



**LATINO
ALTERNATIVE**

→ **LATV IS A CERTIFIED MINORITY OWNED AND OPERATED MEDIA COMPANY, SERVING THE LATIN COMMUNITY AS A CONTENT HUB, TALENT INCUBATOR AND ADVOCATE.**



UPFRONT 2023-2024

LATV



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"It's not just about being ahead of trends, it's about trusting that when we invest in our community's ability to uplift itself through art and authentic expression, we can build something unique and everlasting. That's what really drives us at LATV, and what's going to inspire those across the country who are bold enough to join the Latino voices redefining culture."

- Bruno Seros-Ulloa, President



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AWARD-WINNING CONTENT LATV

When it comes to representing the Latino community through authentic original content, LATV is the point of reference in media for the bicultural American Latino experience.



INCLUSIVE: Representing Latino Culture, Latina Empowerment, LGBTQ+ and Afro Latino Pride.

BRAND-SAFE: We pride ourselves in amplifying Latino expression that inspires, celebrates and uplifts.

BILINGUAL: ~70% English Dominant (We accept creative in Spanish and English).

AUTHENTIC: Produced by Latino creators who mirror our community.



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NEW FOR
FALL SEASON



TALK SHOW



LNTV SPORTS ORIGINAL
GANADORAS

SPORTS



**BEAUTY &
LIFESTYLE**



UPFRONT 2023-2024



LNTV
A **GLANCE** AT OUR
AUDIENCE



UPFRONT 2023-2024



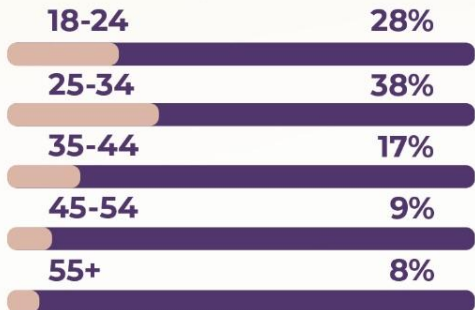
→ GENDER



FEMALE 55% MALE 45%

LDX Precision

MEDIAN AGE: 30



AUDIENCE CATEGORY ENGAGEMENT



HH INCOME

\$75K+

LANGUAGE

English Dom - 70%
Spanish Dom - 30%

DEVICE BEHAVIOR

Desktop - 20%
Mobile - 80%



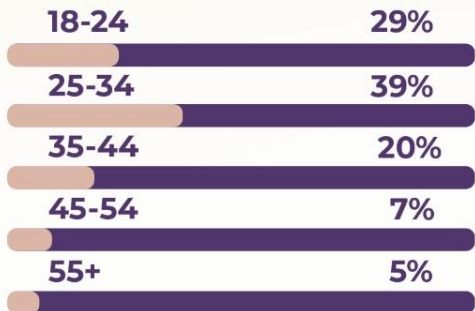
→ GENDER



FEMALE 48% MALE 52%

LDX Precision

MEDIAN AGE: 30



AUDIENCE CATEGORY ENGAGEMENT



HH INCOME
\$85K+

LANGUAGE

English Dom - 70%
Spanish Dom - 30%

DEVICE BEHAVIOR

Desktop - 15%
Mobile - 85%



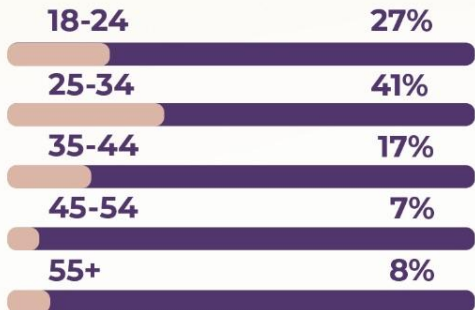
→ GENDER



FEMALE 39% MALE 61%

LDX Precision

MEDIAN AGE: 30



AUDIENCE CATEGORY ENGAGEMENT



HH INCOME
\$60K+

LANGUAGE

English Dom - 80%
Spanish Dom - 20%

DEVICE BEHAVIOR

Desktop - 20%
Mobile - 80%



UPFRONT 2023-2024





LNTV
**CROSS-CHANNEL
REACH**



UPFRONT 2023-2024



LA 360 VIEW

LATV LINEAR
61MM HH • 13MM HHH

LATV Digital
35MM monthly uniques
O/O + 400 Network partners

44MM

LATV+ (CTV/OTT)
1MM unique
(2023 projected)

LATV SOCIAL
15MM
Social brands: 5MM / Influencers: 10MM

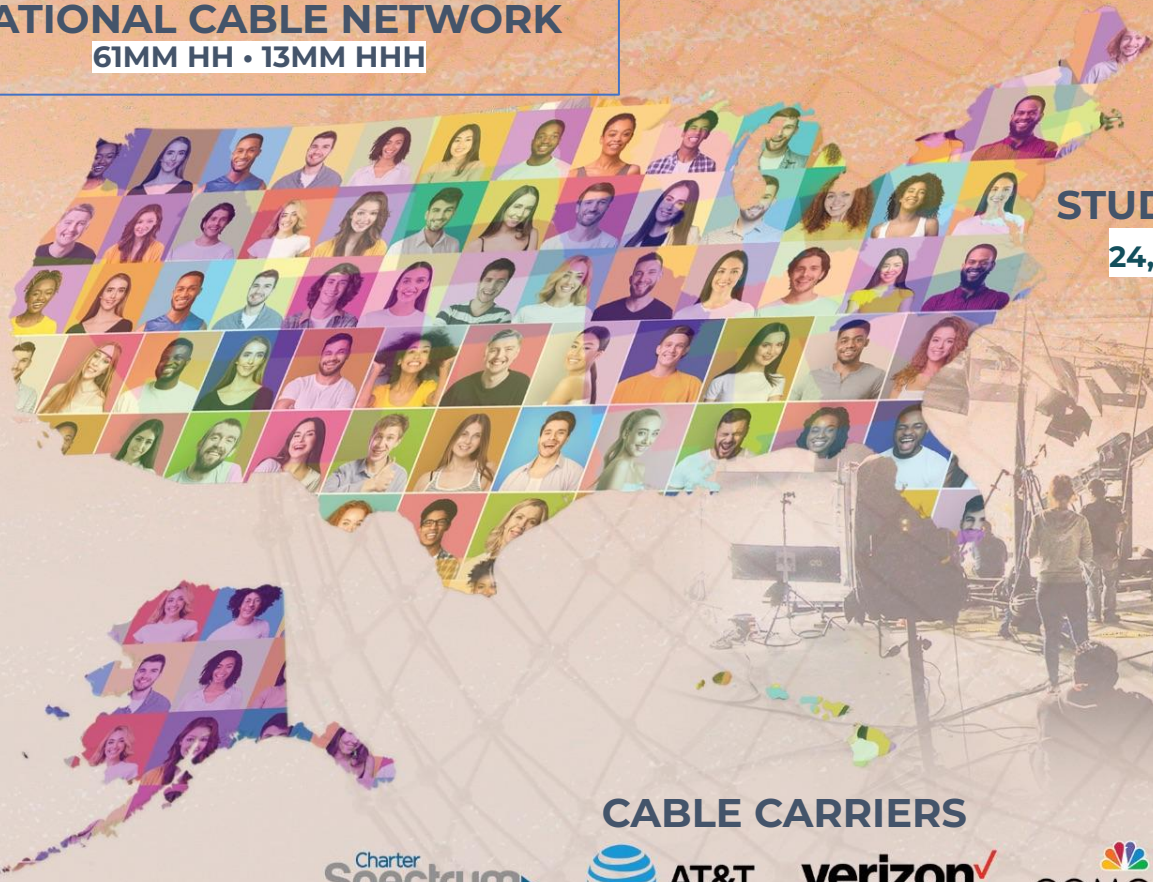


UPFRONT 2023-2024

LINEAR

LNTV

NATIONAL CABLE NETWORK
61MM HH • 13MM HHH



STUDIO SPACE
24,000 SQ FT

CABLE CARRIERS



UPFRONT 2023-2024



→ CONTENT HUB

- Short Form Video Content
- Editorial Content
- Exclusive Show Specials

→ ACTIVATION OPPORTUNITIES

- Sponsored Content
- Page Takeovers
- High Impact Video And Display

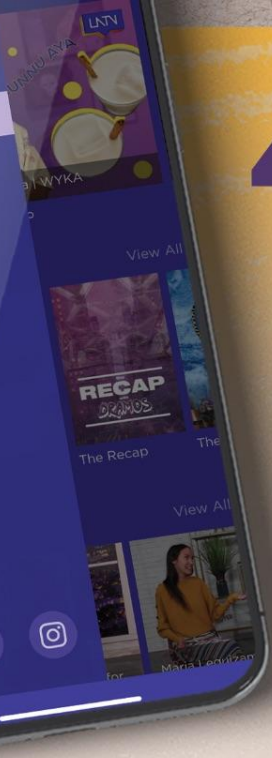
→ AUDIENCE TENTPOLE HUBS

- Hispanic Heritage
- LGBTQ Pride
- Black History Month
- Holidays



LNTV

- Home
- Search
- Recently Watched
- Favorites
- Settings
- Sign In
- Sign Up



4,000+ HOURS ORIGINAL CONTENT

2023-2024 EXCLUSIVES

- GANADORAS
- RISE AND VIBE
- LA CHARLA
- THE BIG DEAL
- FREQUENCY
- ROYAL T

LATV+

- NEW CONTENT UPDATED WEEKLY
- BRAND SAFE ENVIRONMENT
- FREE FOR AUDIENCE, 100% AD SUPPORTED
- LONG FORM VIDEO FORMATS
- FAST CHANNELS (AFRO LATINO, LGBTQ, CULTURE)



MOBILE



WEB



PLAYERS



SMART TV



LINEAR CHANNELS



MOBILE

WEB

PLAYERS

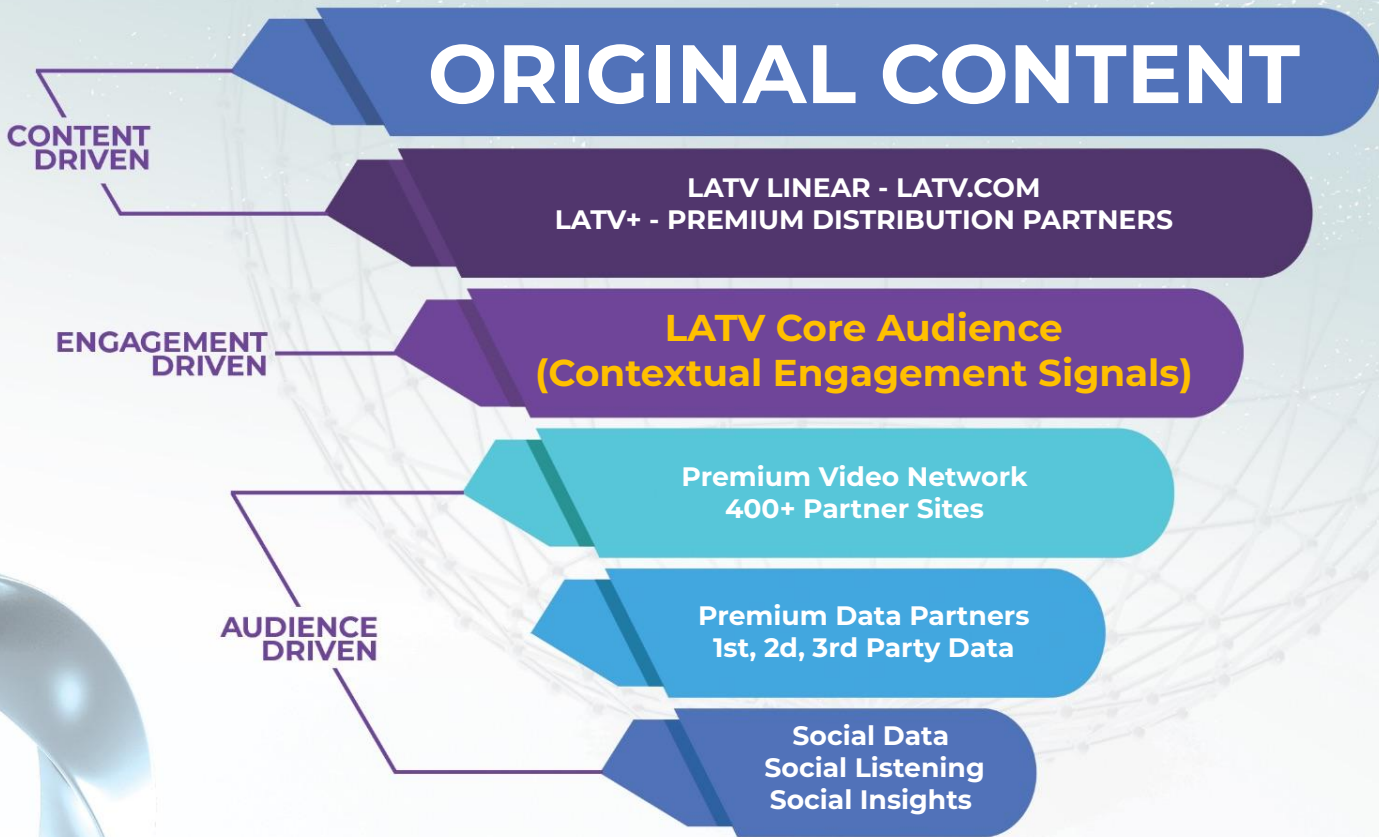
SMART TV

LINEAR CHANNELS

STRATEGY

→ **CONTENT DRIVEN**
AUDIENCE DRIVEN
ENGAGEMENT DRIVEN

AUDIENCE JOURNEY



UPFRONT 2023-2024



HOW WE TARGET ^{LNTN} TARGET

CLIENT
KPI

LATV
CORE
AUDIENCE

TARGETING
Contextual insights
Casual + Utility models
(propensity)
Softer learnings and
human elements

MEASUREMENT
Media mix attribution
Cohort based targeting
Lower funnel conversions
Upper funnel impact
(brand sentiment,
relevance, receptiveness,
awareness, propensity)

**ABOVE AVG.
KPI'S**
VCR 90%+
Brand Safety 99%
VTR 80-90%



UPFRONT 2023-2024



TECH PARTNERS

BRAND SAFETY

DV DoubleVerify

IAS Integral Ad Science

MEASUREMENT

Nielsen

comscore

DV DoubleVerify

IAS Integral Ad Science
Sizmek
FOURSQUARE

VIEWABILITY

MOAT

DV DoubleVerify

IAS Integral Ad Science

LOTAME

MOAT
wiland INFINIA

LiveRamp

Nielsen

KOCHAVA

INNOVD

Sizmek

DATA

ATTRIBUTION

CREATIVE



UPFRONT 2023-2024



MOBILE DATA SOLUTIONS →

30.6 MM Mobile Unique IDs

- Audience Analytics
- Data Enrichment
- Lower Funnel Kpis

VERTICAL SPECIFIC AD SOLUTIONS →

Shopper Experiences-Rich
Media Ad Units-Auto Intenders Data-Retail
and QSR In-Store Targeting



UPFRONT 2023-2024

LTV
EXTENDED SOLUTIONS



LNTV
**CUSTOM
AD-HOC**
SOLUTIONS

Content Engagement
Foot Traffic Studies
Attribution Studies
Brand Lift Studies
Cultural Impact
A/B Testing



UPFRONT 2023-2024



PRIDE

- Black History Month
- Women's History Month
- LGBTQ+ Pride



HISPANIC HERITAGE MONTH

- Hispanic Heritage Month
- Holidays



SOCIAL

LNTV



283.3K
FOLLOWERS



14.2k
FOLLOWERS

**410K
FOLLOWERS**

Instagram: 52.7K
Tiktok: 58.6K
Youtube: 77.2K
Facebook: 215.9K
Pinterest: 5.6K

Monthly Views / Reach
10M (Estimate)

LATINAS

107K
FOLLOWERS



5.5K
FOLLOWERS



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UPFRONT 2023-2024

LNTV **NEXT PHASE**



LNTV



BUDGET GROWTH TO ACCELERATE SCALE

- +80% YOY Investment in original content production
- +75% YOY Investment in audience acquisition
- +120% YOY Investment in publicity & marketing
- +140% YOY investment in creative staff & influencer partnerships
- +80% YOY investment in broadcast distribution

GROWTH PARTNERS

- Entravision (marketing, promotion)
- Glewed, Tubi, etc. (FAST & content licensing)
- Revry (content production & promotion)
- We All Grow Latina (Content & Events)
- Outfest (Content & Events)

“ To meet the rapidly growing demand for LATV’s original content and our audience, we’re heavily investing in accelerating our scale across all platforms by allocating aggressive budgets for content production, promotion and distribution. ”

- **Andres Palencia, CEO**



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DISTRIBUTION GROWTH



LATV+ CTV/OTT

LATV launched LATV+ in Q4 2022 on top OTT platforms including Roku, Apple TV, Amazon Fire, Android TV, and Samsung TV's

LATV will begin launching linear across FAST platforms in Q2 2023

LATV LINEAR

LATV's cable network continues to expand its reach by adding new markets to our distribution network increasing our footprint by 15% YOY. (53MM in 2021 to 61MM in 2022)



UPFRONT 2023-2024



AUDIENCE GROWTH

TOTAL UNIQUE PROJECTIONS ON LATV+ (OTT)



MONTHLY UNIQUES (000) PROJECTIONS ALL DIGITAL PLATFORMS



LATV has launched an always on audience acquisition campaign across all tactics (PR, Media and Content) to proactively grow the audience of the new LATV streaming platform.



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