



nglmitú

The Total Latino Experience.



IN THE KNOW, IN THE MIX



nglmitú is the leading U.S. Latin media and entertainment company connecting advertisers with US Latino audiences in-language, in-culture and in-context. NGLmitú is the Total Latino Experience. All generations, all cultures, all stories and voices, authentically represented, reflected, connected through original content, and the largest consumer-facing digital footprint for Latinos in the U.S. Our end-to-end offerings span ad networks, social media, and content studios.

nglmitú



WHO WE ARE





MULTICULTURALLY FOCUSED



+20

Years in the U.S. Multicultural Market

98%

Latino Team

Supporting **Minority-Owned** Publishers & Businesses

LARGEST digital footprint for reaching the USH audience

- PLUS -

#1 in Video

Award-winning Work



NALIP



Imagen AWARDS

ARF DAVID OGILVY AWARDS 2020

John Leguizamo
Actor, Activist & NGLmitú Partner



Operations in LA, NYC, Chicago and Miami

Like-minded partnership resources



NEO16



GET TO KNOW US BETTER

[Our Creative Approach](#)
[NGLmitú Studios](#)
[Our 2023 Newfront](#)

MOST COMPLETE
US HISPANIC REACH



We are the #1 Hispanic media company reaching New Generation Latinos in digital and social. In fact, we were the company that invented the term over a decade ago.

Our knowledge of and daily connection with our audience inspires the insightful content we create on behalf of our brand partners.

We use a 300% approach to tap into the full power of this complex & fragmented audience.



100% IN CULTURE

English or Bilingual Creative +
Culturally relevant
environments



100% IN LANGUAGE

Spanish Creative + Media



100% IN CONTEXT

English Creative,
targeting USH in non-USH
environments

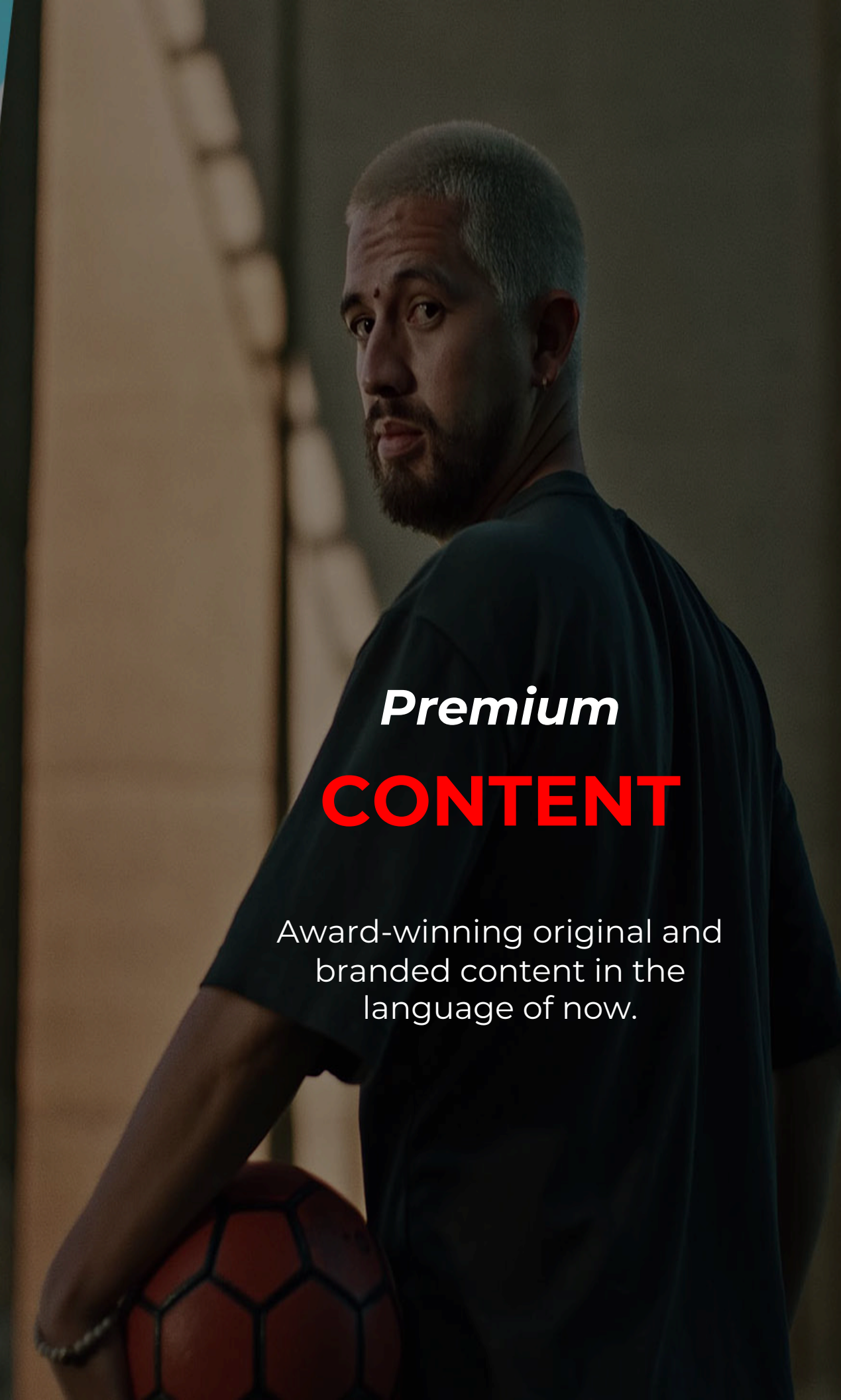
OUR DIFFERENTIATORS



mitú

#1 Social
VOICE

An Engaged Audience of
14M Followers
across O&O Social Brands
+ Influencer Relationships.



Premium
CONTENT

Award-winning original and
branded content in the
language of now.



ngl

#1 In Video
SCALE

Reaching More Than
75%
of ALL US Latinos Online.

nglmitú



mitú

FIERCE

Crema

HISPANIC KITCHEN

Somos mitú

OUR VOICE



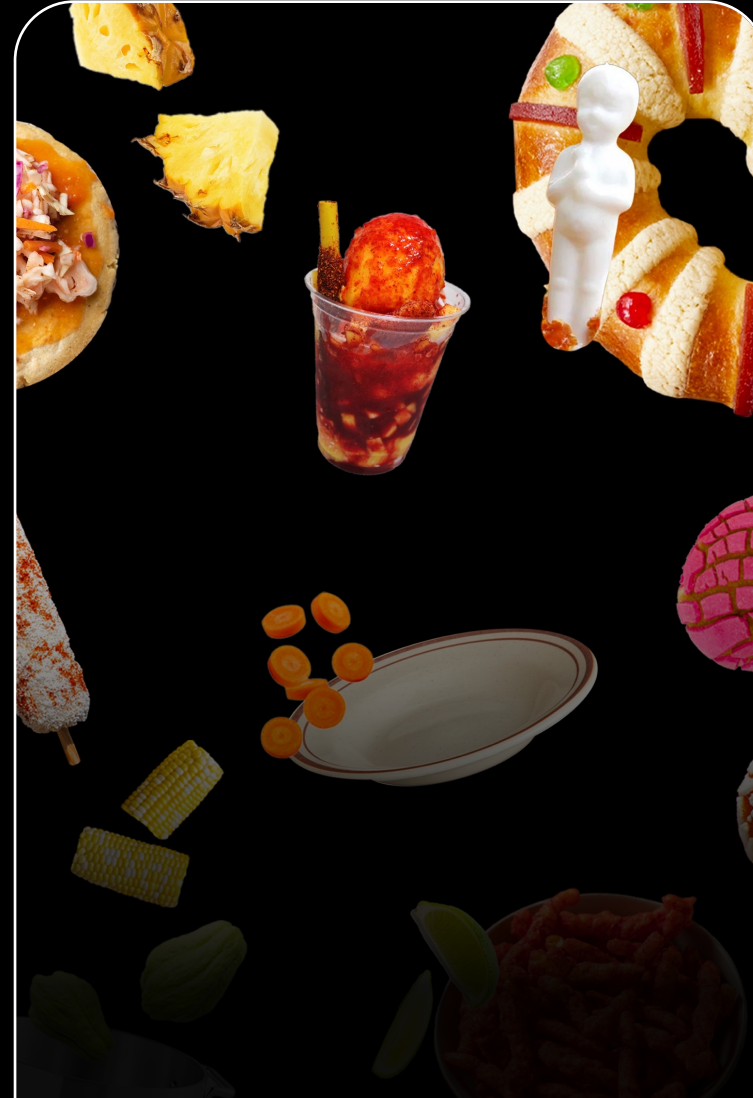
Wearemitú creates community around our shared experience as US Latinos. From cultural humor to our unique POV, we make our audience laugh, reminisce and feel proud of being Latino. Wearemitú also offers its' own digital site.



FIERCE is a community that amplifies the voices, stories, and experiences of Latinas and women of color to help our community reach their objectives and pass it forward. FIERCE also offers its' own digital site.



Crema is where music intersects with culture, curating the creme de la creme from chart-topping talent and rising stars.



Hispanic Kitchen delivers bicultural, trending, and comfort food content for Latinos who want to learn, indulge, and share the joy of food.



Somos mitú is our Spanish-language brand that brings a dose of humor, sharp wit, and schools us on everything from Latin America.

Owned & Operated **Social-First Brands** Serving Our 14M+ Audience

nglmitú



OUR VOICE



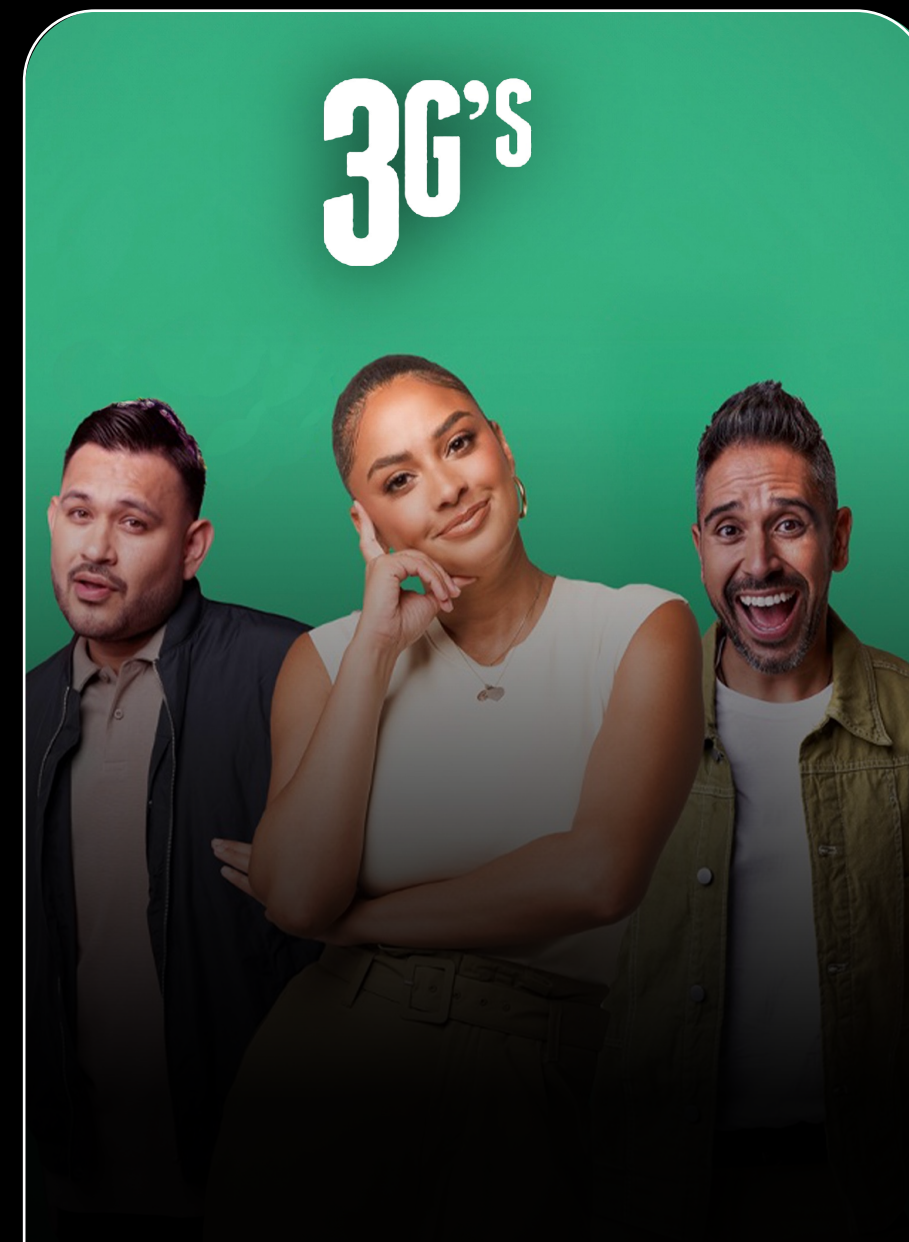
Viral stories of the moment 3x a week. Clips begin as live streams, then get posted same day to our site/apps while getting promoted on our social media accounts.



An extension to the platform - this franchise introduces you to the crème de la crème of today's culture in Music, Fashion, Food, Sports & Gaming.



Fierce Latinas discuss the uncomfortable things that strong women are often told to keep to themselves.



Comedians unpack the humor and baggage that comes with growing up Latino.

FRANCHISES: Timely Original Video. Gamified Segments. Varied Guests. Content Creators. 10 Minutes.

nglmitú



OUR ORIGINALS

In the KNOW & in the MIX

mitú Originals

2.4M shares

92 M views






Source: Meta & TikTok Insights, May-Dec 2023



Engaging Content Featuring Influentials That Resonate With Our Audience

nglmitú

TOP SOCIAL PLATFORMS

	NON-HISPANIC	HISPANIC	mitú AUDIENCE
	65%	60%	7.2M
	53%	58%	1.2M
	36%	48%	2.4M
	23%	34%	584K
	19%	25%	2.6M

Source: MRI-Simmons, 2023

No longer just a Gen Z behavior

25%



of U.S. Millennials go to TikTok, Instagram or Facebook to look for products and get news

Source: Insider Intelligence, 2023

LATINOS ARE...



24% MORE aware of important issues through social media than non-hispanics

71% MORE likely to use social media as their primary news source than non-hispanics

64% MORE connected to brands through social media than non-hispanics

65% MORE likely to buy products they see advertised in social media than non-hispanics



COMPANIES & BRANDS hold a special place among Hispanics' interests online

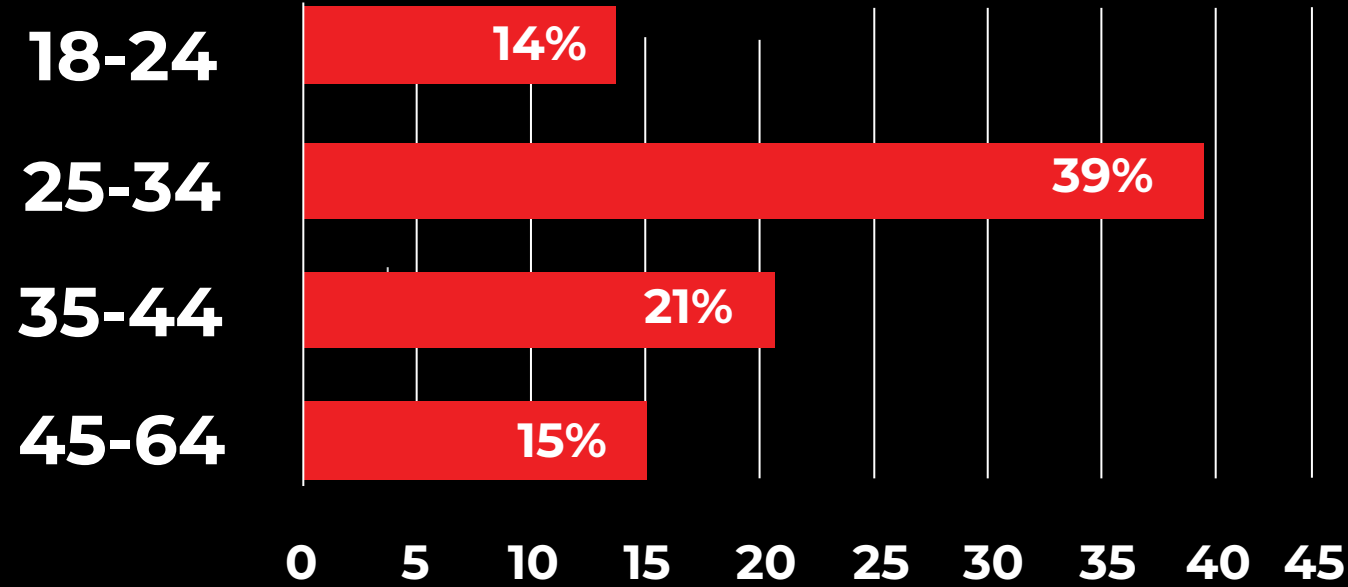


30% follow them vs. only 22% among non-Hispanics.



GENDER

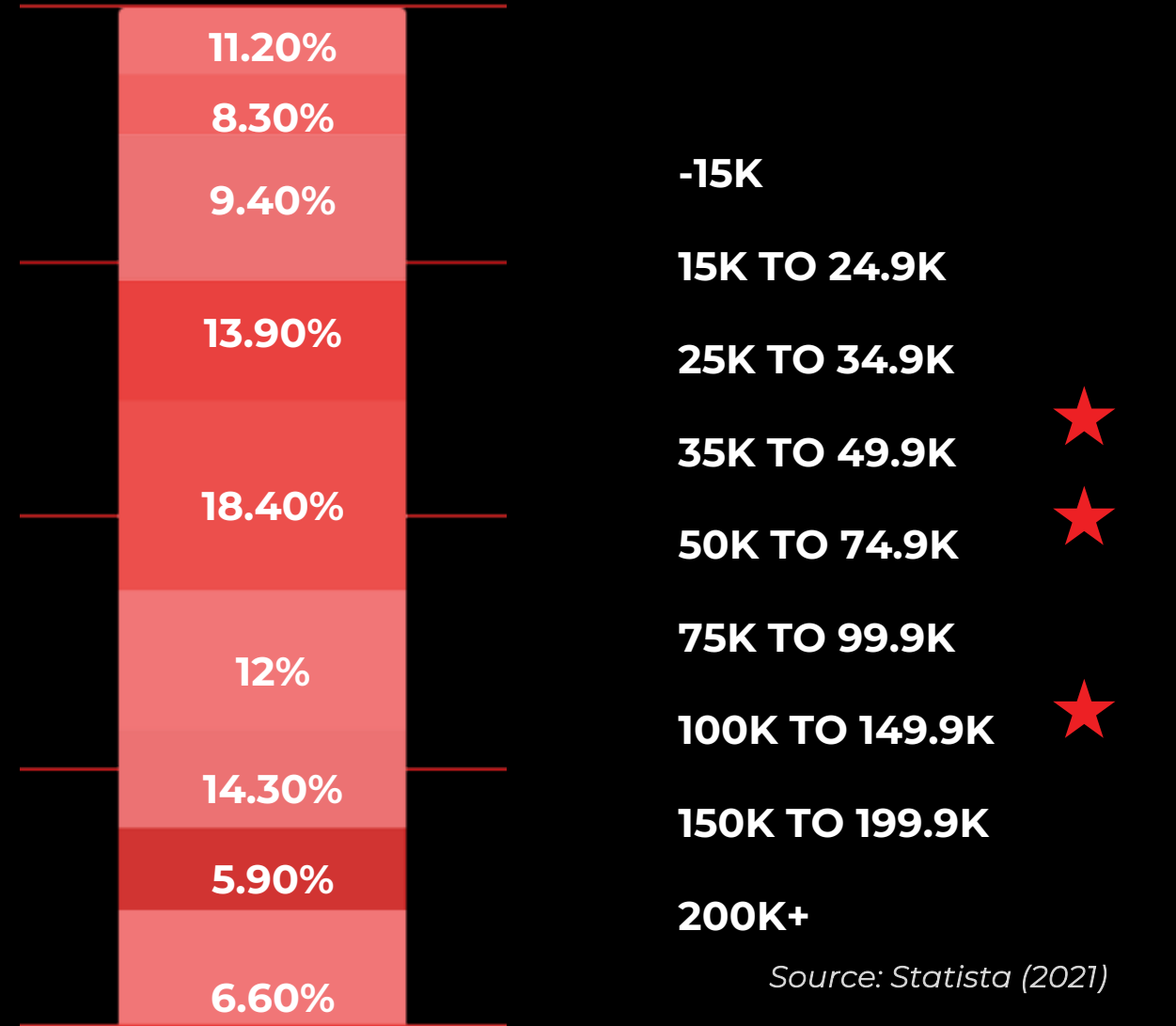
58% FEMALE **42%** MALE



57% ARE PARENTS

47% HAVE SOME COLLEGE EDUCATION OR HIGHER

PURCHASING POWER



Source: Statista (2021)

TOP THREE SPENDING CATEGORIES **FOOD** **CLOTHES** **PHONE**

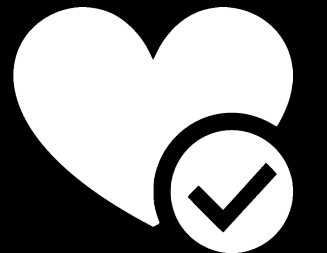
LANGUAGE TO RECLAIM OUR HERITAGE



63% prefer to watch/read content in a **MIX OF BOTH ENGLISH & SPANISH**

TOP INTERESTS

- Shopping **94.8 %**
- Sports **94.2 %**
- Film & TV **90.4 %**
- Travel **88.1%**
- Gamers **86.1%**
- Music **83.2%**

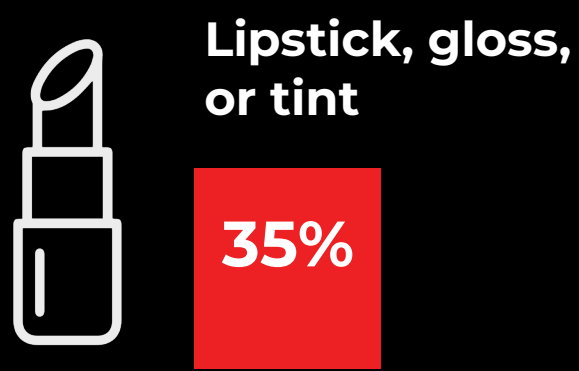


BEAUTY ROUTINE

Everyday essentials

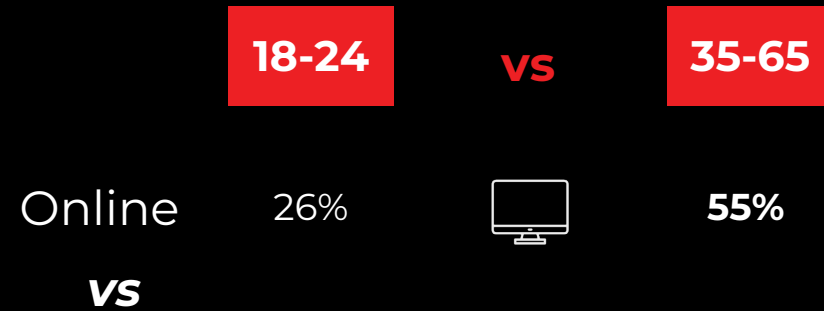
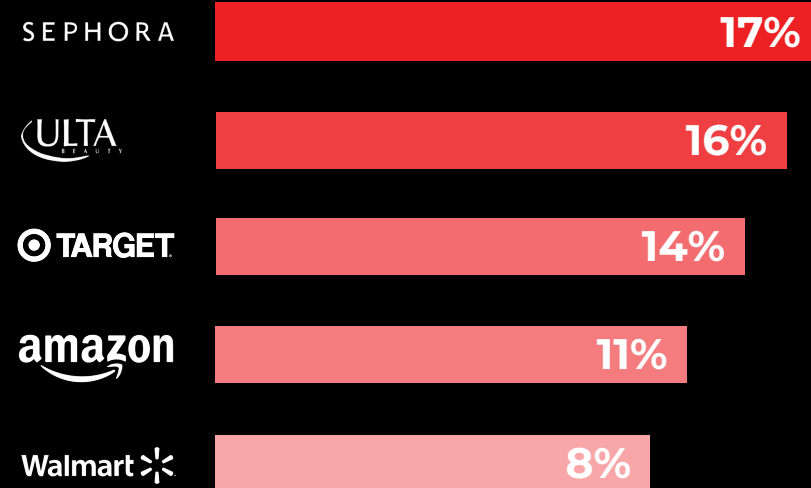


The makeup product they **can't live** without



PURCHASE BEHAVIOR

Top stores shopped - last 6 months
(13 stores considered)



DECISION MAKING

What matters **the MOST?**

- Quality
- Quality/ Price Ratio
- Natural/Organic
- Active Ingredients
- Vegan/No Cruelty



What or who influences their purchases:



* It has more influence for ages 35+

FIERCE Audience Breakdown	
18-24	9.52%
25-34	40.48%
35-44	29.76%
45-54	15.48%
55-64	3.57%
65+	1.19%

VIEWERSHIP PROFILE

Prefer content in..	English	Spanish	Both	Watch/listen to/ read most often
Beauty & fashion	42%	10%	49%	6%
Opinion pieces	38%	11%	52%	3%
Health & Wellness	35%	10%	55%	5%
Sports	33%	13%	54%	12%
News	32%	10%	58%	16%
Comedy	31%	11%	57%	14%
Arts & entertainment	30%	10%	60%	11%
Food & Drink	21%	12%	67%	12%
Music	19%	9%	72%	23%

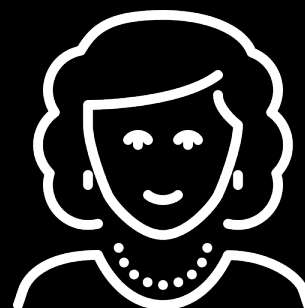
MEDIA PROFILE

Engage with...	1+/wk	Dily	Watch content on...	1+/wk	daily
YouTube	75%	80%	Netflix	74%	70%
Instagram	68%	73%	Huli	52%	54%
Facebook	60%	74%	Dinsey+	49%	57%
TikTok	52%	71%	Amazon Prime Video	49%	56%
Twitter	42%	60%	Youtube TV	39%	56%
SnapChat	39%	52%	Max(HBO Max)	37%	42%
Pinterest	35%	47%	Peacock	34%	55%
Telegram	22%	47%	Apple TV+	23%	42%
Trainga!	6%	43%	Sling	11%	42%
WeChat	5%	25%	Fubo TV	9%	48%
Badoc	5%	36%	Another free streaming service	7%	60%

FIERCE MOMS: OUR FOUR AUDIENCE SEGMENTS

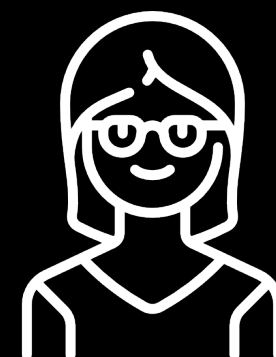
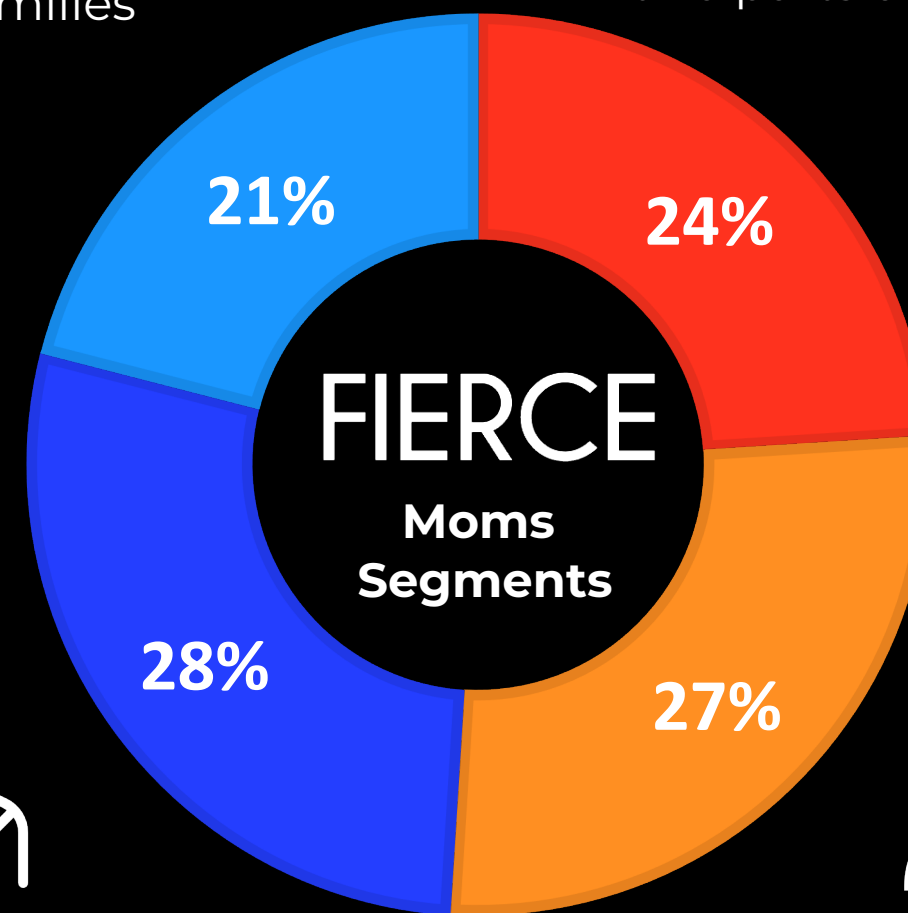
LAS TRADICIONALISTAS

Working-class mothers of all ages and income levels who preside over BIG families



LAS MAMÁS FUSIONISTAS

Young mothers who strive to Provide a bridge betwvn the two parts of their bicultural life



LIBERADAS

Not-yet retired mothers who've watched their children grow up and leave home



LAS PROFESIONALES

Highly-educataed women who've achieved financial and career success while raising kids

OUR CONTENT



From ideation to delivery, our passionate professionals of in-house writers, producers, directors, editors and production staff develop Award Winning Storytelling... In The Language of NOW

We specialize in **branded** and **original** content that captures the US Latino & multicultural experience.



Brand Integrations within mitú Original Content & IP



Custom Branded Content



Production Services for Brands, Spots & Series

INFLUENCERS



NGLmitú aligns your brand to the power of influential Latino voices and their followers. Our network of top talent is like no other – from top creators, to celebrities to micros..

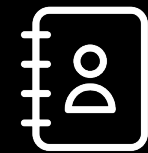
A database of over **600+** digital talents, crossing every industry category.



Authenticity



Quality Control



Unmatched Contacts

PARTNERSHIPS



NGLmitú also co-creates content with like-minded Latino partners that have expertise in cultural interest areas such as:

- Community
- Music
- Family
- Food
- Sports

LA CENA



DRAFTED

Branded Studios. Content Creators. Partnership Collaborations.



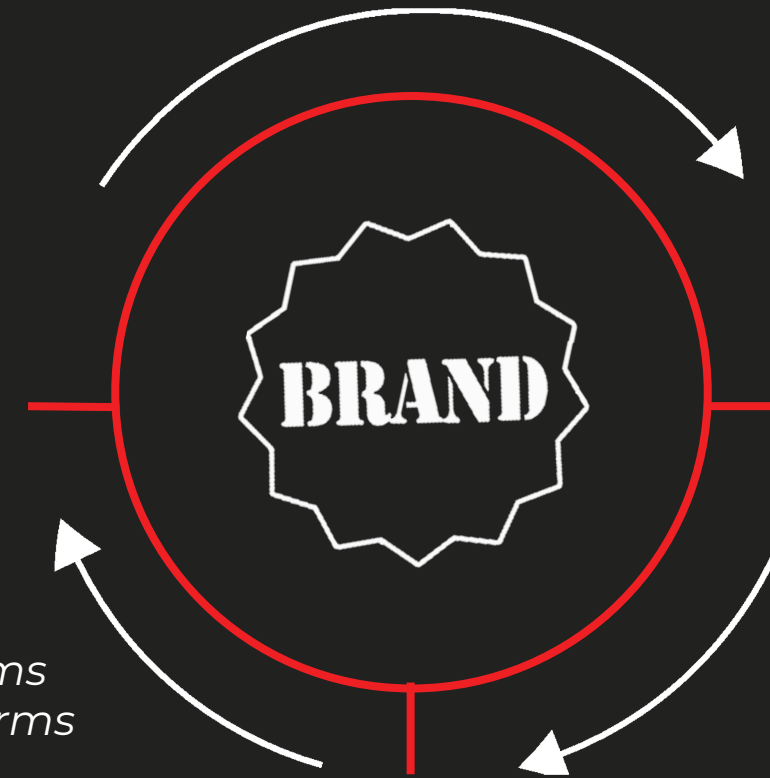
HOW WE WORK WITH BRANDS FOR PREMIUM VIDEO CONTENT



Custom Branded Content

Lives on:

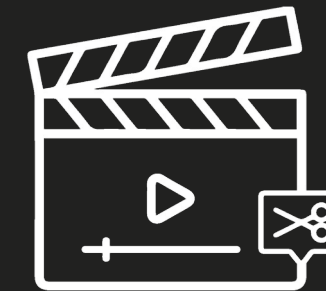
- NGLmitú O&O Platforms
- Influencer/Creator Platforms
- Premium Partnership Platforms
- Brand Partner's Digital Platforms



Brand Integrations in mitú Original Content & IP

Lives on:

- NGLmitú O&O Platforms
- Brand Partner's Digital Platforms



Production Services for Brands, Spots & Series

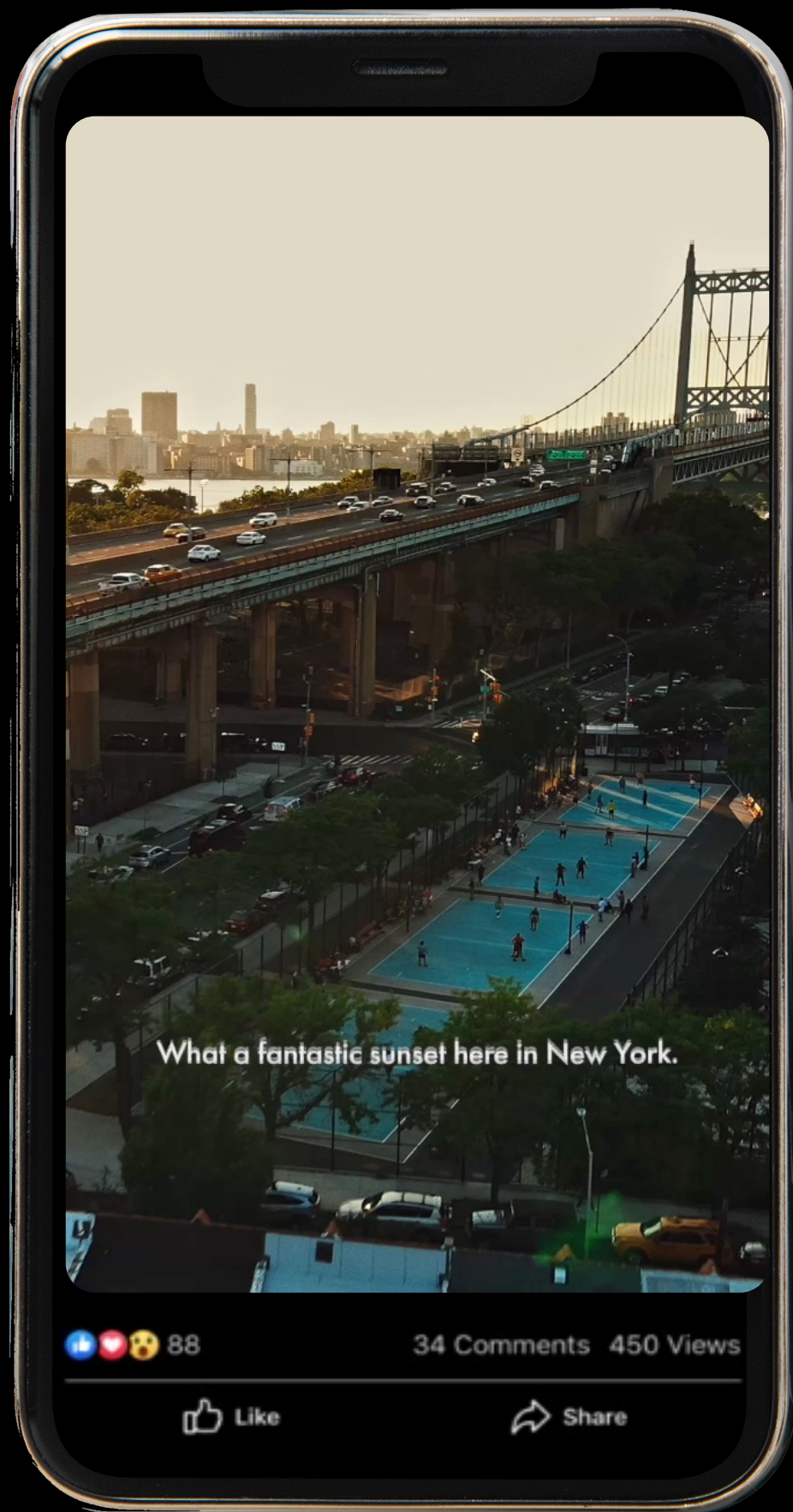
Lives on:

- Brand Partner's Digital Platforms
- Broadcast Networks
- Digital Networks



OUR CONTENT

Branded Work Examples






LA CENA
Los Angeles

The platform for celebratory conversations where Latinos from varied sectors come together around key events to help advance the narrative of Latinos in Media & Entertainment and our larger Community.



LATIN MUSIC MAKERS

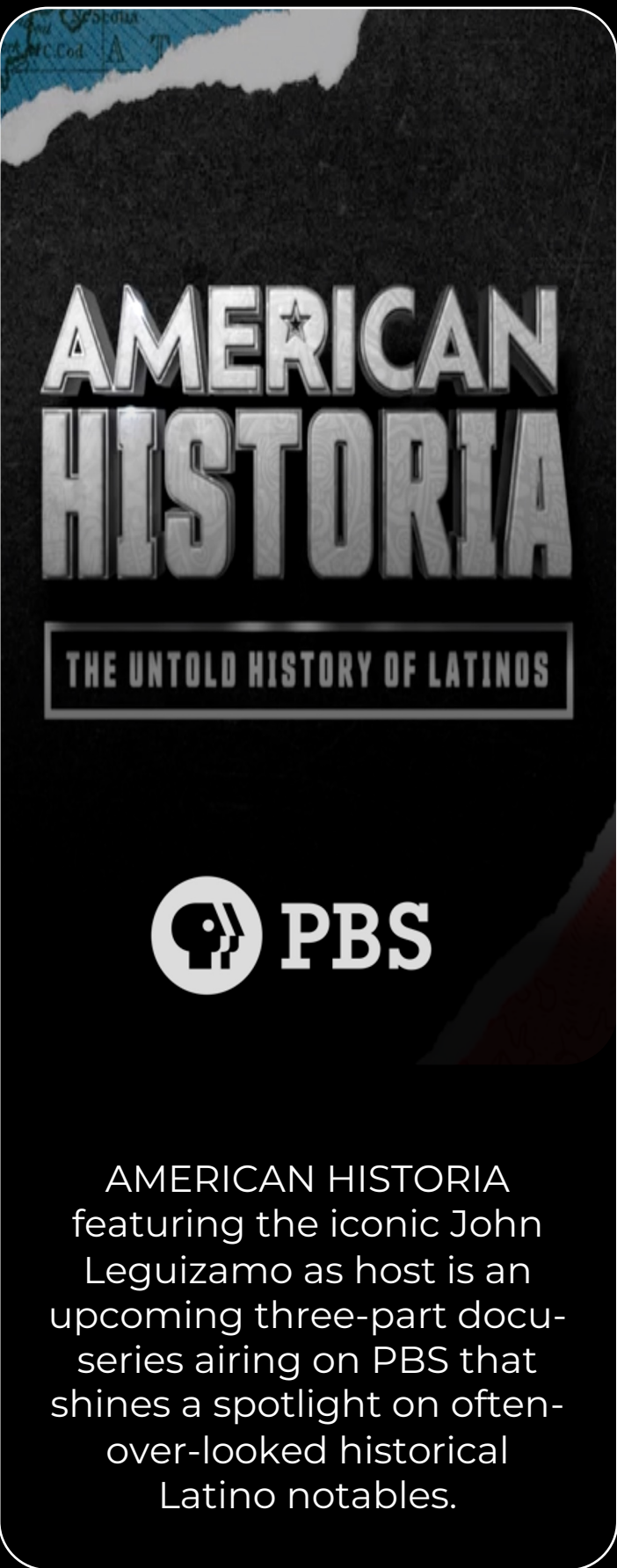
LATIN GRAMMY CULTURAL FOUNDATION
LATIN RECORDING ACADEMY

Inspiring stories of iconic Latin artists whose journeys are connected to the Latin Grammy Cultural Foundation.®



Carne Asada FEST

Voted one of the Top Food Festivals in America, this Dallas event over Memorial Day weekend showcases tons of Latino food entrepreneurs, two music stages and lots of familia and friends.



AMERICAN HISTORIA
THE UNTOLD HISTORY OF LATINOS

PBS

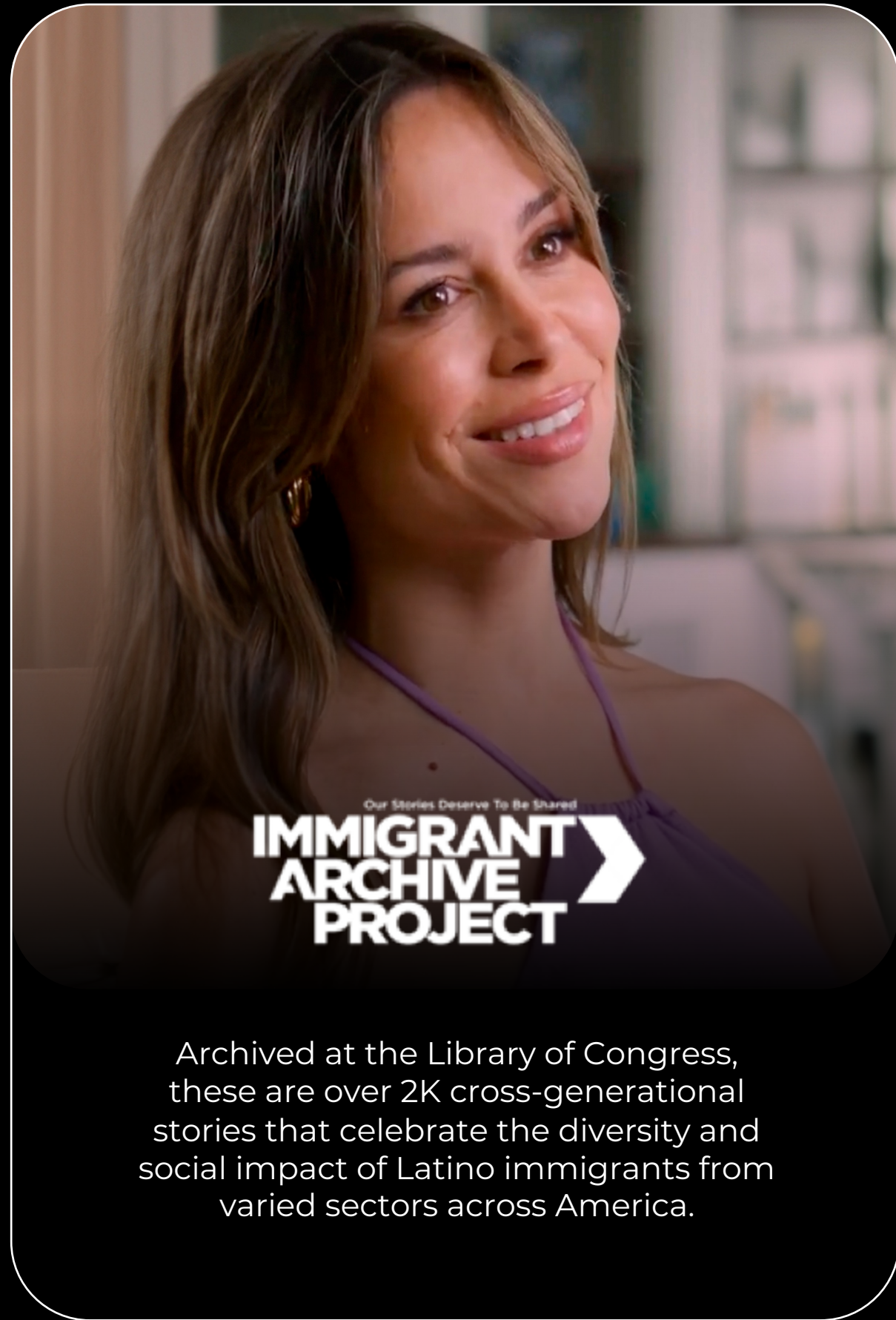
AMERICAN HISTORIA featuring the iconic John Leguizamo as host is an upcoming three-part docu-series airing on PBS that shines a spotlight on often-over-looked historical Latino notables.



Día de Muertos

In its' 4th year, this LA experience brings together Latino Hollywood's elite to create an elevated cultural experience.

Community. Culture. Family. Food.



Our Stories Deserve To Be Shared
IMMIGRANT ARCHIVE PROJECT

Archived at the Library of Congress, these are over 2K cross-generational stories that celebrate the diversity and social impact of Latino immigrants from varied sectors across America.



SUMATM
INVESTING IS LIKE DANCING
TANGO W/ SHAKIRA:
RISKY & SEDUCTIVE

Digital platform devoted to increasing prosperity and financial inclusion for young U.S. Latinos through financial technology.



Latinas Poderosas

An activation partner of ours, this community highlights & celebrates past and present Latinas Poderosas with a mission to connect & elevate.

Empowerment. Finance. Representation.



NEO116

Founded by industry veteran Lex Borrero and iconic producer Tainy, Fast Company previously voted them the #1 Most Innovative Music Company.



RICHMUSIC


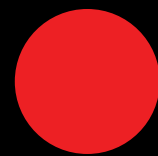
The top boutique independent Latin record label in the industry, housing a first-class talent roster, including distinguished Latin **GRAMMY®** and **Billboard Latin Music Award** nominees.



The FLOLAB
MARKETING FOR THE CULTURE

A certified minority-owned and proudly women-led marketing agency, they help us secure Latino music talent for brand partnerships.

MUSIC: Cross Genres – Both Established & Emerging



CABRA
SPORTS

G.O.A.T. FANS ONLY

A SPORTS Ecosystem built on FANDOM and GAMING and driven by young bicultural fans across Soccer, NFL, Boxing, UFC and MMA.



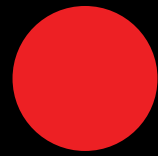
DRAFTED

The undisputed leaders in Latina Sports Culture, providing industry-disrupting sports platforms.



FOX
DEPORTES

A division of Fox Sports, Fox Deportes is the first and longest-running Spanish-language sports network in the country



LA
CENA

AMERICAN HISTORIA

THE UNTOLD HISTORY OF LATINOS

Día de Muertos



OUR SCALE

SOCIAL

mitú

14 MILLION
A community of fans who connect with us.

102M Monthly Reach | **129M** Monthly Views

7.5M FOLLOWERS	2.7M FOLLOWERS	2.2M FOLLOWERS
1.2M SUBSCRIBERS	576K FOLLOWERS	68K FOLLOWERS

YOUTUBE

YouTube

EXCLUSIVE Video Inventory Across Partner Reserve Channels

YouTube Reserve video inventory across Partner Reserve channels in Music, Entertainment, Lifestyle and Comedy.

200+ Premium Channels	60/40 Male/Female	70% 18-34 Demo
---------------------------------	-----------------------------	--------------------------

CTV/OTT



Largest Hispanic Inventory In CTV

VIDEO

Across ALL Buying Demos

nglmitú #1 28,144

	#2	24,936
	#3	12,158
	#4	11,790
	#5	10,130
	#6	9,478
	#7	5,656
	#8	> 4M
	#9	> 3M
	#10	> 2M
	#11	< 1M
	#12	< 1M
	#13	< 1M
	#14	< 1M
	#15	< .5M

comscore December 2023
Total Internet Hispanic All: 39,908

#1 U.S. Hispanic Digital Video Platform

nglmitú

mitú EXCLUSIVE O&O NETWORK



nglmitú EXCLUSIVE

Premium YouTube Video Inventory Across Partner Reserve Channels

Generates **38M+ Monthly Bilingual Impressions** from premium O&O channels, premium Latin Music and Latino Lifestyle creator channels.

200+

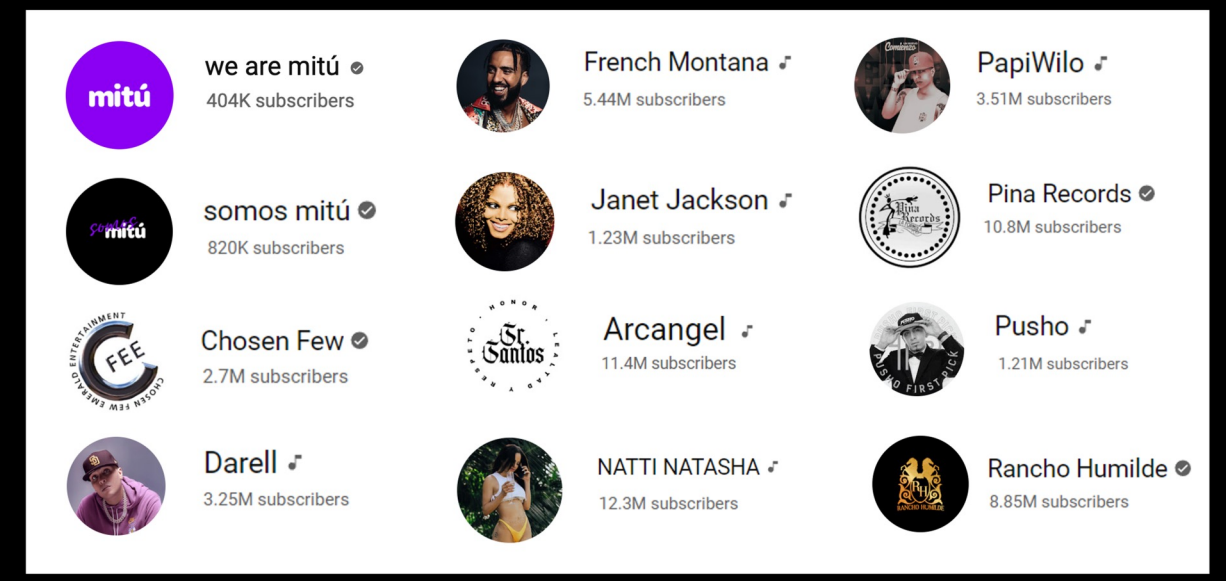
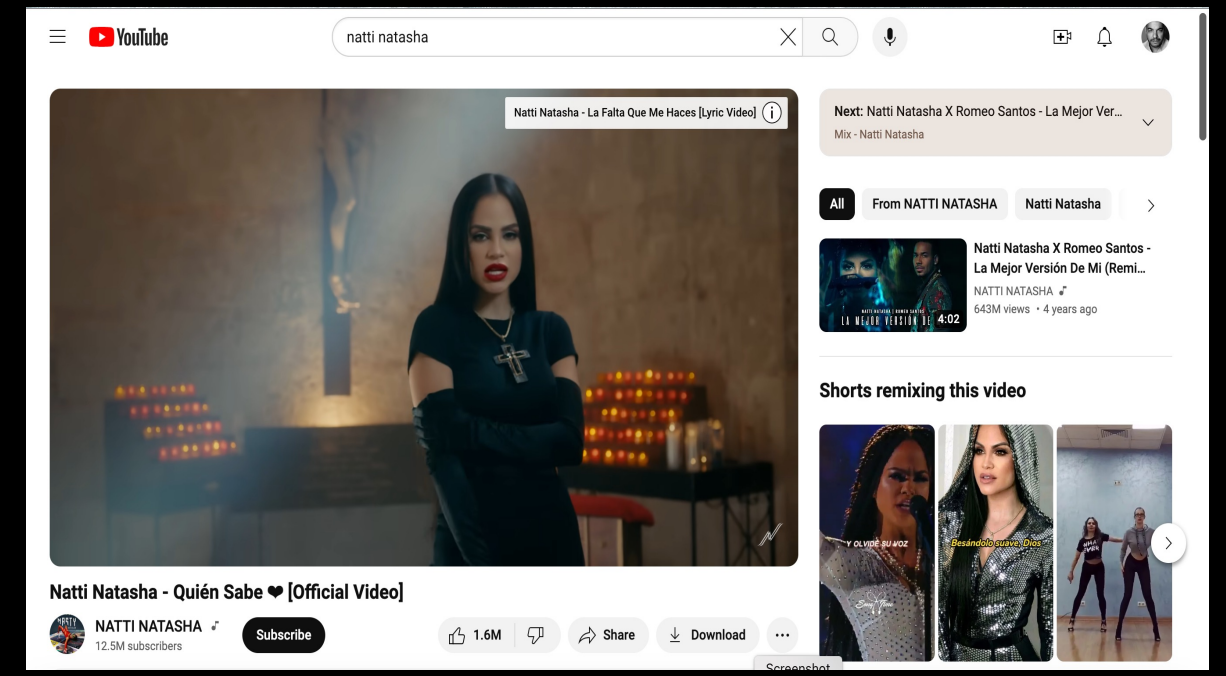
Premium Channels

60 / 40

Male / Female

70%

18-34 Demo



OUR TENTPOLE CALENDAR

Q1 '24

Q2 '24

Q3 '24

Q4 '24

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC



Las Vegas
2/10



Austin, TX 3/8-16
3/12



Dallas, TX
Sunday 5/26
@ **GILLEY'S**



NJ 9/8
TBD



Las Vegas 11/17
TBD



NYC
TBD

LATIN MUSIC MAKERS



Women's
History
Month

Hispanic Heritage
Month

IN DEVELOPMENT: COMMUNITY & FINANCIAL EMPOWERMENT INITIATIVE
In Partnership With



Los Angeles 11/1
TBD

OUR BRANDS FUEL YEAR-ROUND CULTURE

2024 Directional Timeline * Planned Tentpole Content & Events – Subject To Change

nglmitú



¡GRACIAS!
nglmitú