



**WAZEE**  
DIGITAL®

## Even More Power to a Global Content Powerhouse:

FremantleMedia Centralizes Content and Facilitates Access Through Wazee Digital



FremantleMedia is one of the largest global television-production companies in the world. It is behind some of the world's best known and loved content, including The Young Pope, Deutschland 83, Gute Zeiten Schlechte Zeiten, American Gods, Deadliest Catch, Project Runway, The Apprentice, and The X Factor.

FremantleMedia has long held a place in the game-show market, producing Take Me Out, Family Feud, Match Game, Let's Make a Deal, and The Price Is Right. The company is also responsible for several successful talent shows that have gone global, such as American Idol, Got Talent (co-produced with Syco in the U.K. and the U.S.), and The X Factor (co-produced with Syco in the U.K.). In 2017 FremantleMedia launched its first big-budget scripted show, the popular and critically acclaimed America Gods, which started out on Starz and will eventually appear on Amazon.

Operating in 36 markets, FremantleMedia creates, produces, and distributes content across traditional TV and digital platforms at a rate of more than 10,000 hours of programming per year – which it sells to both traditional clients such as ABC, CBS, NBC, and Fox and new-media companies such as Amazon, Netflix, and YouTube.

***“We’ve seen an explosion in demand for content thanks to new media outlets like YouTube that barely existed 10 years ago. There’s also more competition from big-budget content creators like Netflix and Amazon. With those factors at play, we needed to get total control of our assets once and for all. Only then could we respond more nimbly to global demand and maximize our margins in the process.”***



**Chad Hamilton, Vice President, Technology,  
FremantleMedia North America**