



## VICE Media Group inks new content deal with Hulu in the U.S.

**London. Monday 14th September 2020:** VICE Distribution, the newly created distribution and licensing group of VICE Media Group (VMG), has signed a new premium content deal with U.S. streamer Hulu, for 100 hours of original VICE TV content. This is the first deal to be announced since the launch of VMG's dedicated Distribution group in July.

The licensing deal includes some of VICE TV's latest programming such as both seasons of the channel's hit franchise, ***Dark Side of the Ring***, as well as new and past seasons of acclaimed titles including ***F\*ck That's Delicious***, ***Bong Appetit***, ***Hamilton's Pharmacopeia*** and ***Weediquette***. The deal was negotiated on behalf of VMG by Bea Hegedus, Morgan Hertzan, and Jason Guberman.

Announcing the deal, **Bea Hegedus, SVP, Global Head of Distribution, VICE Studios** said: *"I am delighted that this new deal continues our successful and long standing partnership with Hulu, home to some of the best content in the U.S. and around the world, which will see a collection of compelling, unique and provocative programming from Vice TV reach millions of subscribers."*

**Morgan Hertzan, EVP and GM of VICE TV, said:** *"Everyday at Vice TV we champion bold, diverse, and fearless programming that explores subjects all too often ignored. From turning a spotlight on exciting new subcultures, to pushing boundaries to provide viewers with the most comprehensive information and entertaining original series possible-- we are always looking at ways to help viewers challenge the system. We are delighted to continue and expand our great partnership with our friends at Hulu, who share our passion for bold storytelling."*

This deal extends an already successful partnership between VICE TV and Hulu with the launch of VICE TV on Hulu's live streaming service as well as a licensing deal featuring some of VICE Media's most popular and acclaimed programmes on Hulu's SVOD service.

In July, VICE announced the launch of a new global distribution and licensing group, headed by Hegedus, to maximise the value of VICE Media Group's IP including programming from VICE TV. The new Distribution group is part of VICE Studios, a major player on the international production and distribution stage with 130 projects in production and development across all genres and formats internationally.

VICE has an extensive catalogue of programming that includes hundreds of new titles every year such as the upcoming chat show ***Cari & Jemele: Stick to Sports***, the highly anticipated ***VICE World News*** and epic drag racing show ***Donkmaster*** and the new documentary strand ***VICE VERSA***. As well as over 900 hours of premium VICE content that includes the most Emmy nominated nightly newscast, ***VICE News Tonight***, VICE's highest rating show ***Dark Side of the Ring***, as well as popular titles like ***Hate Thy Neighbour*** with Jamali Maddix and Karley Sciortino's ***Slutever***.

###

## **ABOUT VICE STUDIOS**

VICE Studios is a global production and distribution division within VICE Media Group delivering premium original programming across documentary, scripted and film. With development and production teams in the USA, Canada, UK, Europe, Asia-Pacific and Latin America, VICE Studios cuts through culture, delivering stories that are popular, human and spotlight the unexpected for audiences around the world.

VICE Studios also houses VICE's new licensing and distribution group, with a catalogue of over 900 hours of programming created across the VICE Media Group, across a range of genres from documentary to lifestyle to Vice News.

VICE Studios upcoming original productions include *Pride* for FX and *Last Looks* for Quibi. Launched in 2017, VICE Studios productions include Chris Smith's Emmy-nominated *Jim & Andy: The Great Beyond* and *Fyre: The Greatest Party that Never Happened* (Netflix); feature film *The Report* starring Adam Driver and Annette Bening (Amazon); *Diego Osorno's 1994* (Netflix), *Dark Side of the Ring* (VICE TV), *AKA Jane Roe* (FX), and *Satanic Verses* (BBC).

## **ABOUT VICE MEDIA GROUP**

[VICE Media Group](#) is the world's largest independent youth media company. Launched in 1994, VICE has offices in 35 cities across the globe with a focus on five key businesses: VICE.com, an award-winning international network of digital content; VICE STUDIOS, a feature film and television production studio; VICE TV, an Emmy-winning international television network; a Peabody award-winning NEWS division with the most Emmy-awarded nightly news broadcast; and VIRTUE, a global, full-service creative agency with 25 offices around the world. VICE Media Group's portfolio includes [Refinery29](#), the leading global media and entertainment company focused on women; [PULSE Films](#), a London-based next-generation production studio with outposts in Los Angeles, New York, Paris and Berlin; [i-D](#), a global digital and bimonthly magazine defining fashion and contemporary culture; and [Garage](#), a digital platform and biannual publication converging the worlds of art and design.