



EMBARGO LIFTS 11AM PT THURSDAY 14TH APRIL

American Idol Will Be Launching The First Ever Real-Time Predictive NFTs As Part Of The Live Televised Broadcasts Celebrating The 20th Season

As the competition progresses, the trading cards NFTs will connect fans of the show to increasingly exciting rewards



MEDIA PACK:

<https://drive.google.com/drive/folders/15V116w78-ZiLEL2NMktXr8mQCvGLyb77?usp=sharing>

April 14, Los Angeles – To celebrate America Idol’s 20th season, and two decades as America’s greatest television talent show, American Idol will be launching a range of contestant-based digital trading cards as non-fungible tokens (NFTs) for collectors and fans of the show. These unique collectibles will be available on [ThetaDrop](#), [Theta Network](#)’s green and low-cost NFT marketplace.

Fans who purchase an “American Idol NFT Card Pack” for \$99 will receive a random contestant NFT card of one of the Top 14 contestants. For five weeks, as contestants get eliminated from the competition, collectors who own the required number of contestant cards will earn unique rewards. For the season’s final episode, collectors with the NFT of the winner will be rewarded with their own exclusive Winner’s “Ticket to Hollywood” NFT, which can be redeemed for a physical ticket to Hollywood shipped to their home.

During the first week of rewards on Monday 25th of April, collectors with an NFT of only one of the remaining contestants will win an American Idol 20th Anniversary Animated Logo NFT.



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During week two, collectors with NFTs of two remaining contestants will win 300 \$TDROP, which will be deposited into their ThetaDrop account.

In the third week of rewards, collectors that have four contestant NFTs of contestants remaining in the competition will earn-VIP Bronze benefits for their ThetaDrop account-

Theta Network is the leading blockchain for media and entertainment, and American Idol is the latest in a long line-up of top-tier partners. Theta has previously collaborated on NFTs with American Idol judge and pop icon Katy Perry; soulstress Dionne Warwick; the Samsung Galaxy S22 flagship launch; World Poker Tour; and America's longest running TV game show 'The Price is Right' along with many other leading brands.

"When you're collaborating with internationally-renowned entertainment brands, it doesn't get much bigger than American Idol," says Mitch Liu, CEO and Co-founder of Theta Labs. "With our Theta-powered real time predictive NFTs, fans will be able to go beyond voting for the contestants and become a judge themselves – celebrating with their favorites and collecting rewards as they move through each qualifying round to the finals."

"At American Idol, we are constantly challenging ourselves to be on the forefront of innovation," says Megan Michaels Wolflick, the series' Showrunner, and Executive Producer. "With interactive NFT trading cards celebrating our 20th season, fans will be able to immerse themselves even more into the Idol experience, as they collect their favorite contestants' cards, and follow their progress throughout the competition."

About Theta Labs, Inc.

Theta Labs pioneered Theta Network, the next generation video and entertainment blockchain, and THETA.tv, a leading decentralized live streaming platform. Theta infrastructure enables existing video platforms to drive incremental revenues and reduce content delivery CDN costs while end-users are rewarded for sharing their bandwidth to relay video on any PC, mobile, Smart TV or IoT device. Most recently, the company launched ThetaDrop NFT marketplace in partnership with the World Poker Tour, Katy Perry, Jukin Media and Fuse Media aiming to disrupt the digital collectibles industry.

Theta's enterprise validator and governance council is led by global leaders including Google, Samsung, Sony, Creative Artists Agency (CAA), Binance, Blockchain Ventures, DHVC and gumi. Theta leverages its user base of millions of viewers on THETA.tv to seed its peer-to-peer video network along with premium content partnerships with Lionsgate, MGM Studios, NASA, and others. Popular video platforms integrated with Theta infrastructure include CONtv Anime, World Poker Tour, Cinedigm, Samsung VR, GameTalkTalk, MovieBloc, Ultra, GFUEL and other OTT media, entertainment, and live streaming services. Strategic corporate investors include CONtv Anime, World Poker Tour, Cinedigm, Samsung VR, GameTalkTalk, MovieBloc, Ultra, GFUEL and other OTT media, entertainment, and live streaming services. Strategic corporate



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investors include Samsung NEXT, Sony Innovation Fund, Bertelsmann Digital Media Investments (BDMI), Creative Artists Agency (CAA), and Silicon Valley VCs including DCM and Sierra Ventures. Learn more at www.thetalabs.org.

For any media inquiries to Theta Labs, please contact josh.adams@eakdigital.com

About Fremantle

Fremantle is one of the largest and most successful creators, producers, and distributors of scripted and unscripted content in the world. From Too Hot To Handle to Mosquito Coast, Game of Talents to Shtisel, Farmer Wants A Wife to 'Got Talent' and Family Feud to My Brilliant Friend, we're behind some of the most-loved, most-watched and most-challenging shows, reaching an international audience across multiple platforms.

We have an outstanding international network of production teams, companies and labels in 26 territories - our Fremantle family includes UFA (Germany), Wildside (Italy), Abot Hameiri (Israel), Miso Film (Denmark, Sweden and Norway), Blue Circle (Netherlands), Original Productions (USA) and Easy Tiger (Australia) to name a few.

We produce in excess of 12,700 hours of original programming, roll out more than 70 formats and air over 450 shows a year worldwide. We also distribute over 30,000 hours of content in over 180 territories.

We are also a world leader in digital and branded entertainment with more than 480 million fans across 1,600 social channels and over 40 billion views per year across all platforms. We are also the creator of Facebook's most viewed video of all time, [The Sacred Riana](#).

For more information, visit www.fremantle.com, or follow us @[FremantleHQ](#) and visit our [LinkedIn](#) and [Facebook](#) pages.



CHALLENGES



WEEK 1

Official American Idol
20th Animated Logo NFT



WEEK 2

300 \$TDROP
Tokens



WEEK 3

American Idol
Exclusive NFT



WEEK 4

VIP Bronze
full benefits



WEEK 5

Real American Idol Golden Ticket redeemable
+ mystery Winner's NFT

REQUIREMENTS

WEEK 1

Hold 1 of
the top 10

WEEK 2

Hold 2 of
the top 7

WEEK 3

Hold 3 of
the top 5

WEEK 4

Hold 2 of
the top 3

WEEK 5

Hold the American
Idol winner!