

BRÍLLA

MEDIA

Diverse-Owned Media Company Devoted To Latino Heritage

**NUESTRO
STORIES**



**NUESTRO
STUDIOS**

**NUESTRO
MBA**

BRILLA

MEDIA

CERTIFIED



Woman Owned!



Diverse Owned!



NMSDC

National Minority Supplier
Development Council



ANA RECOGNIZED

**CERTIFIED
DIVERSE
SUPPLIER**

FLORIDA DEPARTMENT OF MANAGEMENT SERVICES

● ● ● **SUPPLIER DIVERSITY**



ANGELA SUSTAITA-RUIZ

FOUNDER AND CEO



Brilla Media is guided by the visionary leadership of powerhouse Latina, **Angela Sustaita-Ruiz**, a true pioneer in Latino social media, marketing, and influencer engagement.

WHY BRILLA?

- **Elevates Hispanic Culture**
It is a Latina-owned Media Company dedicated to authenticity, uplifting, & celebration of the Hispanic community.
- **Aims for Authentic Connection**
It offers original and branded content solutions to help brands authentically connect with U.S. Hispanic audiences.
- **Embraces Diversity**
It reaches Hispanic audiences at scale, embracing intersectionality and diverse language preferences.

BRILLA MEDIA IS COMPRISED OF TWO VERTICALS DEVOTED TO *CELEBRATING LATINO HERITAGE EVERY DAY*

Content



Media



The main logo for Brilla Media Content Platforms. It features the word "BRILLA" in large, white, sans-serif capital letters, with a yellow vertical bar above the "I". Below "BRILLA" is the word "MEDIA" in smaller, white, sans-serif capital letters, with a yellow play button icon replacing the letter "D". At the bottom is the phrase "CONTENT PLATFORMS" in yellow, sans-serif capital letters.

BRILLA

MEDIA

CONTENT PLATFORMS

NUESTRO STORIES

POWERFUL CONTENT BUILT ON HISPANIC CONSUMER PASSION POINTS

- Our hero product platform



That
Latino
Song

Break Your
Moments

Nuestro
Food

Cultura
Treasures

ARTISTICALLY-LATINO

Latino
Landmarks

Within the Nuestro Stories' website & social media channels are multiple evergreen content franchises dedicated to the passions points of Latinos — *providing brand partners authentic environments to engage Hispanic audiences in deeper, more meaningful ways.*

BRILLA LATINA

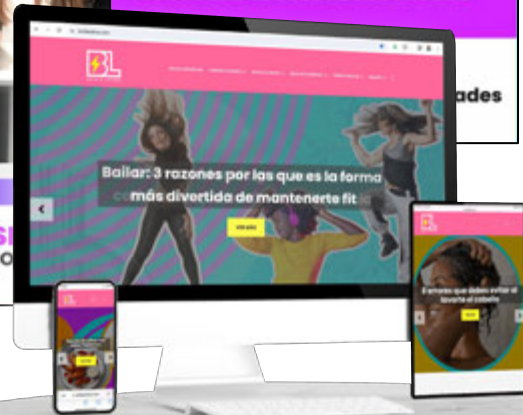
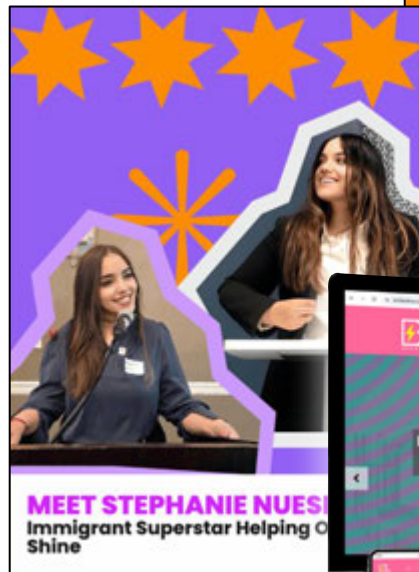
ALEGRE • INFORMADA • EMPODERADA.

● An empowerment platform

It provides relevant content, keeping Latinas inspired to champion cultural conversation, greater representation, and equity.

Editorial, video, and social content includes:

- Health & Wellness
- Beauty & Fashion
- Finance & Education
- Entertainment
- Food and Family
- Love and Relationships
- Social Impact



BRILLA MEDIA CONTENT AT SCALE!

New Expanded Video Network Distribution

**Exclusive Partnership With The Largest
Minority Certified Video Platform Reaching
Over 3 Billion RON Video Views Monthly
with our HIMU (Hispanic Immersive Unit).**



**Delivering over 3MM
uniques per month and
over 150MM Hispanic video
impressions**



**Leverage our own
1st party data and/or transform
brand data into actionable
segments/IDs**

EXCLUSIVE & BRAND SAFE CONTENT



2,000+ PUBLISHERS & NATIVE DIGITAL SITES*



TRUSTED SITES* CONTEXTUALLY & CULTURALLY RELEVANT PLACEMENTS



AUDIENCE INSIGHTS



NUESTRO STUDIOS

● An evolutionary platform

It positions Nuestro Studios at the forefront of innovative content creation, *dedicated to authenticity and bridging the gap in representation — nurturing and amplifying vibrant and diverse Hispanic stories.*

NUESTRO STUDIOS MARKS A **BOLD EVOLUTION** FOR NUESTRO STORIES EXPANDING ITS STORYTELLING INTO AN ARRAY OF THESE FORMATS:



Original Films



TV/Video Series



Documentaries



Podcasts



Premium Branded Content

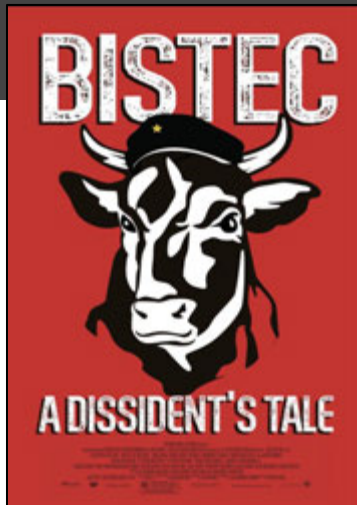
NUESTRO STUDIOS PRODUCTION SLATE

ANIME SERIES
(Pre-Pro)



The 10-part anime style series follows three kids in a journey that will take them into the folkloric, ancient worlds of Latin America.

PODCAST (Available Now)
FEATURE FILM (Pre-Pro)



A loyal revolutionary snitch diligently keeps tabs on his neighbors until Cuba's most prominent dissident moves in, unraveling strange secrets best kept unsaid.

**SELECTED BY AUDIBLE AS
"LO MEJOR DEL AÑO 2024"**

SHORT FILM
(Pre-Pro)



A beautiful home becomes miraculously available to a young couple for just \$1. To get the home, the couple must only make one strange, tiny compromise they'll never forget.

PODCAST
(Available Now)



Her Money Moves Podcast is a groundbreaking journey into the heart of female entrepreneurship, financial independence, and the power of dreaming bigger.

TV SERIES
(Development)



A wealthy teenage boy will do anything to go viral until a spectacular accident makes him sensationally super viral - every day, all the time, and anywhere.

BRÍLLA

MEDIA

NEW PARTNERSHIPS

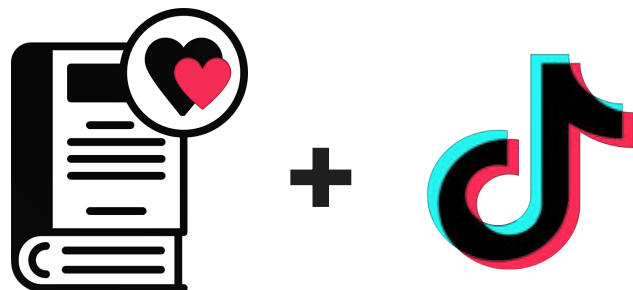
Minivela VIBRA ⚡ STREAM



BRÍLLA
MEDIA

NUESTRO
STUDIOS

The most popular genre
in the world reimagined
for the TikTok generation

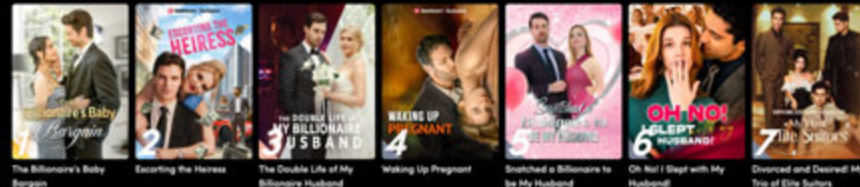


Minivela

TRENDS AND INSPIRATION

Minivela is inspired by short-form
video apps that have garnered
significant fandom and growth.
As a first-to-market opportunity we
are fully *Hispanicizing* this concept.

Most Trending 🔥



37
Million

Global App
Downloads

50
Million

Monthly
Active Users

Comparable Video Platform

CONTENT STRATEGY

- **Lean into popular novela storylines: steamy romances, melodramas, fantasy, rom-coms and draw-you-in cliffhangers.**
- **Micro-content episodes that are fast paced catering to viewers accustomed to platforms like TikTok and Instagram.**
- **Release new series on a regular basis. Our goal is to launch multiple stories and series per month throughout 2025.**



MINIVELA AT A GLANCE



Target: USH A18-49; Bullseye: USH W18-34



10-90 minute total run times



Episodes: 3 to 5 minute capsules



Spanish/English/Bilingual/Spanglish



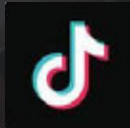
Well-written, extra fast-paced



DISTRIBUTION MODEL

SOCIAL

- YouTube (Minivela Home)
- Instagram
- Facebook
- TikTok
- X



DIGITAL

- Brilla Video Network
- Brilla Latina
- Nuestro Stories



CONTENT PARTNERSHIPS*

- Distribution Partnerships (FAST)
- Streamers/CTV/OTT
- Partner Amplification Network (PAN)

THE HALO EFFECT

- First-to-market Opportunity
- Innovation in USH marketing
- AdTech & MarTech Amplification
- Empowering Representation

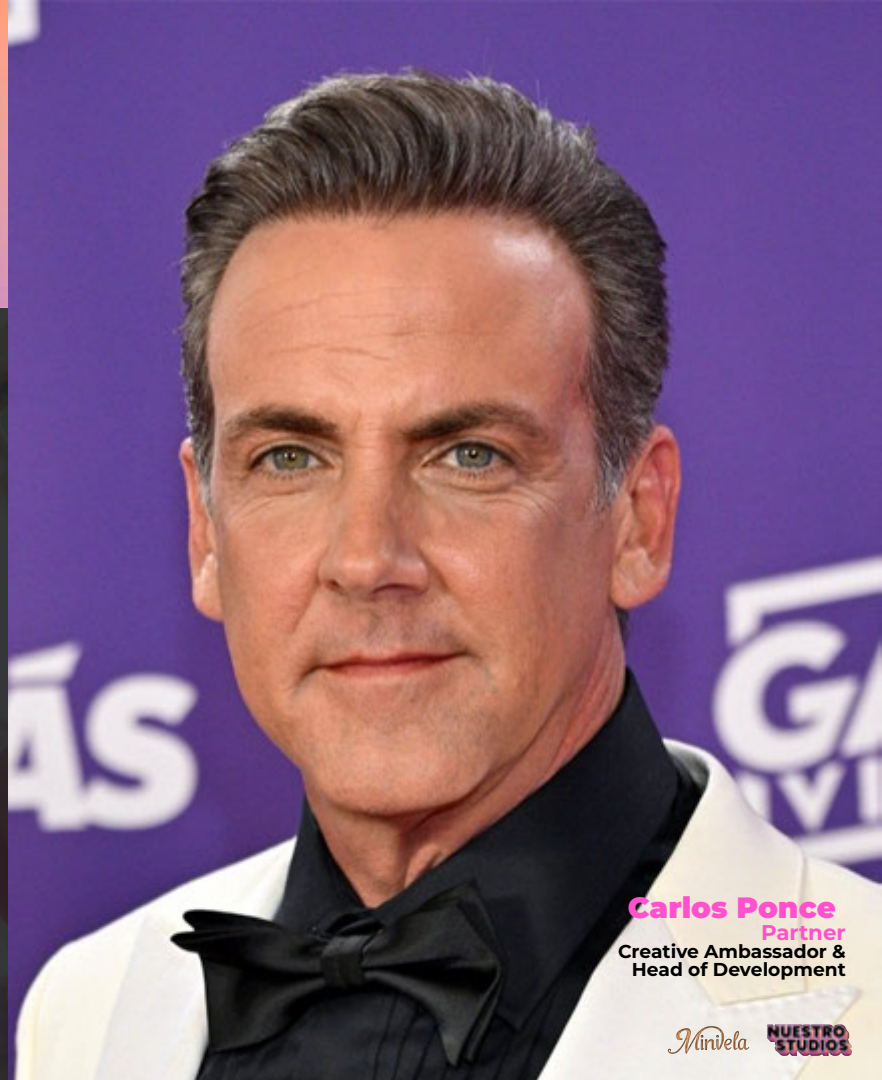


Market Impact & Future Goals

Propel forward Latino actors, writers, and directors, *actively addressing* one of the most vexing *representation and inclusion problems facing Hollywood.*

OUR SECRET SAUCE

- Partnership with novela, social content, and crossover king, **Carlos Ponce** who will lead development and production
- Powerful ad-tech and distribution stack
- Dynamic partnership with Chicano Hollywood
- Bilingual talent organically communicates in Spanish and English for broader, richer, more representative demographic



Carlos Ponce
Partner
Creative Ambassador &
Head of Development

VIBRA STREAM

A NEW ERA IN SPORTS FANDOM



AUDIENCES LOVE ALT-CASTS

Alt Casts are the **latest trend in sports broadcasting**. This proven format combines 2 or more people commentating live on a sports match where they're able to inject their personalities and expertise to enhance the viewing experience for fans. This format allows for revolving guests including tapping into talent from different passions and perspectives.





VIBRA STREAM

REACHING & ENGAGING MILLIONS OF GEN-ZENNIALS

- Merging live events with creator authenticity.
- Popular streamers placed directly in the action.
- Captivating a young, digitally-native audience.
- Streamers provide communities with distinctive commentary and unique perspective.
- Broad range of unique sports content and access.
- VS bypasses traditional sports viewing models, favoring interactive digital platforms.

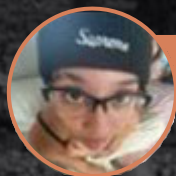


ILLUSTRATIVE - HISPANIC CONTENT CREATORS



elded

757,000
Total Followers



alondrissa

954,000
Total Followers



Castro_1021

3,700,000
Total Followers



Slakun10

4,730,000
Total Followers



rivers_gg

6,339,000
Total Followers



Mercedes Roa

Mercedes Roa

13,300,000
Total Followers



Josh Leyva

1,889,000
Total Followers



SUPEReeeGO

3,489,000
Total Followers

Diverse creators across multiple social platforms



ILLUSTRATIVE CONTENT CREATORS



Summit1G

8,128,000
Total Followers



EsfandTV

2,120,000
Total Followers



HasanAbi

7,072,000
Total Followers



QTCinderella

2,430,000
Total Followers



NMPlol

1,939,000
Total Followers



Cinna

345,000
Total Followers



Joe_Bartolozzi

31,089,000
Total Followers



Flats

1,717,000
Total Followers



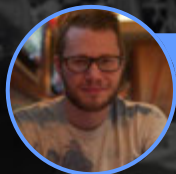
RuntheFutMarket

2,598,000
Total Followers



BotezLive

2,920,000
Total Followers



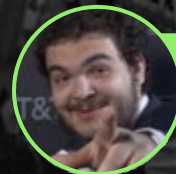
EmonggCo1ao

1,453,000
Total Followers



GrandPooBear

802,000
Total Followers



JoJothaMoFo

379,500
Total Followers

OUR LIVE STREAMS HAVE PROVEN YOUNGER VIEWERS WILL SHOW UP AND STAY FOR LIVE SPORTS



90%

18-44 Years Old

20 MIN

Avg Watch Time

LIVE NEXT GEN AUDIENCES



CSN CASE STUDIES

LIVE STREAM EVENTS

20 LIVE-STREAMS DELIVERED:

200M+

IMPRESSIONS

72K

PEAK CCV

20_{MIN}

AVG. WATCH TIME

2M+

HOURS WATCHED

BRÍLLA

MEDIA

MEDIA PLATFORM

EXPANDED PROGRAMMATIC
CAPABILITIES

● Our media platform



Media
Activation



Direct
Integrations



Data
Management



Data-Driven
Insights

PLATFORM AGNOSTIC, SEAMLESS DEPLOYMENT



BRAND SAFETY & MEASUREMENT



TOTAL ADDRESSABLE AUDIENCE IMPRESSIONS

+278M
A18+

+159M
PARENTS

+66M
CTV LARGE
SCREEN

+74M
OTT/CTV

+195M
DIRECT
INTEGRATION

+50M
TARGETED
US HISPANIC

PEOPLE-BASED ID GRAPH



- **Permission-based identities of 235M+ US Consumers**
- **Identity resolution and unification**
- **Integrated data hygiene and validation to ensure accuracy**
- **Target known and anonymous users across channels and devices**
- **Create lookalike audiences with 1st and 3rd party data sets**
- **Proprietary Segments including US Hispanic Shoppers, US Hispanic Auto Intenders and more.**



BRAND-SAFE IMPRESSIONS



- **Comprehensive pre-bid filters on all programmatic campaigns**
- **Extensive Site and IP Block List informed by insights and site checks**
- **Individual web page risk and threat evaluation**
- **Bypassing and blocking ad impression at the individual page level**
- **Content category targeting**
- **Partnership with Zeta, DoubleVerify, Integral Ad Science and Peer 39**



DV analyzes over 2 billion impressions daily, identifying comprehensive fraud and SIVT — from hijacked devices to bot fraud and injected ads. DV is accredited by the Media Rating Council (MRC) for detection and blocking of fraud and IVT within desktop, mobile web, mobile app and CTV environments.



IAS offers three-pillar protection against fraud with rules based detection to identify any anomalous behavior patterns, AI/Machine learning to detect any hidden or uncommon patterns and The IAS Threat Lab which employs malware analysis and reverse engineering to uncover any emerging threats. IAS Brand Safety and Suitability solutions go beyond keyword blocklists and URL scanners with intelligent and scalable solutions for contextual relevance.

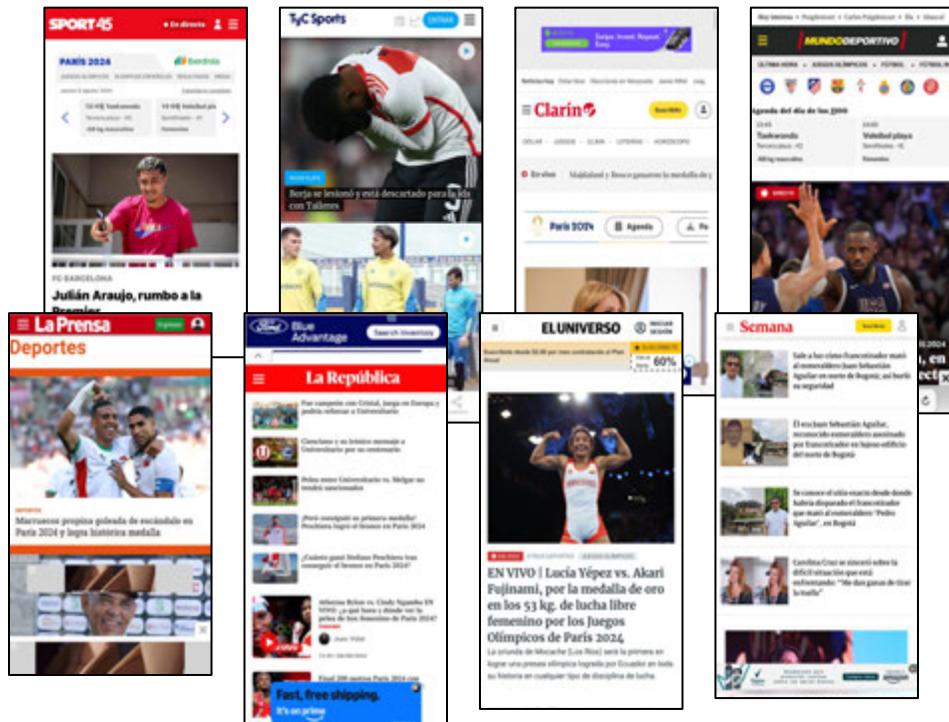


Peer39 invented the category of pre-bid, cookieless data, starting with semantic-based contextual categories, then brand safety, and then page quality. The Peer39 suitability controls (based on GARM suitability framework) bring a more refined and nuanced approach to evaluating ad environment quality.

CURATED INVENTORY



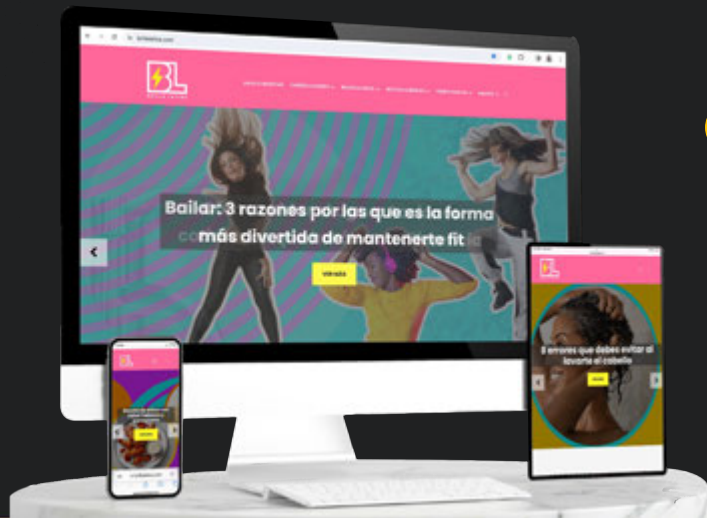
- Exclusive first-look Hispanic inventory partnerships with publishers
- Spanish-language sites from around the globe
- English-language sites with heavy US Hispanic consumption
- Sites are curated by our publisher development team to ensure the highest standards and quality of content
- Unique ad placements with high-viewability



CONTEXTUALLY RELEVANT ONLINE VIDEO PLACEMENT

OVER 200 TRUSTED CONTENT PROVIDERS

A library of brand safe and contextually relevant video from the world of news, sports, entertainment, lifestyle, health, travel, food, business, technology, politics and more...



TheStreet



VARIETY

bon appétit

epicurious



Bloomberg

RollingStone



cheddar

AD

HollywoodLife

Condé Nast
Traveler

DEADLINE

AP

*sample publisher set; complete site list available

“We invite you to join us in building the most comprehensive digital platform devoted to Latino Heritage in collaboration with cultural institutions, media partners, celebrities and leaders to help brands grow their business.”

- Angela Sustaita-Ruiz, Chairwoman

**¡MUCHAS
GRACIAS!**

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☎ **305.720.6313**

BRÍLLA
M E D I A

**NUESTRO
STORIES**



**NUESTRO
STUDIOS**

**NUESTRO
MEXICO**