



ESTRELLA
MEDIA



2024 CONTENT STRATEGY

Authentically Latino. Inherently American.



GROWTHFRONTS





Here is what we know about identity: Hispanics are reclaiming **Latinidad**

Latinidad /La·ti·ni·dad/ n.

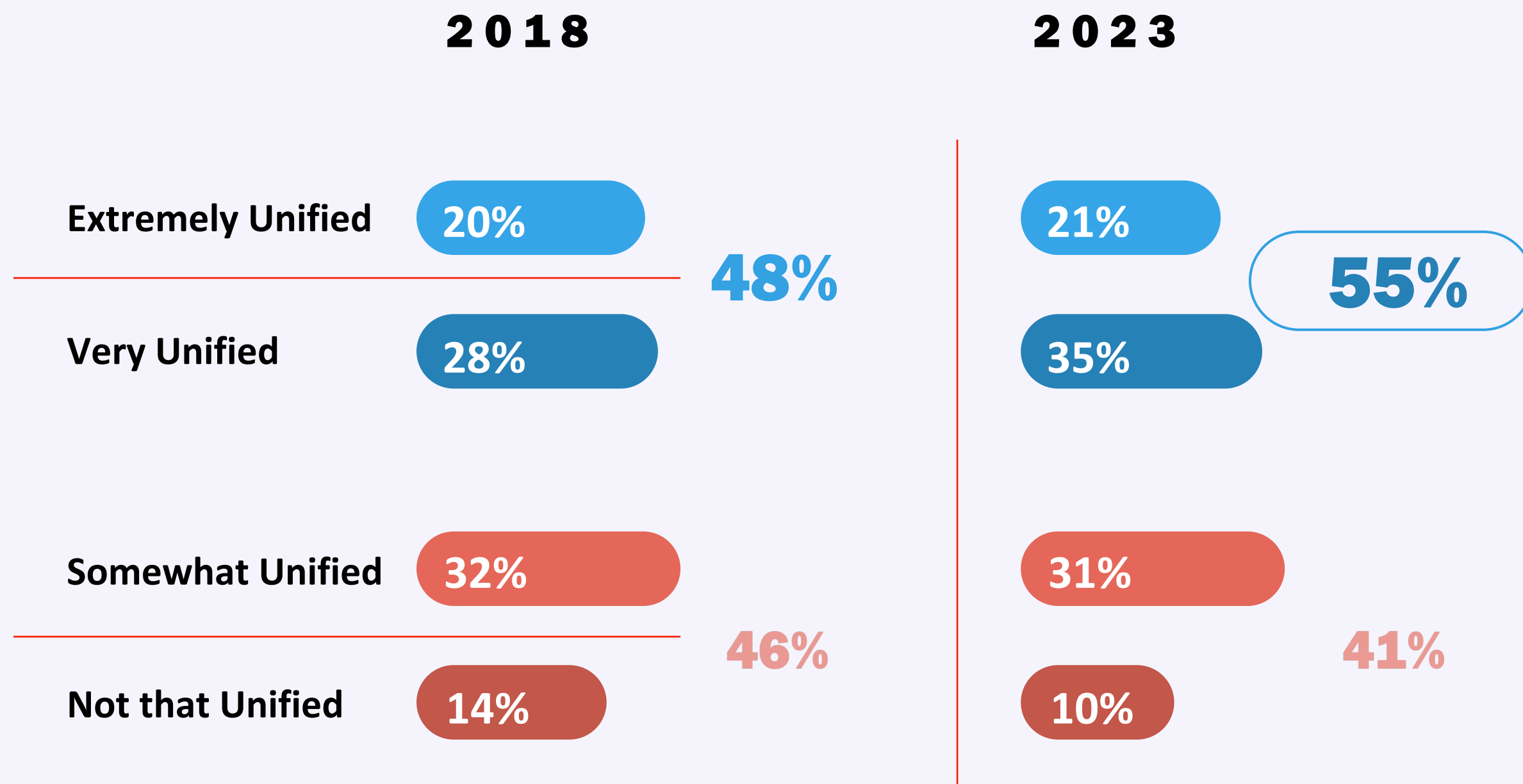
Spanish-language term that refers to the shared cultural values, practices and experiences that in turn create a network effect among the diverse communities in the Hispanic population.

Hispanics are reclaiming Latinidad

Hispanics are proud, active and vocal

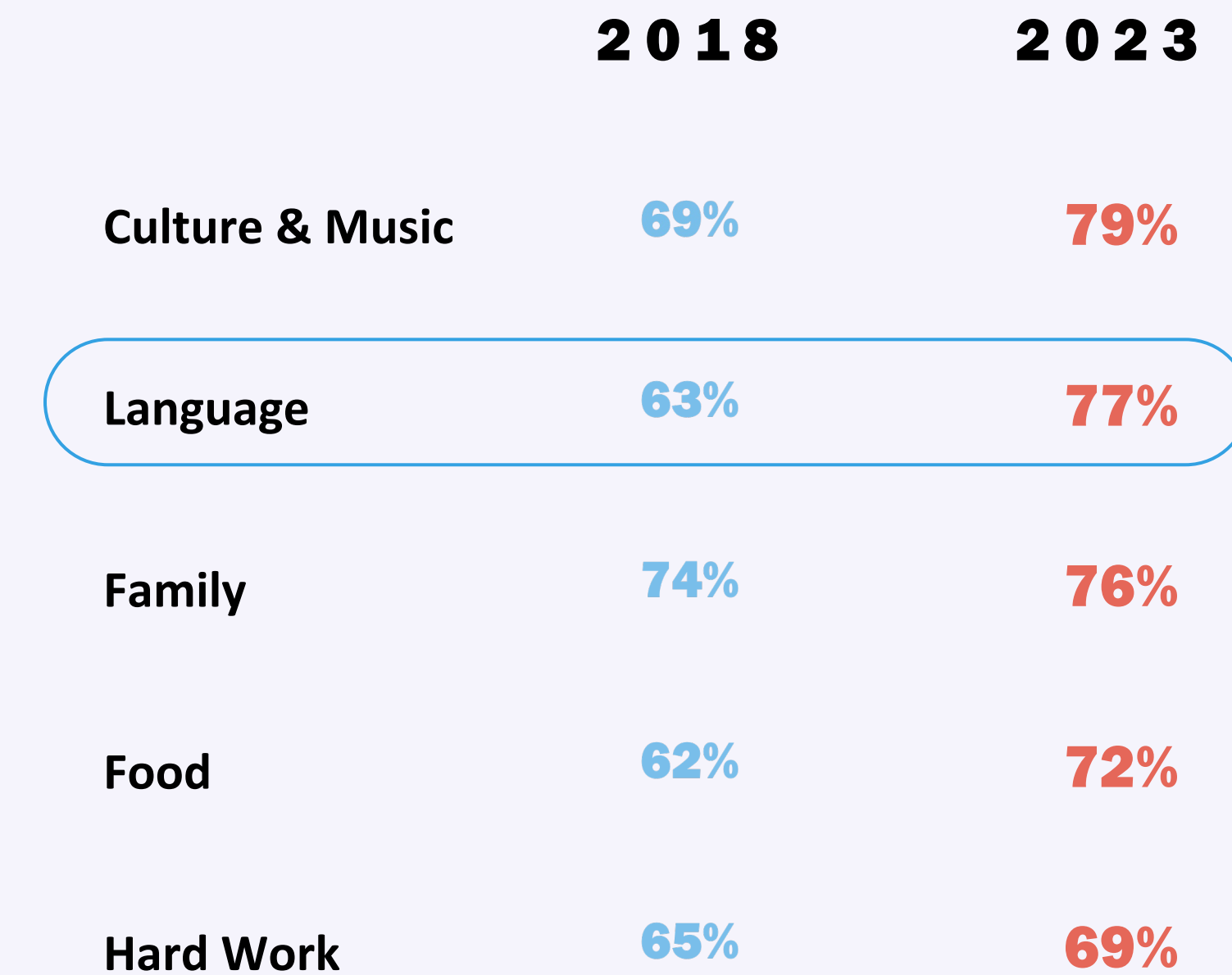
Rise in unity as a community

How unified do you think Hispanics are as a community?



Spanish language is on the rise

What best defines the Hispanic community? Top 5



Source: WAAH/Nielsen Hispanic Sentiment Study 2023, WAAH Hispanic Sentiment Study 2018

An integrated entertainment platform

360-degree approach to super serving the U.S. Hispanic market



The Estrella content solution

Topical entertainment strategy

◆ Heritage

Estrella's roots are in competition, reality and game show content.

◆ Evolution

Delivers refreshed topical entertainment strategy through successful legacy content and meeting evolving demands of Hispanic community.

◆ Tagline

Hablamos el mismo idioma - we speak the same language.



Here is what we know about Hispanics **media behavior** and **important topics** that matter

Media Landscape & Consumption

Evolving viewer needs and habits that pair with Latinidad

Television and digital are the premiere sources for viewership

57%

Rely on television and online sources for their news

87%

Used television to get their news in the last week

63%

Say television and online sources are the most reliable sources of news

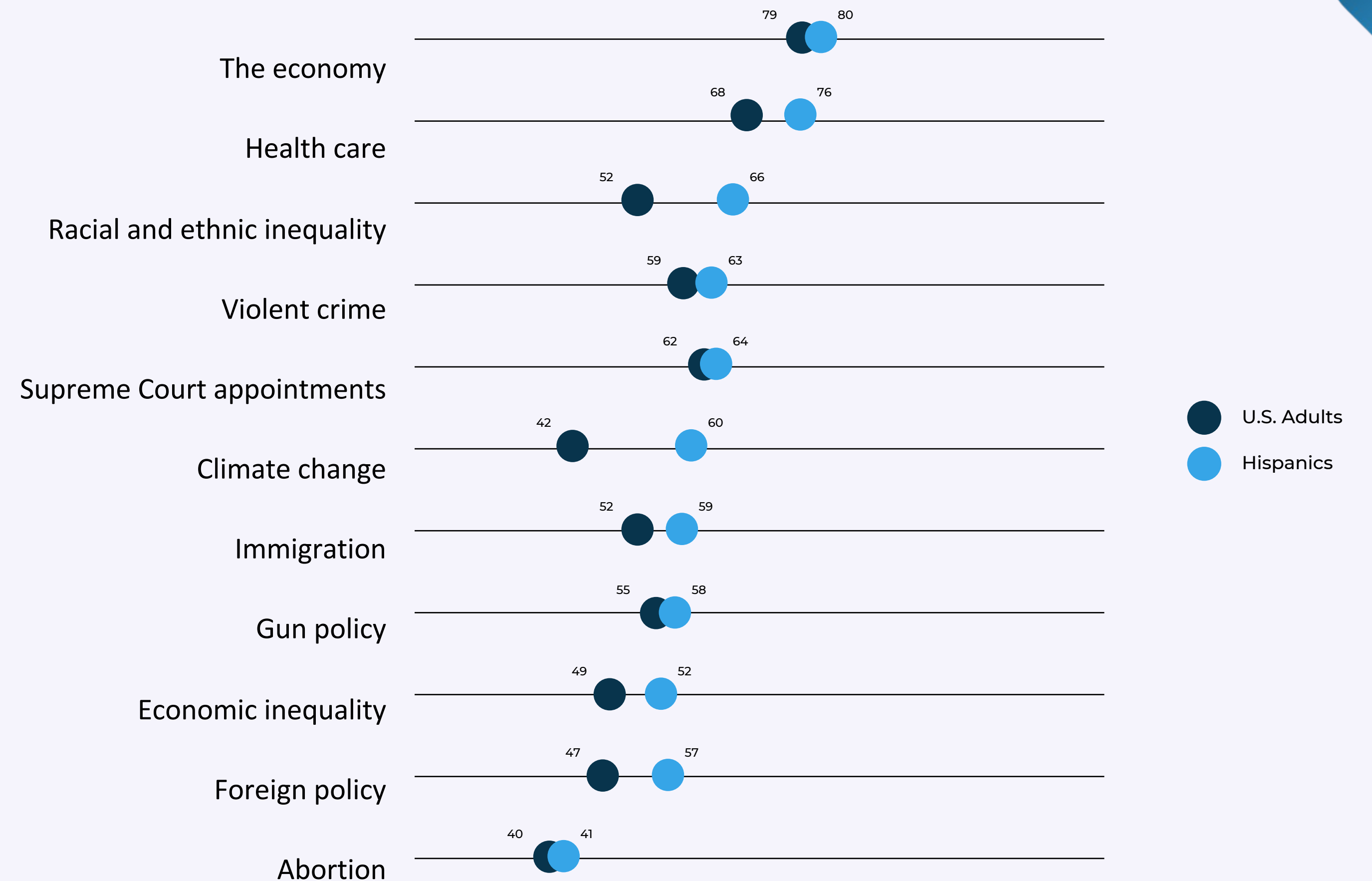
69%

Used online to get their news in the last week

Sources: Rand Corporation; American Press Institute.

Top problems facing the country

Hispanics and Non
Hispanics have a **shared
interest** in the **top issues**
the **economy** and **health care**



Source: Pew Research. % of registered voters who say_ is 'very important' to their vote in the 2020 presidential election.
Note: Based on registered voters. No answer responses not shown. Survey of U.S. adults conducted July 27-August 2, 2020.

The evolving Estrella content solution

Intersection of Estrella's excellence & what our audience wants

“ A healthy democracy relies on **information**. It requires engaged citizens to arm themselves with **facts** and hold their leaders to account. ”

Rand Corporation

“ **News** is that part of communication that keeps us informed of the changing events, issues, and characters in the world outside. Though it may be interesting or even entertaining, the foremost value of news is as a utility to **empower the informed**. ”

American Press Institute

“ The **purpose of journalism** is thus to provide citizens with the **information they need to make the best possible decisions** about their lives, their communities, their societies, and their governments. ”

American Press Institute

Here is how Estrella will respond with a refreshed content solution

Over 2,100 hours of original content

Hablamos el mismo idioma

Content values

Truth, patriotism, culture, family, hard work and fun.

Content characteristics

1. Where the audience sees themselves and their voice
2. Entertain, enlighten and educate viewers
3. Addresses the issues that matter to U.S. Hispanics
4. Celebrate and advocate for the success of U.S. Hispanics
5. Access to news and information 24/7

Content strategy – Topical entertainment

Reality / Competition

Unscripted series' featuring real people in a variety of scenarios, situations and games competing to win prizes.

Magazine

Magazine style programs, featuring current interest topics in a lighter and relatable style.

News & Information

Delivering the most relevant and breaking news and current events, featuring stories that impact U.S. Hispanics, with a focus on the economy, immigration, education, politics and health care.

Opinion

Editorial journalism content centered around the most important topics and presenting them with multiple points of view.



Hablamos el
mismo idioma.



The 2024 Estrella content solution

Original content launching February 12th

Primetime with Topical Entertainment



Weekdays
1 hour | 6pm

Fun and Games. New panel game show focused on pop culture, with the latest gossip and entertainment news.



Weekdays
1 hour | 7pm

Fan favorite, 100 Latinos Dijeron is back with brand new episodes.

Mexican comedian Mau Nieto hosts the Spanish language version of one of the most successful game shows of all time, "Family Feud."



Weekdays
1 hour | 8pm

Join Rolando Nichols and a cast of top Spanish language celebrity guests, musical artists and politicians as they break down the trending news, politics and current events daily.

A one-hour weekday topical entertainment series that takes a satirical view on the day's news, politics and current events.



Weekdays
1 hour | 9pm

This Spanish language infotainment pioneer is your getaway to a world of the most impactful videos curated from across the globe. Hosted by the dynamic duo of Lianna Grethel and Nour Milla.



Weekdays
1 hour | 10pm

EstrellaTV's award-winning primetime newscast, wraps the night with a fast-paced and insightful summary of the day's events, anchored by legendary news journalist Jose Ronstadt. Expanding to 1 hour on February 12.

The 2024 Estrella content solution

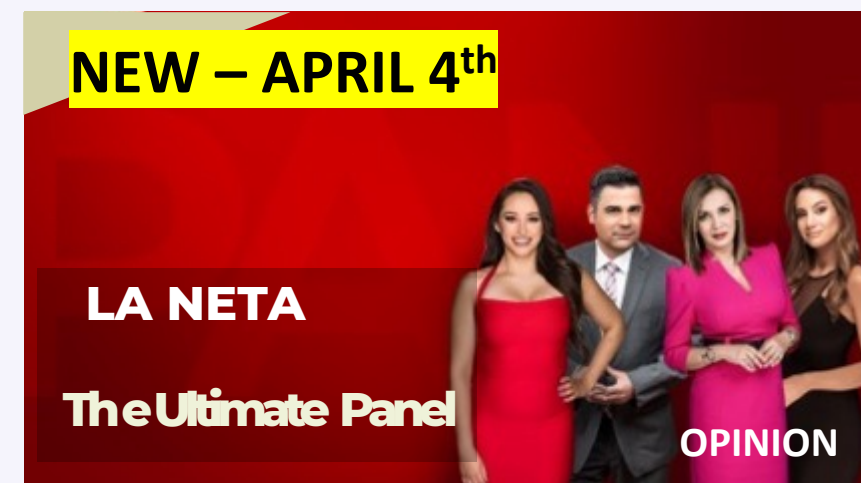
Original content launching February 12th

Daytime with Topical Entertainment



Weekdays
1 hour | 3pm

New show that focuses on lifestyle and Hispanic culture in the U.S. in all areas of life – wellness, nutrition, fitness, finance, attitude, relationships, music, food and social issues.



Weekdays
30 minutes | 4pm

Viviana Sarrade, Abel Álvarez, Palmira Pérez and Nour Milla come together in a dynamic, irreverent, unique and informative panel talk and opinion show where the most current topics facing the Hispanic community are discussed in a high energy setting.



Weekdays
30 minutes | 4:30pm

Go beyond the headlines as Abel Alvarez takes to the streets of Hispanic America to present the daily pulse of the Hispanic community and bring their voice front and center.

The predominance of episodes will be produced on location.



Weekdays
30 minutes | 5pm

The most comprehensive, up-to-the-minute information from both the United States and around the globe. Local markets include Texas (Dallas, Houston,) Los Angeles and Miami.



Weekdays
30 minutes | 5:30 pm

Consumer advocacy show hosted by Palmira Pérez, who stands up for the community and provides information and resources dedicated to helping U.S. Hispanics have presence and power in their daily lives.

Digital video gets bigger and better across 4 networks and AVOD

- ◆ New studio content and originals
- ◆ The biggest original hits from the library
- ◆ Acquired game shows
- ◆ Movies



CTV - 4 FAST CHANNELS



AVOD



Here is how you can get involved: Sponsorship Opportunities

Offering enhanced cross-platform solutions

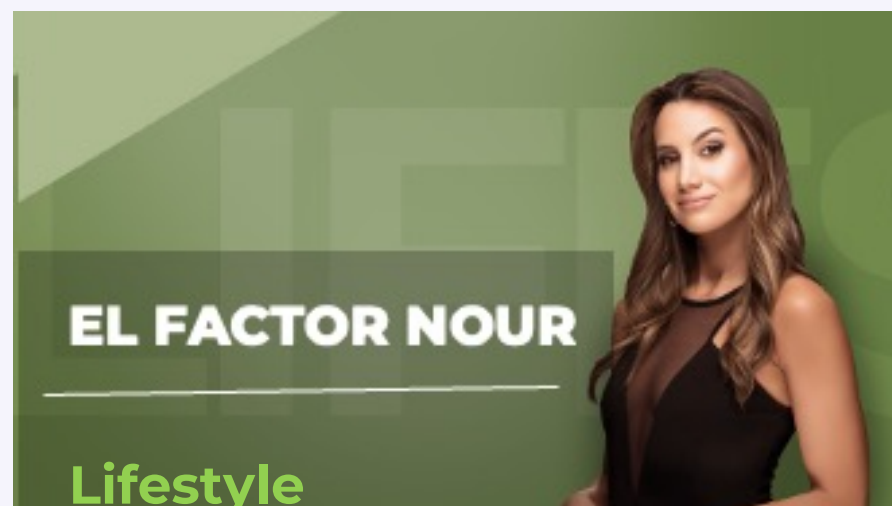
Original Segments



- Legal
- Healthcare
- Finance



- Man on the street interviews
- Walk in your shoes
- Behind the wheel automotive segments



- Finance
- Physical health
- Fitness

Seasonal calendar with theme weeks

February
Health and Fitness

June
Voter awareness & registration

April
Finance

September
Back to school, Hispanic Heritage month,
Fiestas Patrias

May
Cinco de Mayo

November / December
Holidays

Local news
Sports and weather segments

Conclusion

Estrella's best days are ahead of us.

Our refreshed topical entertainment content strategy will better meet the needs and demands of the U.S. Hispanic community.