

## STAND C050

FremantleMedia Enterprises  
[www.fremantlemedia.com](http://www.fremantlemedia.com)

FREMANTLEMEDIA  
 ENTERPRISES



VIP

FremantleMedia Enterprises (FME) is a leading licensor of entertainment, character and lifestyle brands. Working both as a brand owner and as a licensing agent, we are responsible for building brands and extending them into new consumer experiences through carefully planned licensing programmes with individually tailored strategies and partnerships. FME manages the licensing rights to

some of the leading entertainment, factual, drama, children's, teen and tween brands in the world, including The X Factor, Idols, The Adventures of Merlin, Grand Designs, Rebecca Bonbon, Monsuno, Tree Fu Tom, My Babysitter's a Vampire and Discovery brands such as Miami Ink, LA Ink and Deadliest Catch.



### Idols

Idols is one of the most successful television formats in the world, produced in more than 40 territories and distributed to over 100 with American Idol celebrating its 10th anniversary in 2011. For the last 8 years it has been the number one television series in the US, and around the world has launched the successful music careers of over 50 solo artists worldwide.

### The X Factor

The X Factor is one of the most successful singing competition formats in the world. Created in the UK, it is now a global success with local versions produced in 25 countries and set to launch in the US in Autumn 2011. The X Factor is the top rated programme in the UK. The 2010 season finale peaked with an audience of 20.2 million people - a 60% audience share. It is also the highest rated entertainment program in the Denmark and Hungary.



### 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. FME acquired rights to Rebecca Bonbon from Crown Creative in 2008 and now represents the brand globally (excluding Japan and Korea.) FME is seeking licensees in all categories. The brand is sold exclusively in the US at Kmart and Sears and widely available in most major Western European countries and gearing up to launch in the UK this fall.

