



PHENOMS X EVOLUTIONARY MEDIA GROUP PUBLIC RELATIONS REPORT

SXSW, TRIBECA FILM FESTIVAL & LOS ANGELES PREMIERE

68

PIECES OF COVERAGE:

781M

ONLINE READERSHIP:

2.45M

ESTIMATED COVERAGE VIEWS:

2.07K

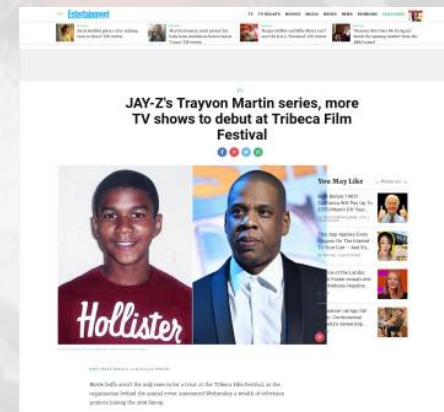
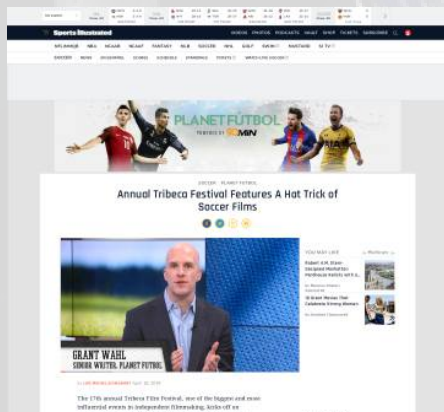
SOCIAL SHARES:

58

AVERAGE DOMAIN AUTHORITY:

★ HIGHLIGHTS

PHENOMS X EVOLUTIONARY MEDIA GROUP PUBLIC R...



**PHENOMS AT TRIBECA FILM
FESTIVAL 2018**



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Annual Tribeca Festival Features A Hat Trick of Soccer Films



By **LUIS MIGUEL ECHEGARAY** April 18, 2018

The 17th annual Tribeca Film Festival, one of the biggest and most influential events in independent filmmaking, kicks off on Wednesday, and this year has a great offering for soccer fans. Between April 18-29, the event will host 16 sports films, from documentaries to narrative features, across New York City, and the themes and storylines are as diverse as they are intriguing.

In the soccer department there some intriguing films that catch the eye. There's *Kaiser: The Greatest Footballer Never to Play Football*, which is about Carlos "Kaiser" Henrique Raposo, an extroverted soccer player whose 26-year club career included some of Brazil's

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More Soccer

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(EST.) MONTHLY VISITS: 24.3M

(EST.) COVERAGE VIEWS: 51.8K

DOMAIN AUTHORITY: 85



21



13

BREAKING NEWS

Fox Cancels 'Last Man On Earth', 'Brooklyn Nine-Nine', 'Mick'



Tribeca Film Festival Sets 'The Trayvon Martin Story', 'Cobra Kai' For Tribeca TV Lineup

by Dino-Ray Ramos

March 21, 2018 12:00 pm



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- 3 'Chicago P.D.' Season Finale: Fate Of Elias Koteas' Olinsky Leaves Fans In...
- 4 'Deadpool 2' Trailer: David Beckham Gets An Apology, 'Boltneck' Doesn't
- 5 'Chicago Fire': Who From the Cast Is Coming Back For Newly Ordered...
- 6 'Law & Order: SVU' Gets Season 20 Pickup To Tie Record, Dick Wolf's...
- 7 'The Predator' Teaser: First Look At What's Headed Our Way Again
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- 9 White House: Pay No Attention To



Tribeca Film Festival

- ▶ TV
- ▶ BREAKING NEWS
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- ▶ TRIBECA N.O.W.
- ▶ TRIBECA TV

The Tribeca Film Festival prides itself on its slate of movies, but their TV lineup is just as robust and impressive. Now in its 17th year, the festival will bring some of the most anticipated titles form the small screen to their Tribeca TV and N.O.W. (New Online Work) sections. The festival takes place April 18-29.

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The Tribeca TV line-up includes 18 shows made up of eight series premieres, three season premieres, one mid-season premiere, two feature documentaries and five indie pilots. Included in the program is the world premiere of *Rest In Power: The Trayvon Martin Story*, from Executive Producer Jay-Z, based on the timely book of the same title as well as *Cobra Kai*, the *Karate Kid* spinoff series starring franchise originals Ralph Macchio and William Zabka.

Also debuting at the festival are *Freaks and Geeks: The Documentary*, looking at the fan favorite with a dedicated cult following and *Mr. SOUL!*, which focuses on the groundbreaking show *Soull*, which presented the breadth of black artistry and culture for the first time to nationwide audiences through television. HBO will also debut the season two premiere episode with the cast and National Geographic will premiere *Genius: Picasso* starring Antonio Banderas. Tribeca TV also presents the best in new independent voices in episodic television with its Pilot Season section with five new unaffiliated projects.

The 5th edition of N.O.W. includes 12 programs in the Episodic and Short Form Showcases, in addition to the Creators Market. N.O.W. will also present five The New York Times Op-Docs.

Read the complete lineup of Tribeca TV and N.O.W. below.

(EST.) MONTHLY VISITS: **20.9M**

(EST.) COVERAGE VIEWS: **30K**

DOMAIN AUTHORITY: **90**



530



21

Tribeca Unveils 2018 TV Lineup With 'Westworld,' 'Picnic at Hanging Rock,' and New 'Freaks and Geeks' Doc — Watch

Other notable offerings from this year's slate include new episodes of the classic true crime series "The Staircase" and a docuseries on the life and death of Trayvon Martin.



Steve Greene
Mar 21, 2018 3:00 pm
@stevebruin



"Freaks and Geeks"

Apatow Prod/REX/Shutterstock

Last year, Tribeca was one of the first places to bring "The Handmaid's Tale" to the TV world. Time will tell what the biggest story out of the 2018 festival will be, but there's plenty to look forward to.

Tribeca unveiled a mammoth 2018 TV program, covering established series with network homes, all the way to pilots that have yet to be distributed. Some of the for-sure big stops in this year's Tribeca guide: a screening of the "Westworld" Season 2 premiere, the first look at the upcoming Pablo Picasso season of "Genius," and the debut North American look at Amazon's TV adaptation of "Picnic at Hanging Rock," starring Natalie Dormer.

Also in the mix out in New York next month? Surprise new episodes of "The Staircase," the legendary French godfather of true crime TV. Netflix will also make their presence felt with a preview of their new Bobby Kennedy docuseries from "Trapped" director Dawn Porter. The Paramount Network will also unveil the Jay-Z-produced "Rest in Power," highlighting the life and death of Trayvon Martin.

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The festival's TV related offerings will also include a new documentary looking behind the scenes of the iconic "Freaks and Geeks," complete with a post-screening panel featuring creator Paul Feig.

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(EST.) MONTHLY VISITS:

12.9M

(EST.) COVERAGE VIEWS:

27.5K

DOMAIN AUTHORITY:

85



340



32

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4. Amazon Studios Will No Longer Distribute Terry Gilliam's 'The Man Who Killed Don Quixote'
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MOVIES
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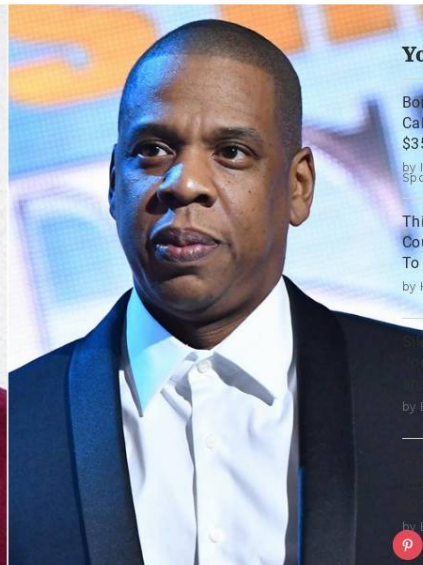
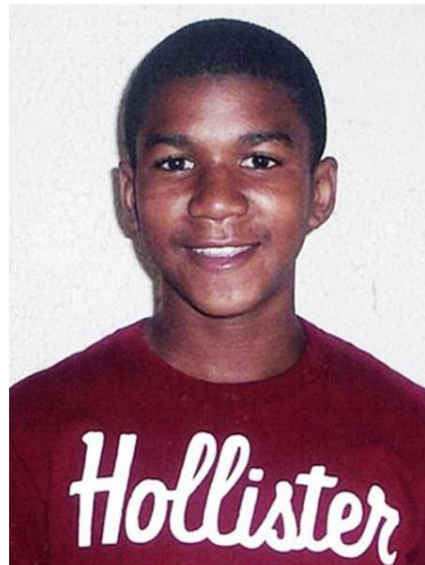
MOVIES
Margot Robbie and Mike Myers can't save the D.O.A. 'Terminal': EW review



MOVIES
'Mamma Mia! Here We Go Again': Watch the opening number from the ABBA sequel

TV

JAY-Z's Trayvon Martin series, more TV shows to debut at Tribeca Film Festival



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Trayvon Martin Martin Family/AP; Slaven Vlastic/Getty Images

JOEY NOLFI March 21, 2018 at 03:00 PM EDT

Movie buffs aren't the only ones in for a treat at the Tribeca Film Festival, as the organization behind the annual event announced Wednesday a wealth of television projects joining the 2018 lineup.

Among the series premiering at this year's festival is JAY-Z's Trayvon Martin docuseries *Rest In Power: The Trayvon Martin Story*, which offers a 'definitive look at one of the most talked-about, controversial events of the last decade.' Martin's parents, Sybrina Fulton and Tracy Martin, will speak to the audience after a screening of the Paramount Network production.

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TV
Kanye West is a huge 'Rick and Morty' fan



(EST.) MONTHLY VISITS: 28.5M

(EST.) COVERAGE VIEWS: 44.9K

DOMAIN AUTHORITY: 89

f 650

t 34



Tribeca Film Fest adds 'Scarface' reunion, 'Westworld' S2 premiere, more

By Bill Pearis March 21, 2018 7:14 PM



Phenoms (FOX, FOX Sports) – World Premiere

Screening: Wednesday, April 25, 8:30 PM, SVA Theatre

Chronicle the journey of the next great soccer players on their quests to represent their respective countries in the 2018 FIFA World Cup™, Phenoms allows fans and viewers to experience the personal lives of players through unprecedented behind-the-scenes access.

After the screening: A conversation with Executive Producer David Brooks, Producer Arbi Pedrossian, Director Chris Perkel, and Editor Thomas Verette.

(EST.) MONTHLY VISITS: **1.04M**

(EST.) COVERAGE VIEWS: **3.79K**

DOMAIN AUTHORITY: **74**



9



10



2

Phenoms

Written by Jennifer Parker

05.09.18 | Sport & Leisure



Phenoms: A Documentary



All images courtesy 21st Century Fox

Watch the trailer [here](#)

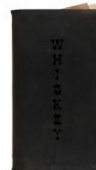
The multi-million-dollar question: why is a sport that shows a significant amount of skin in a country where “sex sells” not nearly as popular as a one that goes to extreme lengths to cover the players to the point of disguising them to resemble storm troopers? Fox Sports is betting on Phenoms to change the minds and viewing habits of Americans by making us fall in love with soccer players. They are doing it one athlete at a time with slick production values and in-depth stories about the personal lives of players and their families.

Created by award-winning filmmakers who’ve won Emmys, Peabodys and Academy Awards including **Jeff and Michael Zimbalist, Kevin Klauber, Chris Perkel, Leo Pearlman, Jane Preston, Alastair**

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My Life On Rye:
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(EST.) MONTHLY VISITS: **2.19K**

(EST.) COVERAGE VIEWS: **279**

DOMAIN AUTHORITY: **35**

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Fox Sports Films Premieres "Phenoms" Soccer Documentary Mini-Seri...

10 PICTURES

Costa Rica National Team and NYCFC player Rodney Wallace attends as Fox Sports Digital premieres the five-part soccer docu-series 'Phenoms' at Tribeca Film Festival at SVA Theatre on April 25, 2018 in New York City.

April 25, 2018 License

Keywords:
[New York City Football Club](#) [National Team](#)
[Phenoms - Television Show](#)
[Rodney Wallace - Soccer Player - Born 1988](#)
[School of Visual Arts Theater](#)

Getty Images

APR 25, 2018

(EST.) MONTHLY VISITS: 309K

(EST.) COVERAGE VIEWS: 17K

DOMAIN AUTHORITY: 44

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"Phenoms: Goalkeepers" 2018 Tribeca Film Fest...

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Home > News > Tribeca to premiere Sweetbitter, Cobra Kai



Tribeca to premiere Sweetbitter, Cobra Kai



Sweetbitter

Starz's Sweetbitter, YouTube Red's Cobra Kai and Paramount Network and Jay-Z's Rest in Power: The Trayvon Martin Story are among the shows set to premiere at Tribeca in New York next month.

Sweetbitter, which stars Ella Purnell, Caitlin FitzGerald, Tom Sturridge and Paul Sparks, revolves around New York's upscale restaurant industry, while Cobra Kai, from exec producer Will Smith, sees actors Ralph Macchio and William Zabka reprising their star-making roles from iconic film franchise The Karate Kid.

Meanwhile, Rest in Power, from exec producer Jay-Z, promises to depict the life and legacy of the late Trayvon Martin, and will screen at the Tribeca Film Festival on April 20.

The news comes as the event unveiled its Tribeca TV and N.O.W. (New Online Work) selections for the 2018 festival, which runs from April 18-29.

Among the other shows tapped for the Big Apple fest, the previously reported four-part docuseries Bobby Kennedy for President will have its world premiere on April 25, two days before it hits Netflix globally. The screening will be followed by a conversation with director Dawn Porter and Ambassador William vanden Heuvel.

Tribeca will also host the New York premiere of HBO's hit sci-fi drama Westworld, screening the first episode of the second season on April 19, three days before it hits US TV screens.

Other TV selections include the midseason premiere of season five of Comedy Central's Drunk History, and the world premiere of Nat Geo's Genius: Picasso, examining the life and craft of the famed artist, as the series enters its second season.

The fest will screen PBS's Little Women, followed by a conversation with exec producers Colin Callender and Rebecca Eaton, on April 27; Fox Sports' Phenoms, which follows soccer players on their quests to represent their respective countries in the 2018 Fifa World Cup, on April 25; and Amazon Prime's series Picnic at Hanging Rock, on April 28.

This year's event will also see the return of the festival's Pilot Season, showcasing five independently produced TV pilots (four American, one Israeli) from up-and-coming creators.

As previously announced, Showtime docuseries The Fourth Estate, from Emmy-winning director Liz Garbus, will be Tribeca's closing night selection. The series examines the inner workings of the New York Times during President Trump's first year in office.



Adam Benzine
22-03-2018
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Disney orders crowdsourcing sitcom
BBC Studios invests in UK indie
MarVista fills distribution, marketing roles
FX looks Left/Right for weekly news
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(EST.) MONTHLY VISITS:

127K

(EST.) COVERAGE VIEWS:

887

DOMAIN AUTHORITY:

50



2



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FOX SPORTS PREMIERES "PHENOMS" SOCCER DOCUMENTARY MINI-SERIES AT TRIBECA FILM FESTIVAL(R ...

FOX SPORTS PREMIERES "PHENOMS" SOCCER DOCUMENTARY MINI-SERIES AT TRIBECA FILM FESTIVAL(R ... The Futon CriticFull coverage

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Morocco's 2026 World Cup bid to
be subjected to more FIFA scrutiny



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APR 18, 2018

(EST.) MONTHLY VISITS:

41.3K

(EST.) COVERAGE VIEWS:

9.23K

DOMAIN AUTHORITY:

23

DOCS

"Bobby Kennedy," "The Trayvon Martin Story" to debut at Tribeca '18

By Daniele Alcini | March 22, 2018



Phenoms (FOX, FOX Sports) - World Premiere
Executive Producers: David Brooks, Mario Melchiot, Tony Sella.

Chronicling the journey of the next great soccer players on their quests to represent their respective countries in the 2018 FIFA World Cup™, *Phenoms* allows fans and viewers to experience the personal lives of players through unprecedented behind-the-scenes access.

(EST.) MONTHLY VISITS:

136K

(EST.) COVERAGE VIEWS:

742

DOMAIN AUTHORITY:

61



1



3



TRIBECA FILM FESTIVAL: AFTER THE SCREENING



Antonio Banderas will be at the Tribeca Film Festival to discuss his portrayal of Pablo Picasso in *Genius: Picasso*

Tribeca Film Festival
Multiple locations
April 18-29, \$33.15 - \$43.45
www.tribecafilm.com/festival

Wednesday, April 25

Bobby Kennedy for President (Dawn Porter, 2018), conversation with director Dawn Porter and Ambassador William vanden Heuvel, SVA Theater 1 Silas, \$33.15, 5:00

Woman Walks Ahead (Susanna White, 2017), conversation with director Susanna White, actor Sam Rockwell, and others, BMCC Tribeca PAC, \$25.94, 5:45

Phenoms, conversation with executive producers David Brooks and Mario Melchiot, producer Arbi Pedrossian, creative director Chris Perkel, producer and editor Thomas Verette, and directors Jane Hicks, Jeff Zimbalist, and Michael Zimbalist, SVA Theater 2 Beatrice, \$33.15, 8:30

The Gospel According to André (Kate Novack, 2018), conversation with director Kate Novack, subject André Leon Talley, producers Andrew Rossi and Josh Braun, and executive producer Roger Ross Williams, moderated by Sandra Bernhard, BMCC Tribeca PAC, \$33.15, 8:30

(EST.) MONTHLY VISITS: **7.11K**

(EST.) COVERAGE VIEWS: **677**

DOMAIN AUTHORITY: **39**



6

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Tribeca Unveils 2018 TV Lineup With 'Westworld,' 'Picnic at Hanging Rock,' and New 'Freaks and Geeks' Doc — Watch

By **admin** - March 22, 2018

49 0



Final 12 months, Tribeca was one of many first locations to carry "The Handmaid's Story" to the TV world. Time will inform what the largest story out of the 2018 pageant shall be, however there's lots to stay up for.

loading...

Tribeca unveiled a mammoth 2018 TV program, protecting established sequence with community properties, all the way in which to pilots which have but to be distributed. A number of the for-sure large stops on this 12 months's Tribeca information: a screening of the "Westworld" Season 2 premiere, the primary have a look at the upcoming Pablo Picasso season of "Genius," and the debut North American have a look at Amazon's TV adaptation of "Picnic at Hanging Rock," starring Natalie Dormer.

Additionally within the combine out in New York subsequent month? Shock new episodes of "The Staircase," the legendary French godfather of true crime TV. Netflix may even make their presence felt with a preview of their new Bobby Kennedy docuseries from "Trapped" director Daybreak Porter. The Paramount Community may even unveil the Jay-Z-produced "Relaxation in Energy," highlighting the life and demise of Trayvon Martin.

The pageant's TV associated choices may even embrace a brand new documentary trying behind the scenes of the long-lasting "Freaks and Geeks," full with a post-screening panel that includes creator Paul Feig.

Under is only a portion of the notable choices from this 12 months's pageant. Along with the principle TV lineup, Tribeca can be highlighting recent digital content material with Tribeca N.O.W. (New On-line Work). There's additionally a quintet of episodic pilots, that includes performances from Gugu Mbatha-Uncooked and Zosia Mamet.

(For the total Tribeca 2018 lineup, see the total TV schedule [right here](#).)

Tribeca 2018 TV Lineup

Bobby Kennedy for President (Netflix) – World Premiere

Acclaimed director Daybreak Porter reveals anew what America gained and what it misplaced within the life, imaginative and prescient, politics, and hope of Bobby Kennedy.

After the screening: A dialog with director Daybreak Porter and Ambassador William vanden

EXPOSENEWS

MAR 22, 2018

(EST.) MONTHLY VISITS:

11.3K

(EST.) COVERAGE VIEWS:

3.26K

DOMAIN AUTHORITY:

15



1





Ana Sayfa > TV Dizileri > TV Haberleri > TV Dizi Haberleri: İnternetin Seçtiklerimiz > 'Westworld' ve 'Picnic at Hanging Rock' Tribeca'da Prömiyer Yapıyor

'Westworld' ve 'Picnic at Hanging Rock' Tribeca'da Prömiyer Yapıyor

22 Mar 2018 - 11:17



Festivalin televizyon seçkinde iddialı yapımlar var



Tribeca Film Festivali'nin televizyon yapımları için oluşturduğu seçki, bu yıl da iddialı içeriklerin prömiyerlerine ev sahipliği yapıyor. Geçtiğimiz yıl *The Handmaid's Tale*'in ses getiren galasını gerçekleştiren organizasyonun bu yılki seçkinde *Westworld* ve *Picnic at Hanging Rock* öne çıkıyor.

Tribeca 2018'in ilk bakışta göze çarpan içerikleri arasında *Westworld*'ün merakla beklenen ikinci sezonu, Pablo Picasso'nun hayatının ele alındığı *Deha*'nın ikinci sezonu ve Amazon'un ses getiren dizi uyarlaması *Picnic at Hanging Rock* var. *The Staircase*, *Sweetbitter*, *Cobra Kai* de sivrilen yapımlar arasında yer alıyor.

Tribeca TV 2018'de sezon olarak izleyici karşısına çıkacak yapımlar:

Bobby Kennedy for President (Netflix) – Dünya Prömiyeri

Cobra Kai (YouTube Red) – Dünya Prömiyeri

Drunk History (Comedy Central) – Sezon Ortası Prömiyeri

Freaks and Geeks: The Documentary - Dünya Prömiyeri

Genius: Picasso (National Geographic) – Dünya Prömiyeri

Little Women (PBS) – Kuzey Amerika Prömiyeri

Mr. SOUL! – Dünya Prömiyeri

Picnic at Hanging Rock (Amazon Prime Video) – Kuzey Amerika Prömiyeri

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7 Haziran 2018 Platform:
Freeform
Tüm videolar



The Innocents
Dram, Fantastik
İlk yayın
24 Ağustos 2018 Platform:

Beyazperde

MAY 8, 2018

(EST.) MONTHLY VISITS:

10.7M

(EST.) COVERAGE VIEWS:

333K

DOMAIN AUTHORITY:

47



14

APR 26, 2018

 **New York City FC** 
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Tonight, at the premiere of @FOXSports & Exec Producer @MarioMelchiot's documentary mini-series, "Phenoms" at #Tribeca18



6:18 pm - 25 Apr 2018 From SVA Theatre

7 Retweets 55 Likes




👤 Rodney Wallace, Patrick Vieira, Mario Melchiot and Tribeca





↺ 7

55



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MAR 21, 2018

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FOX SPORTS Premieres PHENOMS Soccer Documentary Mini-Series At Tribeca Film Festival® Ahead Of Network TV Debut

3:20 PM



Exclusive "Goalkeepers" Episode Screening on April 25 with Executive Producers

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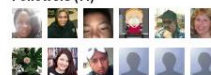
Premiere Tickets

Written by Jesus Figueroa Check out "Show Dogs," a movie that the entire family can enjoy, in theaters May 18. Luckily Thisf...



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(EST.) MONTHLY VISITS: **6.15K**

(EST.) COVERAGE VIEWS: **1.08K**

DOMAIN AUTHORITY: **29**





Once A Metro, for Red Bull New York fans

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MAY 7, 2018

Phenoms Story for the World Cup Screen

Fox Sports Preparing to show the stories of Goalkeepers and other position players before the World Cup kicks off.

By Daniel_Feuerstein | @DFeuerstein | May 7, 2018, 10:53am EDT



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The list of Producers, Editors and Directors for the Phenoms series being shown on FOX Sports. | Daniel Feuerstein

The MLS season has already gone into the first two months of their 2018 season and when many are expecting a break during the World Cup, we already know that the upcoming summer will not have any fun, as the United States failed to qualify for the World Cup in Russia.

But as we already know the World Cup will be televised on Fox channels nationally as they spent a lot of money to earn the broadcasting rights and show it to every single soccer fan in the country. But before the World Cup begins Fox Sports will be showing a five part series called Phenoms as they look into the lives of the players in different positions on the field.

They will be looking into the Goalkeepers, the Defenders, The Playmakers, the Creators and finally the Attackers as they chose many from around the World and their respective countries. I was invited to watch the goalkeeper episode on display at the famous Tribeca Film Festival in New York City on Wednesday, April 25th

It was very intriguing and wonderful to watch these Keepers going thru the motions of how to prepare for a match, recovering from an injury, hoping to be transferred to a different club from a different country, earning your starting position back after losing it and of course transferring from one club to another within the same country.

MOST READ



Duka Double Takes out PDL Bulls



RBNY news & rumors: Jesse Marsch on shortlist for USMNT job; EPL club joins Bobby Wood transfer chase



Former Academy player ready for PDL Bulls in Open Cup

(EST.) MONTHLY VISITS:

49.7K

(EST.) COVERAGE VIEWS:

6.32K

DOMAIN AUTHORITY:

35



2





May 2, 2018 | EVENTS | by 21CF Staff

FOX SPORTS PREMIERES ITS WORLD CUP DOCUMENTARY MINISERIES 'PHENOMS' AT TRIBECA FILM FESTIVAL

The five-part series begins with back-to-back episodes on Friday, May 25, at 8 p.m. ET/PT on FOX

FOX Sports screened the world premiere for its soccer documentary mini-series "PHENOMS" at the 2018 Tribeca Film Festival last week. The screening was followed by a special panel discussion hosted by FOX Sports host [Rachel Bonnetta](#) and featuring some of the men and women behind the series. "PHENOMS" is a five-part documentary that chronicles the journey of 65 soccer players as they strive to represent their respective countries in the 2018 FIFA [World Cup](#).

The panel discussion featured Mario Melchiot (executive producer, "PHENOMS"; former professional player); David Worthen Brooks (executive producer, "PHENOMS"; EVP, All City); Arbi Pedrossian (producer, "PHENOMS"); Chris Perkel (series creative director, "PHENOMS"); Laura Hernandez (co-producer, "PHENOMS"); directors Jeff Zimbalist and Michael Zimbalist; and Thomas Verrette (editor/producer, "PHENOMS").

"PHENOMS," which was three years in the making, was inspired by David's suggestion that Mario watch the basketball documentary "Hoop Dreams." "I went home, saw it and got excited," Mario said during the panel. Then he wondered how a similar story could be told about soccer: "How about we do it our own way?"

The international group of producers, directors and others that turned this vision into a reality want to show viewers of all levels of familiarity with the sport how hard young players around the world struggle to achieve their dream of playing in the World Cup. They wanted to show the human side of the titans that people see on the pitch.



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6h

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21CF Blog

MAY 2, 2018

(EST.) MONTHLY VISITS:

68K

(EST.) COVERAGE VIEWS:

268

DOMAIN AUTHORITY:

72



2



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"Phenoms: Goalkeepers" - 2018 Tribeca Film Festival

10 PICTURES

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Patrick Vieira, Rodney Wallace and Mario Melchiot attend the screening of 'Phenoms: Goalkeepers' during the 2018 Tribeca Film Festival at SVA Theatre on April 25, 2018 in New York City.

April 25, 2018 License

Keywords: Tribeca Film Festival Rodney Wallace - Soccer Player - Born 1988 Mario Melchiot Patrick Vieira Phenoms - Television Show

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Fox Sports Films Premieres Tribeca Film Festival 'Phenoms' Soccer Doc...

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APR 25, 2018

(EST.) MONTHLY VISITS: **379K**

(EST.) COVERAGE VIEWS: **8.73K**

DOMAIN AUTHORITY: **48**



Good Day New York; Fox 5

APR 25, 2018



Home > Entertainment

TV miniseries finds soccer superstars motivated more by adversity than money

Published: May 18, 2018 3:55 p.m. ET



Fox doc 'Phenoms' chronicles fortunes of soccer players bound for the World Cup



Uruguayan goalkeeper José Giménez who features in 'Phenoms'

By
TOM
TEODORCZUK
ENTERTAINMENT WRITER

It's easy to get carried away by how much money world-class soccer players now make.

The average weekly wage for a player in England's Premier League is \$68,650, according to [SportingIntelligence's Global Sports Salaries Survey](#) published last November. Barcelona pay nearly \$9 million in weekly salaries, \$675,000 of which goes directly into Lionel Messi's bank account. A study by the [High Pay Centre](#) revealed top players' earnings had risen 1,500% in 20 years and that was conducted in 2012.

But Mario Melchiot, a retired Dutch defender who made 130 appearances for English Premier League team Chelsea, thinks we've become too fixated on what players earn. "Sometimes we talk too much about [footballers'] money," he told MarketWatch. "Sometimes the parents push the kids to achieve something because they're so financially focused. That can be a sad situation."

Melchiot has tried to rectify this by being an executive producer on "Phenoms", a new 5-part soccer documentary miniseries that premieres May 25 on Fox **FOX, -0.03%**. "Phenoms" chronicles the achievements and struggles of 22 global rising stars, many of whom will be playing at the World Cup that kicks off in Russia on June 14.

Players including Ousmane Dembélé (Barcelona and France), Marco Asensio (Real Madrid and Spain), Marquinhos (Paris St Germain and Brazil) and Paolo Dybala (Juventus and Argentina) gave behind-the-scenes access to a roster of filmmakers, headed by the Zimbalist brothers who made ESPN's acclaimed soccer/drugs doc



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(EST.) MONTHLY VISITS: 57.2M

(EST.) COVERAGE VIEWS: 66.1K

DOMAIN AUTHORITY: 92



4



3



PREMIUM

Eerste documentaire van TheBoardRoom biedt een andere kijk op de voetbalwereld

Maandag ging in Tuschinski in Amsterdam Phenoms Belgium/Netherlands, de eerste documentaire van productiebureau TheBoardRoom, in première.

CRAFT © 16 MAY 2018 NILS ADRIAANS

★ 35 0



Phenoms Belgium/Netherlands

Phenoms Belgium/Netherlands maakt onderdeel uit van [Phenoms 2018 – Global Soccer Documentary](#), een 15-delige documentaireserie van Fox Sports, die (‘de

(EST.) MONTHLY VISITS: **55K**

(EST.) COVERAGE VIEWS: **309**

DOMAIN AUTHORITY: **60**

**77****11**

A Cast

MAY 24, 2018

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WORLD
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(EST.) MONTHLY VISITS: **2.01M**

(EST.) COVERAGE VIEWS: **9.33K**

DOMAIN AUTHORITY: **67**

[World Soccer Talk](#)

PHENOMS interview with Mario Melchiot: World Soccer Talk Podcast

May 24, 2018

acast

PHENOMS interview with Mario Melchiot:
World Soccer Talk Podcast

World Soccer Talk is the weekly soccer podcast on the topic of watching soccer on TV, online and apps.

In the NEW episode, number 74, Christopher Harris and Kartik Krishnaiyer cover a range of topics including:

SHOWBUZZDAILY FRIDAY NETWORK SCORECARD – 5.25.2018

Written by: Mitch Metcalf

More articles by Mitch Metcalf »

Tags: 20/20 ratings, 5.25.2018 network TV ratings, Champions finale ratings, Friday, Friday network TV ratings, Life Sentence ratings, My Last Days premiere ratings, Phenoms premiere ratings, Quantico ratings, ratings, showbuzzdaily Friday May 25 2018 network scorecard, spotlight, The Sked, undercover Boss ratings

A fair amount of original programming, but not much that anyone wanted to watch.

DEMOGRAPHIC DETAIL: For each broadcast program (or hour segment), the chart below displays preliminary key advertiser demographics (adult 18-34, 18-49 and 25-54 ratings), audience skews (women 18-49, men 18-49 and adults 50+ shares) and total viewership (thousands of people over the age of 2).

Ratings analysis follows the chart.

| Friday 5.25.2018 | | Sales Demo Ratings | | | Demographic Shares | | | Persons |
|---------------------------------|----------|--------------------|--------------|--------------|--------------------|-----------|------------|-----------|
| DEMOGRAPHIC PROFILE | | Adults 18-34 | Adults 18-49 | Adults 25-54 | Women 18-49 | Men 18-49 | Adults 50+ | 2+ (000s) |
| Preliminary Broadcast Nationals | | | | | | | | |
| Quantico | 8-9 pm | 0.3 | 0.4 | 0.6 | 3 | 2 | 4 | 2,670 |
| ABC R Shark Tank | 9-10 pm | 0.3 | 0.4 | 0.6 | 2 | 2 | 3 | 2,147 |
| 20/20 | 10-11 pm | 0.3 | 0.6 | 0.8 | 3 | 2 | 4 | 2,944 |
| Undercover Boss: Celebri | 8-9 pm | 0.3 | 0.5 | 0.7 | 3 | 3 | 5 | 3,379 |
| CBS R Hawaii Five-O | 9-10 pm | 0.2 | 0.4 | 0.7 | 3 | 2 | 6 | 3,869 |
| R Blue Bloods | 10-11 pm | 0.2 | 0.4 | 0.7 | 3 | 1 | 8 | 4,505 |
| Champions | 8-8:30 | 0.2 | 0.4 | 0.6 | 3 | 2 | 4 | 2,277 |
| NBC Champions | 8:30-9 | 0.2 | 0.3 | 0.5 | 2 | 2 | 2 | 1,643 |
| Dateline NBC | 9-10 pm | 0.3 | 0.6 | 0.8 | 3 | 2 | 6 | 3,634 |
| Dateline NBC | 10-11 pm | 0.3 | 0.7 | 1.0 | 4 | 2 | 7 | 4,345 |
| FOX Phenoms | 8-9 pm | 0.1 | 0.2 | 0.3 | 1 | 1 | 1 | 813 |
| Phenoms | 9-10 pm | 0.1 | 0.2 | 0.2 | 1 | 1 | 1 | 511 |
| CW My Last Days | 8-9 pm | 0.1 | 0.2 | 0.2 | 1 | 1 | 1 | 546 |
| Life Sentence | 9-10 pm | 0.1 | 0.1 | 0.2 | 1 | 0 | 0 | 381 |

Listed above: Averages for half-hour or hour programs or hour segments of multi-hour programs.

KEY: Each rating/ share for ABC, CBS, NBC, FOX and CW shows are color-coded by above/below average status within each demo.

Above Avg
 Average
 Below Avg

ABC: QUANTICO was moved to Fridays to play out the rest of its run, dropping 0.1 from its last Thursday airing to 0.4. It was followed by a rerun of SHARK TANK at 0.4, and 20/20, up 0.2 to 0.6.

NBC: CHAMPIONS ran off the final 2 episodes of its season (at least) at 0.4/0.3, the former number steady with its last Thursday episode. DATELINE followed at 0.7, down 0.1 from last week.

CBS: UNDERCOVER BOSS dropped 0.1 to 0.5. Reruns followed at 0.4/0.4.

FOX: The unscripted PHENOMS debuted at 0.2/0.2.

CW: MY LAST DAYS returned at 0.2, and LIFE SENTENCE was steady, for what it's worth, at 0.1.

There are fresh episodes of RANSOM and TAKEN on the networks tonight, along with an MLB BASEBALL game. On cable, HBO premieres the acclaimed Sundance title THE TALE.

CABLE RATINGS: Come back Tuesday afternoon for detailed demographic ratings for top Friday cable programs, a day later than usual due to the Memorial Day holiday.

PREVIOUS FRIDAY NETWORK SCORECARDS (FAST NATIONALS)

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MAY 25, 2018

(EST.) MONTHLY VISITS:

295K

(EST.) COVERAGE VIEWS:

9.15K

DOMAIN AUTHORITY:

47



1



2

**PHENOMS LOS ANGELES
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TV's highlights (May 25, 2018): Fox focuses on soccer 'Phenoms' ahead of World Cup

By Kevin McDonough UNITED FEATURE SYNDICATE May 24, 2018 (0)

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Are American TV viewers ready to embrace soccer? Or football, as it is called around the world? Fox certainly hopes so. It dedicates five hours over the next three Friday evenings to **"Phenoms" (7 and 8 p.m.)**, profiling the world's best players.

This is all promotion for the upcoming World Cup, which will begin airing June 14 on Fox.

Hour one of "Phenoms" is dedicated to "The Attackers," the best goal-scoring talents in the world, including Dele Alli, Marco Asensio, Gabriel Jesus, Paulo Dybala and Hirving Lozano. The second helping covers "The Defenders," such as Marquinhos, Davinson Sanchez, Kenny Tete and Alhassane Sylla.

'My Last Days'

"My Last Days" (7 p.m., CW) enters its second season, featuring young people facing mortality well before their time and making the most of their allotted hours. In the first episode, a choreographer puts on a contemporary dance show and a street photographer creates an ALS charity.

These are real stories, as opposed to the contrived romantic comedy **"Life Sentence" (8 p.m., CW)**, about a young woman whose prospects are radically altered when her terminal diagnosis is proven wrong.

Despite Stella's (Lucy Hale) improved prognosis on the show, however, the series itself has been canceled.

While movies like "The Fault in Our Stars" have done well, TV shows featuring dying or seriously ill characters — including "Life Sentence," the 2014 Fox melodrama "Red Band Society" and ABC Family's 2014 drama "Chasing Life" — have not succeeded in finding audiences.

Netflix comedy

Netflix appears to have crammed every conceivable "girls' night out" cliché into the 2018 romantic comedy **"Ibiza,"** streaming today. A harried young executive (Gillian Jacobs) is sent to Spain by her icy boss. Efforts to excel at her vague assignment go awry when two of her slacker friends accompany her and convince her to go to the resort city that gives this forgettable film its name.

There, they convince her that a quick and consequence-free hookup with a DJ who is described as "hot" any number of times will pretty much solve all her problems. Help yourself.

Tonight's other highlights

YouTube star Bethany Mota mentors young filmmakers on **"Undercover Boss: Celebrity Edition" (7 p.m., CBS)**.

On two helpings of **"Champions" (NBC)**, Priya's unexpected visit (7 p.m.), Michael's first date (7:30 p.m.). The second episode is the season finale. While this series has not yet been canceled, the ratings-measuring website **TVbythenumbers.com** says it is likely to be.

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MAY 24, 2018

(EST.) MONTHLY VISITS:

Data not available

(EST.) COVERAGE VIEWS:

Data not available

DOMAIN AUTHORITY:

55



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World Soccer Talk is the weekly soccer podcast on the topic of watching soccer on TV, online and apps.

In the NEW episode, number 74, Christopher Harris and Kartik Krishnaiyer cover a range of topics including:

- an exclusive interview with Mario Melchiot about the new soccer documentary from FOX Sports called PHENOMS,
- how FOX is spinning the news that most of their commentators will be calling games off a monitor in Los Angeles,
- news about this weekend's coverage of the UEFA Champions League Final, as well as which game last weekend was the most-watched final ever on US TV,
- And of course we have feedback and questions from you in the Listener Mailbag section.

Listen to the show via the player above or via [this link](#).

This week's show is sponsored by Sling TV's Best of Spanish TV package. Sign up for a 7-day free trial at [worldsoccertalk.com/slingtvoffer](#)

Send in your questions, comments and feedback via e-mail web@worldsoccertalk.com, via Twitter ([@worldsoccertalk](#)) or Facebook. We'll read them out on-air in the next episode.

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PlayerFM: World Soccer Talk


MAY 24, 2018

(EST.) MONTHLY VISITS: 5.95M

(EST.) COVERAGE VIEWS: 26.7K

DOMAIN AUTHORITY: 68

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(EST.) MONTHLY VISITS:

8.54K

(EST.) COVERAGE VIEWS:

11

DOMAIN AUTHORITY:

91



THE ARRIVISTE

THURSDAY, MAY 24, 2018

FOX is Bringing "PHENOMS" Soccer's Hottest & Freshest Stars to a Bigger Audience, on the Road to the 2018 World Cup in Moscow, Starting This Friday at 8pm ET/PT.

By Laura Medina



Minnie Driver is a soccer fan.

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MAY 24, 2018

(EST.) MONTHLY VISITS:

112

(EST.) COVERAGE VIEWS:

30

DOMAIN AUTHORITY:

17



1

Summer 2018 TV Preview: Your Complete Guide to the Season's Premieres

TV doesn't die when the temperatures rise.



BY WHITNEY FRIEDLANDER MAY 11, 2018

827



MORE FROM TV

May 25

Picnic at Hanging Rock (Amazon) Natalie Dormer stars in this period-set mystery series based on the Joan Lindsay novel about three schoolgirls and one teacher who vanish on Valentine's Day in 1900.

Phenoms (Fox Sports) The soccer-themed miniseries follows famous players who have the (ahem) goal to represent their countries at the 2018 FIFA World Cup.

Bipolar Rock 'N Roller (Showtime) As part of Mental Health Awareness Month, this documentary focuses on MMA, boxing, and WWE announcer Mauro Ranallo discussing his everyday battles with his condition.

Ibiza (Netflix) Gillian Jacobs, Vanessa Bayer, Phoebe Robinson, and Richard Madden star in this rom-com about a trip to Barcelona that's much more than anyone anticipated.

My Last Days (The CW) *Jane the Virgin*'s Justin Baldoni returns to host this docuseries about people with terminal illnesses.

(EST.) MONTHLY VISITS:

18.2M

(EST.) COVERAGE VIEWS:

31.1K

DOMAIN AUTHORITY:

88



29



8

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Premiere Of FOX Sports' "Phenoms" - Arrivals

10件のイメージ

ブログへの画像埋め込み

Minnie Driver attends the premiere of FOX Sports' 'Phenoms' at Pacific Design Center on May 23, 2018 in West Hollywood, California.

May 23, 2018 ライセンス

キーワード: ミニードライバー 封切り 笑顔 トップランニング 出席する

Getty Images

MAY 23, 2018

(EST.) MONTHLY VISITS: 1.74M

(EST.) COVERAGE VIEWS: 9.5K

DOMAIN AUTHORITY: 61

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Premiere Of Disney Pictures And Lucasfilm's "Star Wars: The Last Jedi"

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Cerebral Palsy Foundation's 2017 Design For Disability Gala

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Fox Sports Celebrates LA Premiere of New FIFA World Cup Mini-Series Phenoms

by Ray B May 26, 2018

On Wednesday, May 23rd, Peter Rice, President 21st Century Fox and Chairman & CEO Fox Networks Group presented the LA Premiere of the

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(EST.) COVERAGE VIEWS:

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HomeVideoLive

Executive Producers Mario Melchiot and David Worthen Brooks talk 'PHENOMS' mini-series



POSTED: MAY 25, 2018 03:08PM PDT
GOOD DAY LA

Executive Producers Mario Melchiot and David Worthen Brooks talk 'PHENOMS' mini-series

Executive Producers Mario Melchiot and David Worthen Brooks joined us on Good Day LA to talk about the soccer documentary mini-series "PHENOMS" on Fox Sports.

(EST.) MONTHLY VISITS: 697K

(EST.) COVERAGE VIEWS: 4.1K

DOMAIN AUTHORITY: 58

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COMPARTIR

Milenka Peña
@MilenkaPena

PUBLICADO EL
3.8.18 - 2:52PM

DEPORTES

La emotiva serie ‘Phenoms’ de Fox Sports te robará el corazón antes del Mundial de Fútbol



Si eres fanático del fútbol, seguramente estás contando los días para la próxima [Copa Mundial de la FIFA](#). Para quienes no tenemos la posibilidad de estar presentes, la mejor opción es prepararnos y seguir las producciones previas a través de la televisión y otras plataformas de transmisión, hasta que llegue la esperada fecha.

Por eso, antes de que se levante el telón en Rusia, los amantes del fútbol tendrán algo para disfrutar. Fox Sports presentó el tráiler oficial con el primer adelanto de “*Phenoms*”, una emotiva serie documental basada en personajes y momentos clave de la Copa del Mundo a través de los años. Este cautivador documental deportivo global incluye los comentarios y participación de más de 60 jugadores, y fue filmado en 20 países por 12 directores y cineastas.

Phenoms, que se traduce como “Fenómenos”, es una miniserie documental en cinco partes, que narra el viaje de los próximos grandes jugadores de fútbol en sus misiones para representar a sus respectivos países en la Copa Mundial 2018. La serie permite a los fanáticos y espectadores experimentar la vida personal de los jugadores, a través de un acceso sin precedentes detrás de las escenas. Algunos de los jugadores presentados incluyen jóvenes estrellas de los principales clubes del mundo, como Dele Alli, Davinson Sánchez, Marco Asensio, Paulo Dybala, Gabriel Jesús, Ousmane Dembele, Adrien Rabiot, Leon Goretzka, Corentin Tolisso, Hirving Lozano y Marquinhos.

“Hemos estado trabajando con un equipo superior de directores, para crear algunas de las historias globales de interés humano más convincentes del mundo del fútbol, además de las historias personales de los jugadores”, dijo David Worthen Brooks, productor ejecutivo de la serie. “Estamos encantados de dar un adelanto de las historias de los jugadores y mostrar este contenido a gran escala”.

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(EST.) MONTHLY VISITS: 1.58M

(EST.) COVERAGE VIEWS: 2.04K

DOMAIN AUTHORITY: 91

7

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Phenoms Season 1 Review

JUN 4 GREGWHEELER



Season 1

Episode Guide

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[Creators](#)

Five part football (soccer) documentary series Phenoms is an absorbing, surprisingly unbiased look at up and coming young talent around the world in preparation for the World Cup later on this month. Filmed in various countries around the world and combining a mixture of archival footage and in-game action, Phenoms is the perfect documentary for any football enthusiast looking for something to tide them over until the World Cup.

Each episode has a distinct flavour to it – looking at the different positions on the pitch and specific roles each footballer takes. After a brief introduction to the position in question and why it's so important to the formation of the squad, Phenoms introduces a handful of key players during the opening credits that are then explored in more detail during the 50 minute episodes. From Senegal to Portugal through to Russia and Uruguay, Phenoms does a great job showcasing talent across the globe and this fresh perspective on talent helps to keep the documentary moving forward at a consistent pace.

Each of the episodes combine voice-overs and subtitles for foreign players which are then accompanied by a mixture of archival footage for their country's World Cup and shots of their matches and training sessions. Face to face interviews help to pad out each episode with further narration by Gordon Ramsay used to bridge the establishing shots between each country. While the set-up sounds a little chaotic, the execution is generally very good with the sporadic way the series jumps between countries and players keeping the series flowing at a decent pace.

The set up for each episode is unchanged for the most part, providing a respectful amount of time to showcase the players and their personal feelings toward playing for their country. There's also a decent amount of up to date footage from 2016-2017 club games to show them in action which certainly helps for those less accustomed to names like Dávinson Sánchez, Aleksandr Selikhov and Kenny Tete.

Phenoms may not be the best footballing documentary out there but as an insightful, intriguing build up to the World Cup, this 5 part mini-series













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(EST.) MONTHLY VISITS:

117K

(EST.) COVERAGE VIEWS:

34.7K

DOMAIN AUTHORITY:

14



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Daily Mail

Minnie Driver, 48, is wrinkle-free at Phenoms premiere... after settling fight with neighbor

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(EST.) MONTHLY VISITS: **366K**

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HIDE CAPTION

FOX Sports supplements its coverage of the 2018 FIFA World Cup with its presentation of "Phenoms," a five-part documentary miniseries that chronicles the journey of the next great soccer players, such as Midfielder Corentin Tolisso, above, on their quests to represent their respective countries. The network television finale of this global sports documentary, airs parts four and five, on June 8 (8-10 p.m. ET/PT) on FOX. [©2018 FOX Sports]

By Kevin McDonough
Posted May 25, 2018 at 2:01 AM



Are American TV viewers ready to embrace soccer? Or football, as it is called around the world? Fox certainly hopes so. It dedicates five hours over the next three Friday evenings to "Phenoms" (8 p.m. and 9 p.m.), profiling the world's best players.

This is all promotion for the upcoming World Cup, which will begin airing June 14 on Fox, FS1 as well as the Fox Sports app.

Hour one of "Phenoms" is dedicated to "The Attackers," the best goal-scoring talents in the world, including Dele Alli, Marco Asensio, Gabriel Jesus, Paulo Dybala and Hirving Lozano. The second helping covers "The

Record Online

MAY 25, 2018

(EST.) MONTHLY VISITS: 667K

(EST.) COVERAGE VIEWS: 2.81K

DOMAIN AUTHORITY: 70



43
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PHENOMS SHOW/DOCUMENTARY- ON FOX SPORTS

Added June 12, 2018

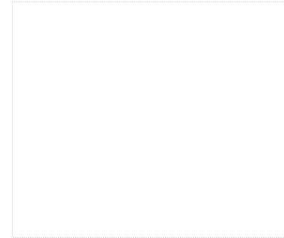
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JUN 12, 2018

(EST.) MONTHLY VISITS:

7.66K

(EST.) COVERAGE VIEWS:

914

DOMAIN AUTHORITY:

36

PHENOMS AT SXSW 2018

PHENOMS

VIDEO: Groundbreaking 2018 World Cup Docu-Series 'PHENOMS' Set for May Release

By Tom Power
10 MAR 2018

181

With the 2018 World Cup in Russia less than 100 days away, the countdown to football's biggest international tournament is on.

Nations from all seven continents will be chancing their hand at being crowned world champions come 15th July and, in anticipation for the spectacular event, Fox Sports Digital have got in and among the stars who will be hoping to make the difference for their team.

Introducing **'PHENOMS'**, a groundbreaking documentary series produced by the American broadcasting company - and three years in the making - that follows 60 players from 20 countries at they bid to become the best player - and nation - in the world.



Launching in May, the programme - directed by 12 different individuals - will feature a number of world-class talents and rising stars who are competing at either seasoned pros wishing to lift the trophy or rising stars who will get their first taste of the tournament.

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(EST.) MONTHLY VISITS:

118M

(EST.) COVERAGE VIEWS:

794K

DOMAIN AUTHORITY:

52



34

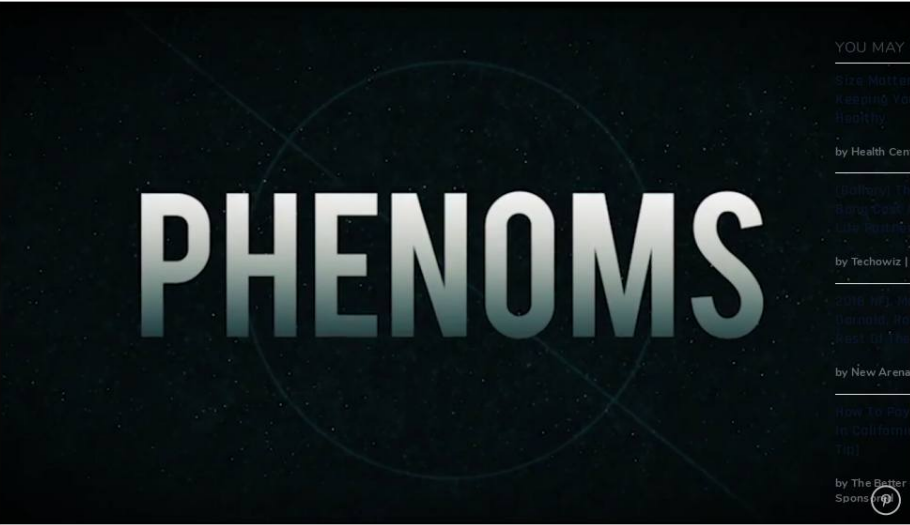


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VIDEO: Groundbreaking 2018 World Cup Docu-Series 'PHENOMS' Set for May Release



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By 90MIN March 12, 2018

With the 2018 World Cup in Russia less than 100 days away, the countdown to football's biggest international tournament is on. Nations from all seven continents will be chanceing their hand at being

Sports Illustrated

MAR 12, 2018

(EST.) MONTHLY VISITS: 33M

(EST.) COVERAGE VIEWS: 70.3K

DOMAIN AUTHORITY: 85



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Exhilarating New Soccer – Sorry, Football – Docu-series ‘PHENOMS’ Debuting at SXSW This Weekend

Mar 9, 2018 | 5:05 pm | From [hbook.com](#) by Ken Scrudato

BlackBook

Exhilarating New Soccer – Sorry, Football – Docu-series ‘PHENOMS’ Debuting at SXSW This Weekend



Soccer – football, of course, to the rest of the world – has had a tendency to ebb and flow pretty wildly in its popularity Stateside. But perhaps the new globalized, digitized reality has now sealed its status in the US; indeed, at least in major urban areas, America has decidedly caught World Cup fever in these last few years.



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The Daily Meal

MAR 9, 2018

(EST.) MONTHLY VISITS: 3.08M

(EST.) COVERAGE VIEWS: 12.1K

DOMAIN AUTHORITY: 72

So the new 5-part Fox Sports docu-series *PHENOMS* should kick up quite a stir when it gets a “sneak peek” premiere at the Fox Sports House at SXSW this coming weekend.

The series follows the lives – both professional and private – of more than 60





Photo: Robin Marchant/Getty Images For "Phenoms"



IMAGE 68 OF 95

Chef Gordon Ramsay attends "PHENOMS" 2018 Soccer Documentary Mini-Series Launch Event at the FOX Sports House at SXSW on March 11, 2018 in Austin, Texas.

(EST.) MONTHLY VISITS: **51.7M**

(EST.) COVERAGE VIEWS: **95.7K**

DOMAIN AUTHORITY: **87**

“ 17/43

MAR 13, 2018



Photo: Robin Marchant/Getty Images For "Phenoms"



(EST.) MONTHLY VISITS: **51.7M**

(EST.) COVERAGE VIEWS: **95.7K**

DOMAIN AUTHORITY: **87**

“ 17/43



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Groundbreaking “PHENOMS” Soccer Documentary Mini-Series Sneak-Peek Set for FOX Sports House at South by Southwest®

Gordon Ramsay of FOX's MasterChef and Hell's Kitchen Joins FOX Sports' Rob Stone and Executive Producers, Mario Melchiot and David Worthen Brooks

PHENOMS Follows Rising Stars of the Sport and Debuts This Spring on FOX, Leading Up to the FIFA World Cup™

Phenoms | Official Trailer | FOX SPORTS



PHENOMS

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Fox Sports PressPass

MAR 7, 2018

(EST.) MONTHLY VISITS: **15.3M**

(EST.) COVERAGE VIEWS: **28.3K**

DOMAIN AUTHORITY: **87**



18





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Fox Sports PressPass

FEB 26, 2018

Monday, February 26, 2018

FOX Sports Announces South By Southwest® Venue and Full Schedule of Events Celebrating The Beautiful Game

FOX Sports House will host experiences March 9-12, connected to the upcoming World Cup™; joined by MasterChef and Hell's Kitchen's Gordon Ramsay, FOX Sports' Alexi Lalas, Rob Stone, Stu Holden and Rachel Bonnetta along with influential executive innovators from FOX and other major brands

FEBRUARY 26, 2018 (LOS ANGELES, CA) – The **FOX Sports House** opens **March 9-12** at the **2018 South by Southwest® (SXSW®) Conference and Festivals**. With its sights on the **World Cup™**, FOX Sports kicks off a celebration of soccer at one of the world's biggest interactive showcases for sports, innovation and the arts.

Highlights include the SXSW® Sports Kickoff party, FOX Sports talent-hosted panel conversations with influential sports innovation voices, the groundbreaking **PHENOMS** documentary series launch and recognition of the **Nossa Chape** documentary's film festival debut.

All event information and RSVP information can be found here: <https://foxsportshouse.splashthat.com/>. The full schedule is as follows and is subject to change:

Friday, March 9:

The FOX Sports House is open daily from 11:00 a.m. to 8:00 p.m. Each day has different programming and events. Throughout each day, the house will offer DJ sets, food, drinks, and more. **Rachel Bonnetta** will also host a daily preview of her Twitter show that's set to officially air in Moscow during this summer's **World Cup™**.

FOX Sports House Open House

Location: 318 Colorado St, Austin, TX 78701

11:00 a.m. – 7:00 p.m.

About: The FOX Sports House kicks off the brand's World Cup™ with a celebration featuring special guests, food, drinks and entertainment. The FOX Sports House is open to all SXSW® attendees.

South by Southwest® (SXSW®) Sports Kickoff Party

Location: 318 Colorado St, Austin, TX 78701

7:00 p.m. – 10:00 p.m.

About: FOX Sports will host the official SXSW® Sports Kickoff Party on Friday, March 9th from 7:00 – 10:00 p.m., kicking off the festival's celebration of sports and innovation. A little less than 100 days out from the World Cup™, the brand's FOX Sports House serves as an immersive homage to the beautiful game's biggest global moment. On Friday night, guests can enjoy tattoo artists, interactive photography, and music as well as tacos, Moscow Mules and a selection of international beers.

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Tuesday, January 9, 2018

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(EST.) MONTHLY VISITS:

15.3M

(EST.) COVERAGE VIEWS:

28.3K

DOMAIN AUTHORITY:

87



12

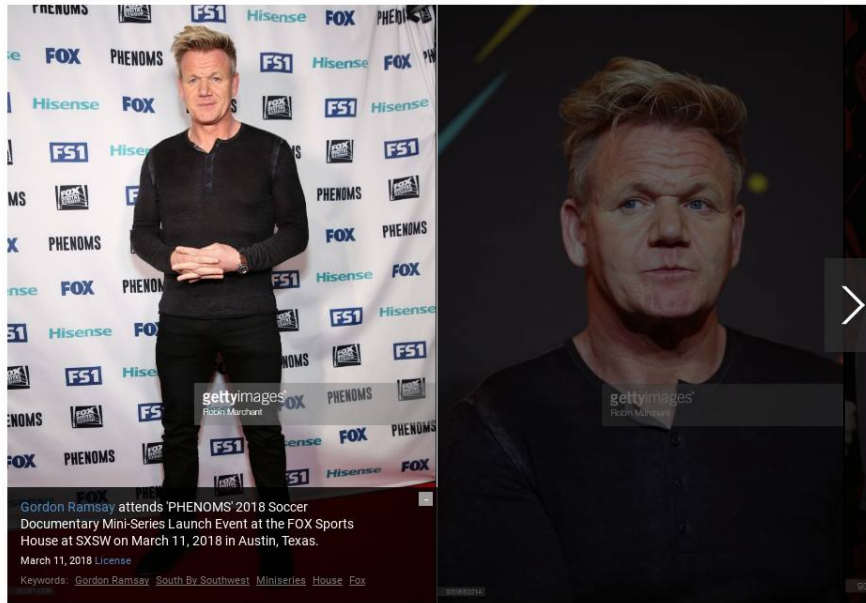


Getty Images

MAR 11, 2018

"PHENOMS"
2018 Soccer
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10 PICTURES



(EST.) MONTHLY VISITS: **32.8M**

(EST.) COVERAGE VIEWS: **47K**

DOMAIN AUTHORITY: **90**

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Photo Credit: Getty Images for "Phenoms" / Robin Marchant

Gordon Ramsay attends the "Phenoms" launch event at SXSW.

Steven Yeun



Newsday

MAR 13, 2018

(EST.) MONTHLY VISITS: **5.95M**

(EST.) COVERAGE VIEWS: **10.2K**

DOMAIN AUTHORITY: **88**



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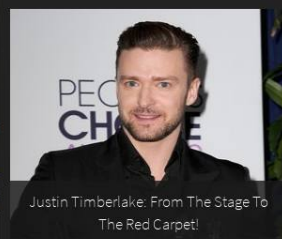
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Eric Shanks, Gordon Ramsay and Rob Stone attend 'PHENOMS' 2018 Soccer Documentary Mini-Series Launch Event at the FOX Sports House at SXSW in Austin, Texas on March 11, 2018 (Credit: Robin Marchant/Getty)

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(EST.) MONTHLY VISITS: 1.13M

(EST.) COVERAGE VIEWS: 7.94K

DOMAIN AUTHORITY: 50

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Robin Marchant/Getty Images for "Phenoms"

Fox Sports leaned in to Austin's reputation as a soccer hotbed by promoting the upcoming docuseries "Phenoms." Shot in 20 countries by 12 directors as a walk up to Fox's coverage of the Men's World Cup this summer, it features 60 top players from around the world. Scary chef/football fanatic Gordon Ramsay talked up the show with (from left) Fox Sports host Rob Stone, Fox Digital Studio VP David Worthen, former player and EP Mario Melchiot and and Fox Sports President/COO Eric Shanks. **Also Read:** [Fox Sports Rallies Viewers for Men's World Cup Without US: 'Greatest Sporting Event on Earth'](#)

The Wrap

MAR 15, 2018

(EST.) MONTHLY VISITS: **7.12M**

(EST.) COVERAGE VIEWS: **18.1K**

DOMAIN AUTHORITY: **82**



Eric Shanks, Gordon Ramsay and Rob Stone attend "PHENOMS" 2018 Soccer Documentary Mini-Series Launch Event at the FOX Sports House at SXSW on March 11, 2018 in Austin, Texas.

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MAR 1, 2018

(EST.) MONTHLY VISITS:

8.6M

(EST.) COVERAGE VIEWS:

24.3K

DOMAIN AUTHORITY:

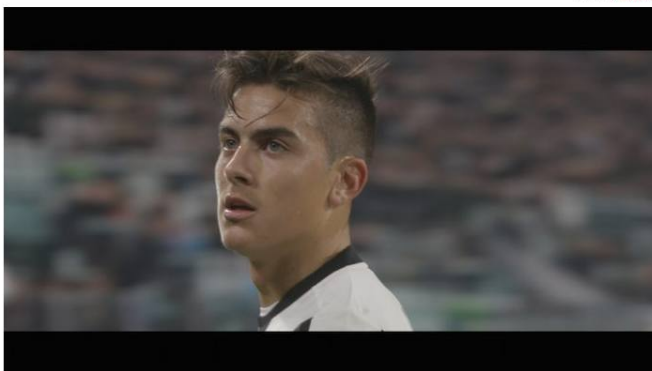
80



9

Exhilarating New Soccer – Sorry, Football – Docu-series ‘PHENOMS’ Debuting at SXSW This Weekend

Posted on March 9, 2018 by Ken Scrudato



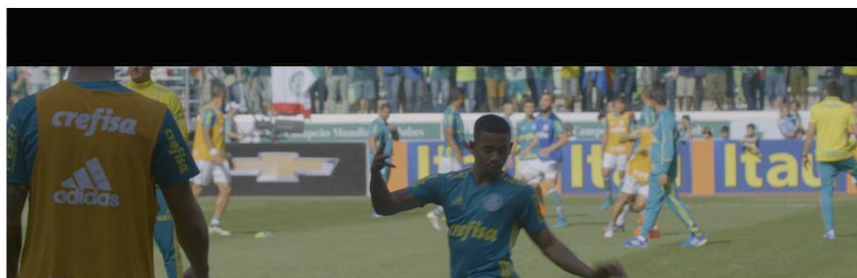
Soccer – football, of course, to the rest of the world – has had a tendency to ebb and flow pretty wildly in its popularity Stateside. But perhaps the new globalized, digitized reality has now sealed its status in the US; indeed, at least in major urban areas, America has decidedly caught World Cup fever in these last few years.

So the new 5-part Fox Sports docu-series *PHENOMS* should kick up quite a stir when it gets a “sneak peek” premiere at the Fox Sports House at SXSW this coming weekend.

The series follows the lives – both professional and private – of more than 60 of what will likely be the next generation of superstars in “The Beautiful Game,” as it’s affectionately referred to by fans. You don’t know all of their names yet, but Paulo Dybala, Ousmane Dembele, Adrien Rabiot, Leon Goretzka, Corentin Tolisso, Hirving Lozano...have already left fans swooning and shouting with their remarkable abilities on the field. Footage for the doc was shot in more than 20 countries, by 12 different directors.

To give you an idea of the fervor surrounding its release, infamous footy fanatic Gordon Ramsay has even cooked up a special menu for the kickoff event in Austin on Sunday (mini kielbasa representing Poland, macarons representing France, albondigas representing the Latin nations – you get the idea.)

Leading up to the debut – and in hot anticipation of the 2018 FIFA World Cup Russia this summer – we caught up with *PHENOMS* producers Mario Melchiot and David Worthen Brooks to discuss their inspiration and expectations for the series.



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(EST.) MONTHLY VISITS:

258K

(EST.) COVERAGE VIEWS:

16.3K

DOMAIN AUTHORITY:

43



7

SXSW 2018 HOW TO SXSW PROPERLY

Gordon Ramsay's Making World Cup-Inspired Food for SXSW

It's part of an event for Fox Sports' new World Cup documentary series

by [Nadia Chaudhury](#) | Mar 8, 2018, 9:00am CST

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Gordon Ramsay at Vegas Uncork'd last spring | Ethan Miller/Getty Images for Vegas Uncork'd by Bon Appetit

Part of [The Complete Guide to Eating and Drinking at SXSW 2018](#)

For some reason, celebrity chef **Gordon Ramsay** is cooking up a feast during **South by Southwest**. It's part of the premiere party for Fox Sports' new documentary series *Phenoms*, which covers aspiring World Cup soccer players. The *Hell's Kitchen* host will cook up various international hors d'oeuvres, from miniature smoked sausages to tarts to Mexican meatballs.

Turns out Ramsay is a big soccer fan: he revealed on *MasterChef Junior* in 2015 that he wanted to be a soccer player. He also **hurt himself** while playing in a celebrity charity soccer match in England back in 2012. A rep for the event told eater that Ramsay will also be involved with the channel's coverage leading up to the World Cup, which takes place in June.

There will be a discussion with Ramsay, the channel's studio host Rob Stone, *Phenoms* executive producer and former soccer player Mario Melchiot, and another executive producer, David Worthen.

The event takes place on Sunday, **March 11** at Hangar Lounge on **318 Colorado Street** from 8 to 11 p.m. While people with badges will be given priority entry, people can also **RSVP** for the event.

Gordon Ramsay's *Phenoms* Menu

(EST.) MONTHLY VISITS:

457K

(EST.) COVERAGE VIEWS:

1.04K

DOMAIN AUTHORITY:

84



140

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Step Inside Il Brutto, Austin's Dark Yet Airy East Side Italian Restaurant



SXSW 2018

SXSW 2018: SEE WHICH STARS ATTENDED THE ANNUAL FESTIVAL IN AUSTIN, TEXAS



By Wonderwall.com Editors
6:56pm PST, Mar 10, 2018

Gordon Ramsay attends the sneak peek of FOX Sports' docu-series "Phenoms" at the FOX Sports House at SXSW in Austin, Texas, on March 11, 2018.



Robin Marchant / Getty Images for "Phenoms"

15 / 61

SPOTLIGHT



This Is the Cast of 'Felicity' Today

(EST.) MONTHLY VISITS:

965K

(EST.) COVERAGE VIEWS:

6.62K

DOMAIN AUTHORITY:

51

AROUND THE WEB



WHY WE'RE WORRIED ABOUT ANNA NICOLE SMITH'S DAUGHTER



THE REAL REASON WHY HOLLYWOOD STOPPED CASTING MIKE MYERS



STARS EVERYONE IN HOLLYWOOD HATES WORKING WITH



THE REAL REASON WE DON'T HEAR FROM CAITLYN JENNER ANYMORE



FOX Soccer

Yesterday at 10:35 · 🌐

Gordon Ramsay joined Rachel Bonnetta at SXSW to talk FIFA World Cup, his rooting interests, and Russian cuisine.

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FOX Soccer

MAR 12, 2018

Film, sports, and food come together at FOX Sports House



By: **Destiny Chance**

POSTED: MAR 11 2018 09:45PM CDT
VIDEO POSTED: MAR 11 2018 09:39PM CDT

Several new shows are premiering on FOX later this year. Sunday's event highlights a few of them.

Nossa Chape means "our team." It's a film by Jeff and Michael Zimbalist and tells the story of the Brazilian soccer club Chapecoense's tragic 2016 plane crash in Colombia.

"I think it was a really special opportunity to premiere it at South By because it's not an English language film it's entirely in Portuguese it's shot in mostly Brazil and parts of Colombia and Spain. So it's such an international film so it was nice to premiere it at a festival that may not necessarily cater to that," Michael says.



The crew just finished filming a couple of days ago and premiered the documentary Saturday night at SXSW.

Michael says the most emotional moment of filming was going to the site of the crash, going to the game that was supposed to happen and speaking with first responders who were there after the crash.

Nossa Chape will air on FOX Sports during World Cup.

"The idea was to get the ball rolling get some momentum and get the ball rolling and hopefully launch the film in an effective way," Jeff adds.

But it's not the only project the directors are working on. They also have their hands in a second fox sports production - a World Cup docuseries called PHENOMS, featuring commentary from over 60 players and shot in 20 countries.

David Worthen Brooks is an Executive Producer for PHENOMS and is also the VP of FOX Digital Studio. "Of those 60 over the time we've been following them, 12 have gone from low leagues to massive clubs. We have seen massive elevation of their contract worth. It's an amazing journey to follow with these players."

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(EST.) MONTHLY VISITS: 417K

(EST.) COVERAGE VIEWS: 2.17K

DOMAIN AUTHORITY: 63



SXSW 2018: 'Phenoms'



By: Dave Froehlich



POSTED: MAR 12 2018 03:15PM CDT.
VIDEO POSTED: MAR 12 2018 11:34AM CDT

Co-executive producers Mario Melchiot and David Worthen Brooks talks more about the documentary series featuring more than 60 players from 20 countries as FOX Sports Network and FOX 7 Austin get ready for this summer's World Cup.



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(EST.) MONTHLY VISITS: 417K

(EST.) COVERAGE VIEWS: 2.17K

DOMAIN AUTHORITY: 63





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Viaggi

A AUSTIN DURANTE IL SXSW

*I locali più alla moda della capitale del Texas che ospita il SXSW,
il festival musicale e cinematografico che celebra gli artisti
emergenti*

di **Alessandra Mattanza**

Austin è la città più liberale del Texas e una delle più vivaci degli Stati Uniti, grazie anche alla sua università e a un pubblico sempre giovane. Il South by Southwest (SXSW), uno dei più grandi festival degli Stati Uniti (quest'anno fino al 17 marzo) porta ancora più energia positiva e frizzante. Comprende diversi eventi sia nel campo del cinema, della musica, del settore high tech e di quello aziendale, con tantissime conferenze, a cui quest'anno prendono parte **Arnold Schwarzenegger**, **Bernie Sanders**, **Spike Lee**, **Alex Rodriguez**, **Keith Urban**, **Common** con la sua serie Tv *The Chi*, su Netflix, **Darren Aronofsky**, **Dakota Fanning**, oltre che tutto il cast della serie Tv *Westworld*. Eventi interessanti sono la serie Tv *Condor*, ispirata al film *I tre giorni del Condor* di Sydney Pollack con Robert Redford, **Max Irons** (figlio dell'attore Jeremy Irons), uno degli artisti più emergenti del momento, i film *Galveston*, con **Elle Fanning** e Ben Foster, e *A Vigilante* con **Olivia Wilde**, i documentari *The Bill Murray Stories: Life Lessons Learned from a Mythical Man*, con "pillole di saggezza" dell'omonimo attore, e "Take Your Pills" di Alison Klayman, prodotto da **Maria Shriver** e **Christina Schwarzenegger**, e la mini-serie documentario, dedicata al calcio, *Phenoms*, con una festa alla FOX Sports House e menù preparato da **Gordon Ramsay** e con **Mario Melchiot**, come produttore esecutivo.

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MAR 14, 2018

(EST.) MONTHLY VISITS:

87.1K

(EST.) COVERAGE VIEWS:

379

DOMAIN AUTHORITY:

69

Recap: Fox Sports House at SXSW

With its sights on the World Cup, FOX Sports hosted a celebration of soccer at one of the world's biggest interactive showcases for sports, innovation and the arts.

By indscene_editor



Photo Credit: Matthew Conant



March 13, 2018 :: 11:28 AM EDT

The road to Russia went through Austin, as the **Fox Sports House** arrived to **SXSW**. The 4-day event happened from March 9-12 and featured *MasterChef* and *Hell's Kitchen*'s **Gordon Ramsay**, FOX Sports' **Alexi Lalas**, **Rob Stone**, **Stu Holden** and **Rachel Bonnetta** along with **Eric Shanks**, President, Chief Operating Officer and Executive Producer of FOX Sports, **Robert Gottlieb**, Executive Vice President of FOX Sports.

With its sights on the World Cup, FOX Sports hosted a celebration of soccer at one of the world's biggest interactive showcases for sports, innovation and the arts. Highlights included the **SXSW** Sports Kickoff party, FOX Sports talent-hosted panel conversations with influential sports innovation voices, the groundbreaking *PHENOMS* documentary series – which covers aspiring World Cup soccer players – launch and recognition of the Nossa Chape documentary's film festival debut. The FOX Sports House guests enjoyed tattoo artists, interactive photography, and music as well as tacos, Moscow Mules and a selection of international beers.

Check out photos below and catch up with the latest updates on **SXSW** right [here](#).

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(EST.) MONTHLY VISITS:

1.75K

(EST.) COVERAGE VIEWS:

377

DOMAIN AUTHORITY:

24



1



3

**Phenoms | Official Trailer | FOX SPORTS**

Published on March 8, 2018



Phenoms is a groundbreaking documentary series, chronicling the journey of world's next great soccer players on their quests to represent their respective countries in the upcoming World Cup™

SUBSCRIBE to get the latest FOX Sports content: https://www.youtube.com/foxsports?sub_confirmation=1

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About FOX Sports:

With exclusive highlights, original programming, and behind the scenes footage, FOX Sports' YouTube channel provides the sports content that fans are hungry for.

FOX Sports coverage includes: College Basketball, College Football, MLB, NASCAR, NFL, Soccer, UFC, USGA events and the FIFA World Cup.

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Category: Soccer, sports

Submitted by: RTZ

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SXSW 2018: 'Phenoms'



Co-executive producers Mario Melchiot and David Worthen Brooks talks more about the documentary series featuring more than 60 players from 20 countries as FOX Sports Network and FOX 7 Austin get ready for this summer's World Cup. / Fox7

(EST.) MONTHLY VISITS:

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(EST.) COVERAGE VIEWS:

1.47K

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TLM ONLINE

SXSW 2018: SX So Far – Hitting Stride Early

by Daniel Ramirez on March 11, 2018 in Entertainment, Art, Film, Music, Food, General, Living Texas, Austin.



It has begun, and done so in earnest. SXSW 2018 is here, and it has invited all who visit to come inside and step away from their own reality for a little while. With such inviting delights, it's hard to resist the draw, and we're only one and a half days in. Follow us on a quick wrap up of what we've seen so far and don't forget to follow us for live coverage on Facebook and Instagram.



David Axelrod @ The Axe Files

Day two of SXSW 2018 was a day for big, smart brands to present their biggest activations. CNN, whose "at The Market" activation encouraged both healthy choices and a devotion to the idea that "Facts Matter" showcased a political powerhouse in David Axelrod, whose podcast, "The Axe Files" taped live, was a lively start to the morning. Across the street, FOX Sports put not only their dedication to soccer on display at their PHENOMS installation, but championed women in the sports industry, hosting a panel discussion on the challenges and trends in social media, where sports figures are concerned. Amid a male-dominated commercial industry, the panel was comprised of powerful women whose influence on the sports media world is uncontested. The morning was full of "big think," with ideas intended to push discussions, as well as the world at large forward.

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3

FOX Sports House SXSW 2018 Review – ‘PHENOMS’ Launch Event: Seizing the Global Spotlight

Chicago Splashmags

MAR 17, 2018

© March 17, 2018  Yenise Monterrey  Film, TV & Books  0



(EST.) MONTHLY VISITS:

Data not
available

(EST.) COVERAGE VIEWS:

Data not
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DOMAIN AUTHORITY:

34



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Mario Melchiot & David Brooks On Fox Sports' News Series 'Phenoms,' 2018 FIFA World Cup [VIDEO EXCLUSIVE]

Mario Melchiot & David Brooks On Fox Sports' News Series 'Phenoms,' 2018 FIFA World Cup [VIDEO EXCLUSIVE]

By Pablo Mena / March 27, 2018

Like 2

Gone.

FOX Sports is set to release a thrilling new documentary series about rising soccer stars called *Phenoms*, and executive producers **Mario Melchiot** and **David Worthen Brooks** discussed the series in an exclusive interview with uSports.

"For the past two-and-a-half to three years, we've been following 65 young soccer players in all parts of the globe," said Brooks, the executive vice president of Fox Digital Studio. "We have 12 directors out in the fields who are shooting in what's going to end up being 30 different countries, and we've been focused on young soccer players from the age of 17 up to about 21, 22."

The series — set to be released in May, one month before the 2018 FIFA World Cup begins in Russia — follows, as Brooks explained, the lives of several of the world's rising soccer stars from different nations. The five-part series is a behind-the-scenes look into the careers of young stars who play all different types of positions on the field, like **Dele Alli**, **Davinson Sanchez**, **Marco Asensio**, **Paulo Dybala**, **Gabriel Jesus**, **Ousmane Dembele**, **Adrien Rabiot**, **Leon Goretzka**, **Corentin Tolisso**, **Hirving Lozano** and **Marquinhos**.

The *Phenoms* kickoff event was held at the South by Southwest (SXSW) Festival in Austin, Texas in March.

"We've made a piece of programming that supports this huge push to really expose the U.S. audience to what is the most beautiful game in the world," Brooks added.

Melchiot, a 41-year-old former defender for the Netherlands national team, went on to reveal which particular player stood out to him, personally.

"**Moses Simon**... He's one of the key players that we follow," said Melchiot of the 22-year-old

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(EST.) MONTHLY VISITS:

288K

(EST.) COVERAGE VIEWS:

45.9K

DOMAIN AUTHORITY:

31



2



FOX Sports "Phenoms" Preview: New Show Follows World Cup Dreams

31
MAR

Phenoms is a new show on FOX Sports that follows 60 young soccer players as they try and achieve the ultimate dream of representing their nation in the World Cup. Andrew sat down with Executive Producers David Worthen Brooks and Mario Melchiot to have a chat about the show.

Recent Comments



From left: Andrew Becker, David Worthen Brooks, Mario Melchiot

What is a Phenom?

David Worthen Brooks: A phenom is a soccer player under 20, and over the last couple of years we've been following 65 of them around the world. We've got 12 directors who've been shooting in 35 countries following these young players from all different stratas of the game. There are kids we've followed who are in very modest academies, and who have been set up in their countries to ensure these young men finish their secondary education...there's an academy in Senegal, and we followed a player there who's now graduated with a secondary education and he's gone on to a 2nd division Portuguese club. On the other hand, we followed Gabriel Jesus from Brazil to Manchester City. So we have those two ends of the spectrum, and everything that could possibly fit in between.

Football has a worldwide popularity above all other sports—it's the universal language, of sorts. How did football first grip you guys?

Mario Melchiot: I started playing when I was five years old. One of my oldest brothers played, and I wanted to be just like him. When I was around 14 years old, I was a ball guy, which is when I realized I wanted to be a professional soccer player...when I was 17, I signed my first deal with Ajax, and I became a pro—and never looked back. My journey was different than a lot of the kids we follow because I came from what was known as one of the best schools in the world—but Phenoms shows there's no one way to do it...I love all sports but I think soccer touches my heart the most, and that's why we did this project: to follow those guys who want to take it to the next level, who have one dream as an objective—to go from an amateur, to representing your club, to representing your country on the international stage.

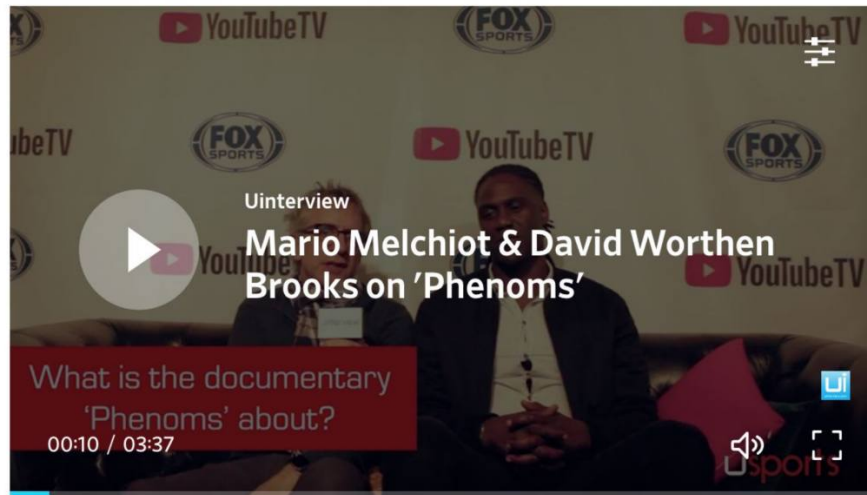
With so many narratives from all strata of football, why is it important to follow the personal on such a close level?

(EST.) MONTHLY VISITS: Data not available

(EST.) COVERAGE VIEWS: Data not available

DOMAIN AUTHORITY: 1

dailymotion



Mario Melchiot & David Worthen Brooks on 'Phenoms'

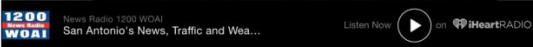


Photos from SXSW

posted by 1200 WOAI - 3 months ago



Week In History



(EST.) MONTHLY VISITS: 101K

(EST.) COVERAGE VIEWS: 8.79K

DOMAIN AUTHORITY: 40



4



Mario Melchiot And David Worthen Brooks On Fox Sports' "Phenoms" Documentary Series



Mario Melchiot and David Worthen Brooks on Fox Sports' "Phenoms" documentary series

Mario Melchiot and David Worthen Brooks on Fox Sports' "Phenoms" documentary series

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(EST.) COVERAGE VIEWS:

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