

AVENIDA ENTERTAINMENT GROUP



AMERICAN HEART. LATINO SOUL.

The entertainment streaming platform for the modern US Latino

About Us

We are a Latino-owned (minority-certified) media company committed to transforming the image of our community.

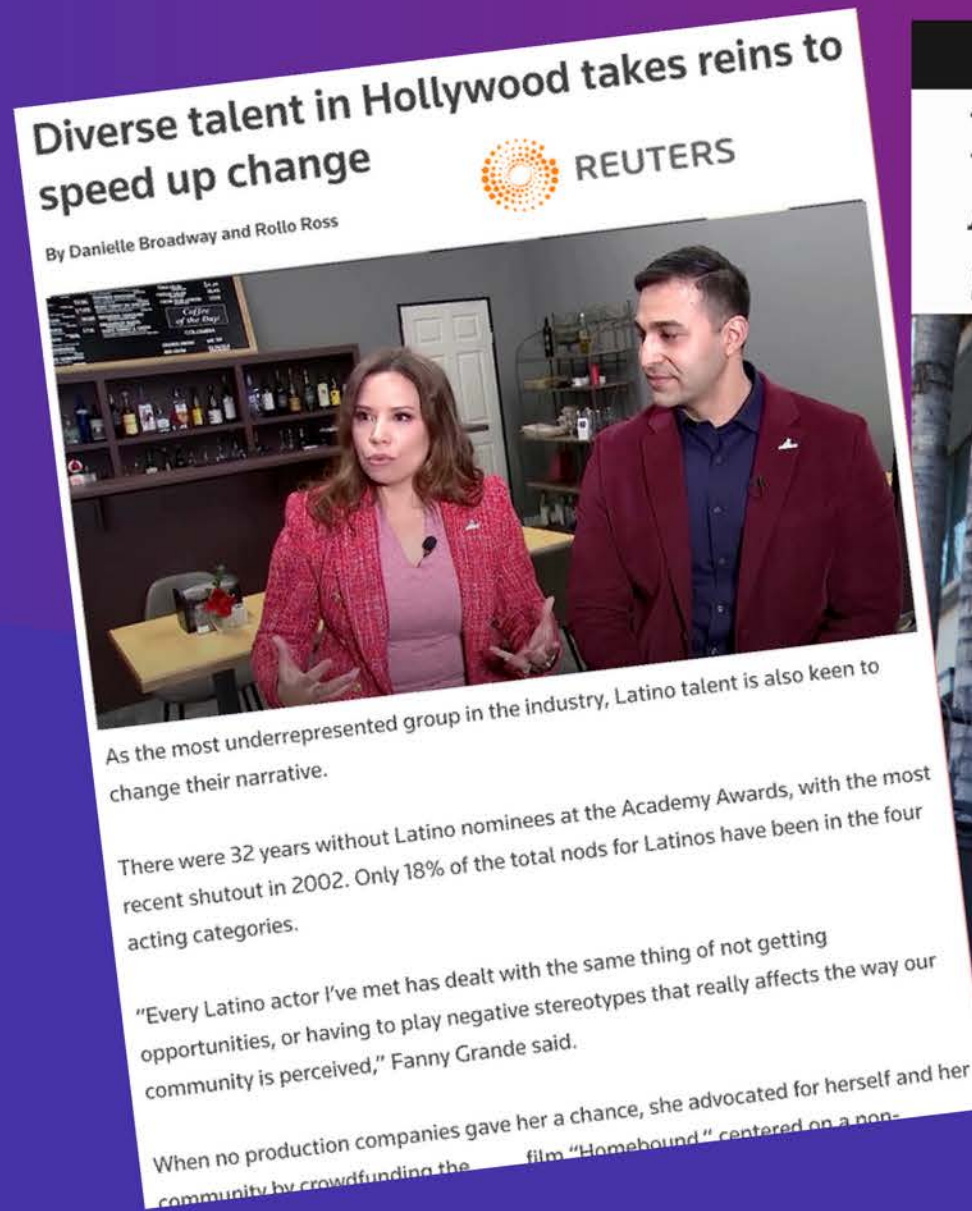
Over the past 7 years, Avenida has carved a unique place in Hollywood by serving as an incubator for *Latino* creatives.

Now we're taking our company to the next level:

- **Launching A+ our streaming platform**
- **Connecting the Latino creative community directly to U.S. Latino audiences**
- **Providing access to the underserved Latino audience**



Hollywood is talking about us



"Following in the footsteps of successful creators like Oprah Winfrey, Tyler Perry, Shonda Rhimes, and Issa Rae, who opened doors for underrepresented talent ... filmmakers Fanny and Nelson Grande are building pathways to bring more diverse voices to Hollywood."

Reuters

Mission

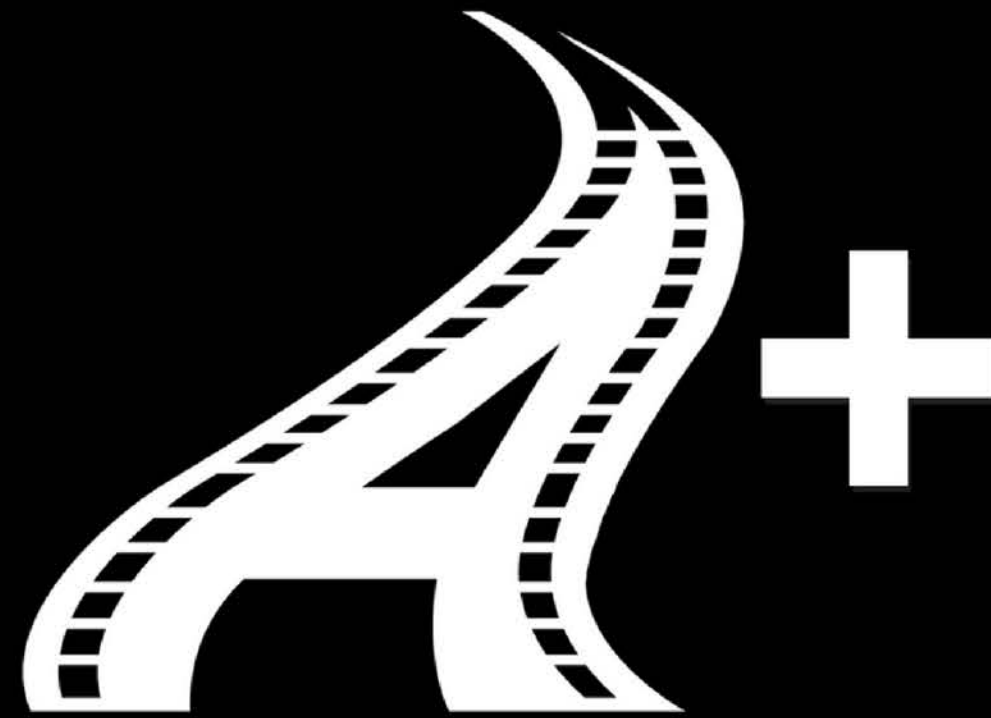
To transform the Latino narrative, embrace and drive change, and provide relevant content to today's English-speaking Latino.

Let's take a look

Click on the image below



Welcome to



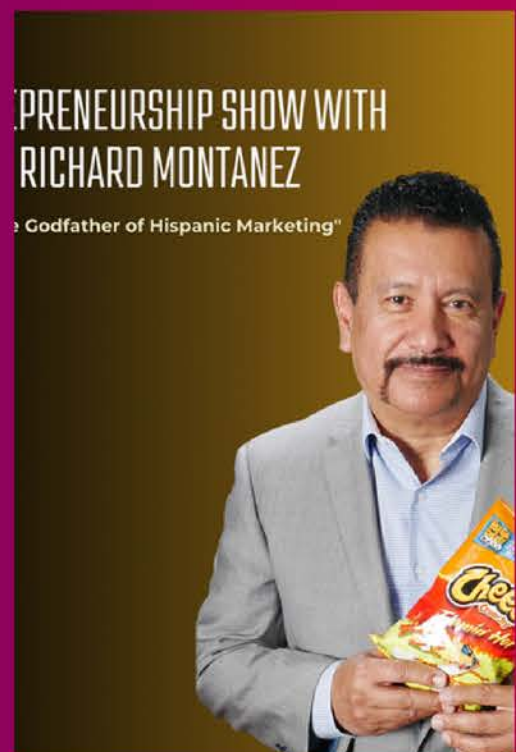
AMERICAN HEART. LATINO SOUL.

- The all-in-one streaming platform for U.S. Latino consumers (AVOD)
- Variety of Programming Genres.
- Nationwide distribution on **Apple TV, Roku, Amazon Fire TV, Samsung TV plus, Vizio, iOS, Android, Web, XUMO, and multiple FAST channels.**

2024 PROGRAMING SLATE

A+ Origianls and acquired

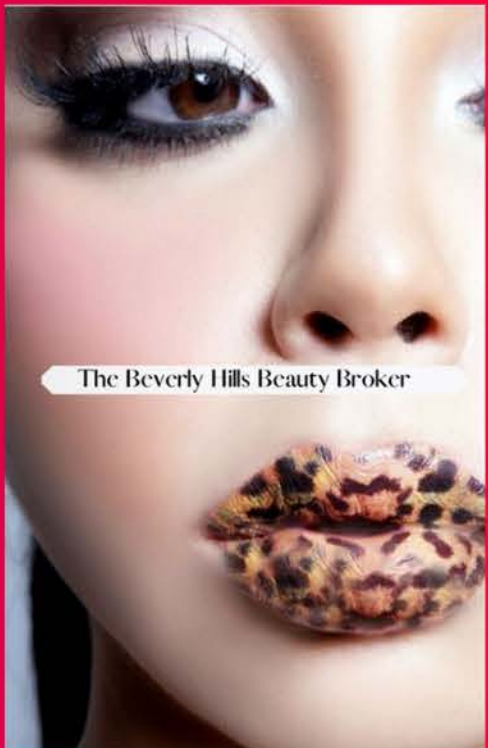
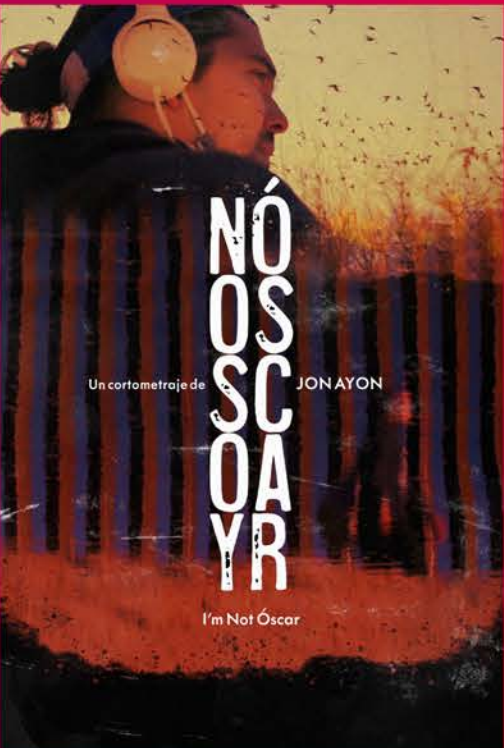
Docuseries, films, series, news, reality, talk shows, and more!



2024 PROGRAMING SLATE

A+ Origianls and acquired

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The opportunity
is now. Become a
launch partner

Ad placement

Product
placement

Sponsored and
branded
content

Programmatic

Live event
promotions





AMERICAN HEART. LATINO SOUL.

Avenida.tv

contact: Nelson Grande

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The Opportunity

- U.S. Latinos consume \$4B annually in streaming
- U.S. Latinos are 60% more likely to watch a show that has at least one Latino actor
- Latinos represent 19% of the U.S. population, **yet they account for 42% of the country's most-watched content on streamers**, almost 9% higher than the general market
- In 2022 weekly AVOD viewing among Hispanics increased by 23%
- 74% of Hispanics say they use one or more streaming services in a day in any typical week

