Our Mission

FUSION is a joint venture between Univision and Disney/ABC, built to embrace and embody diversity from the inside out. We serve an America rapidly changing compared to decades past. We start conversations that no one else does. We inspire action. **We approach news through a lens that celebrates all the voices in today's world.**

285% Growth in 2015
The Voice of a New Generation

THE MEDIA BRAND FOR A YOUNG, DIVERSE, AND INCLUSIVE WORLD

We speak to globally-minded activists, diverse makers, and open minds seeking intelligent news and culture coverage for their generation.

Young
87% 18-34*
237 Digital Index*
109 TV Index**

Educated
70% Attended College*

Mobile First
89% Mobile Traffic*

Affluent
46% HHI $75K+
106 Index*

Diverse
24% Hispanic*
168 Digital Index*
217 TV Index**

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37%
of the US
is multicultural

Millennials
are 44% multicultural
Our Talent

AN ALL-STAR ROSTER

From the news lab, to our virtual reality team, to our social storytellers and beyond, FUSION is led by a newsroom of unmatched diversity that has access to communities that others do not. We tell the most impactful stories, create the most authentic conversations, and represent the widest range of voices for today’s America.

ALEXIS MADRIGAL
Editor-in-Chief
Fmr-The Atlantic

ANNA HOLMES
Editorial Director
Fmr-Jezebel (Founding Editor)

JORGE RAMOS
Host of America, Columnist
Univision Anchor

KEVIN ROOSE
News Director
Fmr-New York Magazine

KASHMIR HILL
Senior Editor
Fmr-Forbes

DODAI STEWART
Pop & Culture Director
Fmr-Jezebel

FELIX SALMON
Senior Editor
Fmr-Reuters

ALICIA MENENDEZ
Correspondent on America
Fmr-Huffington Post

FUSION is netting “some of the best-known names in digital journalism.”

@THISISFUSION | @FUSIONLW
Our Platforms

WHEREVER YOU ARE, SO IS FUSION

DIGITAL

- 10M unique visitors per month*
- 87% 18-34 years old**
- 24% Hispanic**
- 89% mobile traffic**

*Google Analytics
**comScore

TV

- Available in nearly 40M homes
- Over-indexes* in 18-34 year-olds
- Over-indexes* in diverse audiences

*18-34 (107); AA (133); Hisp (207); Rentrak

SOCIAL

- 2.8M Facebook fans
- 330K Twitter followers
- 1 of 20 Snapchat Discover publishers
- 18M video plays in January

EVENTS

- Past events: Real Future Fair, Real Future Live Episodes, Iowa Brown & Black Forum
- Future events include Mars Experience VR SXSW (Q2), F2016 Bus Tour (Q3/Q4) and Real Future Fair (Q3/Q4)

“Let’s face it: a lot of networks and media properties that say they’re geared toward millennials are all talk. FUSION...means it.”

ADWEEK

@THISISFUSION | @FUSIONLW
“There’s no other media venture with as much buzz at the moment [as FUSION].”
TV and OTT

IN NEARLY 40M HOMES... AND COUNTING

FUSION is “one of the most interesting experiments we've seen in television in a very long time, perhaps since the emergence of Fox News.”

npr
FUSION is one of the only media brands that “completely gets this new medium [Snapchat Discover]...their app is fast, fun, and interesting. It’s perfect for mobile.”
Fusion Events

EXCLUSIVE EXPERIENCES WITH HIGH-PROFILE GUESTS

IOWA BROWN & BLACK FORUM

In January, FUSION broadcast and live streamed the Iowa Brown & Black Forum, the nation’s oldest minority-focused presidential event. (Jan ’16)

SOUTH BY SOUTHWEST

At South by Southwest 2016, FUSION will present two panels: “Biased Algorithms & the Future of Prejudice” and “Mars Experience VR,” with a Mars activation open to the public. (Mar ’16)

FUSION BUS TOUR

FUSION is hitting the road on the FUSION Bus Tour to highlight the voices on the ground that aren’t being represented in typical elections coverage. (Q3/Q4 ’16)

REAL FUTURE FAIR

Our second Real Future Fair will push the boundaries of biohacking, drones, cryonics and more in new and immersive ways. (Q3/Q4 ’16)

“[Real Future Fair] was carefully curated by leading-edge futurists, gathered together to imagine what might lay in store for us in each of their areas of expertise, from the law to health to food to gaming”

San Jose Mercury News
Brand Opportunities

CROSS-PLATFORM & IMPACTFUL ADVERTISING

ADVERTISING

- Custom high-impact display advertising
- Outstream video ad units
- Traditional TV spots and custom interstitials
- Snapchat Discover “3V Advertising” (Vertical Video Views)

BRAND PUBLISHING

- Introducing FUSION Lightworks, our in-house brand publishing and creative shop
- We create authentic and engaging content that matches the FUSION voice, tone, and format

SPONSORSHIPS

- Exclusive sponsorship of an entire vertical or a limited-time editorial series
- Integration with an upcoming FUSION event or an experience built in collaboration with your brand

“FUSION is drilling down on topics and events that are relevant to millennials.”
Brand Publishing

By combining both publishers and agency expertise, FUSION Lightworks is defining more effective, more strategic ways to partner with brands and help them reach their goals.

We take a multi-platform, multi-disciplined, multi-cultural approach:

strategy and ideation of a go-to creative agency

production capabilities of a high-end production house

editorial strength and trust of FUSION journalism and voice

distribution power of UCI network

LIGHTWORKS CAPABILITIES:

- Creative Strategy
- Research & Insights
- Content Ideation
- Production
- Distribution
- Data & Analytics