

UNANIMO

DEPORTES



AUDIO · VIDEO · EVENTS · SOCIAL · DIGITAL · PUBLISHING

WHO WE ARE

UNANIMO
DEPORTES

We are UNANIMO Deportes

Experienced multi-media audio, digital, and print sports journalists informing and entertaining passionate fans across all platforms. In this we are UNANIMO... featuring top Sports News, Culture, Videos and Audio programming.

UNANIMO Deportes was created with top former ESPN Deportes talent familiar to viewers and listeners, with editorial journalists who deliver high-quality content that fans have enjoyed over the years. It has evolved into a digital-first multiple-platform media company including daily live video and audio programs, podcasts, and original content.



Mission

To cover the sports, athletes, leagues, and teams that are compelling to fans across country of origin and language preference, wherever they are, and whenever they want it.

Vision

Go beyond daily sports news coverage, to tell often-untold, rich stories and sports history that highlight the legacy of Latin and multicultural athletes, while entertaining, inspiring and educating audiences.



WHO WE ARE

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Unanimous Sports Media

Online Sports News and Information Portal

Streaming Audio Sports Network 24/7 + Podcasts

Digital/Print Sports Editorial Publishers

Original Sports Content Creators

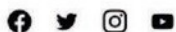
Historias! Series - Original Documentaries (Podcasts)

Herencia Series - Hispanic Heritage, Black History, Women's History, AAPI

UNANIMO+ - Syndicated Reach, Targeted, Measured, Optimized, Verified

DIGITAL NEWS AND INFORMATION

UNANIMO
DEPORTES

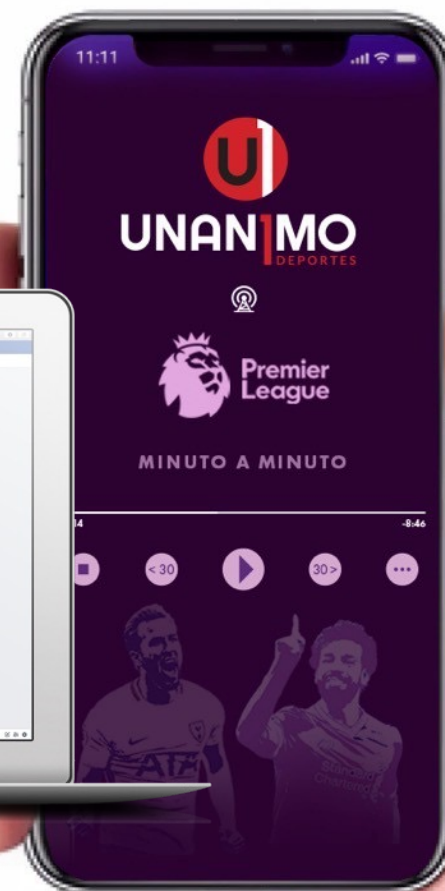


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RADIO EN VIVO



INICIO MIAMI DEPORTES V CULTURA V VIDEOS V RADIO V OPINIÓN ESTADÍSTICAS V





9 AM - 12 PM ET
Mondays - Fridays

Los Mero Meros de la Raza provide thoughtful and thorough analysis on the latest happenings in Mexican soccer, as well as European and Latin American leagues.



12 PM - 2 PM ET
Mondays - Fridays

Sin Filtro brings a wealth of insider info on MMA and Boxing to this multi-sport program with invited guests. An engaging, fast paced show with the latest in the world of American and International sports.



2 PM - 3 PM ET
Mondays - Fridays

La Copa al Día focuses on top global/regional International tournaments, the impact of results and player performances leading toward the tournament of tournaments - The World Cup.

LIBRE DIRECTO

3 PM - 5 PM ET

Monday - Friday

Libre Directo is a mixture of expert analysis on Mexican and European Soccer with the most relevant developments in the sport worldwide. Led by Ricardo Mayorga, Fernando Cevallos and Elizabeth Patiño providing timely and spirited debate.

Hosts

Ricardo Mayorga
Fernando Cevallos
Elizabeth Patiño
y Diego Cora





- Daily Programs Recorded Live
- Weekly Specialized Content
- Campaign Customized Segments
- Original Documentaries





CAFECITO SPORTS SHOW

(The/EI) Cafecito Sports Show

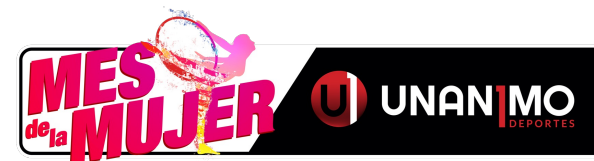
Hosted by Kenneth Garay and Michael Leon, is a bilingual sports show covering all in the world of sports including previews, analysis, debate, behind the scenes, culture and more with inclusivity and the kick of an energizing mid-morning cafe!



UNANIMO Deportes

Recognizes that our athletes come from various countries and also from diverse racial backgrounds that make up the tapestry of who they/we are. This while leaving marks in their sport and opening doors for those who have followed. We celebrate these rich stories with our *Herencia* series from February through October.

BLACK
HISTORY MONTH
Herencia



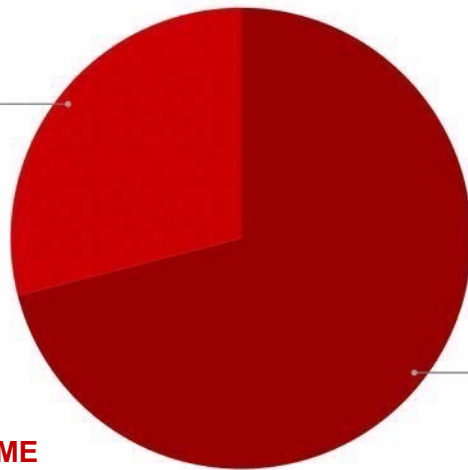
**ASIAN
& PACIFIC
ISLANDER
MONTH**
Herencia

**MES DE LA
HISPANIDAD**
Herencia

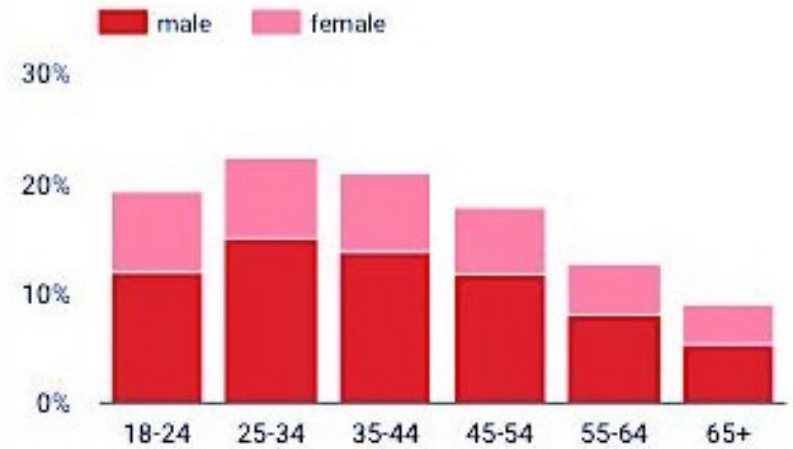


GENDER

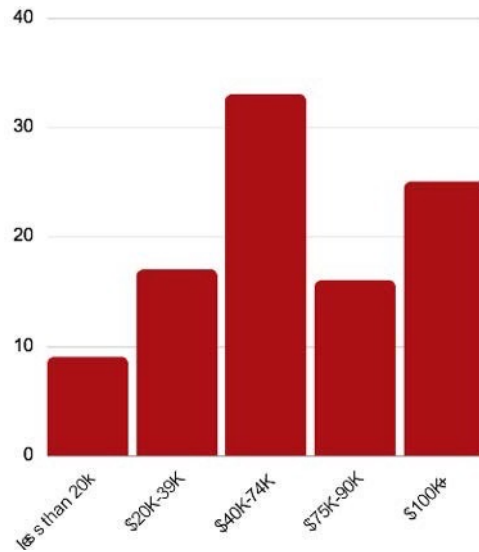
female
29,0%



AGE



INCOME

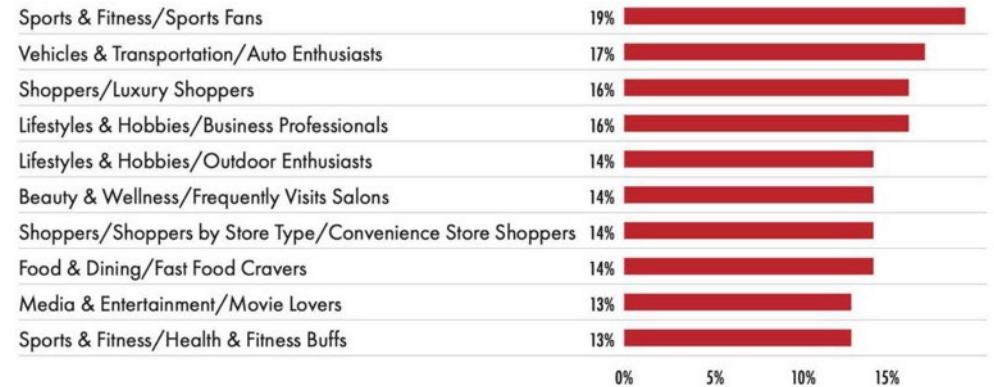


source: Wiland, Inc. 2021



INTERESTS

Affinity Category (reach)



source: GoogleAnalytics Jan. 2022 – Dec 2022

Content Syndication

Unanimo Deportes has entered into a multi-year agreement with McClatchy Media to provide their readers with Unanimo Deportes editorial and video content in several markets nation-wide significantly expanding our reach across several segments including General Market audiences.



Unanimo Deportes Audio is distributed on the three major national audio streaming platforms including TuneIn Radio, iHeart, Radio and Audacy and others.



UNANIMO+ Syndication

Total Video: Reach 28MM/53MM Monthly Avails

Total Display: Reach 42MM /500MM Monthly Avails

Hispanic Video 2.7MM Monthly Avails

Hispanic Display 23MM Monthly Avails

AA Video Reach 2MM Monthly Avails;

Data Opportunities

- Utilize 1st & 3rd party data, as well as CRM data

Location Focused Media

- Target locally, regionally & nationally to ensure your media is relevant
- Custom Geo-Fences up to 12 miles

Performance & Fast Optimizations

- Spend optimized to the highest performing shoppers and/or households with less waste

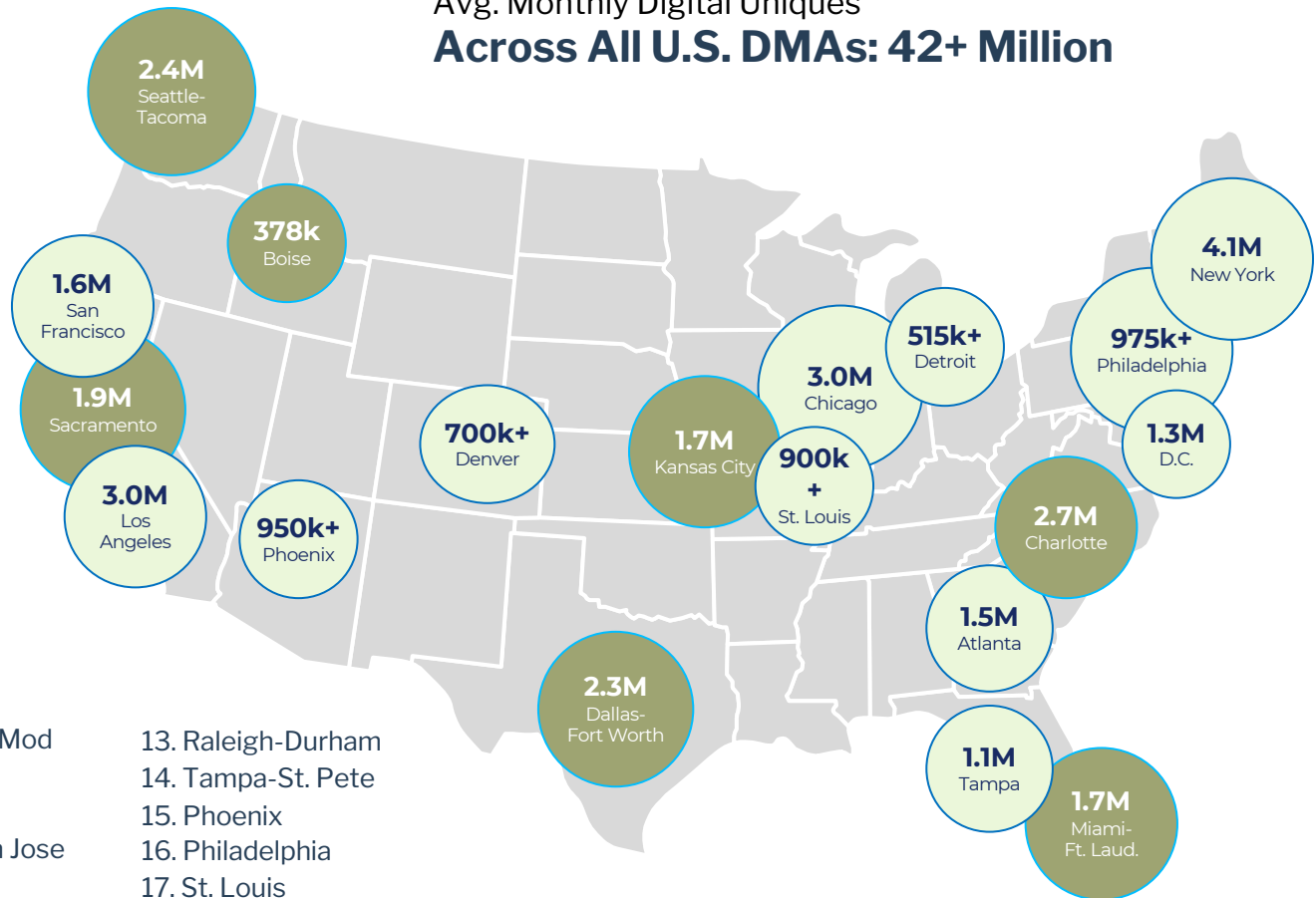
Campaigns can target households across all 50 states with demographic layers

Top Markets Digital Traffic Summary

Our syndicated digital readership is strong in major metropolitan areas across the country with the combined reach of Unanimo and McClatchy.

- | | | |
|---------------------|-------------------------------|---------------------------|
| 1. New York | 7. Sacramento-Stockton-Mod | 13. Raleigh-Durham |
| 2. Chicago | 8. Kansas City | 14. Tampa-St. Pete |
| 3. Los Angeles | 9. Miami-Ft. Lauderdale | 15. Phoenix |
| 4. Charlotte | 10. San Fran-Oakland-San Jose | 16. Philadelphia |
| 5. Seattle-Tacoma | 11. Atlanta | 17. St. Louis |
| 6. Dallas-Ft. Worth | 12. Washington, D.C. | 18. Orlando-Daytona Beach |

Avg. Monthly Digital Uniques
Across All U.S. DMAs: 42+ Million



Source: Amplitude, June 2023

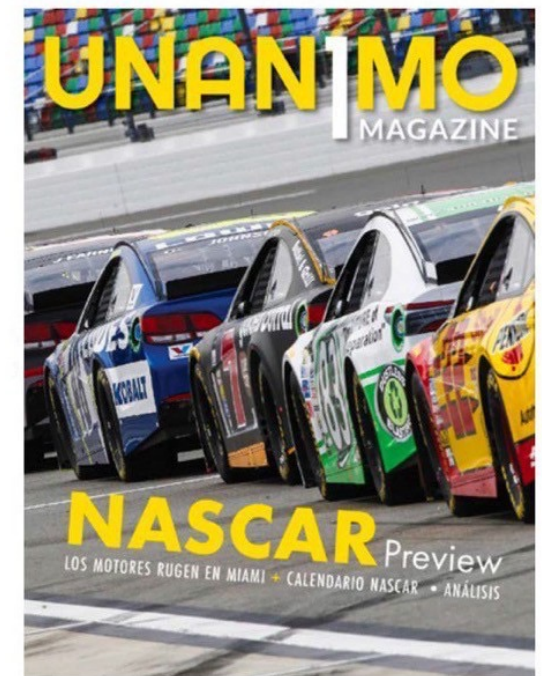
CUSTOM PUBLISHING OPPORTUNITIES

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MLB



NASCAR



La Administración Municipal de Mayagüez y El Equipo la Ley invitan:

TORNEO DE DOMINÓ INVITACIONAL

COPA CARIBE MAYAGÜEZ 2024

May 30 - Jun 2, 2024

PALACIO DE LOS DEPORTES

Wilkins Vélez,
Mayagüez - Puerto Rico

Inf: 787-314-7604

Se reserva el derecho de admisión



Paises a participar:
Rep. Dominicana,
Venezuela, EEUU y
Puerto Rico



Federación Internacional de Dominó
International Domino Federation



COMING SOON



Unanimo Deportes CTV, Fast Channel & VOD

UNANIMO DEPORTES

EN VIVO - LAS VEGAS

¡IMPERDIBLE! SUPER BOWL LVIII EN EL PROGRAMA ESPECIAL DE "SIN FILTRO" DESDE LAS VEGAS

NO OLVIDES SUSCRIBIRTE AL PODCAST DE LOS MERO MEROS DE LA RAZA.

al podcast de UNANIMO BETS para "Pegarle una patada a la pobreza" - UNANIMO, una plataforma

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RICARDO MAYORGA

ELIZABETH PATIÑO

DIEGO CORA

LEO VEGA - Talento Uno @poeta_leovega

LIBRE DIRECTO

Libre Directo con Ricardo Mayorga, Elizabeth Patiño y Diego Cora
Deportes Radio / Lunes a Viernes 3pm ET / 12pm PT

ter @UnanimoDeportes ▶ Suscríbete en YouTube a @UnanimoDeportes ▶ Síguenos

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SORTEO QATAR 2022

¿Gerardo Martino podrá hacer funcionar a este TRI?

Digital Display and Online Video

Live 24/7 Streaming Audio + Podcasts

Customized Content and Digital/Print Editorial Publishing

UNANIMO+ - Syndicated Reach, Targeted, Measured, Optimized, Verified

Historias! Series - Original Documentaries (Podcasts)

Herencia Series - Hispanic Heritage, Black History, Women's History, AAPI

Coming Soon – OTT/CTV/Streaming Television

2023 - 24 CONTENT/SALES CALENDAR HIGHLIGHTS

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Black History Month – February 2024

Women's History Month – March 2024

2024 Domino Tournament Tour - April 2024 - October 2024

Asian American & Pacific Islander Month – May 2024

Copa America Coverage/Digital Guide – June 14 – July 14, 2024

Hispanic Heritage Month – September 15 – October 15th, 2024

24/7 Audio, Online Video and Streaming Video – Always On



For more customized opportunities please contact:

Lino Garcia - Lino@unanimosports.com