

Global
Partner

FREMANTLE MEDIA
ENTERPRISES



BOOTH 2668

Fremantle Media Enterprises
www.fremantlemedia.com

FremantleMedia Enterprises (FME) is the commercial and brand extension arm of FremantleMedia, offering a one-stop-shop for distribution, licensing and home entertainment around the world. FME's brand licensing division is responsible for building brands on and off screen and extending them into areas such as sponsorship and promotions, consumer products, and interactive, mobile and gaming. FME also has a unique live events division. In international TV distribution FME represents some of the world's best known independent channels and producers. Their portfolio includes popular titles such as American Idol, The Adventures of Merlin, Project Runway, and the Jamie Oliver and Martha Stewart franchises.



Rebecca Bonbon

Rebecca Bonbon is the latest design property from the creator of Hello Kitty, Yuko Shimizu. Rebecca Bonbon is a French bulldog, living in New York City, with a penchant for shopping and sweets. The brand is already a runaway success in Japan with over 50 licensees and hundreds of products across a range of categories. FME acquired rights to Rebecca Bonbon from Crown Creative in 2008 and now represents the brand globally (excluding Japan, Korea and China). FME is seeking licensees in all categories.



The Adventures of Merlin

The Adventures of Merlin is an exciting, action-packed drama which sees the myths, monsters and legends revitalised and given a modern twist. There have been two series and a third is in production now. FME has sold the show to more than 180 countries worldwide. The licensing programme for The Adventures of Merlin has been similarly successful and FME continues to look for more partners across all categories.



Game Shows

The Price Is Right, Family Feud (Family Fortunes) and Press Your Luck are among the best-known game show properties in the world, and FremantleMedia Enterprises is rejuvenating the genre by taking them onto new platforms. All three are being taken from television onto new digital platforms such as Nintendo, Xbox, onto mobile, onto Web download and into live events. FME continues to look for new ways to extend their range of game show brands.