



THE GAME CHANGER  
UNLOCKED

MEDIA  
KIT



ABOUT  
THE SHOW

Broadcasting every Wednesday at  
19:00 CT on NowMedia



- The Game Changer Unlocked explores mindset, leadership, and systems behind sustainable success.
- The show features high-level conversations with executives, coaches, innovators, and thought leaders across sport and business
- Each episode bridges mindset, mental conditioning, leadership psychology, nutrition, and real-world execution— not theory.
- Viewers gain practical insights and decision-making frameworks they can apply immediately in sport, business, and life.



# ABOUT *THE HOST*

## **BRYAN FETZER**

- Bryan Fetzer is a senior sports executive, performance strategist, and media host with nearly 30 years of leadership experience across professional, collegiate, and global sport.
- Former collegiate coach and front-office leader with global sport and media experience.
- Bryan is known for translating elite-performance principles into practical leadership strategies
- Host of The Game Changer Unlocked, creating high-level, substance-driven conversations.





# ABOUT NOWMEDIA TELEVISION



## 1. The Premier Bilingual Television Network in the U.S.

NowMedia is the premier and first bilingual television network in the United States, broadcasting 24/7 English and Spanish content simultaneously across the U.S. and Mexico.

With a unique cross-border presence, NowMedia connects millions of bilingual viewers with exclusive programming tailored to entrepreneurs, innovators, and decision-makers.

## 2. Nationwide Broadcast and Digital Distribution

NowMedia broadcasts over-the-air in Texas, Louisiana, and Florida, and is available nationwide in the U.S. and Mexico through Roku and Apple TV.

This unmatched distribution network gives your brand expansive visibility, reaching audiences wherever they consume content — from traditional broadcast to cutting-edge streaming platforms.



## 3. Strategic Syndication and Audio Expansion

NowMedia proudly partners with premium syndicated networks such as iHeart Radio, XM Radio, and Pandora, with audio versions of our shows available across all major podcasting platforms.

These partnerships extend your reach, ensuring your message resonates through every medium — TV, streaming, and on-the-go audio.





# ABOUT NOWMEDIA TELEVISION



## 4. Extensive Video on Demand Library and Continuous Exposure

NowMedia maintains a **vast catalog of Video on Demand (VOD)** content available on **Roku and Apple TV**, keeping your interviews and appearances accessible long after they air.

This sustained visibility builds long-term brand recognition and positions your business as an authority within the bilingual marketplace.

## 5. Accessible Anytime, Anywhere, on Any Device

NowMedia has its own **dedicated iOS app**, with **Android, Fire TV, and Google TV apps launching soon** — making **NowMedia's broadcast and content available anywhere, anytime, on any device.**

Whether at home, on the go, or on your favorite screen, NowMedia keeps your audience connected to your message 24/7.





# WHY YOU SHOULD DO THIS?



## 1. Connect with High-Impact Entrepreneurs

NowMedia gives you direct access to a powerful bilingual audience of business owners, decision-makers, and innovators who are actively looking for new ideas, strategies, and partners to grow their ventures.



## 2. Own and Leverage Your Media Content

Gain full access to broadcast-quality interviews with no usage restrictions—perfect for repurposing across your website, social media, marketing campaigns, and client outreach to maximize your brand visibility.



## 3. Establish Your Authority on Television

Being featured on NowMedia positions you as a trusted authority in your field, elevates your professional credibility, and builds lasting trust



## 4. Amplify Your Brand Across Platforms

Our amplification team ensures your message reaches beyond TV—your interviews are available on-demand across Roku, Apple TV, Amazon, and more, giving you continuous exposure and strong long-term brand impact.



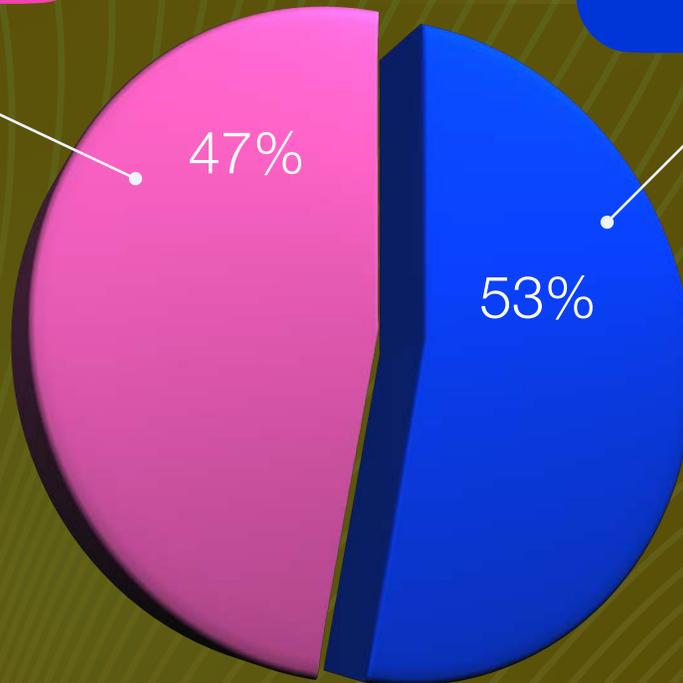


# AUDIENCE DEMOGRAPHICS

## Gender

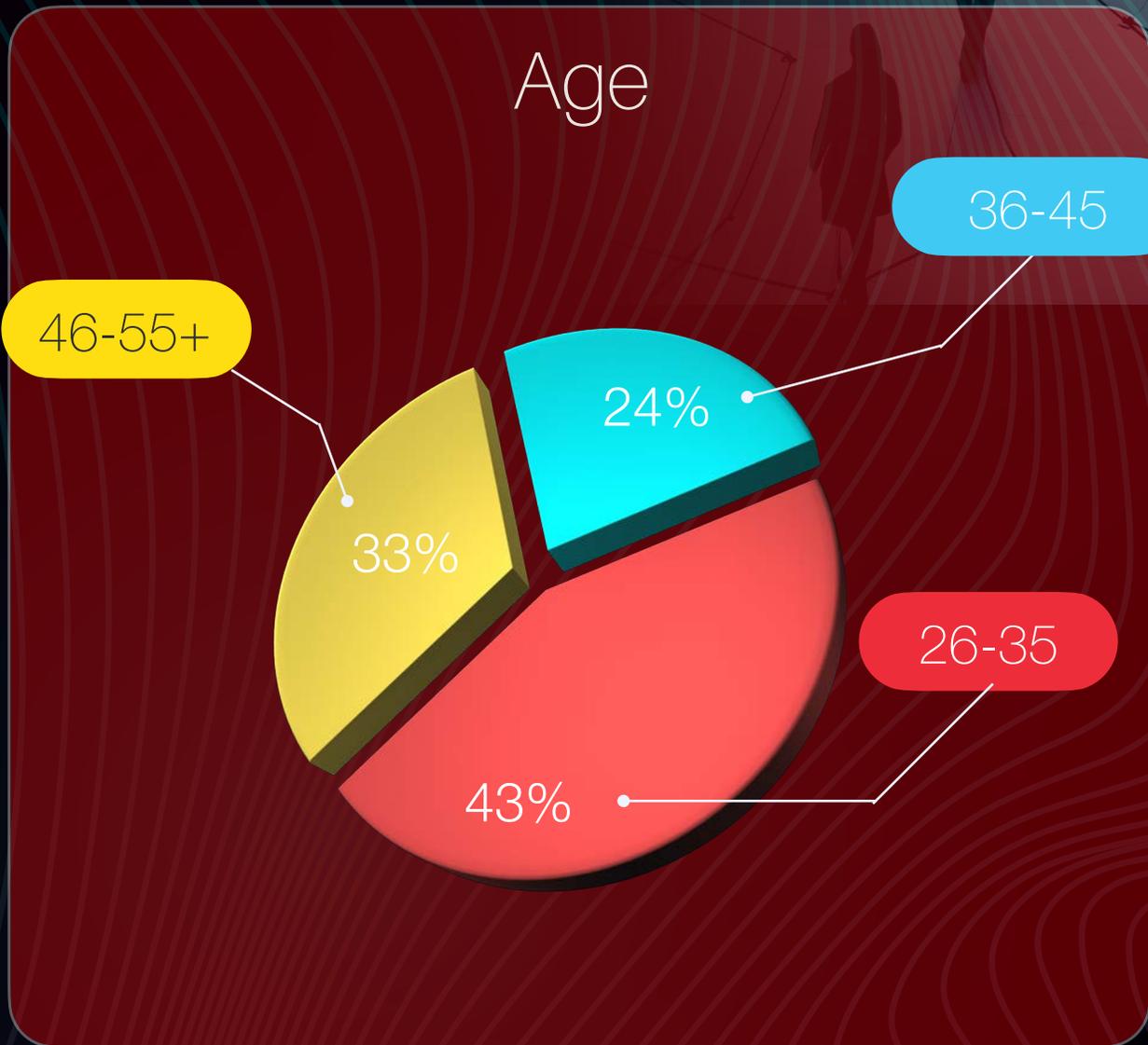
Female

Male





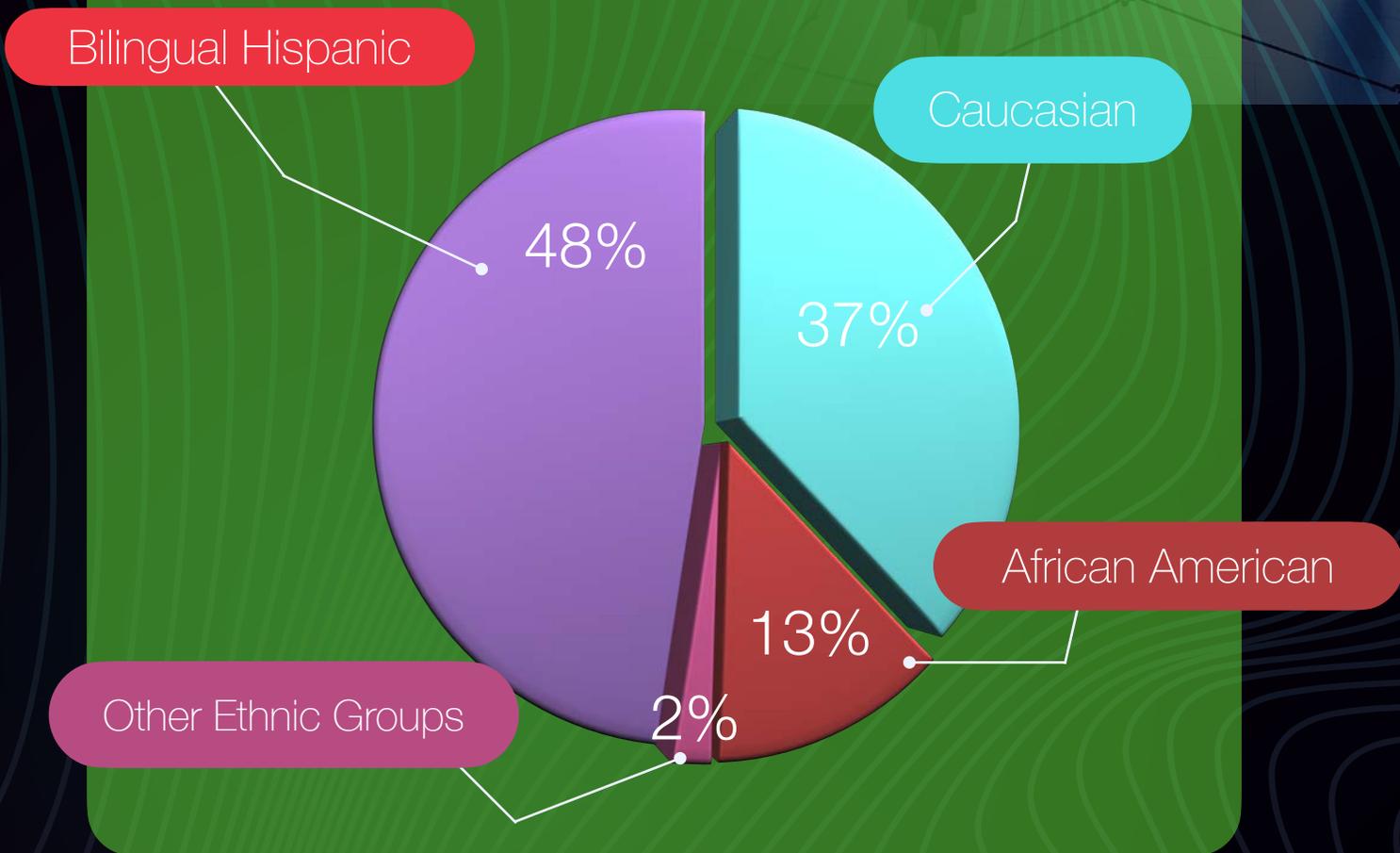
# AUDIENCE DEMOGRAPHICS





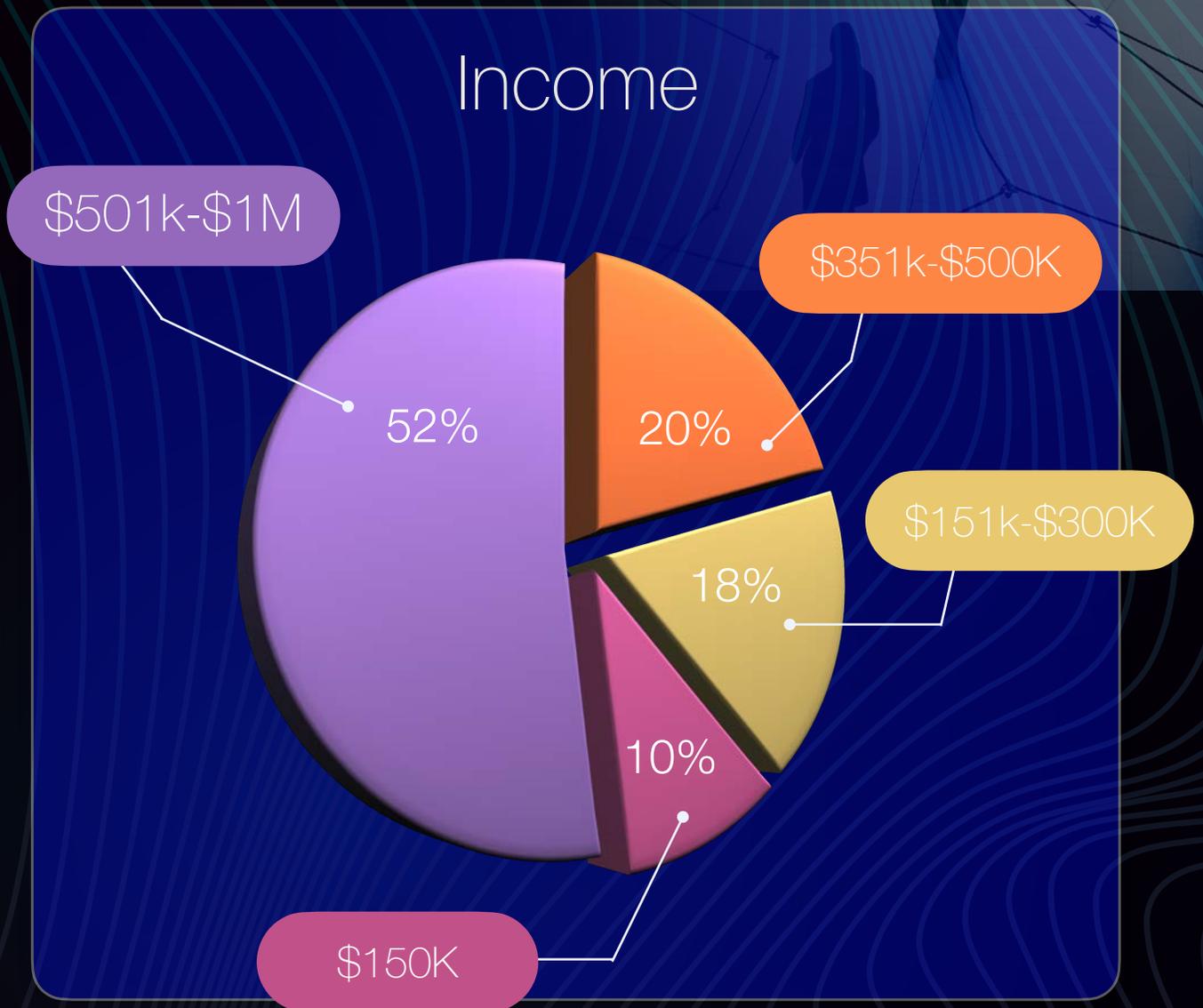
# AUDIENCE DEMOGRAPHICS

## Race





# AUDIENCE DEMOGRAPHICS





# YOUR TELEVISION APPEARANCE



## 1. Multiple Appearances for Maximum Impact

Consistency builds recognition. With a series of at least four interviews across different shows, your brand gains sustained visibility and audience engagement—turning exposure into influence.



## 2. Meaningful Conversations, Not Commercials

Every interview is designed to deliver authentic, insightful dialogue that inspires bilingual entrepreneurs. It's not advertising—it's storytelling that connects, educates, and builds trust.



## 3. Flexible Recording: Studio or Remote

NowMedia offers cutting-edge production quality whether you record in-studio or remotely. All interviews are captured in Ultra High Definition, ensuring your brand always looks its best.



## 4. Amplify Your Personal and Business Brand

Regular appearances elevate your credibility and strengthen your brand identity—opening doors to new partnerships, audiences, and business opportunities across all markets.





# RECENT AIRED EPISODES



## The Game Changer Unlocked

The Game Changer Unlocked, hosted by ESPN commentator and elite performance coach Bryan Fetzer, is the go-to show for entrepreneurs, athletes, and high performers seeking real transformation. With over 28 years of experience in sports...[more](#)



### Latest Episodes

SEARCH EPISODES...



November 25, 2025

#### The Game Changer Unlocked (Aired 11-17-25): Connecting Businesses with Values through Liberty Spenders

In this episode, Brian Fetzer sits down with Russ and Daniel Leuthardt, co-founders of The Proper Shop and authors of Liberty Spenders. They discuss...

00:48:38



November 25, 2025

#### The Game Changer Unlocked (Aired 10-22-2025) Elevating Youth Sports: How Lens Sports Group is Redefining the Game

From remodeling tournaments and uniforms to solving the biggest operational pain in youth sports, Lens Sports Group has quickly become one of the fastest-growing...

00:47:36



October 12, 2025

#### The Game Changer Unlocked (Aired 10-01-25): Chad Wesley Smith & Stephen Harveys | Fitness & Business Success Strategies

Chad Wesley Smith joins Brian Fetzer to share the strategy of personal and professional success. From overcoming extreme challenges in sports to turning his...

00:48:33



October 17, 2025

#### The Game Changer Unlocked (Aired 10-14-2025) Life Switch: Joel Steele on Turning Adversity into Purpose and Building Legacy

In this episode of The Game Changer Unlocked, Joel Steele shares his inspiring journey of resilience and reinvention, from hitting rock bottom at 25...

00:48:33



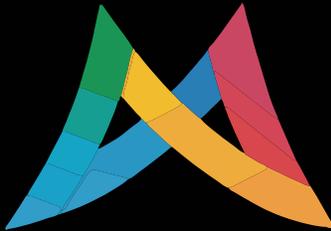
October 16, 2025

#### The Game Changer Unlocked (Aired 09-18-2025): Mental Health & Peak Performance with Sean Lesser & Dr. Hector Morales-Negron

In this episode of The Game Changer Unlocked, Brian Fetzer talks with Sean Lesser, founder of The Real, about the importance of mental health...

00:48:33





# NOW MEDIA TELEVISION

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