

Vme MEDIA



VME Media: A Safe Space for Hispanic Families



VME MEDIA PREMIER NETWORK
SERVING U.S HISPANIC FAMILIES





100%

HISPANIC OWNED
AND OPERATED

State of Florida

Minority Business Certification

V-Me Media Inc.

Is certified under the provisions of
287 and 295.187, Florida Statutes, for a period from:
05/30/2023 to 05/30/2025

J. Todd Inman
Florida Department of Management Services



Office of Supplier Diversity
4050 Esplanade Way, Suite 380
Tallahassee, FL 32399
850-487-0915
www.dms.myflorida.com/osd



DIVERSITY & COMMUNITY FOCUS

Vme's mission is to provide enriching and culturally relevant content that resonates deeply with hispanic families.

Vme media's ongoing support of the hispanic community and its values is the vehicle of choice used by the members of the multicultural leadership organization as they work in preserving those values.



THE LATINO
COALITION



CONGRESSIONAL
HISPANIC
LEADERSHIP
INSTITUTE

CHCI
CONGRESSIONAL HISPANIC CAUCUS INSTITUTE



HUSHCC
UNITED STATES HISPANIC CHAMBER OF COMMERCE



LATINO VICTORY



hispanic federation

Hispanic Heritage
FOUNDATION

National Hispanic
FOUNDATION
for the Arts



WORKING FOR THE HISPANIC COMMUNITY

OPERATION
STEM@M



generación
STEM

6TH ANNUAL PALM AWARDS 2024





TARGET DEMO

U.S. HISPANIC FAMILY



AGE

25 / 55

GENDER

Female 55%
Male 45%

EDUCATION

33% College



DISTRIBUTION

Vme is available in **7.4 million** households nationally distributed via DirecTV, DirecTV Stream, Charter Spectrum, AT&T U-verse & Dish.





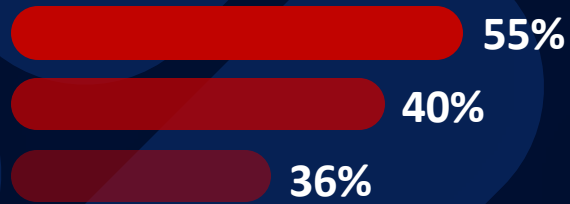
HISPANIC CONCERN ABOUT MEDIA BY RACE/ETHNICITY

Hispanics who are “very concerned” about each of these in media.

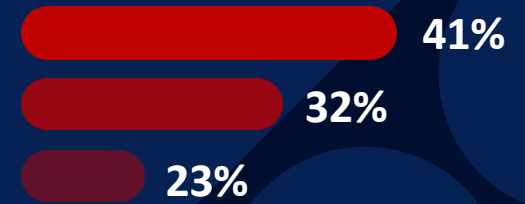
RACE/ETHNICITY

- HISPANIC
- AFRICAN-AMERICAN
- WHITE

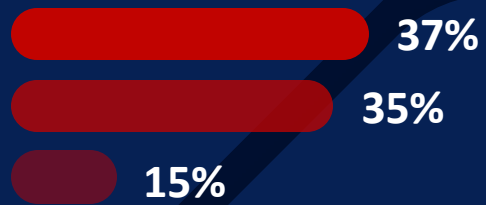
SEXUAL CONTENT



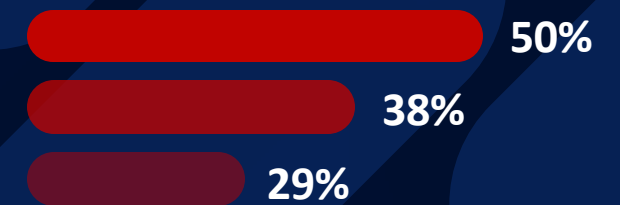
DEPICTIONS OF DRUGS AND ALCOHOL



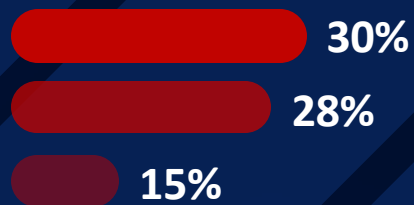
RACIAL/ETHNIC STEREOTYPES IN MEDIA



VIOLENT CONTENT



GENDER STEREOTYPES





HISPANIC SENTIMENT STUDY

Only 46% of Latinos feel that their values are reflected in popular English-language news media and 51% for TV shows and movies.

84% of Latinos are willing to show loyalty and favorability to big brands that demonstrate their interest through community involvement.

Latino identity has strengthened over the past five years through cultural elements such as language, music, food, and the value of hard work.

Time spent with media is not just an indication of audience presence, but a measure of potential for message resonance and impact.



- POSITIVE
- ASPIRATIONAL
- CULTURALLY RELEVANT
- EDUTAINMENT
- POSITIONED IN A SEGMENT WHERE NO ONE ELSE IS





Vme Niños

Cocina con Vme

Vme Hogar y Familia

Planeta Vme

De Viaje con Vme

Actualidad en Vme

Descubre con Vme

Vme Prime





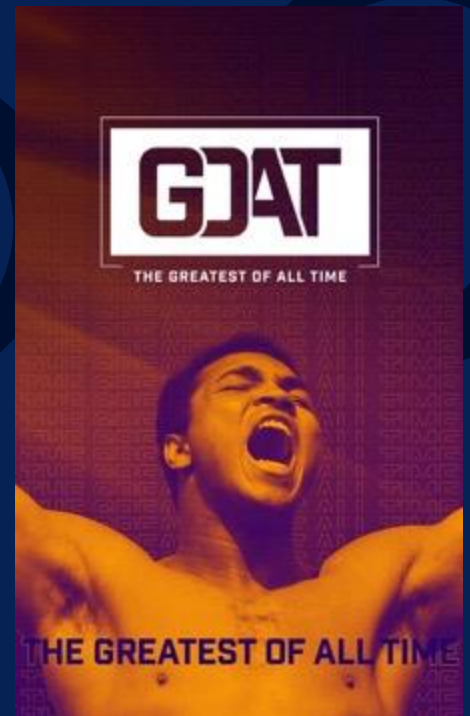
Vme Prime

NEW VME PRIME SHOWS





NEW PREMIERES





Vme Prime

COMING IN 2025





Vme Prime

COMING IN 2025



Vme
kids





TARGET DEMO U.S. HISPANIC PRE SCHOOL



AGE

2/6

PARENTS
CAREGIVERS



DISTRIBUTION

Vme Kids is nationally distributed to almost **500k households** via Comcast Xfinity, & AT&T U-verse.





- ▶ EDUTAINMENT
- ▶ LEADER IN QUALITY
- ▶ CO-VIEWING
- ▶ SAFE





WHY VME KIDS?

Huge content library with over 1,500 episodes.

Compelling programming from the world's best kids.

Quality content that parents can truly feel comfortable with.

Highest programming selection standard with positive values and content following PBS standards.





VME KIDS PROGRAMMING OFFERS:

GREAT CONTENT SELECTION CAPACITY:

Vme Kids has the ability to cherry pick the best quality programming from around the world without the obligation to acquire content from one specific production house.

FRESH PROGRAMMING SCHEDULING:

Vme Kids has an extraordinary product offered 24/7 that will not repeat on the same day. Each episode won't be seen more than 4 times in a 7-day period.

UNIQUE OFFER:

Vme Kids offers programming for preschool children that is highly sought after by parents.

TOP PAID CHANNEL:

Vme Kids debuted as #1 Family Spanish-language channel in leading IPTV service.



COMING SOON





OUR CONTENT HAS BEEN EVALUATED BY THE NATION'S LEADING NONPROFIT ORGANIZATION DEDICATED TO IMPROVING THE LIVES OF ALL KIDS.

Este programa ha sido calificado por:



PORORO



✓ Edad 3+



VALOR EDUCATIVO



MENSAJE POSITIVO



primo

TV





TARGET DEMO U.S. BICULTURAL GENERATION Z



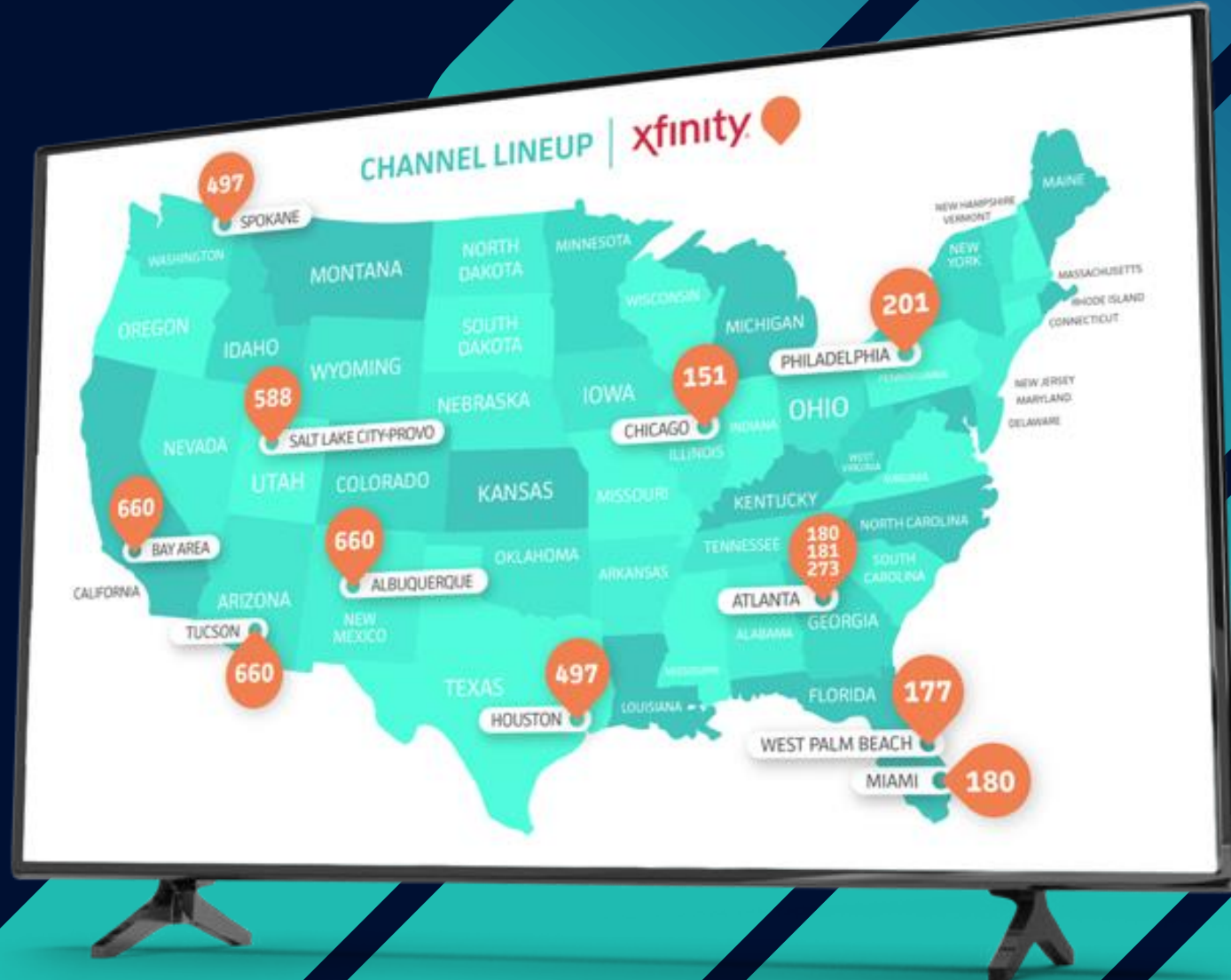
AGE
6/ 16

BICULTURAL
FAMILIES



DISTRIBUTION

Available in
Hi Definition in
9 MILLION
of households
via Comcast Xfinity



- INSPIRATIONAL
- EDUCATIONAL
- CULTURALLY RELEVANT
- POSITIVELY REFLECTING
THE NEW YOUTH OF
TODAY





PROGRAMMING



primo TV

6 – 10 years

2:00 p.m. – 6:00 p.m.



primo TV

10 – 14 years

6:00 p.m. – 9:30 p.m.



14 – 16 years **WORLD CLASS ANIME** 9:00pm – 11:00pm



Vme MEDIA



VME Media: ¡SOMOS TU FAMILIA!