



**CANELA**  
MEDIA



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CanelaMedia.com

**WHY  
CANELA  
MEDIA**



# The U.S. Hispanic Opportunity

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The U.S. Hispanic population is

# 62

**Million**

**6.3% Afro-Latino**  
**1.8% Asian-Latino**

## SUPERGROUP

Hispanics make up the largest ethnic group in the U.S. and contributed **51% of the population 2010-2020 growth** with a 65% expected contribution in the next 25 years.

# 13.5%

**Of U.S. population**

# 2.3

**Trillion Purchasing Power**

The buying power of this demographic group rose by **87% from 2010 to 2020, outpacing the 51% increase in total U.S. purchasing power** over the same time.

# The need for **CANELA.TV**

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## **NO REPRESENTATION IN SCREEN**

Latino main cast filled **3.6%** of roles in film and **5.1%** in series.

Almost

**60%**

say they are more likely to watch content featuring their identity group.

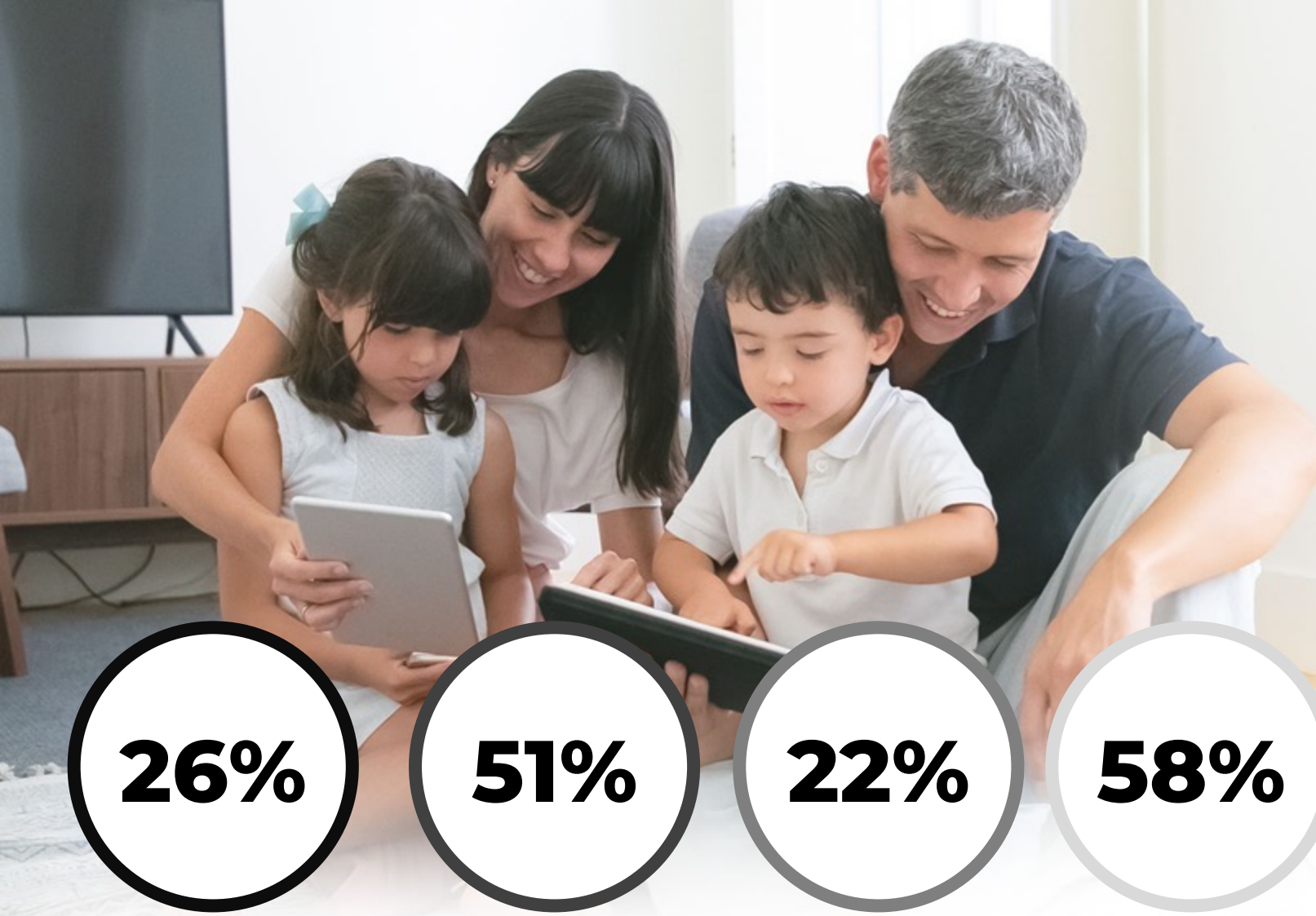
**41%**

of Latinos feel there is not enough representation of their identity group on TV.

**59%**

say the portrayal of their identity group is inaccurate.

## HISPANICS CUT THE CORD



**26%**

Hispanics are **26% more likely to spend time streaming** than non-Hispanics<sup>1</sup>

**51%**

Have replaced traditional TV with streaming video (vs. 41% of general consumers)<sup>2</sup>

**22%**

Are Cord-Nevers (vs 16% general consumers)<sup>2</sup>

**58%**

Americans who watch streaming or cable/satellite TV prefer a AVOD rather than a paid service<sup>3</sup>

**8 in 10**

HISPANIC HOUSEHOLDS HAVE A STREAMING SERVICE

## Hispanics and technology

Hispanics are early adopters of technology and are highly connected

**98%** OWN A SMARTPHONE  
4% more likely

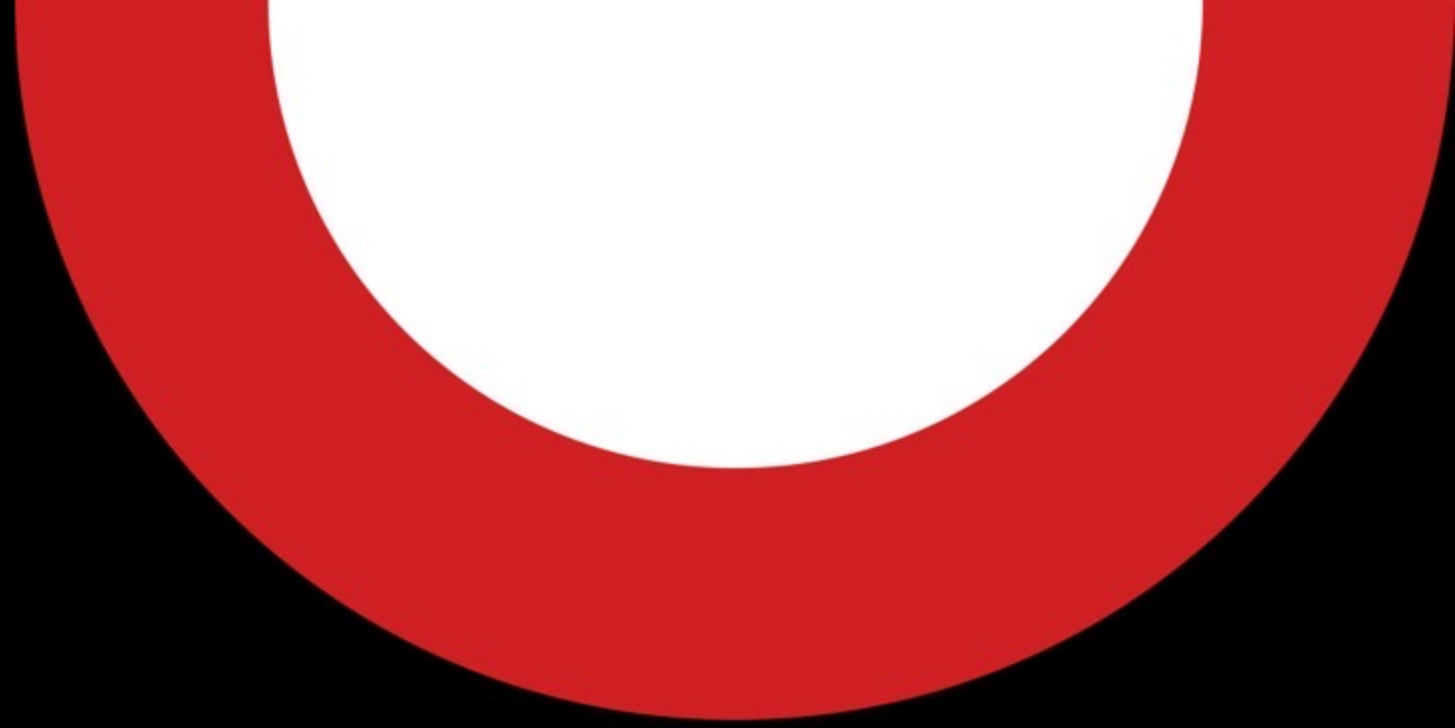
**84%** OWN A CTV  
9% more likely

**64%** OWN AN ENABLED SMART TV  
18% more likely than the total population

**49%** OWN A GAME CONSOLE  
26% more likely than the total population



**WHO  
WE  
ARE**



# OUR MISSION

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To create a **new and unique entertainment media company for Hispanic audiences** rooted in innovation through technology and content, while connecting with communities authentically.





We are a digital media tech company created by Hispanics for Hispanics. As the first AVOD in Español, **innovation and representation** on screen and off screen are our main pillars.



**VIDEO LEADER IN  
MULTICULTURAL**

With three standalone  
platforms

**40M DOWNLOADS**



**CONTENT  
STUDIOS**

Canela Media Originals  
and Branded Content  
Solutions



**EXCLUSIVE  
INVENTORY  
OF 180+ SL SITES**

**53M UNIQUES**

# CANELA STUDIOS

We can create content that is authentic both for our platforms and for the brand that we work for. Because we are independent, we have a quicker turnaround time, and it is instantly scalable since we can distribute the content through our own the platforms.

Canela Studios can create BRANDED CONTENT based on Canela Originals, tentpoles, celebrities or influencers in an authentic and cost and time efficient manner to align with your brand's needs.



**BRANDED  
CONTENT**



**CREATIVE  
+DESIGN**



**CANELA  
ORIGINALS**

# 360° ADVERTISING ONE STOP SOLUTION FOR BRANDS

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## 1. Video Leader in Multicultural

OTT & OLV across premium publishers

## 2. Exclusive Hispanic Inventory

#1 source of owned & operated, publisher direct scale

## 3. Certified Minority & Female Owned

Only certified entity in our competitive set



# CANELA

## OUR BRANDS

### CANELA.TV

First AVOD platform for Hispanics

### CANELAMUSIC

Latin Music videos + Originals

### CANELA★KIDS

Premium edutainment for kids

### CANELA ONLINE

#1 source of owned & operated,  
publisher direct scale  
180+ SPANISH SITES

### CANELA STUDIOS

High quality authentic productions

### CANELA DEPORTES

Key sports coverage + tournaments

# CANELA STREAMING PRODUCTS HAVE **WIDE DISTRIBUTION** **AND IT KEEPS GROWING**

Our **standalone apps** can be downloaded on mobile and most CTV providers



CANELA.TV



CANELA.MUSIC

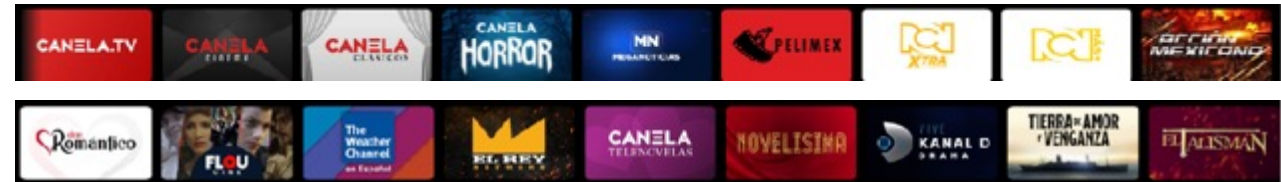


CANELA.KIDS

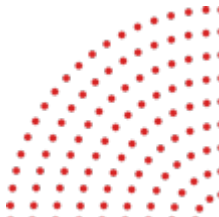


## FAST Channels

Canela Linear streams that run free within mayor TV manufactures and platforms



**Canela Media programs 20 internal linear channels**



# CROSS PLATFORM REACH AT SCALE

Leading Hispanic Ad-Focus entities by unique visitors in thousands:

Row	Media	Total Unique Visitors (000)
	Total Internet :	278,711
1	Adsmovil Hispanic Premium Network	110,969
2	Mobvious Network by Prisa	94,266
3	Univision Digital Network	61,040
4	<b>Canela Media</b>	<b>53,159</b>
5	Prisa Brand Solutions - Multicultural	39,736
6	VIX US Hispanic	33,511
7	H Code Media	22,882
8	Univision Digital	21,407

Source: Comscore – Media Metrix Multi-Platform, Total Audience January 2022



**WE OWN & OPERATE 180+ SITES**

# CANELA REACH AND ENGAGEMENT

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## DOWNLOADS

**40M**  
USERS

**+278%**

YoY User Growth from  
Jan 2022 to Jan 2023

## MAUS (FAST + APP)

**3.5M**

**USA**  
**+392%**

**1.7M**

**MEXICO**  
**+22%**

**530k**

**COLOMBIA**  
**+14%**

MAU Growth from  
Jan 2022 to Dec 2022



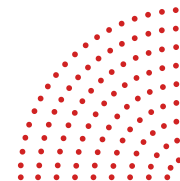
**24%**

Of our audience watches Canela.TV  
**EVERY DAY**



**55%**

Of our audience watches Canela.TV  
**1-6x per week**

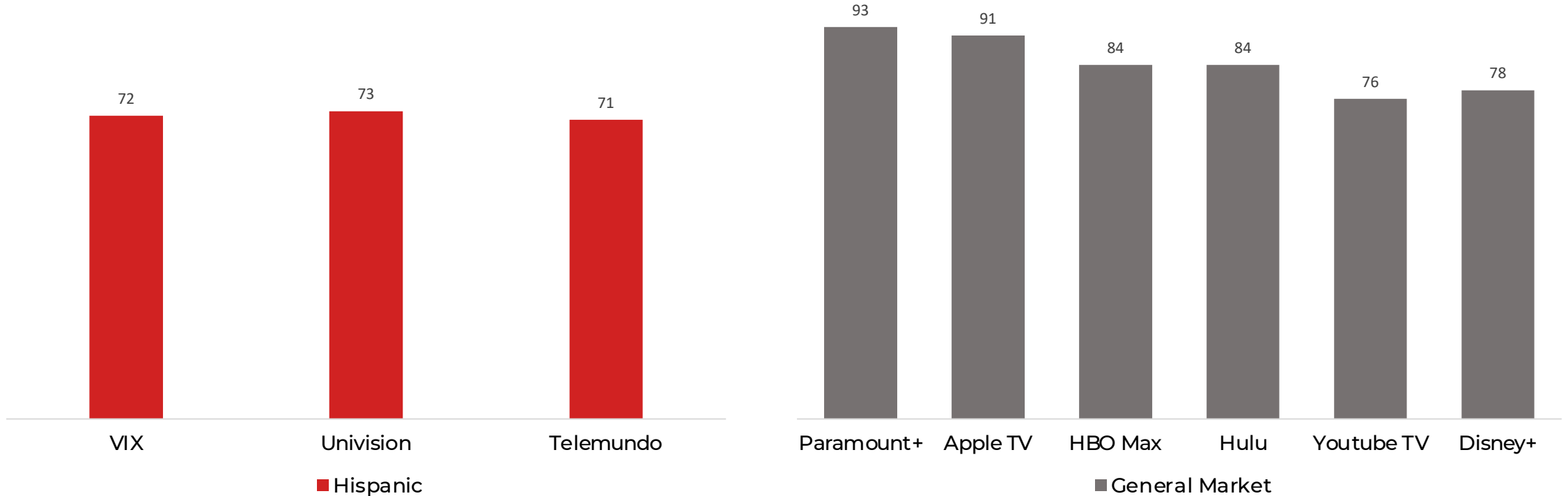


**65M**

Our audience spends an average of  
**65min per session**

# OUR AUDIENCE CANNOT BE REACHED ELSEWHERE

On average, 90% of our Audience is unduplicated and cannot be reached via competitors.



**73% AVG UNDUPLICATED  
WITH CANELA.TV**

**84% AVG UNDUPLICATED  
WITH CANELA.TV**

Hispanics complement their SVOD services with Canela.TV AVOD. We offer:  
No additional cost as a **FREE ad-supported** streaming service  
Vast library of **culturally relevant content** curated for US Hispanics

# CANELA.TV IS BUILT FOR **BILINGUAL U.S.** **HISPANICS**

CANELA.TV reaches the HISPANIC BILINGUALS who are missed by traditional Spanish-language content providers.

# 75%

of all U.S. Hispanics are **bilingual** and the majority were **born in the U.S.**<sup>1</sup>

# 11%

of viewing in bilingual households is through broadcast and cable only<sup>2</sup>

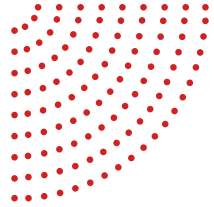
Marketers whose media buy is spent on Spanish-language networks (broadcast + cable) are missing 89% of bilingual Hispanic viewers

Sources: 1. Nielsen Hispanic Diverse Intelligence Series 2020. 2. <https://www.mediaplaynews.com-Horowitz>: State of Pay TV, OTT, & SOD: FOCUS Latino 2021.



# ADVERTISING THAT DELIVERS

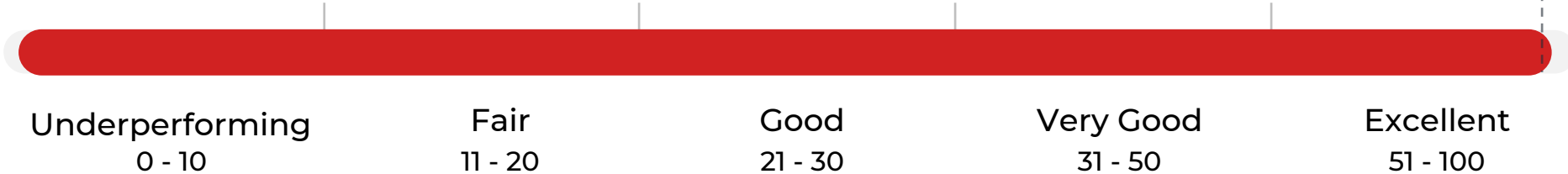
## MOAT VIDEO SCORE FOR CANELA.TV



MOAT video score is an ad score to benchmark the sight, sound and motion aspects of video. The score is based on the averaged percentage of the video that was audible and/or visible, amplified by screen real estate. It is used to assess the quality of different video ad exposures on desktop and mobile devices.

**97** 

CANELA.TV MOAT  
VIDEO SCORE



**MOAT**  
MOAT VIDEO SCORE



**100%**

**SCREEN REAL ESTATE**

The average percentage of pixels that the ad fills on the user's screen.



**30s**

**AVERAGED AD LENGTH**

Ad length averaged over the creatives and placements at your aggregation level.

# WE SERVE A DIVERSE, YOUNGER AND AFFLUENT HISPANIC AUDIENCE

Unlike other streaming services, Canela.TV appeals to U.S. Hispanics from different origin groups



## HH INCOME

55%

of our audience has a household income of \$75K+

39%

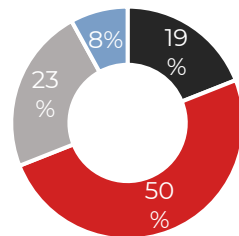
of our audience has a household income of \$100K+



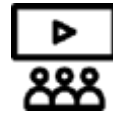
## AGE

69%

of our audience is under 55 years old



■ A18-34 ■ A35-54  
■ A55-64 ■ A65+



## UNIQUES

REACHING 40M UNIQUES WITH 48% CO-VIEWING

48%

Co-viewing in HH

56%

Children in HH



# MEASUREMENT & VERIFICATION PARTNERS

CANELA MEDIA IS BUILT ON TECH

## BRAND SAFETY



## MEASUREMENT



## DATA



## VIEWABILITY



## STUDY



NinthDecimal



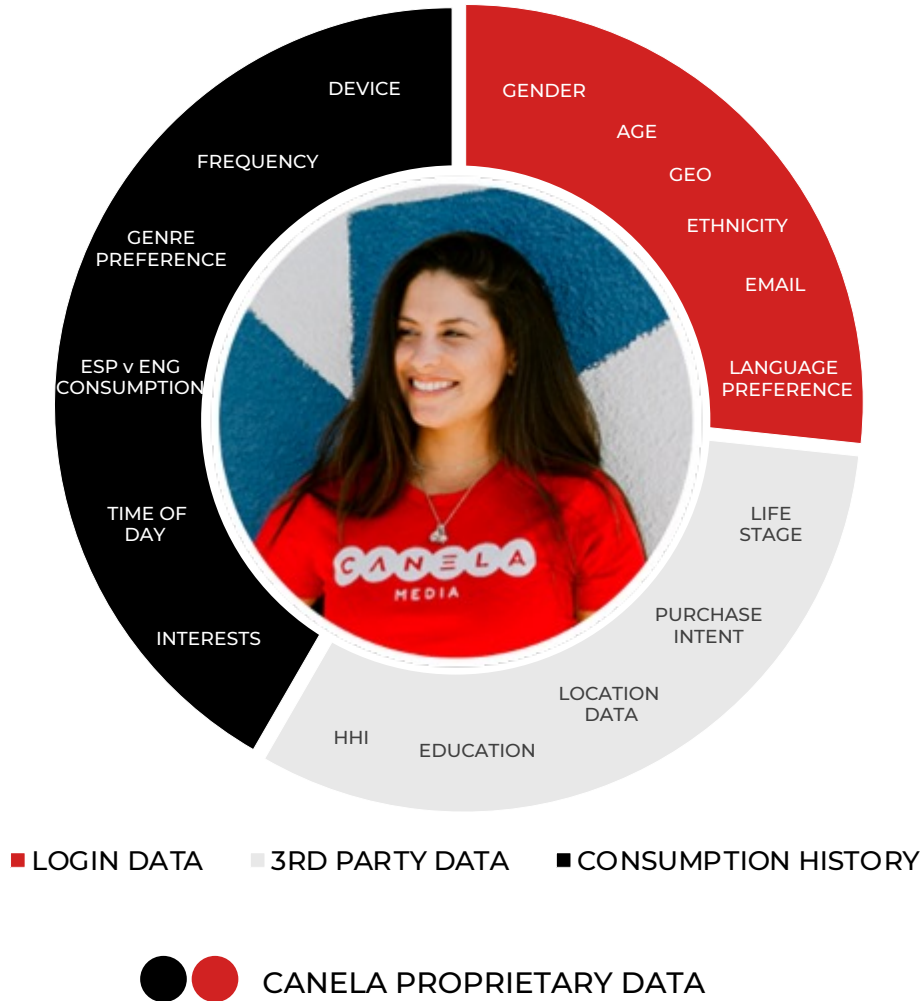
FOURSQUARE

## CREATIVE



# DATA THAT DELIVERS

WE MATCH USER BEHAVIOR ACROSS PLATFORMS VIA DEVICE ID



## SPANISH PREFERRED

### CONSUMPTION DATA

100% Spanish content in O&O sites and Canela.TV App

### LOGIN DATA

Selected language preference as Spanish Only



## BILINGUAL

### CONSUMPTION DATA

Reads and views content in English AND Spanish

### LOGIN DATA

English AND Spanish content



## ENGLISH PREFERRED

Access third party data for voter registration & DMV Records to identify English Preferred

### LOGIN DATA

Selected language preference as English ONLY

# IDENTIFYING HISPANICS BEYOND O&O

Layering Canela's rich 1<sup>st</sup> Party Data in network partners, ensuring precision in identifying Latinos.

## OUR DATA



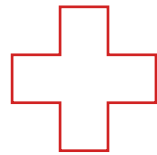
**SPANISH  
PREFERRED**



**BILINGUAL**



**ENGLISH  
PREFERRED**



## PREMIUM OTT'S



## BENEFITS

- Achieve largest scale in your OTT buy
- Brand safe content
- Accuracy in identifying Hispanics
- One-stop-solution for all your Multicultural Needs

# THE COMPANY WE KEEP

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verizon<sup>v</sup>



T-Mobile



rbi

Walgreens

Lilly

Google

Meta

amazon.com

HYUNDAI



TOYOTA

PEPSICO

Coca-Cola



Constellation  
Brands

DIAGEO



Walmart  
Save money. Live better.



GEICO



intuit  
turbotax

**AND WE ARE  
GETTING  
NOTICED**

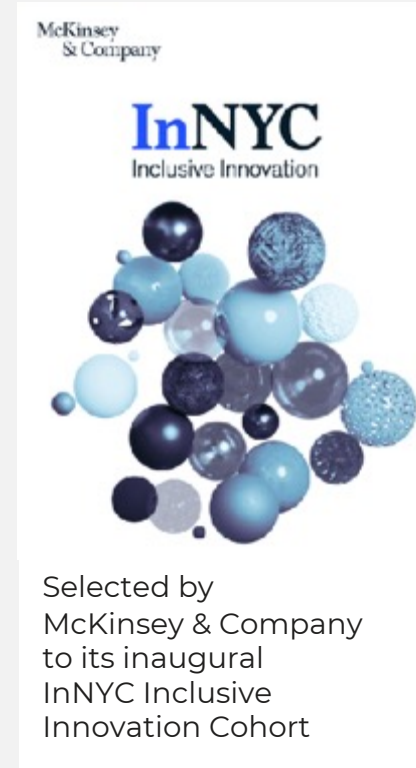


# SUCCESSFUL ENTREPRENEUR



## LEADERSHIP ISABEL RAFFERTY

Winner of EY Entrepreneur Of The Year ® 2022 NY  
As the world's most prestigious award for entrepreneurs, she joins an esteemed multi-industry community of unstoppable business leaders who have driven their companies' success and positively impacted their employees and communities.





# CANELA IN THE NEWS

MediaPost

Digital News Daily

## Free Spanish-Language Streamer Canela.TV To Bow Original Content

By Karina Lubiano 08/14/2022 10:58 AM EDT



In a major strategic milestone, free ad-supported Spanish-language streaming service Canela.TV will launch original content in October.

The streamer, which claims to reach 23 million unique users in the U.S., Mexico and Colombia, announced its intention to produce original content earlier this year. After securing Canela Media, secured \$32 million in Series A funding largely for that purpose.

People

INICIO / TELEVISION

## Los secretos de seis villanas de telenovelas salen a la luz en nuevo reality. "Es algo que nunca se había visto"

Gabriel Spenic, Cynthia Klitbo, Sabine Moussier, Geraldine Acosta, Ailin Mujica y Janell Alinz unen fuerzas en un show de telerealidad donde el mundo vea el c\u00e9n.

By Canela Media 11/11/2022



Encuentra con Gabo Spenic, Cynthia Klitbo, Sabine Moussier, Geraldine

Entertainment

HOME / TV

EXCLUSIVE

## Watch Kate del Castillo open up about love in the first *Mi Vida* trailer

The Mexican actress gets real about who she is and what she wants in Canela.TV's original docuseries.

By Yolanda Machado November 08, 2022 at 17:00 PM EST



Kate del Castillo has long been an example of strength. She's perhaps best known in the U.S. as the woman who was integral in connecting Sean Penn with notorious cartel leader El Chapo, but the Mexican-American actress has

Forbes

# Canela Media Becomes One Of The Largest Funded Latino-Owned Companies After Securing \$32 Million In A Series A Funding Round

Raquel "Rocky" Harris Forbes Staff  
For(bes) The Culture Contributor Group

Feb 24, 2022, 08:30am EST

Listen to article 7 minutes




HOLA!

ENTRETENIMIENTO

STREAMING

## LA NUEVA DOCU-SERIE 'MI VIDA' EXPLORA SIN FILTROS LA VIDA DE LOS ÍCONOS DEL ENTRETENIMIENTO LATINO

La lista incluye a Kate del Castillo, Masolo Cardona, Ludwika Paleta, Jencarlos Canela, Julián Gil, Roselyn Sánchez, Guy Ecker, Gabby Espino y Danny Trejo.



ÚLTIMAS NOTICIAS

CELEBRIDADES

Chloe y Brandon hablan sobre su relación con Tom Dandy con el *Amor*

CNBC

MARKETS EQUITIES INVESTING TECH POLITICS ENERGY INVESTING CLUB PRO

MARKET

## Canela.TV, a free Spanish-language streaming service with 23 million users, launches original shows

Published on Feb 14, 2022 11:00 AM EST | Updated on Feb 14, 2022 11:00 AM EST

By Max Hosi

KEY POINTS

- Canela Media will launch original content later this month with Spanish-language streaming service.
- Canela TV is available in the U.S., Mexico and Colombia and counts 23 million unique users.
- The move brings Canela Media even further into a licensed streaming ecosystem.



**HOW WE  
DELIVER ON  
OUR MISSION**



# CANELA

## ORIGINALS

Our original programming is based on authentic storytelling from iconic Latino celebrities to elevate entertainment for the broad intersectional and bilingual Latino population in the U.S.

- Celebrity-driven content
- Elevating big pop culture moments through a fresh new lens
- Provide a platform for new voices of creators, talent, and producers.
- Take the familiar and turn it into the unexpected, from new formats to featuring well-known and iconic Latino stars through a fresh new lens



**RISING NOTES**



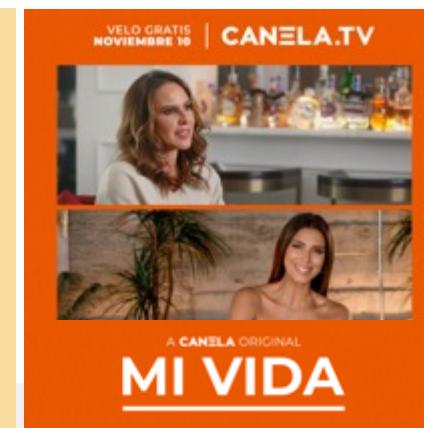
**¡PONLE CANELA!**  
DAILY ENTERTAINMENT  
NEWS MAGAZINE



**SECRETOS DE  
VILLANAS**



**STORY TIME**



**MI VIDA**



**100% FÚTBOL**

## **CANELA MEDIA'S CONTENT CAN BE SEAMLESSLY INTEGRATED WITH YOUR BRAND'S STRATEGY**

- 1** The power of our talent and influencers
- 2** The celebrity-driven content that features Latino stars and creators in new and fresh formats
- 3** Elevate and celebrate Latino trailblazers all year long
- 4** Provide a platform for emerging Latino talent and creators
- 5** Amplify big pop culture moments through a Latino lens



**CANELA.TV**

**ORIGINALS**

# CANELA.TV

Canela Media recognizes that even within the cluttered media landscape, there is a white space within Latino Celebrity content. We understand the essence of Latino Celebrities; their challenges, what drives them, the role family and culture play in their lives and **we create unique celebrity-driven content with never-before-seen authentic storytelling and formats, unfiltered and uncensored with their influence and ability to generate buzz in pop culture.**



SECRETOS DE PROTAGONISTAS



SECRETOS DE VILLANAS 2



¡PONLE CANELA!  
DAILY ENTERTAINMENT  
NEWS MAGAZINE



MI VIDA  
CELEBRITY  
DOCUSERIES



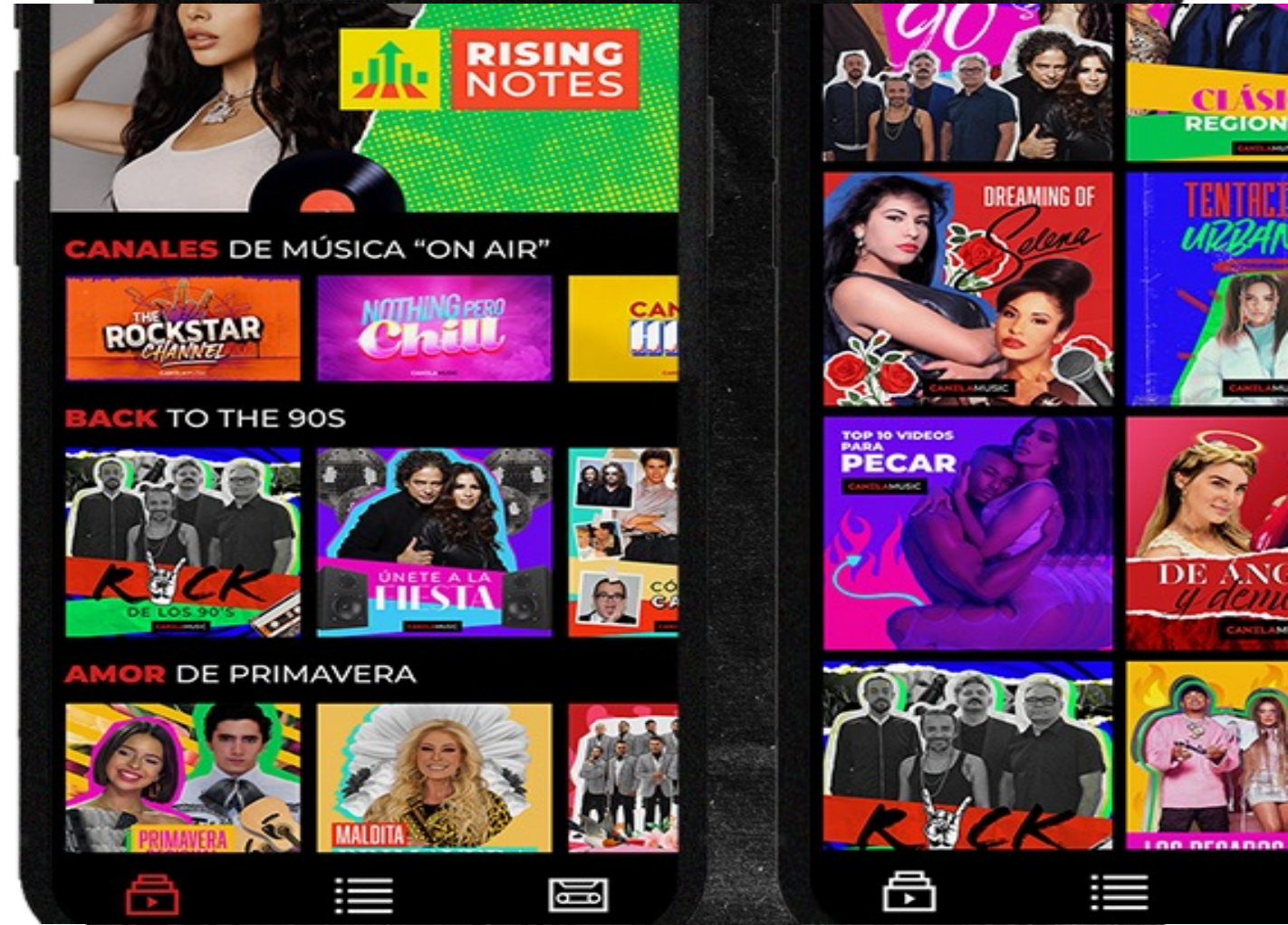
CANELA NEWS  
LIFESTYLE SEGMENTS

**CANELAMUSIC**

# CANELAMUSIC

## YOUR GATEWAY TO THE WORLD OF LATIN MUSIC:

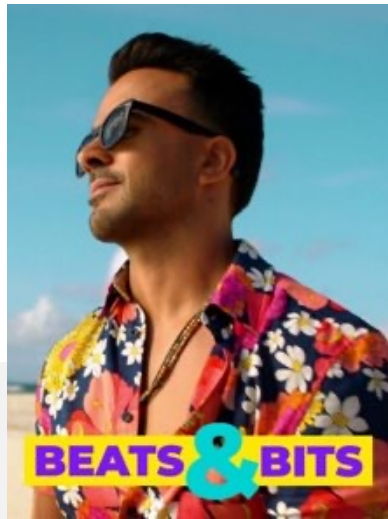
- 1. 7 LINEAR CHANNELS + VOD**  
Featuring all Latin genres (pop, hits, classics, etc) curated for Bicultural US Hispanics.
- 2. MIXTAPES**  
Curated genre, cultural moments, event and artist- based playlists provide a binge worthy music discovery experience.
- 3. ORIGINAL CONTENT**  
Original content featuring behind the scenes, artist lifestyles, music & community, emerging artists, live performances and awards shows coverage.





# CANELAMUSIC

Canela Music provides a stage for the best music for Latinos from nostalgia to today's most popular music and most importantly, giving a voice and platform for emerging Latino artists through original and fresh formats.



**BEATS & BITS**



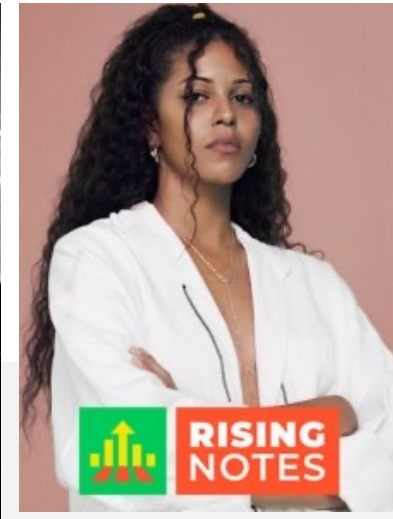
**UNITED BY THE RHYTHM**



**DESDE LA RAÍZ**



**BETWEEN STAGES**



**RISING NOTES**

# CANELAMUSIC

Canela Music provides a stage for the best music for Latinos from nostalgia to today's most popular music and most importantly, giving a voice and platform for emerging Latino artists through original and fresh formats.



**SXSW  
SHOWCASE**



**PERRETEO**



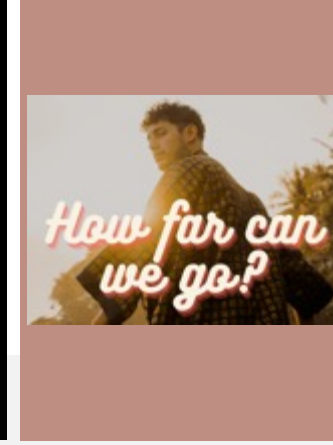
**STORYTIME**



**LITERAL**



**HASTA QUE ME  
OLVIDES**



**HOW FAR CAN  
WE GO?**



**EL TOP 10**

**CANELA** ***DEPORTES***

# WNN NEGONOTES

Canela Deportes is the home for sports obsessed Latino fans covering everything they want to know about the sport, leagues and athletes. A core mission for Canela Deportes is for a balanced representation of both female and male athletes across every sport.



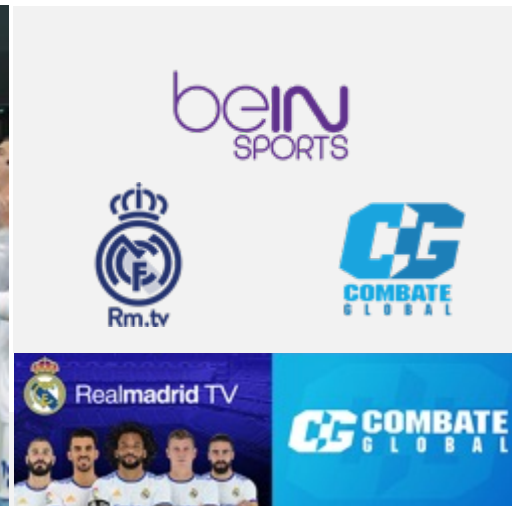
**100% FÚTBOL**



**EL SCORE**



**MAJOR ARENA SOCCER  
LEAGUE**



**ADDITIONAL LINEAR  
CHANNELS**

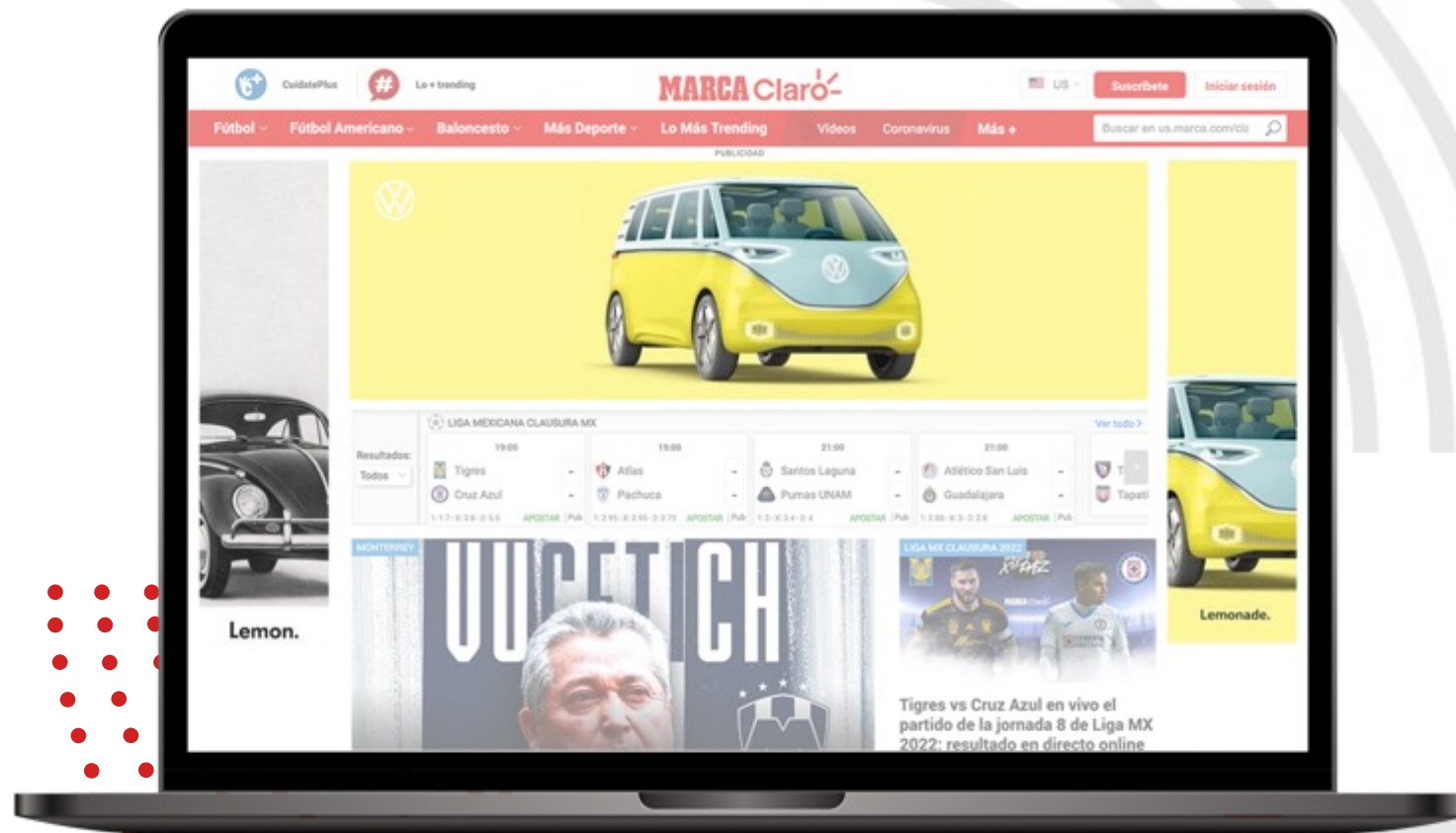


**CAMPEONAS**

# ACTIVATE ON OUR PREMIUM SPORTS CONTENT

Own soccer and beyond with 3-day HPTOs, high-frequency rich media, and online video across **MARCA**, the **#1 Sports site for US Hispanics with 23M monthly uniques\*** during key games and events.

# MARCA



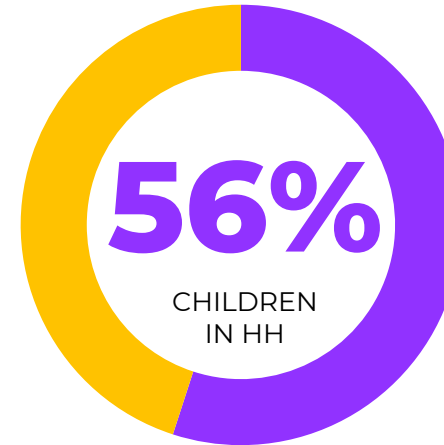
\*Per Comscore June 2022. HPTOs are subject to availability. Booked on a first come, first serve basis.

**CANELA★KIDS**

# CANELA★KIDS

## LAUNCHING DECEMBER, 2022

Our audience is **93% more likely** to have kids in the household **than the total U.S.** and **22% more likely than the general Hispanic Household**



■ No children in HH

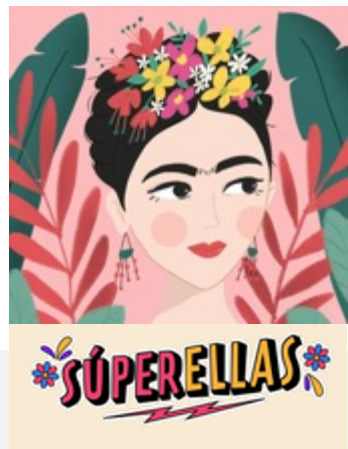
**95%** of Latinos say it is important for future generations of U.S. Hispanics to speak Spanish.

## FAST CHANNELS



# CANELA★KIDS

Canela Kids was created with the aim to provide Latino parents with content in Spanish that is both entertaining and fun for their kids and at the same time, a vehicle to preserve their language and culture.



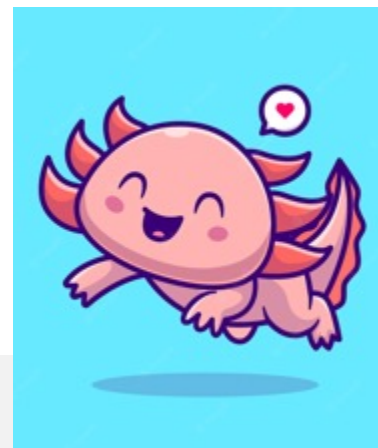
**SUPERELLAS**



**CLUB MUNDO  
KIDS SEASON 2**



**CHANNEL  
SPONSORSHIP**



**VIGNETTES**



**REVIEWS**



**CHILDREN'S DAY**



**CANELA NEWS**

# CANELA NEWS

## WHY ADVERTISE IN CANELA NEWS

- 1** 1<sup>st</sup> and only FREE, LIVE streaming news for US Latino cord cutters
- 2** Total news consumption among Hispanics has increased by 66% in the past two years\*
- 3** Our news viewership has tripled since launch
- 4** Align with positive news content that prevail in Latinos lives
  - **Sport Segment**, a key passion point for Latinos
  - **Good News Segment** to align with uplifting content
  - **Health Segment** to show that you care
  - **Eco News Segment** to align with your sustainability goals
  - **Weather Report** for high frequency within the newscast
  - **Branded Interviews** to make important announcements about your brand
  - **Content Series** to recognize Latinos making a difference

\* Source: Nielsen October 2020 Local Watch Report



80% of U.S. Latino TV content viewers are streamers

– Horowitz Research July 29, 2021

**CANELA NEWS**

ORIGINAL

# **NARCOIMPACTO**

Canela's first True Crime series with stories about the drug war and the consequences for those who enter this world, considered by many, a journey with no return.

Hosted by investigative journalist Miguel Aquino.

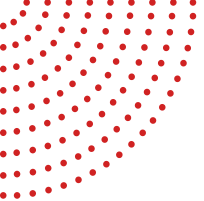
## **SHOW DETAILS**

- 20 Episodes of 48 minutes each
- Launch: February 2023
- Genre: True Crime



**2023 SEASONAL  
TENTPOLES  
& STUNTS**





# CELEBRATING THROUGHOUT THE YEAR

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We use a combination of **originals**, **endemic content** and **branded content** across all platforms, to celebrate the different seasonality and tentpoles that matter to the Hispanic market

JANUARY	<b>FEBRUARY</b>  VALENTINE'S DAY	MARCH  International Women's History Month	APRIL	MAY	JUNE
JULY	<b>AUGUST</b>  BACK TO SCHOOL	SEPTEMBER	<b>OCTOBER</b>  Hispanic	NOVEMBER	<b>DECEMBER</b>  HOLIDAYS



**EVERGREEN  
OPPORTUNITIES**

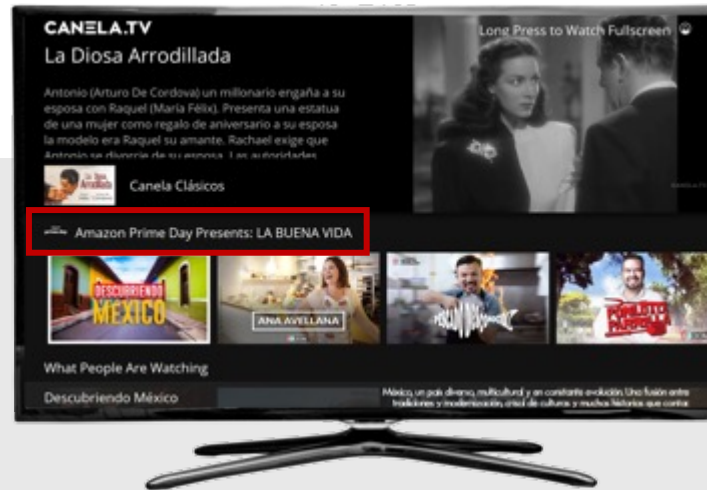
# CANELA.TV AD OFFERINGS

Elevating brands through premium media and activations across Canela.TV & OTT Partners to drive mutually beneficial awareness, engagement and returns.



## PREROLL, MIDROLL & INTERACTIVE CTV

Standard + interactive video ads available direct and programmatically in contextually relevant environments.



## BRANDED & CURATED CHANNELS

Activate around cultural moments like Day of the Dead and Hispanic Heritage, as well as holidays like Christmas.



## PREMIUM SPONSORSHIP OPPORTUNITIES

Series Sponsorships, Movie Night, Originals, Native Integrations to give brands custom activations that resonate.

# OPPORTUNITIES 2023

## BRANDED & CURATED CHANNELS

### CULTURAL MOMENTS:

- Premios+ [Award Season]
- Valentine's Day
- International Women's History Month
- Back to School
- Hispanic Heritage Month
- Holiday

### CONTEXTUAL ALIGNMENTS:

- Family & Kids
- Sports
- Music
- Classic Nostalgia
- Inspirational





# OPPORTUNITIES 2023 CONTENT & SERIES SPONSORSHIPS

Canela.TV's curated content to connect with your audience through passion points or nostalgia.



**SERIES SPONSORSHIPS  
1ST TO MARKET**

First-to-market opportunity to bring brand new content to Canela.TV, becoming a culturally relevant content provider for our audience.

Bring classic American and Mexican movies to our audience to connect with them through nostalgia.

**CLASSIC MOVIES  
NOSTALGIA**



**MOVIE NIGHT  
AD FREE PREMIERE**

Become the exclusive partner bringing hit movies from top studios to US Latinos, ad-free courtesy of the proud sponsor.

Become the proud sponsor of our Canela Originals, exclusive high-quality content you can only find on Canela.TV.

**CANELA ORIGINALS  
1ST TO MARKET**



# SPONSORSHIP OPPORTUNITY

## BRANDED CONTENT **MINISERIES**



Canela.TV offers partners the exclusive opportunity to partner & produce a Branded Content series to feature your brand.

Episodes produced in TV-grade quality and include native product placement, celebrity endorsements and more.

### AVAILABLE CATEGORIES



BEAUTY



SPORTS  
DOCUSERIES



COMEDY



MINI NOVELAS



PARENTING



SCI-FI



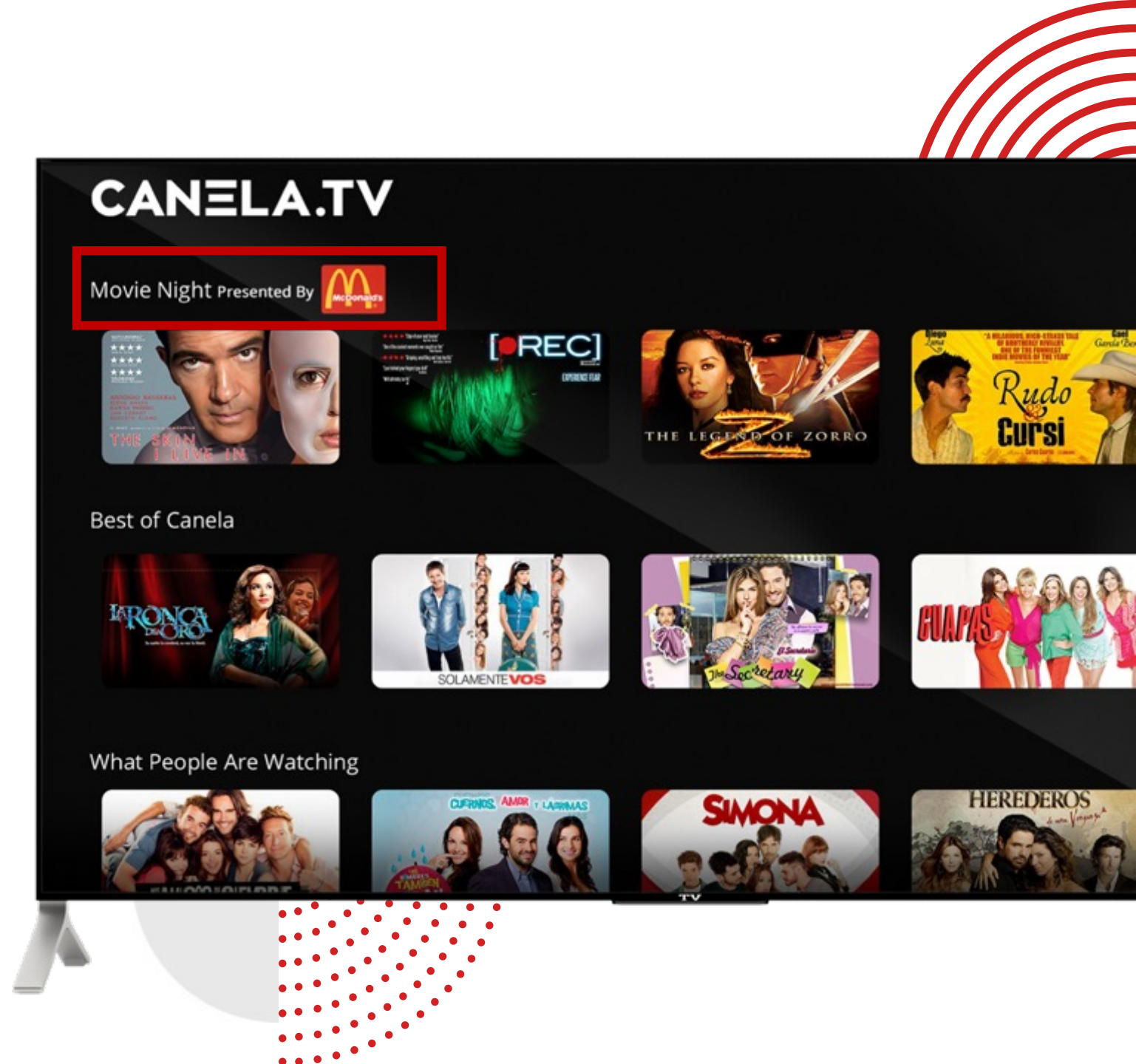
COOKING

Click [HERE](#) to see sample Branded Content Episode

## SPONSORSHIP OPPORTUNITY

# MOVIE NIGHT ON CANELA.TV

Sponsor "Movie Night" on Canela.TV, and become the exclusive partner bringing Hollywood hit movies from top studios (Sony, MGM) to US Latinos, ad-free courtesy of the proud sponsor.



# ORIGINAL CANELA.TV CONTENT OPPORTUNITIES

Sponsor Canela.TV's original content to connect with US Hispanics by providing content that matters to them.

## CANELA NEWS

First-to-market opportunity to provide US Latino cord cutters the **first and only FREE, live streaming news.**

You can own the Good News or Sports Segment to align with Latino passion points.



## LATINOS POR LA COMUNIDAD

'Latinos Por La Comunidad' is a content series that inspires, supports, and provides Hispanics with educational videos that help them be prepared for day-to-day life in the US.

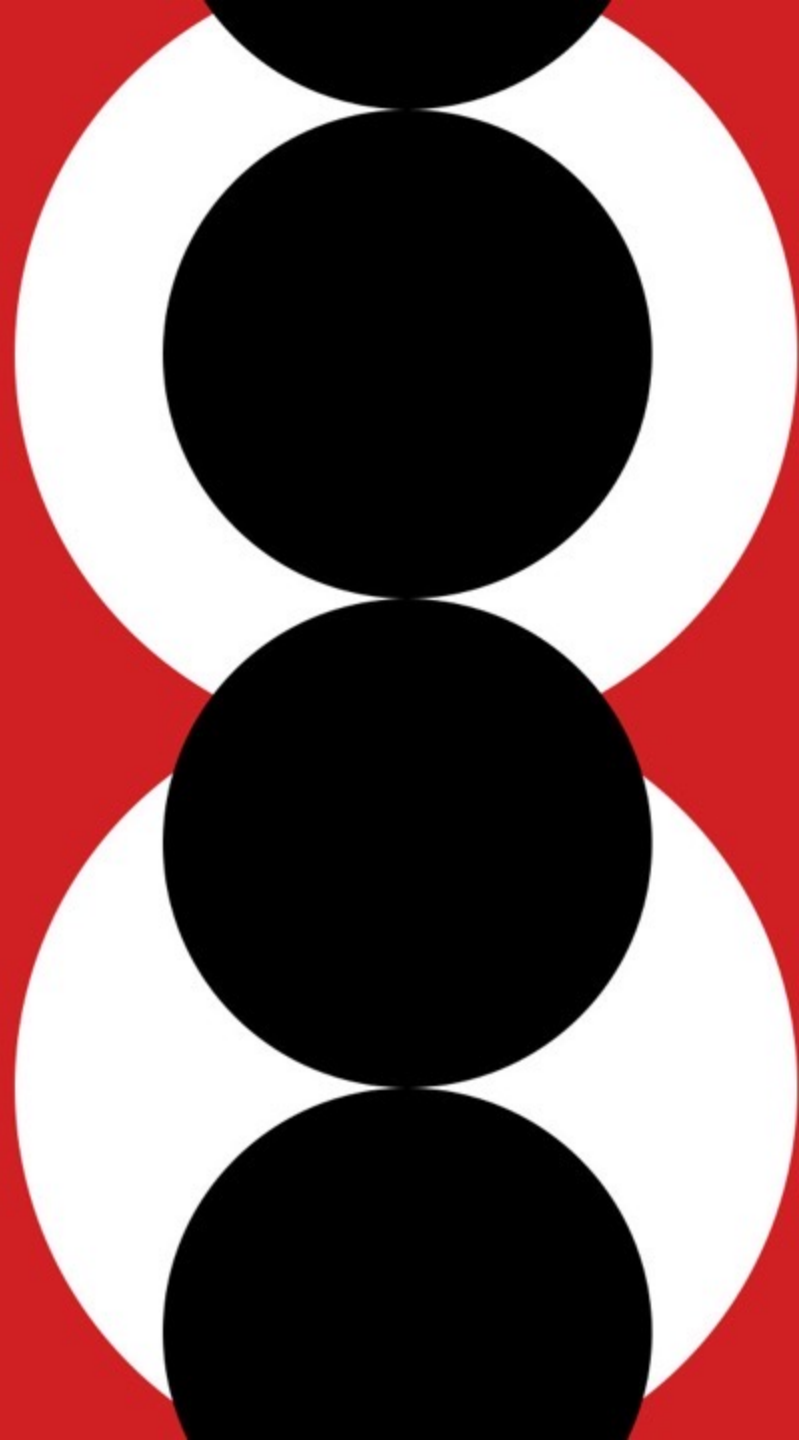


## HISPANIC SHORT FILM FESTIVALS

YOUR BRAND will present Canela.TV's Hispanic Short Film Festival to empower and give a voice and an opportunity to young filmmakers on the rise, giving them a chance to submit their film with the possibility to appear on a premium placement within Canela.TV.



# UNIT EXAMPLES



# OPPORTUNITIES 2023 NEW CTV AD UNITS

Eye-catching, immersive units will run as part of sponsorships

## LOWER THIRD

Branding overlay runs within sponsored content

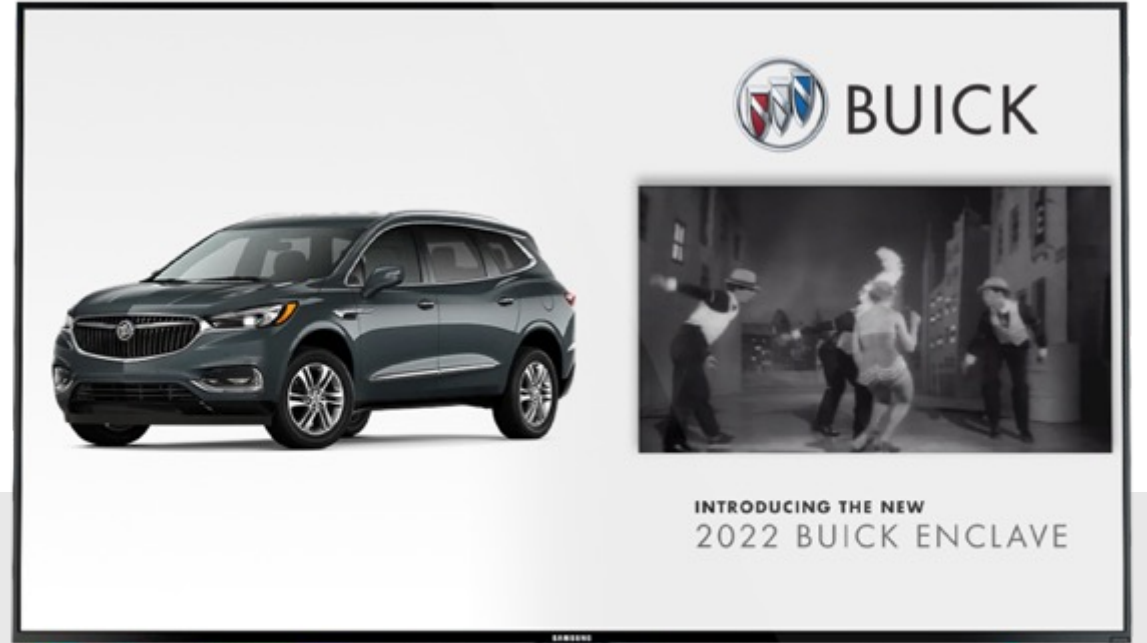
WATCH DEMO [HERE](#).



## SPLIT SCREEN

Branded canvas appears around video content

WATCH DEMO [HERE](#).



# IMMERSIVE, INTERACTIVE PREROLL & MIDROLL EXPERIENCES



## CANVAS

Maximize impact with branding



## QR CODE

Create a shoppable experience

## STORE LOCATOR

Dynamically showcase location details



## OVERLAY

Maximize impact with branding



# DIGITAL VIDEO FORMATS

Outstream at scale – video in all O&O sites plus our video player is installed in over 600+ direct sites. Plus access to premium pre-roll inventory

## PREROLL BENCHMARKS

0.20-0.30% CTR | 70-80%+ VCR

Interactive end cards, have 4x the standard engagement for video.

PREROLL



## OUTSTREAM BENCHMARKS

75%+ VIEWABILITY

HIGH ENGAGEMENT: 0.50%+ CTR

SLIDER

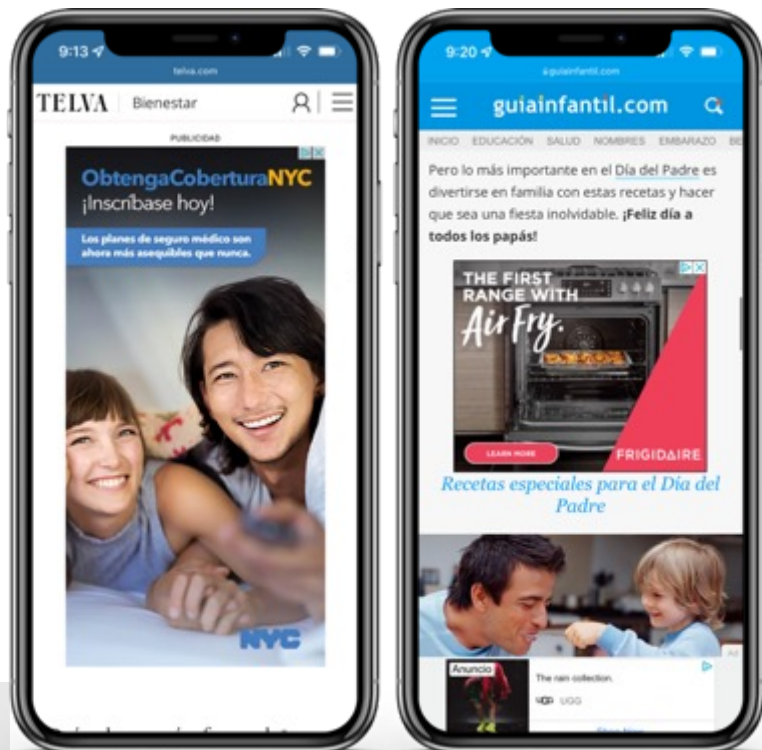


IN-TEXT





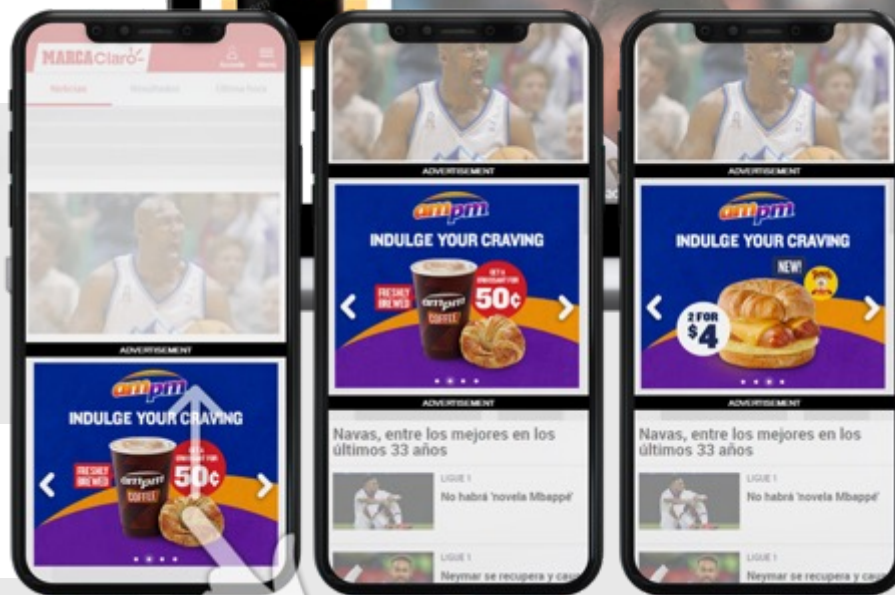
# DISPLAY FORMATS



STANDARD DISPLAY BANNERS  
Benchmark 0.20% - 0.30% CTR



HPTO  
Benchmark 0.15% CTR



RICH MEDIA Animate to Scroll Interscroller  
Benchmark 1.2% - 2% CTR  
4.28% ITR | 36.74% DWELL RATE



**GRACIAS**



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