



CANELA

MEDIA



(XXX) XXX-XXXX

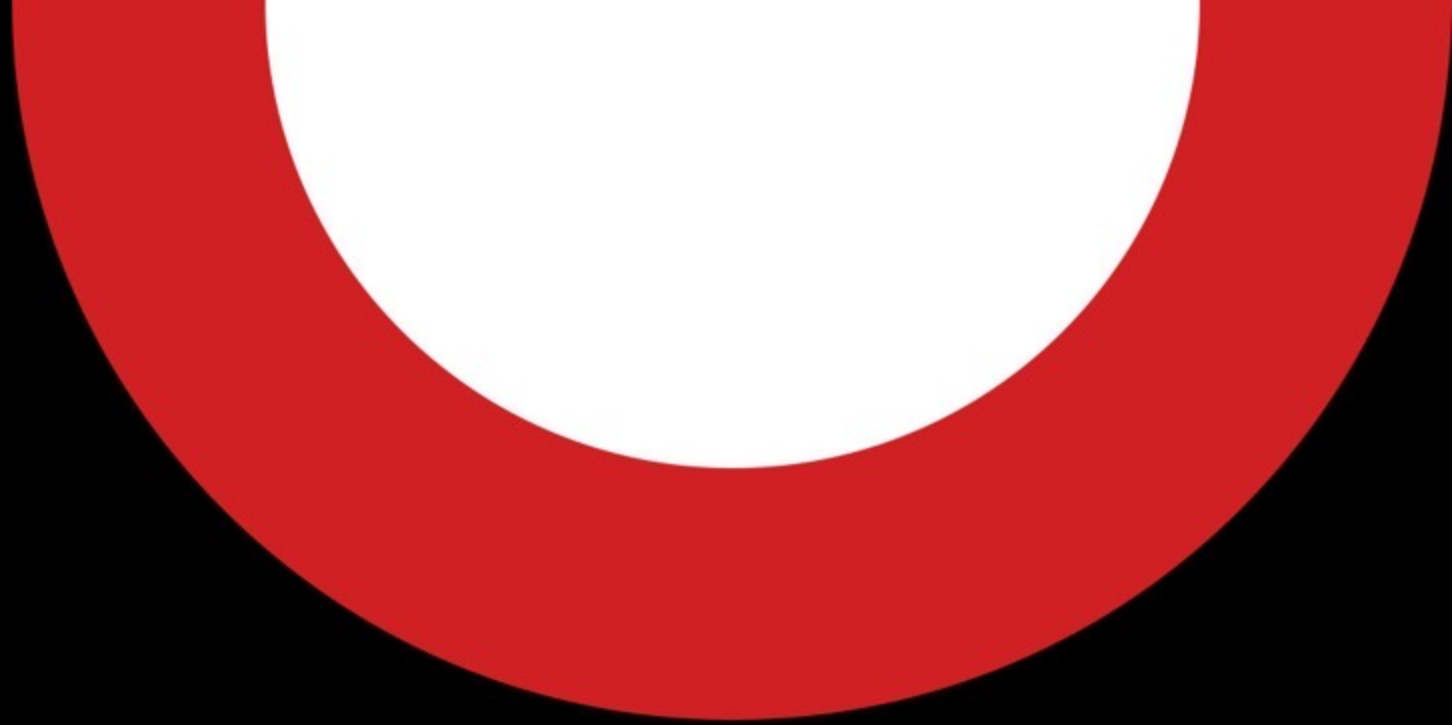


info@canelamedia.com



CanelaMedia.com

**WHO
WE
ARE**



OUR MISSION

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 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

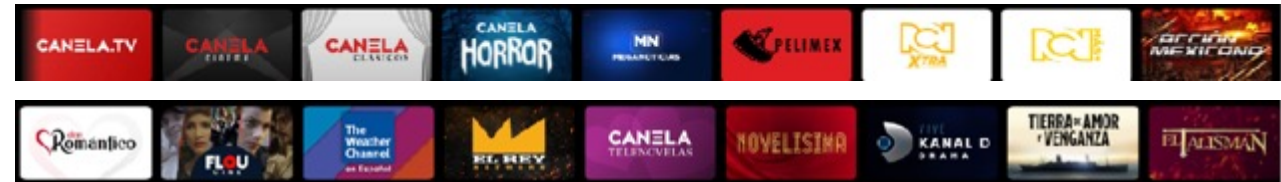


CANELA.KIDS

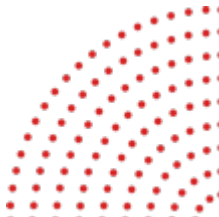


FAST Channels

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

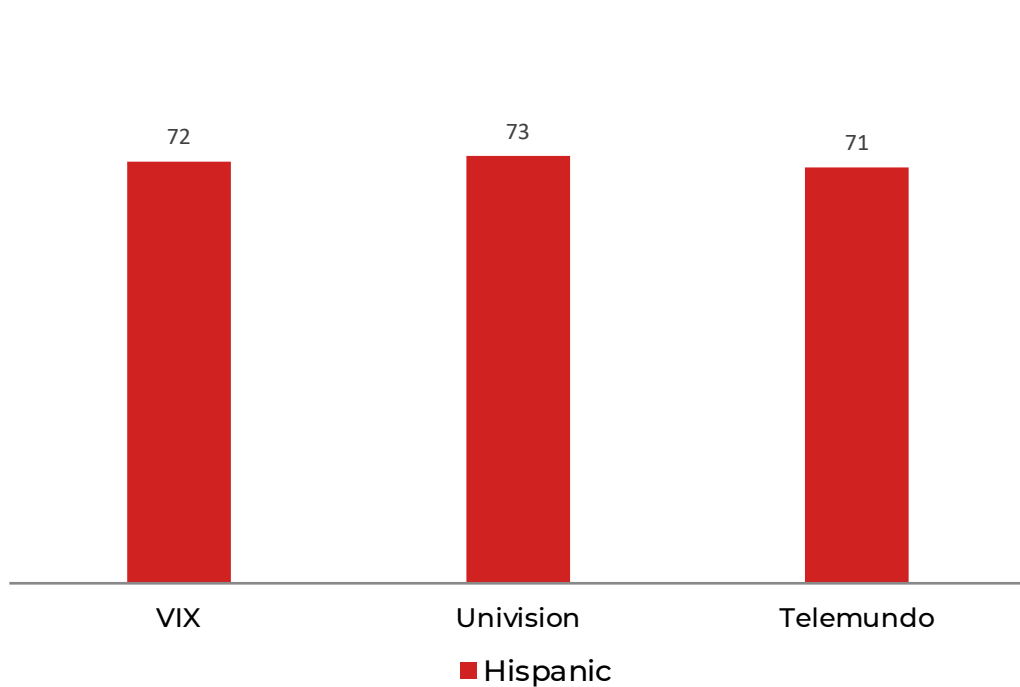


Canela Media programs 20 internal linear channels

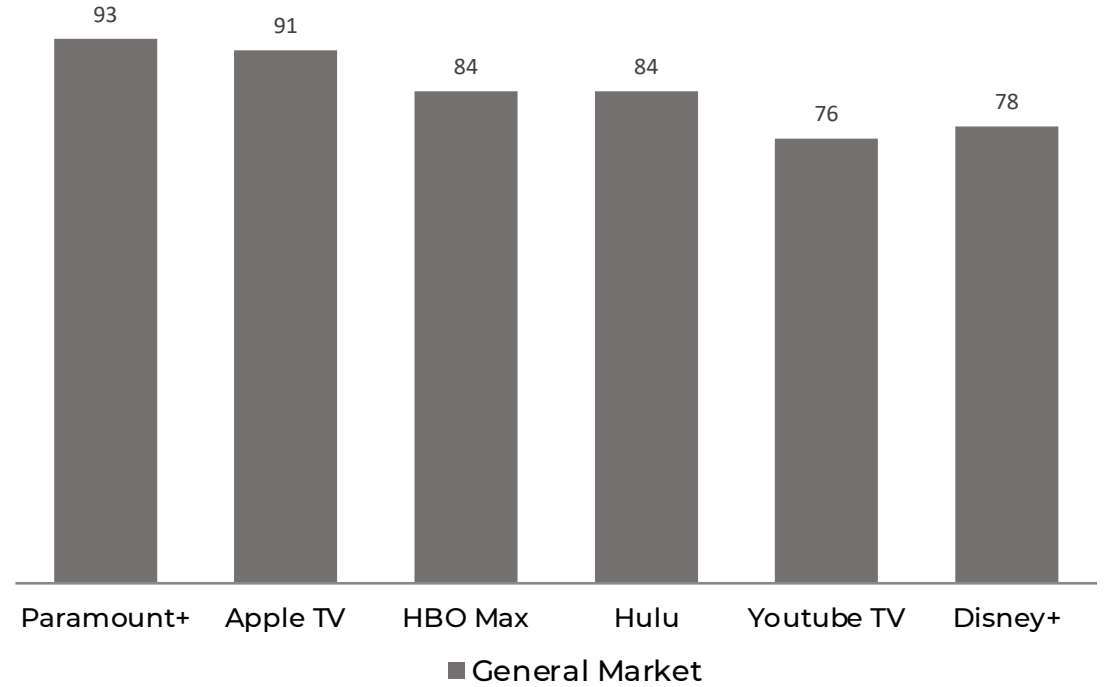


OUR AUDIENCE CANNOT BE REACHED ELSEWHERE

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.**¹

11%

of viewing in bilingual households is through broadcast and cable only²

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.

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%

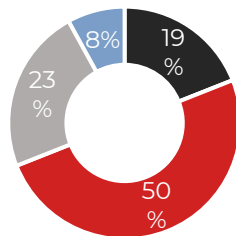
of our audience has a household income of \$100K+



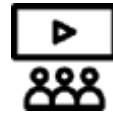
AGE

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



**AND WE ARE
GETTING
NOTICED**

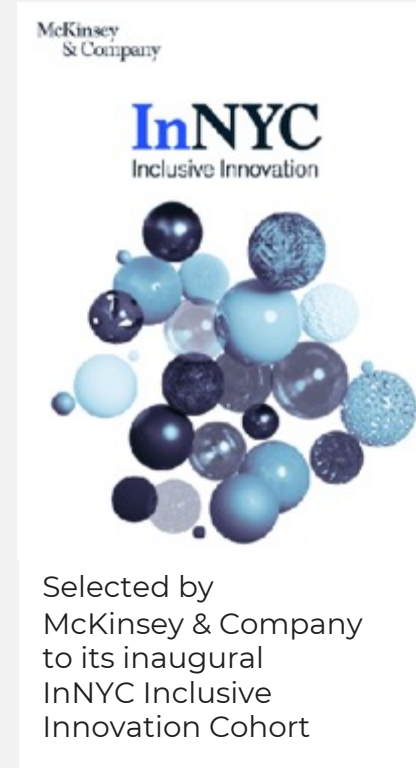


SUCCESSFUL ENTREPRENEUR



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.

INICIO TELEVISION

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

Gisela Sponic, Cynthia Klitbo, Sabine Moussier, Geraldine Acosta, Ailin Mujica y Janell Alinz unen fuerzas en un show de telerealidad donde todo el mundo saca el castor.

By Canela | agosto 11, 2022



Encuentrate con **LAOS Sponic, Cynthia Klitbo, Sabine Moussier, Geraldine**

EXPLORE 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, Gaby Espino y Danny Trejo.



ÚLTIMAS NOTICIAS

CELEBRIDADES
Cady y Ed Miller: ¿serán los próximos a Tom Hardy con el *Avenger*?

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

BY JESSICA WASSERMAN | FEBRUARY 24, 2022 11:00 AM EST | UPDATED: FEBRUARY 24, 2022 11:00 AM EST

By CNN News

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 crowded 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



C A N E L A

MEDIA

2023 OPPORTUNITIES

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

Platinum

Presenting Sponsor Package – only three per key property and tentpole.

- Presenting Sponsor Credit
- Category Exclusivity
- Exclusive presenting sponsor elements in the form of branded content and ancillary content.
- Potential brand activation both in-market, e-commerce and retail.
- Social Amplification.
- Packaged with Presenting Sponsor Credit for Collections and Affinity Content.

Gold

Sponsorship elements that provide the brand the ability to stand out in key properties and tentpoles.

- Sponsored By Billboard/Bumper
- Category Exclusivity
- One sponsorship element outside in-show commercial placement.
- Social Amplification.
- Packaged with strategic placement in Collections and Affinity Content.

Silver

Straight media run, no sponsorship or branded content. Placement in key properties and tentpoles based on audience affinity for a premium CPM.

SECRETOS FRANCHISE



'Secretos de Villanas' has become a pop culture phenomenon generating buzz in the entertainment industry and audiences who have embraced their favorite telenovela villanas through this new and fresh format.



MOST WATCHED

Canela Media series



TWO BEST MONTHS IN UNIQUE VIEWS

for Canela Media since the premiere of the series



Has received

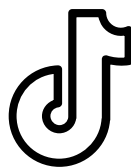
COVERAGE ACROSS MULTIPLE ENTERTAINMENT NEWS

shows and outlets both in the U.S. and Mexico



USER-GENERATED

content, reviews, fan art and clips



More than

50M+

million #secretosdevillanas views in TikTok



More than

2.5M+

video views in Canela.TV YT Channel

THE VILLANAS ARE POP CULTURE ICONS WITH MILLIONS OF FANS

Geraldine Bazán

Mexican
23 telenovelas
7 movies

📷 5.4M

👤 1.9K

Cynthia Klitbo

Mexican
29 telenovelas
8 movies

📷 653K

Sabine Moussier

German
29 telenovelas

📷 195K

Gaby Spanic

Venezuelan
23 telenovelas

📷 2.2M

👤 2.3M

Aylín Mujica

Cuban
17 telenovelas
6 movies

📷 2.55M

👤 3.7M

Sarah Mintz

Colombian
20 telenovelas

📷 1.6M



AND 'SECRETOS DE VILLANAS' HAS BECOME A POP CULTURE PHENOM..



¿Listas para un nuevo epis...





THE EXCLUSIVE CANELA ORIGINAL

SECRETOS FRANCHISE

IS EXPANDING

A **CANELA** ORIGINAL

SECRETOS DE
PROTAGONISTAS

A **CANELA** ORIGINAL

SECRETOS ^{DE} PROTAGONISTAS

From the creators of 'Secretos de Villanas', Canela.TV brings you 'Secretos de Protagonistas'. Six leading ladies "Protagonistas" of some of the most popular Telenovelas in Latin America come together for the first time in history for a luxurious vacation.

Experience with them this 10-12 episode series where they share with us their secrets, untold stories, and life experiences on and off camera

SHOW DETAILS:

- 10-12 Episodes
- Start Production: March 2023
- Deadline no later than January 2023 for brands with product integration
- Launch: Q2 2023
- Genre: Celebrity Entertainment/Reality





A **CANELA** ORIGINAL

SECRETOS DE VILLANAS

SEASON 2

The Villanas are coming back to Canela.TV for a second season and they kick things off by embarking on another vacation to hash out wounds from the first season and dig deeper into new secrets. And who knows, there might be another character that enters the picture to stir things up.

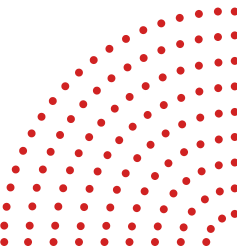
The Vacation will culminate in another Reunion.

YOUR BRAND will have the opportunity to bring this exclusive and unique content to millions of Hispanics while organically integrating your brand in the show.

SHOW DETAILS:

- 10-12 Episodes
- Start Production: June 2023
- Deadline no later than March 2023 for brands with product integration
- Launch: Q4 2023
- Genre: Celebrity Entertainment/Reality

BRAND OPPORTUNITIES



ENTREPRENEUR

iPONLE 
CANELA!

RELEBR

¡PONLE CANELA! ENTERTAINMENT MAGAZINE

A **Canela.TV original** entertainment magazine that has the hottest celebrity and entertainment news, exclusives, interviews, videos, fun games, music, movies, television, star sightings, streaming shows, and more!

The show airs daily, M-F, across Canela.TV linear channels and is also hosted in VOD in “Best of Canela” section on Canela.TV.

YOUR BRAND will have the opportunity to bring the latest entertainment news to millions of U.S. Hispanics on a daily basis.

Product integrations, custom segments and social amplification available upon request.

SHOW DETAILS:

- Hosted entertainment news magazine
- Runs weekly, Monday-Friday
- 30 minutes per show





BRAND INTEGRATION OPPORTUNITIES IN ¡PONLE CANELA!

Special Segments

Seasonal content that can live in the show and as vignettes, i.e. Date ideas for Valentine's Day, BTS Shopping List, Best Vacation Destinations for the Family, etc.

Cross-Promotion

Cross-promotion of originals such as Villanas/Protagonistas Week on ¡PONLE CANELA!, Scroll challenges amplification, Interviews, etc.

Gifting Guides

Gifting guides for shoppable seasons like Valentine's Day, Mother's Day, Father's Day, Back To School, Holidays.

Red Carpet Access

¡PONLE CANELA! will be covering everything related to the most important and relevant award shows in Hollywood and Music for U.S. Hispanics!

Special Standalone Thematic Show

Special shows can be created for specific brand initiatives. i.e. ¡PONLE CANELA! at New York Fashion Week, ¡PONLE CANELA! at LA's Auto Show.

Alex Garza As Brand Ambassador

¡PONLE CANELA!'s host, Alex Garza, can act as an ambassador for your brand.

Social Amplification

All branded segments can be amplified on social media upon request.

PREMIOS+

Presentado por

¡PONLE 
CANELA! 



PREMIOS+

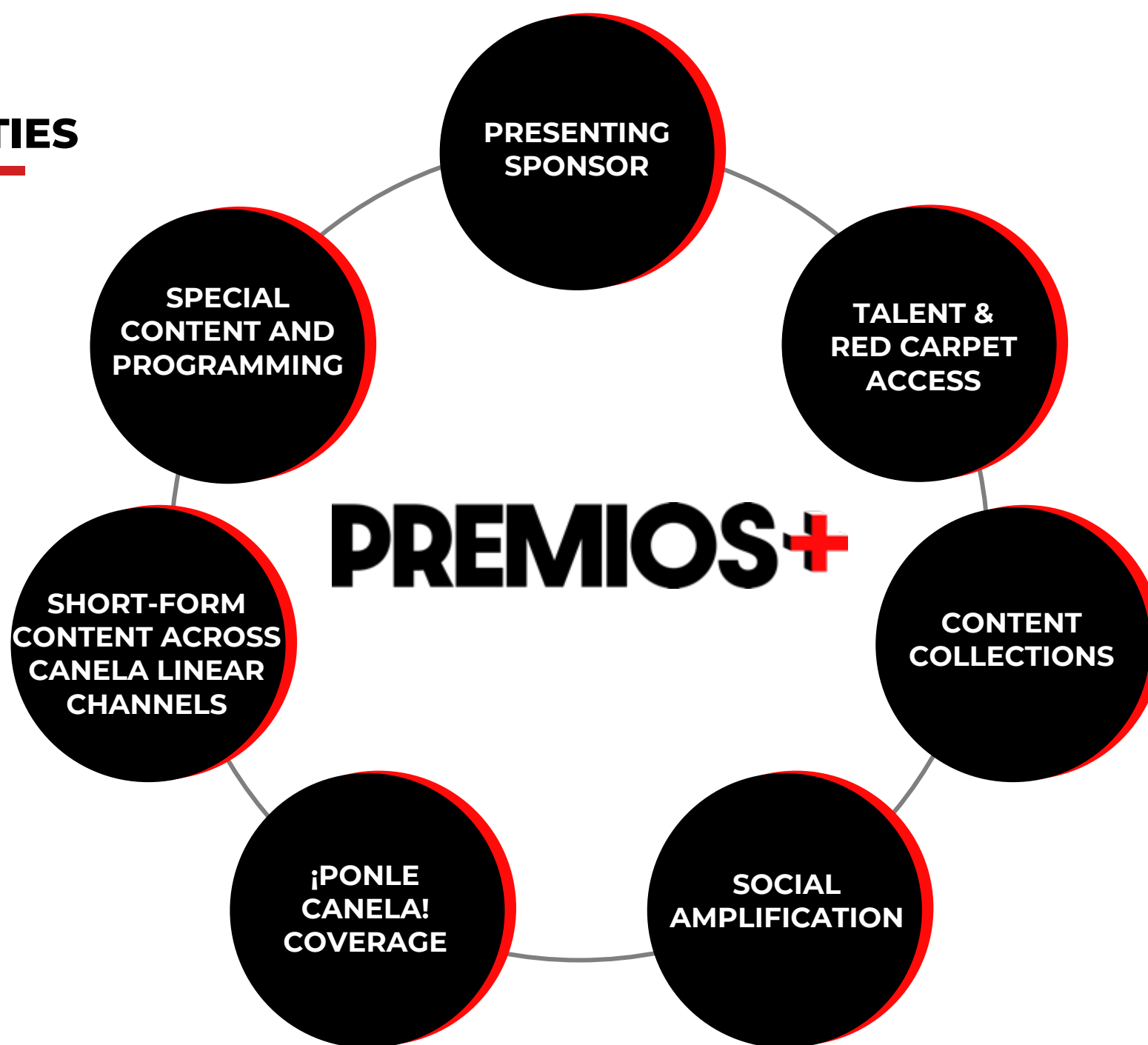
YOUR BRAND will have the opportunity to take our audience behind the scenes and on the red carpet of all the major Hispanic Awards Shows and Events. Canela will cover everything from the nominees to the best dressed on the red carpet, from performances to the winners. Premios+ will provide full coverage starting 1 month prior to the event on Canela Music, Canela TV and ¡PONLE CANELA!

Some of the Awards Shows covered:

- Golden Globes – January 10th
- Critics Choice Awards – January 15th
- Grammys - February 5th
- Premios Lo Nuestro – February 23rd
- Screen Actors Guild Awards – February 26th
- Oscar's – March 12th
- Premios Juventud - July
- Emmy's – September
- Latin Grammys – November



BRAND OPPORTUNITIES



CANELA.TV PREMIOS+

Canela Studios will produce vignettes to highlight the nominees and winners of each award show. These capsules will run in Canela's linear channels, and they will live under their own PREMIOS+ collection.

1. AWARD-THEMED VIGNETTES

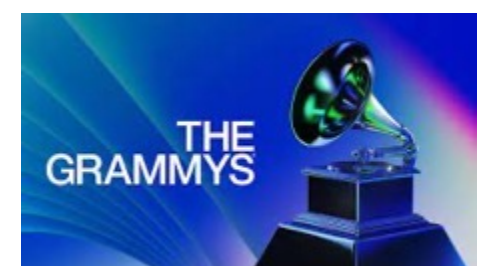
- This :30 sec vignette will start airing immediately following the nominations. YOUR BRAND will have the opportunity to congratulate all the nominees while informing viewers.

2. SPECIAL COLLECTIONS

- Specially themed content and collections that will be made available Canela.TV throughout the award season to highlight nominated artists and industry insiders.

3. POST EVENT VIGNETTES

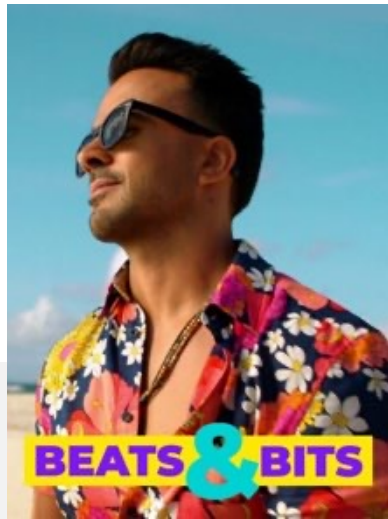
- YOUR BRAND will congratulate the winners of the top four categories in these 1-min vignettes that will air right after the awards show for 2 weeks.



CANELAMUSIC

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



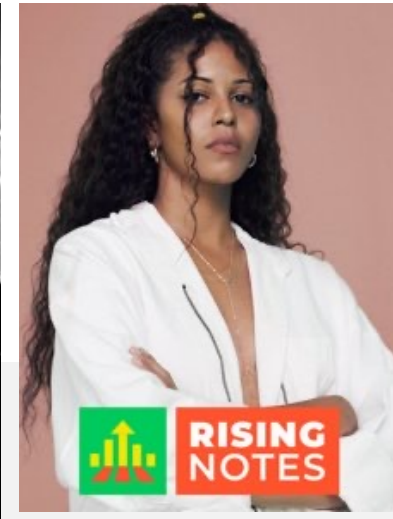
**UNITED BY THE
RHYTHM**



DESDE LA RAÍZ



BETWEEN STAGES



RISING NOTES

CANELAMUSIC

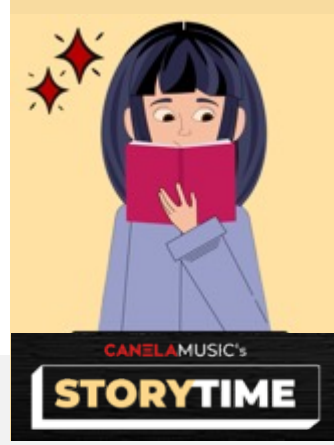
Canela Music provides a stage for the best music for Latinos from nostalgia to today's most popular music and most importantly, giving a voice and platform for emerging Latino artists through original and fresh formats.



**SXSW
SHOWCASE**



PERRETEO



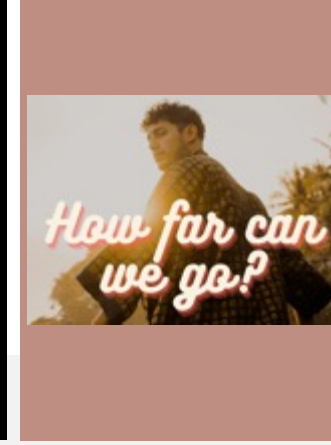
STORYTIME



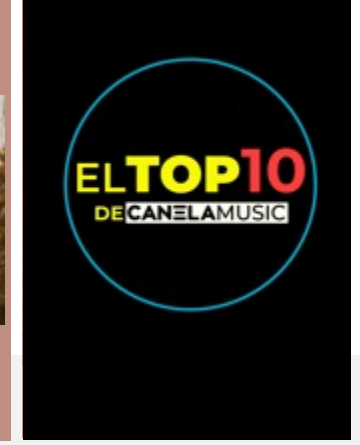
LITERAL



**HASTA QUE ME
OLVIDES**



**HOW FAR CAN
WE GO?**



EL TOP 10

PACKAGES INCLUDE

Segments Sponsorships Include

- Category Exclusivity
- Branding & Logo Placement
- Thematic Integration in Episode
- Ad Priority in Canela Music Channel & VOD
- OLV across Canela Video Network
- :06 Billboard
- Co-branded amplification (Audio, Social, Display)
- All shows run on linear channels and VOD



El Top 10 is Canela Music's editorial countdown of music videos by theme, artist, or anything else! A playful voice commentary will guide the viewers through the countdown with details and fun comments on each video.

LINEAR + VOD

Each episode will run on Canela Music Presents and be available on demand.



[Click here to watch an episode](#)

SHOW DETAILS

- 12 x 12 minutes episodes, 1 per week
- Each episode has a theme
- Countdown of the 10 videos, with each video lasting between 45 and 90 seconds
- “Honorable mentions” section of videos that almost made the list



beats & bits

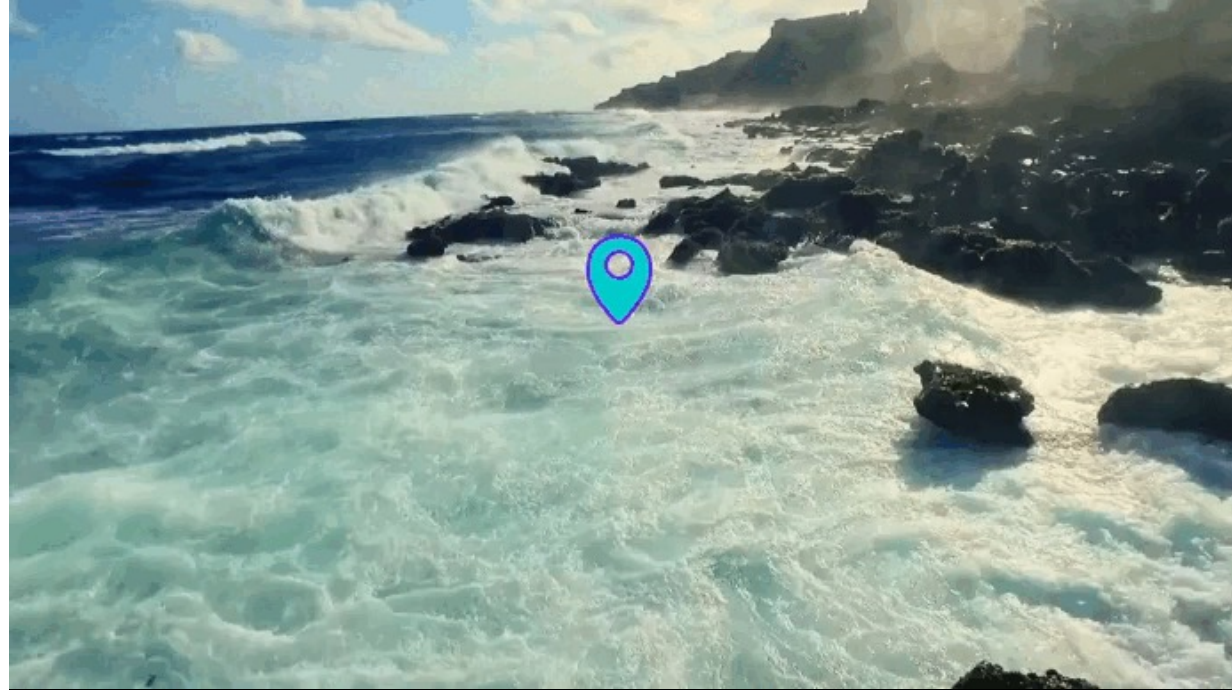
Beats & Bits is a twist to past and present music videos, containing “Bits” of information, trivia and fun facts along with artist-answered questions relating to a certain music video, all in Spanglish.

LINEAR + VOD

Each episode will run on Canela Music Presents and be available on demand.

SAMPLE BITS OF INFORMATION

- Artist's favorite part of the video
- Why the location was chosen
- Most awkward thing about the music video
- Special props in the video



SHOW DETAILS

- Episodes will be themed
- 20 “Bits”/captions per video
- 5 videos per episode
- Releases every two weeks

PERRETEO

Canela Music brings you a Soul Train like show where a group of people dance in front of cameras to all the latest craze in Latin Music.

Will include DJ sets and live performances

LINEAR + VOD

Each episode will run on Canela Presents and be available on demand.



SHOW DETAILS

- 6 episodes
- 30 minutes each
- June through August twice a month

UNITED by the RHYTHM

“United by the Rhythm” (Unidos por el Ritmo) will showcase how Latin artists get involved in education, their community and use their influence to help others in need.

LINEAR + VOD

Each episode will run on Canela Music Presents and be available on demand.

MIXTAPE

A customized “Mixtape” featuring music videos from artists that are altruistic, including the one in the episode, will be created and released after the show’s premiere.



Ricky Martin

SHOW DETAILS

- Show will feature artists who are involved with non-profits, schools and more
- one 30 Minute episodes per month (12 total)
- Interview based with clips of artists involved in their community



DESDE LA RAÍZ

“Desde La Raíz” (“From the Root”) will bring a new depth to new releases and music videos as Canela Music explores not only the making of songs and videos, but how they tie into an artist’s career, their roots, and Latin culture.

LINEAR + VOD

Each episode will run on Canela Presents and be available on demand.

MIXTAPE

A customized “Mixtape” featuring music videos from the artist will be created and released after the show’s premiere.



Carlos Vives

SHOW DETAILS

- Show will feature Tier A and Tier B artists
- Show will be based on artists releasing new music
- Two 30 Minute episodes per month (12 total)
- Interview based with clips of video and behind the scenes if available



CANELA MUSIC OFFICIAL SXSW SHOWCASE

The Canela Music official SXSW Showcase will feature six Latin artists defining the future of Latin Music that will surprise everyone present. Additional content will be recorded around the experience that will feature the artists performing as they navigate the preparation of the show and expectations for their future.

LINEAR + VOD

Each episode will run on Canela Presents and be available on demand.

POTENTIAL BRAND ACTIVATIONS

- Special content from series from SXSW
- Vignettes and coverage from the event
- Artist profiles featured at event
- Social amplification
- Co-branding and client hospitality at event - TBD
- Sweepstakes to send winners to SXSW - TBD



SXSW 2023

MARCH
10-19

AUSTIN
TX

SHOW DETAILS

- 6 artists
- 30 minutes each



BETWEEN STAGES LIMITED SERIES

YOUR BRAND will have the opportunity to take our audience behind the scenes of an artist tour. The audience will experience the thrills, obstacles, and excitement alongside their favorite artist.

The show will consist of three parts:

The Conception

We will follow the artist and their crew working together to plan the tour, from the stage, the music, and the experience.

The Transition

Once the planning is done, this episode will explore the transition of rehearsal to the touring, from how the equipment moves to the artist's lifestyle as they travel from city to city.

The Show

As the show begins, this episode will cover the fans' excitement to see their favorite artist and the action backstage as the artist gets ready to perform.



The “Canela Music’s Story Time” animation series will paint over the story-telling of a certain anecdote, fun fact, and important moment from an artist's musical career, digging deep into the life of the musician.

LINEAR + VOD

Each episode will run on Canela Presents and be available on demand.



[Click here to watch an episode](#)

SHOW DETAILS

- 2 minutes episodes, 1 per month
- Each episode begins with a live artist
- Story is told through animation
- Artist comes back to finish the story



LITERAL

Canela Music brings you a sing along show, with the literal translation of Spanish Lyrics showed in a bubble, like beats and bits.

LINEAR + VOD

Each episode will run on Canela Music Presents and be available on demand.



SHOW DETAILS

- 6-7 videos per episode
- 30 minutes each
- 8 episodes, 1 per month from April through November

RISING NOTES

“Rising Notes” became a major audience driver for Canela Music in 2022. A series featuring emerging and trending artists that share their inspiration, what empowers them to make music and how they connect to the Hispanic audience with their music, building their fan base.

For the next phase of Rising Notes, there is an opportunity to evolve the partnership beyond a sponsorship:

- **Rising Notes Playlist** available on client’s platform
- **Unlocking new music** from Rising Notes artists exclusively on the client’s platform by participating in a brand study
- **Where are they now?** Revisit previously featured artists and check-in on their progress
- **Feature in ¡PONLE CANELA!** and other Canela Music Originals to enhance promotional opportunities
- **Social Amplification and Short-form content** on Canela Media's social platforms
- **Marketing Promotional Credit** to promote emerging artists



[Click here to watch Rising Notes episodes](#)

HASTA QUE ME OLVIDES

Hasta Que Me Olvides, is a tribute to one of the most iconic Latin artists of all times, Luis Miguel. This musical includes 8 different artists, a choir, an orchestra, a band, a mariachi and audiovisuals.

Canela Music will bring you this reality show based on the journey that these 8 artists went through to do this show. It will narrate their stories from the casting to the production, including all the drama and memories that they made along the way.

LINEAR + VOD

Each episode will run on Canela Presents and be available on demand.



SHOW DETAILS

- 10 episodes
- 30 minutes each
- Launching in March



How far can we go?

Carlos Neda has always wanted to inspire others to follow their dreams and see how far they can go. That's why he decided to travel to 12 different locations to record a song with a unique scenery from each of these countries as a backdrop. He will visit: El Salvador, Guatemala, The United States, Spain, England and Austria. Each week, for 3 months, he will launch a video for a total of 12 songs that will be compiled in an album.

LINEAR + VOD

Each episode will run on Canela Presents and be available on demand.



How far can we go?

SHOW DETAILS

- 10 episodes
- 30 minutes each
- Launching in March

CANELA ***DEPORTES***

CANELA DEPORTES

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.



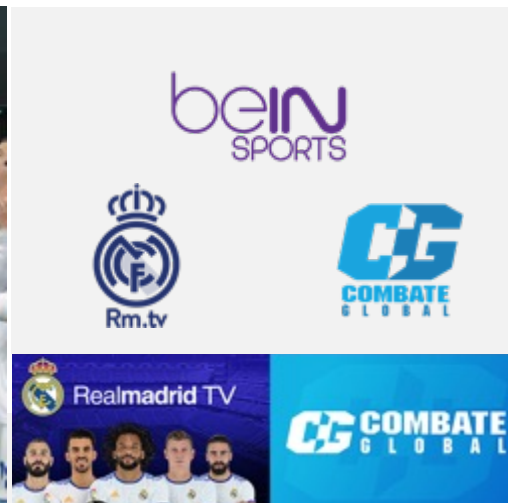
100% FÚTBOL



EL SCORE



MAJOR ARENA SOCCER LEAGUE



ADDITIONAL LINEAR CHANNELS



CAMPEONAS

PACKAGES

Platinum

Presenting Sponsor Package – only three per key property and tentpole.

- Presenting Sponsor Credit
- Category Exclusivity
- Exclusive presenting sponsor elements in the form of branded content and ancillary content.
- Social Amplification.
- Packaged with Presenting Sponsor Credit for Collections and Affinity Content.

Gold

Sponsorship elements that provide the brand the ability to stand out in key properties and tentpoles.

- Sponsored By Billboard/Bumper
- Category Exclusivity
- One sponsorship element outside in-show commercial placement.
- Social Amplification.
- Packaged with strategic placement in Collections and Affinity Content.

Silver

Straight media run, no sponsorship or branded content. Placement in key properties and tentpoles based on audience affinity for a premium CPM.

A soccer team in blue uniforms is celebrating a victory on a field. They are surrounded by a thick shower of white confetti. In the center, a player is holding a large silver trophy. Several men in suits are also celebrating, with their arms raised. The scene is filled with joy and excitement.

MAJOR ARENA SOCCER LEAGUE



MAJOR ARENA SOCCER LEAGUE

Matches from the best indoor soccer league in the world, exclusively in Spanish on Canela.TV, featuring teams based in top Hispanic markets in Southern California and Texas as well as former MLS and Liga MX stars.

League Details:

- 90+ matches on Canela.TV for 2023
- Match replays on Canela.TV
- Highlights published to Canela Media's social media platforms
- January – May
- October - December





SPONSORED LIVE STREAM

Live matches produced by Canela in an innovative Twitch style format. Stream will be lead 2 casters and MASL expert narrating the matches and telling the stories around the league, teams and

BRAND OPPORTUNITIES

- “Presented by” branded card throughout the match
- Logo placements across the stream
- Brand and/or product mention
- Product integration, depending on category

TIMING

- January-May

PLATFORMS

- Canela.TV

