



SUNSET LANE ENTERTAINMENT

Broadcast Production Executive and Executive Producer, Salli Frattini has forged a successful and enviable career producing Network & Digital premieres of pop culture firsts, live specials, sports & entertainment events, live streams and series for new media and entertainment properties including ABC, MTV, Discovery, YouTube, BritBox/ITV, Disney, BET, Amazon, NBC Sports, Dew Tour, Nickelodeon, & more. She was the first woman to executive produce a Super Bowl half-time show and her unmatched credits include the MTV Video Music Awards, MTV Movie Awards, YouTube Music Awards, BET's Black Girls Rock franchise, Google's Project Upgrade Series & for Discovery Networks, Deadliest Catch: The Bait LIVE Special.

She's known for creating engaging content experiences across all platforms and the ability to manage & communicate complex projects. Whether acting as a consultant, show-runner or executive producer, she cultivates a diverse and collaborative environment with company executives, production teams, talent, technology, networks & the various partners involved.

In 2008, Frattini launched Sunset Lane Entertainment (SLE) with the production of the first-ever live-streamed entertainment special on YouTube, YouTube Live! The company continues to grow its development slate and the portfolio includes Specials, Series, Award Shows, Sports and Entertainment properties.

Recently, Frattini executive produced Discovery's Gold Rush LIVE and Deadliest Catch, The BAIT taking successful series and creating LIVE Specials to launch premiere seasons. In May 2018 she produced "The Royal Wedding Breakfast" for BritBox/ITV live stream in the US & UK. For Wayfarer Entertainment & Google, a web series about young girls empowered by STEM "Project Upgrade" featuring The Merrell Twins. SLE produced Meredith Corp. 2017 & 2018 BrandFront events and the YouTube Creator Summit-- bringing together 150 of YouTube's top creators. Comedy Specials such as College Humor's "Comedy Music Hall of Fame" for IFC, as well as Eastern TV's "Love & Hip Hop Live: The Wedding" for VH1. Frattini produced "YouTube OnStage Live from the Kennedy Center," which streamed live on YouTube, and was a consulting producer on TNT's "State Farm's Neighborhood Sessions" featuring Jennifer Lopez.

Other shows and specials include the "Style Awards" for the Style Network, Nickelodeon "Kids Choice Award Red Carpet" Special, BET's now annual franchise "Black Girls Rock" Awards Show; the BET SOS for Haiti Telethon; YouTube Play, a biennial of creative video that showcased the best unknown online video talent in partnership with the Guggenheim Museum, HP and Intel; and The Webby Awards, a 2011 live stream of the leading awards show to honor excellence on the internet.



At MTV, Frattini oversaw shows such as the MTV Video Music Awards, MTV Movie Awards, the first ever Sports and Music Festival, MTV's Video Gaming Week, Spring Break, Tribeca Film Festival Inaugural Concert as well as network and sponsor partnerships for MTV's foray into Olympics coverage with NBC. As the SVP, Executive in Charge of Production and Executive Producer, Frattini was responsible for many of the channels groundbreaking initiatives including the launch of the MTV Times Square Studio.

Frattini supports numerous non-profit organizations, including Women in Film and Television, Women in Sports, Special Olympics, and Wilton Community Emergency Response Team. Sunset Lane Entertainment, LLC is certified as a Women-owned Business Enterprise by NYC Small Business Services.

Credits are available upon request.