Daily Brief
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NewFronts 2015: Endemol Beyond Launches Two Digital Networks

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Endemol Beyond USA, the digital arm of Endemol Shine North America, is focusing on music and sports at this year's NewFronts.

First, it announced that Pitbull will produce two new series for Endemol, Pitbull Presents and MasterClass. Pitbull Presents profiles people who have influenced the artist, while MasterClass has guest stars learn a new skill each week by experts, starting with welding, dancing and knife-making.

Endemol Beyond is also launching two digital networks: Looksy for pop culture and Smasher for sports and gaming.

Smasher, targeting millennial guys, also has a series hosted by Tony Turner and Jesse Wellens, YouTube stars who combined have more than 30 million subscribers. Looksy will offer programming from similar digital-based talent Andy Milonakis and Brittany Furlan, as well as a scripted series called Neurotica from the team behind HBO's Hello Ladies.

The NewFront pitch comes after its recent expanded deal with online star Michelle Phan, who just launched her own network Icon.

Read more at Broadcasting & Cable.

Brief Take: Endemol is certainly not the only one relying on YouTube talent this NewFront season - Maker Studios, Fullscreen, Collective Digital Studio and Discovery Digital have followed the same plan.