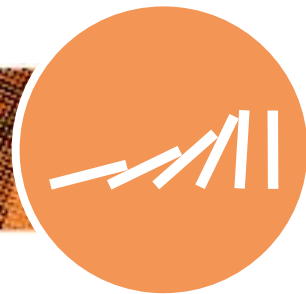


NETWORK TV: MASTERCHEF (FOX)



OUR PROCESS

The MasterChef brand had a faster growth trajectory than The Biggest Loser, redefining the value propositions and timelines of traditional brand building and licensing for reality TV programming.

OVERVIEW

Fox's MasterChef is a worldwide phenomenon that continues to expand with multiple spinoffs in the US, including the hit MasterChef Junior.

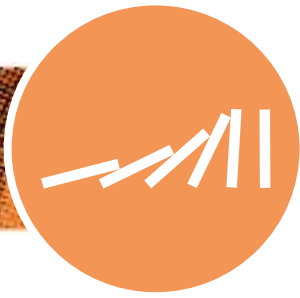
By Season 2 of MasterChef, eight licensing deals with best in class partners were locked in providing ancillary revenue streams, tradeout and cross promotional marketing.

ACHIEVEMENTS

- ▶ Series premiere was highest-rated debut show of 2010.
- ▶ Season 1 watched by over 50 million viewers.
- ▶ MasterChef Australia is most watched show in its country.
- ▶ Original versions in over 40 countries.



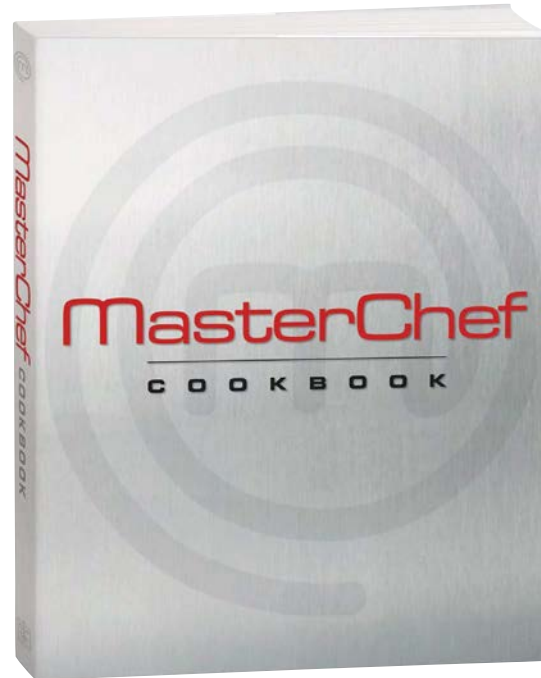
MASTERCHEF - LICENSING



Magazine

The MasterChef Magazine was produced by the largest cooking media brand in the world and distributed as a custom magazine tied to the creative of Season 1 and Season 2.

Reader's Digest



Cookbook

Multiple books launched, tying together the creative of each season with a prelaunch on QVC.

RODALE



Kids Cooking Kit

A dozen different kids cooking sets, from cookies to burgers, inspired by the show. This paved the way for MasterChef JR, which launched years later on Fox.

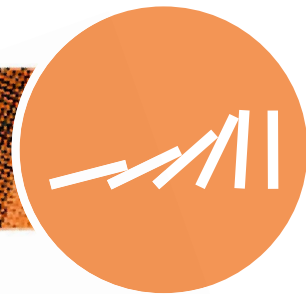
kidline



Mobile App

Custom app development that included interactive ingredient and recipe guide, in addition to exclusive custom video tutorials from show talent and contestants.

MASTERCHEF - LICENSING



COOKING CLASSES

A series of non-professional cooking classes geared towards the home chef with curriculum based on recipes from the show.

APPLIANCES

Full line of home appliances inspired by the show and used on the show.



CUTLERY

Three piece cutlery set by Global Knives, promoted in show and on the packaging of other licensed products.



COOKWARE

MasterChef licensed cookware produced for the show and inspired by its chefs.