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VARIETY / Dave McNary

October 30, 2017

<http://variety.com/2017/film/awards/tang-media-partners-rebrands-global-road-entertainment-1202602536/>

IM Global, Open Road Owner Tang Media Rebrands as Global Road Entertainment



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China's [Tang Media Partners](#) — which owns [IM Global](#) and [Open Road](#) Films — is rebranding as [Global Road Entertainment](#).

The company, which made the announcement on Monday, said the rebrand is a key step in moving toward becoming the next preeminent global content studio and follows the recent arrival of Rob Friedman at the company. Friedman — a former top film exec at Lionsgate, Summit, and Paramount — now serves as chairman and CEO of Global Road Entertainment and all the company's third party sales activities.

Friedman will continue to report to [Tang Media Partners'](#) Chairman and CEO Donald Tang.

"With all divisions working under the same name, we can now not only provide a focus to the marketplace, but also operate as one forward facing brand that engages the creative community, and all distribution platforms both existing and future," Friedman said. "Regardless of the platform, Global Road Entertainment is focused on great storytelling, quality productions, and tailoring content for both worldwide audiences as well as regional tastes as appropriate."

Friedman, who left Lionsgate late last year, came on board to Tang Media in early August shortly after longtime [IM Global](#) founder and chief Stuart Ford was ousted. TMP acquired IM Global last year for about \$200 million.

TMP also completed its acquisition of [Open Road](#) in August. [CEO Tom Ortenberg told *Variety*](#) at the time that the deal's fresh capital would allow Open Road to increase its annual output from eight to between 10 to 12 films.