idol



Promotional licensing -
American Airlines
The Price is Right



Brand placement -
Fernet Branca
Maria



Co-production partner
Yves Saint Laurent
Parthenhope



Brand Funded Programme
Ferrero
Curious Cubs

Thanks for your attention!

www.fremantle.com/be

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