



FAMILY OF OUT MEDIA ORGANISATIONS

MEDIAKIT 2023





About FOMO

At the launch in April 2008, OUTtv, the first tv-network aimed at the gay- and open minded was revolutionary. Over the last decades our organization has grown, technologies have emerged, and the media landscape has changed, our targeted audience remained.

We keep working on an inclusive world, where everyone can live his or her lifestyle; our goal to show people alternative perspectives to live and to inspire them by the exploration of our stories. Creating an open society for everyone, as some of us don't have the same position and visibility; that's why we keep our focus on the lifestyle of the rainbow community, empowering women, and the allies, who support human rights.

These special interest audiences are our core; serving their needs, making their stories expressed and heard by our societies. That's what drives us every day.

Therefore, our business activities have evolved; exploiting these stories within a 360 degrees model. From the releases in the cinema, to physical distribution and digital distribution, from tv-channels carried by our tv-operators to streaming platforms in Europe.

That's why we have altered our portfolio into a new entity, FOMO international, containing all activities to serve the family of special interest groups.

FOMO, content exploitation with an 'attitude'



FOMO distinguishes itself by bringing a 'lifestyle with an attitude' to special interest groups, via our cross-medial channels.

Where we are

European partners that selected FOMO for their roll-out strategies



SAMSUNG
TV Plus



The Netherlands



Premium Package households: 2.500.000
Active since: 2008
Social Media Followers: 36.000+
Youtube subscribers: 27.400
Youtube views: 23.100.000



Spain



Entertainment Package
Active Since: 2019
Social Media Followers: 3.900



Israel



Standalone
Active since: 2019
Social Media Followers: 2.100



Belgium & Luxembourg



Basic Package households: 2.000.000
Active since: 2011
Social Media Followers: 18.000



Sweden



Standalone
Active since: 2013
Social Media Followers: 2.700



United Kingdom



Active since: Q2 2021
Social Media Followers: 7.000+
Youtube subscribers: Q4-2023: 460.000
Youtube views: Q4-2023 443.000.000



Poland



Standalone
Active: Q1 2023
Social Media Followers: 30.900
Youtube subscribers: 11.300
Youtube views: 10.500.000



Germany & Austria



Basic Package households: 5.000.0000
Active since: 2017
Social Media Followers: 4600
Youtube subscribers: 126.000
Youtube views: 82.000.000



Italy



Launch: Q3 2023



FOMO brands target audience

The FOMO brands target audience is trendsetting, interested, appreciates a high-end lifestyle and defines him/her/themselves through a great extent of loyalty and have a high spendable income.

The LGBTQI-community is progressive and belongs to the early-adapters. Brands that dare to speak out for a LGBTQI and open-minded audience, may count on a loyal consumer who makes deliberate choices.

Viewers

- 55% of the viewers is gay male.
- 35% (straight) female* and 10% uncategorized
- Age: 20-55. Average age is 37,5 years
- 100% implementation of digital TV
- 75% implementation of on-demand services
- 58% watches OUTtv for more than 4 years
- More than 75% values OUTtv with a 'good/very good'

Social Interests

- Pets instead of children. 50% weekly shops for their pets
- Easily influenced by friends when it comes to purchasing
- 70% recommend good products to friends
- Goes out very often, 85% drinks more than 5 glasses of alcoholic beverage per week
- Travels about 5 times a year abroad for work/leisure

Shopping and entertainment

- Willing to pay for a brand. 34% chooses brand above price
- Mind his/her diet and visits a supermarket with an average of 3 times a week
- 63% monthly shops online
- Prefers luxury shops and products

* 35% (straight) woman

Perhaps at first glance surprising but an important target audience for our brands are the straight women. 35% of our consumers are straight women. They are very interested in the lifestyle of the gay and open-minded. In addition to viewing content, they follow our social media pages, visit our website and events.



Premium series

Drama series, reality series, comedy, documentary and short series are an important part of the weekly programming

WOKE S1 & S2

Drama Series



A new dramaseries about Hicham, a guy who runs away from his home and comes to Lyon, looking for Thibaut, a young man who tried to kiss him a few years before. Thibaut is an activist at the local LGBT Center. Hicham discovers his world, apprehensive but enthusiast. However, as Hicham begins a journey to find his own identity, he comes to understand that Thibaut himself isn't exactly who he appears...

Drag Race Thailand

Reality Series



The Thai version of the popular reality RuPaul's Drag Race show features Drag queens competing to be Thailand's next drag superstar. This is the first official spin-off of the RuPaul's Drag Race Emmy award winning brand. Drag Race Thailand comes built on pretty much the same idea as the original show: drag queens compete in weekly challenges as well as runways to progress along, being matched up in head-to-head lip syncs when they are put in the bottom.

Gay 4 Play

Game Show



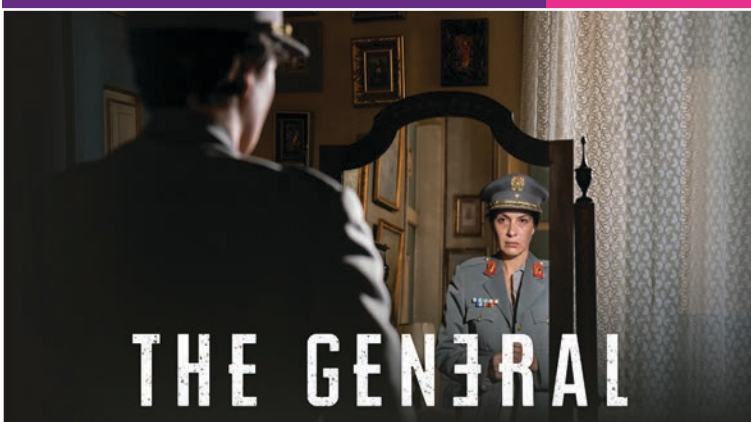
Veneno

Drama Series



The General

Drama series



Drag S.O.S

Documentary Series



Premium series

Fire Island

Reality Series

#Luimelia

Drama Series



Toy Boy

Drama Series

Finding Prince Charming

Dating Show



Happily Divorced S1 & S2

Comedy Series

Where the bears are S1 - S6

Comedy Series



Everything I like

Drama Series

Queer as Folk - USA S1 - S5

Drama Series



Award winning arthouse Films

Verlorene Illusionen

Film



And then we danced

Film



La Grande Bellezza

Film



Werk ohne Autor

Film



Festen

Film



The Shiny Shrimps

Film



The Biggest Little Farm

Film



Das Leben Der Anderen

Film



Documentaries

Kylie - Aphrodite Les Folies

Documentary



Cherry Grove Stories

Documentary



Olly Alexander - Growing up gay

Documentary



Abu (Father)

Documentary



Conchita Unstoppable

Documentary



Hola Yumbo

Documentary



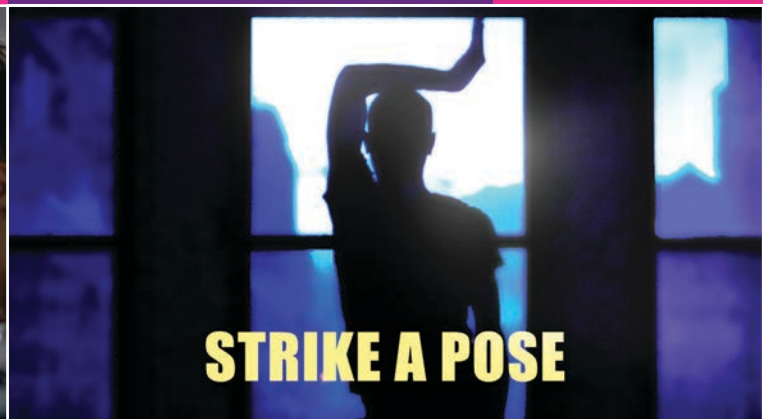
Family You Hate Me

Documentary



Strike a Pose

Documentary



LIFESTYLE

With lifestyle programming like Travel, Dating, Standupcomedy, Gardening, Homes, Talkshows and LIVE-entertainment we are able to entertain a large group of the gay and open-minded focused on their favorite activities, attitudes, interests, opinions and values.

EMMY Awards Live

TV Show



The Dog Hotel

TV Series



An ABBA Christmas

TV Show



Extraordinary Chiel

Reality Series



Eurovision in Concert

Concert



Queen Of The Oilpatch S1 - S2

Documentary Series



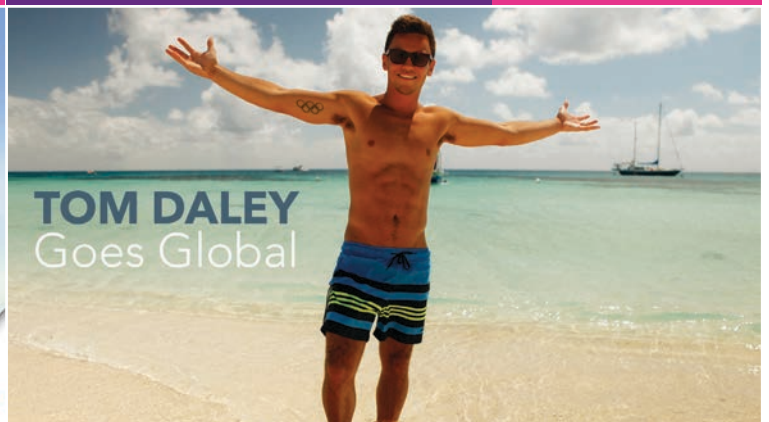
The Pam Ann Show

Documentary Series



Tom Daley Goes Global

Travel Show



OUT originals

OUTtv produces several OUT original series, movies and shortfilms in order to offer must-watch content that can't be found anywhere else. OUTtv also reports on national and international LGBTIQ+ -events, filmfestivals, Eurovision, fashionshows, travel and lifestyle of the community.

Tommy in La La Land

Documentary Series



An OUT original documentary series that follows journalist Tommy Parker as he travels to Los Angeles, finding out what impact of the rapidly changing world has on Hollywood and the LGBTIQ+ artists and performers working in Lalaland. Starring Shangela, Coco Peru & Haaz Sleiman.

The Gay Bucket List Challenge

Movie



3 gay friends in Madrid are planning the highlights of their lives and expand their horizons. Once you learned from their bucket list challenges and how to explore a new city, you'll be set for any city and discover your Gay Bucketlist Challenge anytime, anywhere!

Krista's Road to Eurovision S1 - S2

TV Reports



Rotterdam Calling

TV Show



Niki Today Tonight!

Talkshow



AIR

Film



FOMO cases

The FOMO brands audience is trendsetting, interested, appreciates a high-end lifestyle and defines him/herself through a great extent of loyalty. The LGBTQI+ community is progressive and belong to the early-adapters. Brands that's dare to speak out themselves for a LGBTQI and open minded audience, may count on a loyal consumer who makes deliberate choices.

FOMO offers more than the platform for 'traditional' campaigns. In collaboration with our brands and partners FOMO develops complete and Fitting campaigns. Tailor-made concepts aiming at a special theme or product emerge through thinking along with a brand.

Billboarding



Billboards are short sponsorship listings before or after a program or commercial break. With billboarding you benefit from the bond with the viewer, the environment and the popularity of an OUTtv program.

Cross-Promotion



Cooperating with other companies to showcase each others goods and services. Advantages: win-win situation for both parties and cost effective promotion on all OUTtv communication platforms.

Branded Content Campaign



With your objectives and budget as a starting point, we come up with a tailor-made solution. There are many possibilities, ranging from a name mentioning before a TV program, a giveaway in one of our entertainment shows, events, prides, editorial attention in a lifestyle format or a moment of use or product placement in a series.

Events

Human Rights Weekend



FOMO is a proud partner of various European LGBTQI+ Film and Documentary festivals and supports premieres, Q&A talks and is sponsor of the OUTtv audience Award at these festivals.

European Prides



We are connected to many gay prides and gay and open-minded events. With extended media partnerships our brands and their partners places itself in the centre of their audiences.

Werq The World Tour



Voss Events, OUTtv and Say What Entertainment produced a live stage show for a worldwide tour. Hosted by Bianca Del Rio and Michelle Visage, the show will feature some of the most unforgettable queens from the popular OUTtv reality series 'RuPaul's Drag Race'.

FOMO has earned the trust of these great companies:

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Business & Media partners

For more than eleven years the OUTtv brand has proven to be the leading cross-medial platform connecting advertisers with the LGBTQI consumers in and outside Europe. OUTtv is broadcaster and partner of multiple media channels such as television, on-demand streaming services, online, social media, mobile, print and numerous events and awards.

As a LGBTQI-marketingpartner, with our knowledge center, OUTtv conducts lifestyle surveys regularly among the target audiences, giving insight in apparent issues, leading opinions and other relevant subjects at present. Insights we love to share with our partners. OUTtv is specialised to address, activate and convert a large percentage of this niche market into loyal paying customers.

Over the years OUTtv has worked with many business- and mediapartners who appreciate OUTtv because of our long term partnerships. We are happy to share some of the endorsements of our partners.



“Creative Europe supports projects with European added value under the motto “Imagine, Create, Share”. In the case of OUTtv, a nice catalog of LGBTQI + films and series is shown. I think it is great that a platform can pay attention to the protection of the rights of lesbians, gays, bisexuals, transgenders, queers and intersexuals (LGBTQI) at the same time.

Creative Europe Desk | Andrea Posthuma (Media)
www.creativeeuropedesk.nl



“Television content is stronger than ever, telling unique and diverse stories that appeal to global audiences. We are delighted that OUTtv is bringing the 71st Emmy Awards, celebrating worldwide television excellence, to TV fans in the Netherlands.”

The Television Academy | Maury McIntyre (President and COO)
www.emmys.com



“OUTtv and Self Care have entered into a partnership to create awareness for the ease of use of testing for HIV at home within the LGBTIQ+ community. Because of the huge reach of OUTtv, Self Care has been able to bring its product INSTI HIV self test to the attention of the community in multiple countries. During this ongoing partnership OUTtv has brought the INSTI HIV test to the attention in several creative ways: on TV, online and social media”

Self Care | Theo Rolvink (CEO) www.instihivtest.com



“The co-operation between OUTtv and the launch of our new brand apple cider drink ‘Jillz’ was a big succes, the 360 degree media campaign during the various Pride events created a lot of brandawareness. We have experienced our collaboration as positive and professional and grateful to OUTtv for their creative support and collaboration.”

www.heineken.com

ANTWERP PRIDE

“OUTtv is not only our preferred media partner; Antwerp Pride can also count on OUTtv to create promotional video content to attract visitors from – and abroad, with success! Antwerp Pride counts OUTtv as one of the most professional and easy partners to work with. In short: it’s a true pleasure to see this fantastic partnership strengthen and grow each year!”

Antwerp Pride | Bart Abeel (chairman)
www.antwerppride.eu

FIRE!!

“FIRE!! is the first LGBT Film Festival in Spain and OUTtv represents an important new media in Spain: on a first hand, it provides quality content to the Spanish LGBTQI+ community and OUTtv is a great media outlet to improve the LGBT-QI+ visibility in order to fight homophobia and transphobia, and all kind of other prejudices towards the LGBTQI+ community.”

Barcelona FIRE!! LGBT Film Festival
Antoine Leonetti (Director and Programmer)
www.mostrafire.com

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