



**EXECUTIVE PRODUCER/FOUNDER SUNSET LANE ENTERTAINMENT
SALLI FRATTINI REFLECTS ON SLE'S MOST SUCCESSFUL YEAR TO
DATE THANKS TO PRODUCTIONS WITH YOUTUBE, MUPPETS, RADIO
DISNEY, LADY GAGA AND MORE**

NEW YORK (December 30, 2013) -- For Executive Producer and Founder of Sunset Lane Entertainment Salli Frattini, laying the groundwork in uncharted territory has been the rule not the exception whether working with MTV, Radio Disney or YouTube. On the heels of EPing the very first YouTube Music Awards, Frattini just wrapped the “Lady Gaga & The Muppets Holiday Spectacular” for ABC.

“Even after 30 years of producing some of the most iconic and enduring live broadcast events in the world, I still get energized by the creative challenge of developing new programs, series and events,” said Frattini. “For me – even when everyone thought on-network content had to be produced one way and online content another – it’s always been about high production value and high entertainment value. With that in mind, as we move forward, consumers and the industry are going to be seeing more collaborations between consumer and tech brands on an ever-increasing number of broadcast and digital platforms in order to maximize budgets and reach.”

FRATTINI/SLE FIRSTS

The first-ever YouTube Music Awards honored the artists and songs YouTube fans had turned into global hits over the past year. Unlike traditional awards shows, this event created music videos in real-time by Eminem, Lady Gaga and Arcade Fire alongside other top artists and some of YouTube’s biggest stars including Lindsey Stirling and CDZA. The YTMA videos have garnered hundreds of millions of views since they were created. Presented in partnership with Kia Motors Corporation, the production team included Sunset Lane Entertainment and VICE Media.

SLE has amassed an enviable track record with an impressive slate of producing the network and online broadcast premiers of numerous highly anticipated events. For YouTube, Frattini recently Executive Produced the very first YouTube Music Awards as well as YouTube Live in 2008, and YouTube Play, a biennial of creative video that showcased the best unknown online video talent in partnership with the Guggenheim Museum, HP and Intel; this year, she executive produced the first Radio Disney Music Awards and the Style Awards for the Style Network 2012; for BET, she produced the now annual franchise “Black Girls Rock” Awards Show 2010 & 2011 and the BET SOS for Haiti Telethon; in 2011, Frattini produced the live stream of the Webby Awards, the leading awards show to honor excellence on the Internet.

CONTACT:

Ron W. Roecker
Enfluence Group
ron@enfluencegroup.com