



CANELA

MEDIA



XXX-XXX-XXXX



info@canelamedia.com



CanelaMedia.com

OUR MISSION

To create a **new and unique entertainment media company for Latino audiences** rooted in innovation through technology and content, while connecting with communities authentically.



THE NEED FOR CANELA.TV

U.S. Latinos believe in the importance of celebrating both their language and cultural heritage when portrayed in advertising.

7% of lead roles on streaming TV are Latinos

63% of Hispanics value content that highlights stories from racially diverse communities

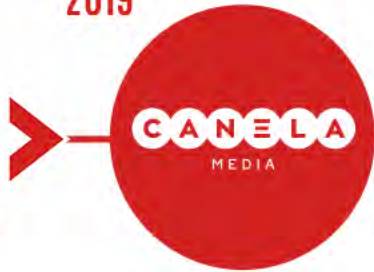
64% of Hispanics pay more attention to ads that accurately portray diverse groups of people

63% of Hispanics believe brands that advertise in Spanish respect their culture and want their business



YEARS OF INNOVATION & GROWTH

2019



CANELA MEDIA IS BORN

2020



LAUNCH OF SEED ROUND

2020



CANELA.TV LAUNCH OF THE 1ST AVOD FOR U.S. HISPANICS

2021



LAUNCH OF CANELA NEWS

2022



A CANELA ORIGINAL SECRETOS DE VILLANAS

LAUNCH OF CANELA ORIGINALS



¡PONLE CANELA!

2022



CANELA MEDIA SECURED \$32 MILLION IN A SERIES A FUNDING ROUND

2021



LAUNCH OF CANELA MUSIC

2021



LAUNCH OF CANELA.TV IN

2022



LAUNCH OF NEW VERTICALS



2023



2023



2023



NEW PARTNERSHIP

2024

EXPECTED TO GROW OUR MAU'S
FROM 55M TO 60M

CANELA MEDIA Inc. 5000
MADE THE LIST RANKING #70 OVERALL AND #6 IN NY



REVAMPED APP
& INNOVATIVE AD UNITS

**MORE
BRANDED CONTENT
OPPORTUNITIES**

NEW ORIGINALS



**INCREASED SCALE IN PREMIUM
OTT AND DIGITAL PARTNERS**



Samsung
TV Plus



WARNER BROS.
DISCOVERY
US HISPANIC



FutbolSites

CANELA ADVANCED TARGETING SOLUTION
AUDIENCE SOLUTIONS

76M+
UNIQUE DEVICES

20M+
UNIQUE IDENTITIES

CUSTOMIZED
PREMIUM
AUDIENCES

REACH ACROSS
OTT UNIVERSE
WITH PRECISION
AND SCALE

**MOST ROBUST
MEXICAN MOVIE CLASSIC LIBRARY**

CANELA.TV Classics Viewership has Tripled since launching CINE DE ORO

- 3x increase in time watched
- 3x increase in uniques
- 3.8x increase in sessions

**EXTENDED
NEWS**

CANELA NEWS

VOTO LATINO 2024

EXPECTED TO GROW OUR MAU'S FOR
CANELA.TV APP BY +40%
2025 EOY

**INCREASED SCALE IN PREMIUM
OTT AND DIGITAL PARTNERS**



**CANELA
REWARDS
PROGRAM**

NEW AD UNITS



ROKU



**Samsung
TV Plus**



**WARNER BROS.
DISCOVERY
US HISPANIC**



FutbolSites



**CANELA STUDIOS
BRANDED CONTENT**

CANELA

AUDIENCE SOLUTIONS
ADVANCED TARGETING SOLUTION

76M+
UNIQUE DEVICES

20M+
UNIQUE IDENTITIES

CUSTOMIZED
PREMIUM
AUDIENCES

REACH ACROSS
OTT UNIVERSE WITH
PRECISION & SCALE

CANELA.TV
**VERANO
DE GLORIA**

LIGA MX

FIFA CLUB
WORLD CUP

GOLD CUP

**TRIPLE THE VIEWERSHIP
ON OUR SPORTS VOD**

**4.5X GROWTH IN OUR LIVE
CHANNEL PERFORMANCE**

**DOUBLING OF OUR SOCIAL
MEDIA FOLLOWING**

In the Summer of 2024, Canela.TV's Verano de Gloria set new benchmarks with thrilling sports coverage, delivering everything that matters most to Latino sports fans across our ecosystem.

THE COMPANY WE KEEP

verizon[✓]



amazon.com[®]

HYUNDAI

DANONE

AT&T

Stonyfield
ORGANIC



GEICO

TikTok

PEPSICO

SEPHORA

airbnb

usbank

Google



NISSAN

intuit
turbotax

gsk

SAMSUNG

hp

GM

T-Mobile

General
Mills

Walmart
Save money. Live better.



Meta

SPAM[®]

UNIVERSAL
A COMCAST COMPANY

Meta

Constellation
Brands

TOYOTA

rbi

calottery

National
UNIVERSITY

2K

TOYOTA

Coca-Cola

ANHEUSER-BUSCH



KAISER PERMANENTE

CapitalOne

THE COMPANY WE KEEP

“CANELA IS INVESTING TO
SUPER-SERVE
DIVERSE AUDIENCES”

- Joseph Kiwanuka, VP, Director,
Cultural Connections & Strategy



“CANELA IS
PRIORITIZING
DATA, TECH
& CONTENT”

- Nelson Pinero,
Managing Director,
Sr. Partner
Multicultural



“CANELA.TV IS AN IMPORTANT PARTNER
TO BUILD **POSITIVE AUTHENTIC**
BRAND ASSOCIATIONS”

- Angela Zepeda, Chief Marketing Officer



“INVESTMENT IN
CANELA MEDIA
PROVIDED THE
HIGHEST ROI
AMONG OUR
ONLINE
VIDEO
PARTNERS”

- Mike Sallette, Vice
President of Media



“CANELA IS A SHOWCASE OF
INNOVATION & TECHNOLOGY”

- Michael Roca, Executive Director,
Cross-Cultural Center of Excellence



“THE **INNOVATION** AT CANELA
REFLECTS THE IMPORTANCE OF THE
U.S. HISPANIC MARKET”

- Lisa Torres, President, PM CQ

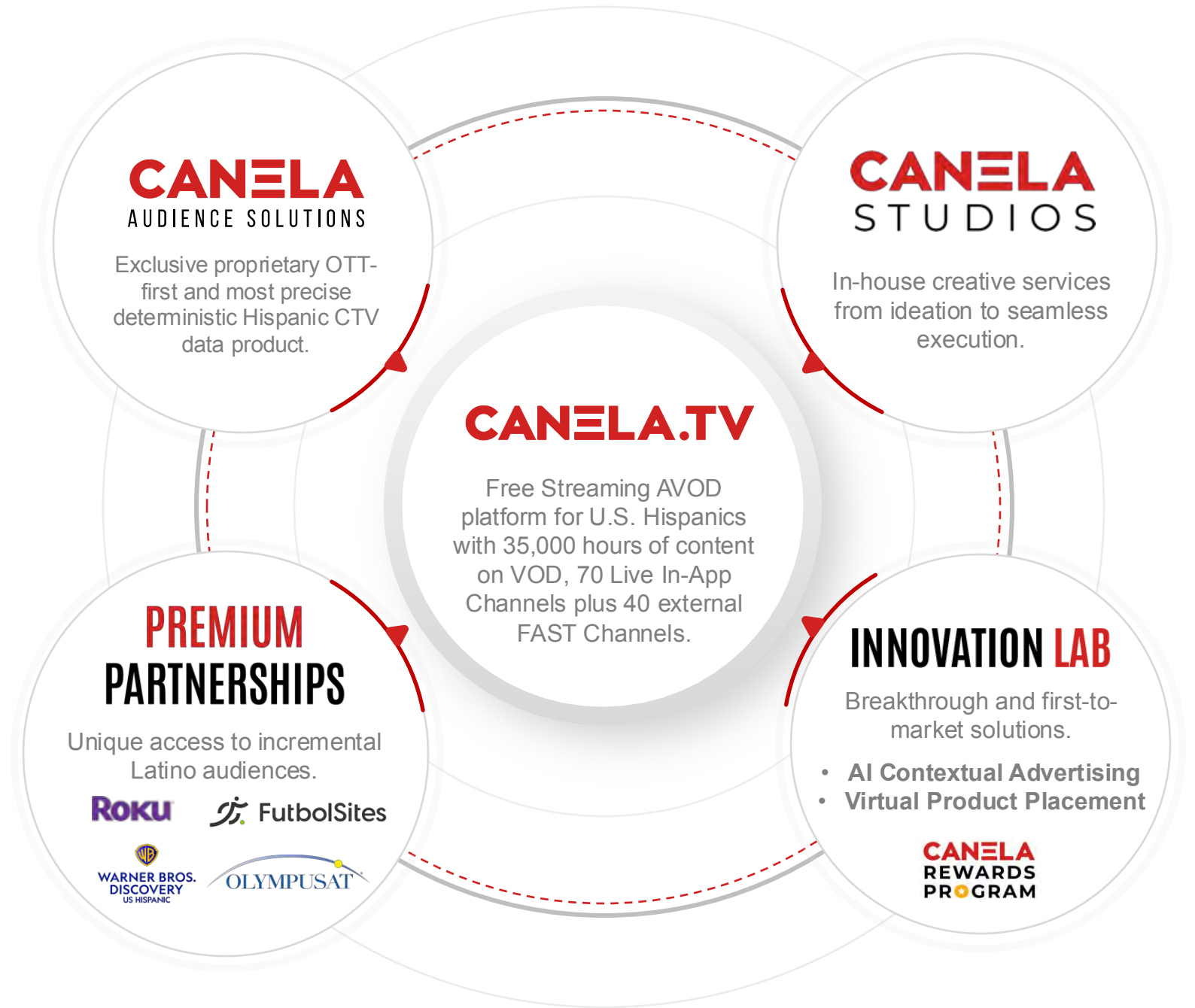




360 ADVERTISING
**ONE-STOP
SOLUTION**
FOR BRANDS



The only **Minority & Woman
owned** media company built for
the U.S. Hispanic market



SCALE ACROSS OUR PROPERTIES & PARTNERS

CANELA.TV

- Scalable **multicultural AVOD streaming app**
- 35,000 Hours** of content includes Canela Originals, Movies, Series & Novelas, and our verticals:
CANELA MUSIC **CANELA NEWS**
CANELA KIDS **CANELA DEPORTES**
- Available across **70 Live In-App** Channels
- 40 External FAST Channels** on OTT Platforms

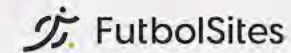
OTT INVENTORY PARTNERS

- Direct Relationship with **67 OTT Media Partners** including:



DIGITAL PARTNERS

- Exclusive Partnership with **FutbolSites**



- Additionally we have a curated premium site list across different categories including:



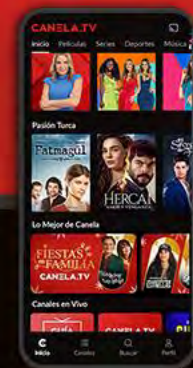
CANELA AUDIENCE SOLUTIONS

- Best scalable & accurate OTT product in the U.S. Hispanic marketplace
- Integrates people-based data into a unified, deterministic ecosystem
- Reaching **+76 Million unique devices** and over 65% of U.S. Hispanic adults

STANDALONE AVOD APP

CANELA.TV

AVAILABLE IN CTV, MOBILE & WEB



CANELA.TV IS WIDELY DISTRIBUTED IN THE U.S. AND KEEPS GROWING

70 LIVE IN-APP CHANNELS & 35,000 HRS ON VOD

CTV

Roku SAMSUNG SONY
androidtv Hisense VIZIO
apple tv HUMAX Distro TV
fire tv HUAWEI PHILIPS
xfinity. TANOSHI COX.
LG TCL

MOBILE

Apple Android
Windows Huawei
WEB
Edge Firefox Chrome
Opera

40 CANELA.TV FAST CHANNELS ON OTHER OTT PLATFORMS

Roku Channel

xumo

Samsung TV Plus

sling

plex

TCL

LG

VIZIO

TCL CHANNEL

FreeTV

fubo TV

WatchFree+
VIZIO

REWARDED

AUTHENTIC CONTENT FOR THE HISPANIC AUDIENCE

35,000 HOURS

Original Series, Turkish & Classic Novelas, Premium Movie Titles ▶▶



CANELA DEPORTES

Sporting Events, Sports News Shows & Live Channels ▶▶



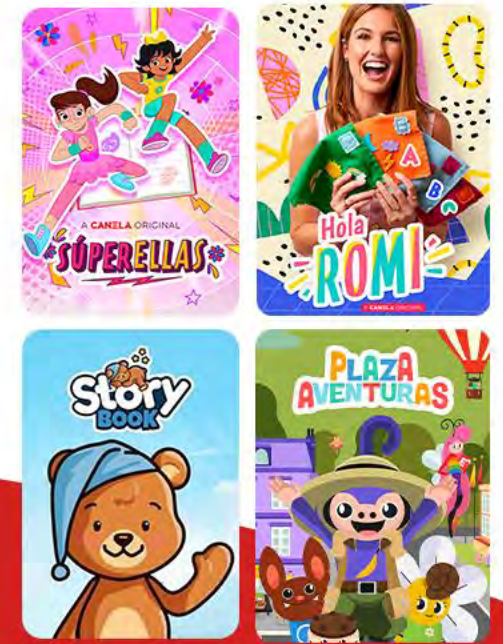
CANELA MUSIC

Music Originals, the Best of Latino Music & Live Channels ▶▶



CANELA KIDS

Originals and Exclusive Shows for Kids of all Ages in Spanish ▶▶



70 LIVE CHANNELS ON CANELA.TV ACROSS OUR CONTENT VERTICALS



CANELA MEDIA HAS A ROBUST SPORTS OFFERING

CANELA DEPORTES

LIVE EVENTS

MASL
MAJOR ARENA SOCCER LEAGUE



LIVE CHANNELS

Realmadrid.tv

tigo SPORTS

bein SPORTS XTRA

SPORTS NEWS

CANELA DEPORTES
100% FUTBOL

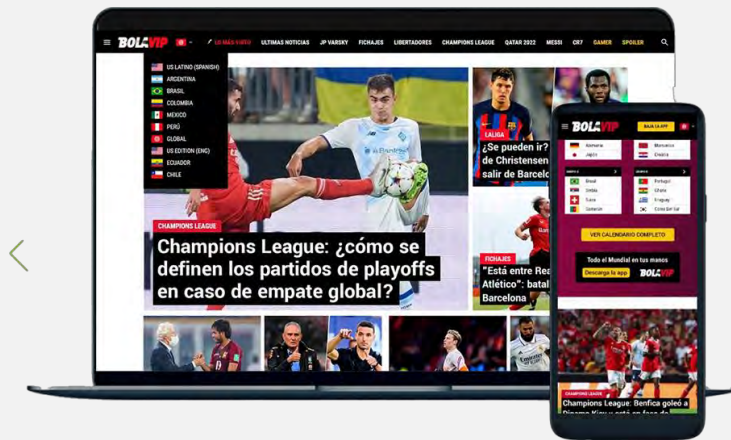
CANELA DEPORTES
IDROMA FUTBOL

CANELA DEPORTES
EL DUGOUT



FutbolSites

One of the largest digital sports media groups focusing on U.S. Hispanics



CANELA AUDIENCE SOLUTIONS

Customized sports audience segments for more precise targeting



CANELA MEDIA IS THE EXCLUSIVE PARTNER OF THE TOP SPORTS SITES FOR U.S. HISPANICS



13.0

 FutbolSites

8.3

AS

1.8

MUNDO DEPORTIVO

1.6

TELEMUNDO DEPORTES

1.2

MEDIO TIEMPO

1.0

ESPN CON LATAM

0.7

TUDN

MUV's (000)



One of the largest digital sports media groups focusing on U.S. Hispanics

15 EXCLUSIVE SITES

BOLAVIP

ÁGUILAS MONUMENTAL

DALEALBO

redgol

FUTBOL CENTR^OAMERICA

spoiler

LPM LA PAGINA MILLONARIA

WORLD SOCCER TALK

PASIÓN ÁGUILA

DAILY FACEOFF

REBAÑO PASIÓN

juanfutbo

YARDBARKER

SPORTS DROP

VAMOS AZUL

BOLAVIP

THE #1 SPORTS NEWS PORTAL AMONG U.S. HISPANICS

+6.4M MONTHLY UNIQUE USERS

FUTBOL CENTR^OAMERICA

EVERYTHING ABOUT CENTRAL AMERICAN SOCCER IN ONE PLACE

+250K MONTHLY UNIQUE USERS

CRACKS

THE MAIN SPORTS YOUTUBE CHANNEL IN SPANISH

+1M MONTHLY UNIQUE USERS

juanfutbo

ONE OF THE MOST RECOGNIZED DIGITAL SPORTS MEDIA IN MEXICO

+150K MONTHLY UNIQUE USERS



**WARNER BROS.
DISCOVERY**
US HISPANIC

REACHING **BILINGUAL** U.S. HISPANIC AUDIENCES

**MORE
REACH**

+16 MILLION
monthly Hispanic adults

**MORE
ENGAGEMENT**

with high-value
bilingual audiences

**MORE
AUTHENTIC
CONNECTIONS**
through premium
content across



ROKU

REACHING **U.S. HISPANIC** **AUDIENCES** ACROSS **ROKU'S** **SPANISH-LANGUAGE CONTENT**

CANELA.TV FAST CHANNELS:

CANELA.TV
CLÁSICOS

CANELA.TV
PASIÓN TURCA

CANELA.TV
HOLLYWOOD Y MÁS

CANELA.TV
DEPORTES

CANELA.TV
NARCO-DRAMA

CANELA.TV
PASIÓN LATINA

CHANNELS & PLATFORMS:

Hallmark

SONY
CHANNEL

azteca
INTERNACIONAL

ESTRELLA TV

cine
Romántico

TASTEMADE
ESPAÑOL

bein SPORTS **n**

TU CINE

FILMEX

ESTRELLA
NEWS

wapa+

COPS
EN ESPAÑOL

amagi



CANELA

AUDIENCE SOLUTIONS



EXCLUSIVE AND UNIQUE PROPRIETARY
OTT-FIRST DATA PRODUCT

Canela Audience Solutions is **our exclusive** and **unique** proprietary **OTT-first data** product like no other in the market. It delivers advanced audience targeting with **more scale**, **more accuracy**, and, ultimately, **more precision**.

UNPRECEDENTED SCALE

We leverage the vast Canela Media ecosystem.

76M+ UNIQUE DEVICES



PREMIUM CANELA ID AUDIENCE

From the 76M+ devices, **20M+ unique identities are generated** which comprise the Canela ID, the most accurate and precise U.S. Hispanic database

20M+ UNIQUE IDENTITIES



CUSTOMIZED PREMIUM AUDIENCE

We apply sophisticated targeting techniques to categorize audiences into multiple segments to create **Customized Premium Audiences**.

500+ CONSUMPTION, TRANSACTIONAL SIGNALS

250+ BEHAVIORAL, PSYCHOGRAPHIC SIGNALS

PRECISE AND SCALABLE REACH

These customized premium audiences can be reached across the OTT universe in both **English and Spanish** language content with precision and scale.



EXAMPLES OF CUSTOMIZED PREMIUM AUDIENCES



USH 18-49 who frequently shop at a big box retail store.



USH who watch reality shows and are sports fans.



USH Gen-Z music fans.



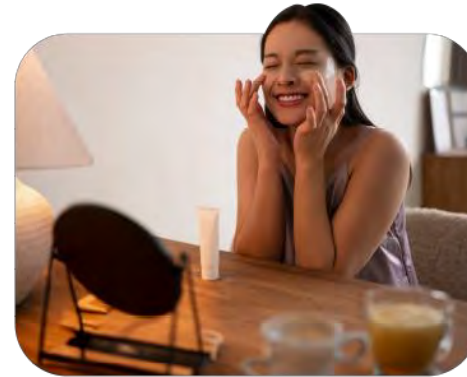
Hispanic moms with kids under the age of 15.



USH Millennials who are frequent travelers.



USH 18-49 with a household income of \$100K.



USH Gen-Z skincare/ beauty shoppers.

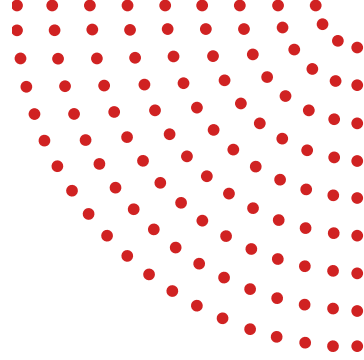


USH 25-55 auto intenders.



**OUR
AUDIENCE**

CANELA.TV AUDIENCE IS **YOUNGER** **MORE BICULTURAL & MORE AFFLUENT**



DEMO BREAKOUT



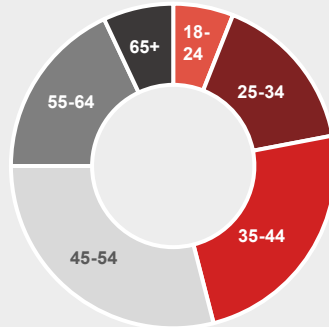
40%
Male

46%
of our audience is
between 18-44



60%
Female

78%
Of our audience is
bilingual



HOUSEHOLD INCOME



24% Is <\$75K

29% Is <\$75K-\$100K

47% Is \$100K+

27% Is \$150K+

25% Is \$200K+

HIGHLY ENGAGED



75%
Watch at least
once a week

43%
Of our audience
watch every day

+100 MINS
An average
per month

HEAVY CO-VIEWING

80%
Daily/Weekly
Co-viewing in HH

**70% DON'T WATCH
SPANISH-LANGUAGE BROADCAST**

**OUR AUDIENCE IS **HIGHLY
EXCLUSIVE** AND CANNOT
BE REACHED ELSEWHERE**

**AT LEAST 50%
CAN'T BE REACHED ELSEWHERE**



CANELA
STUDIOS

CANELA STUDIOS

Best in class in-house team leading the production and development of **Original Content** and providing our clients with **Creative Services** and customized **Branded Content Solutions**.



CANELA STUDIOS

Originally Produced Custom Short/Long Form Content



Custom Content Tied to an Original Tentpole/Daily Show



CREATIVE/DESIGN SERVICES

- Campaign Design & Development
- Creative Adaptation
- Design & Execution

Build-If-Sold Long-Form Formats



Customized In-Show Segments





AD SOLUTIONS

Los Elegidos (The Chosen)

PG-13 2023 • Drama • Faith

The Chosen is a groundbreaking historical drama based on the life of Jesus Christ (Jonathan Roumie), seen through the eyes of those who knew him.

NEW LOOK & FEATURES

- New features for our users with enhanced parental controls and playback, search and recommendation features.
- Enhanced content search and favorites.
- Ability to connect user profile with Canela Rewards Program – a first to market innovation.
- Enhanced Ad Units for advertisers through Pause Ads, Curated Content Collections, In-App Banners, Contextual AI-powered Ads.



CANELA REWARDS



CANELA REWARDS PROGRAM

ACCELERATE USER ENGAGEMENT WITH INNOVATIVE CANELA REWARDS LAUNCHING IN Q2'25

- Reward users by watching, sharing and taking action that promotes more in-app engagement
- Custom sponsor integration opportunities
 - Sampling and extended content
 - Branded rewards and discounts
 - Brand-sponsored surveys and polls
 - Unique reward opportunities to drive increased fandom and participation
- Collect valuable first party data that feeds into **Canela Audience Solutions [CAS]**



AD SOLUTIONS OFFERING

VOD & FAST Premium Sponsorships

VIDEO ADS: Pre-roll & Mid-roll Experiences

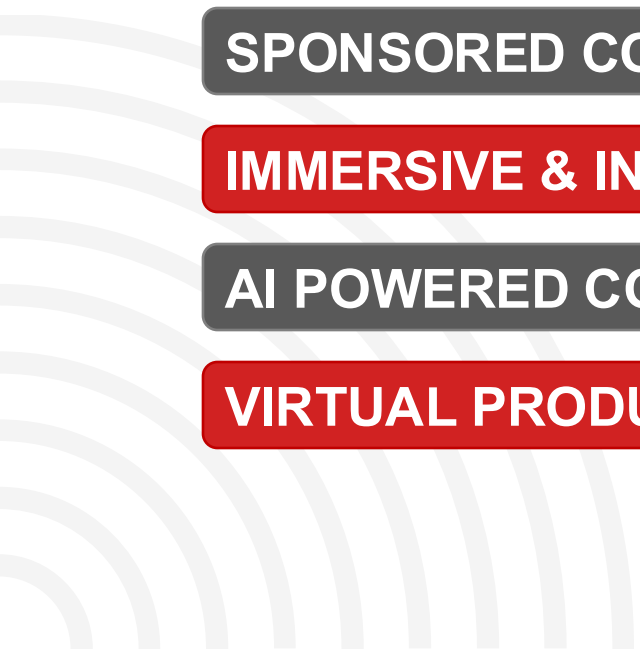
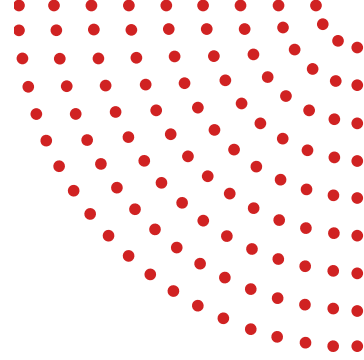
BANNER ADS

SPONSORED COLLECTIONS

IMMERSIVE & INTERACTIVE ADS

AI POWERED CONTEXTUAL ADVERTISING

VIRTUAL PRODUCT PLACEMENT



CANELA.TV OFFERINGS

PREMIUM SPONSORSHIPS

Premium sponsorship of our Tentpoles, Originals and Premium Acquisitions.



PREMIUM SPONSORSHIP/TAKEOVER OPPORTUNITIES

- Title or Presenting Sponsor
 - Second & Third Tier
- Media Only Packages
- Title or Presenting Sponsor Billboards
- Tile or Collection/Rail Logo [enhanced or regular]
- Category Exclusivity/Ad Priority
- Co-branded Promos
- Lower Thirds & Display Banners
- Interactive Ad Units
- Ancillary Content [bespoke or existing content]
- In-show segments
- Connect with the Brand Partnerships Team for more ideas

CANELA.TV IN-APP AD OFFERINGS

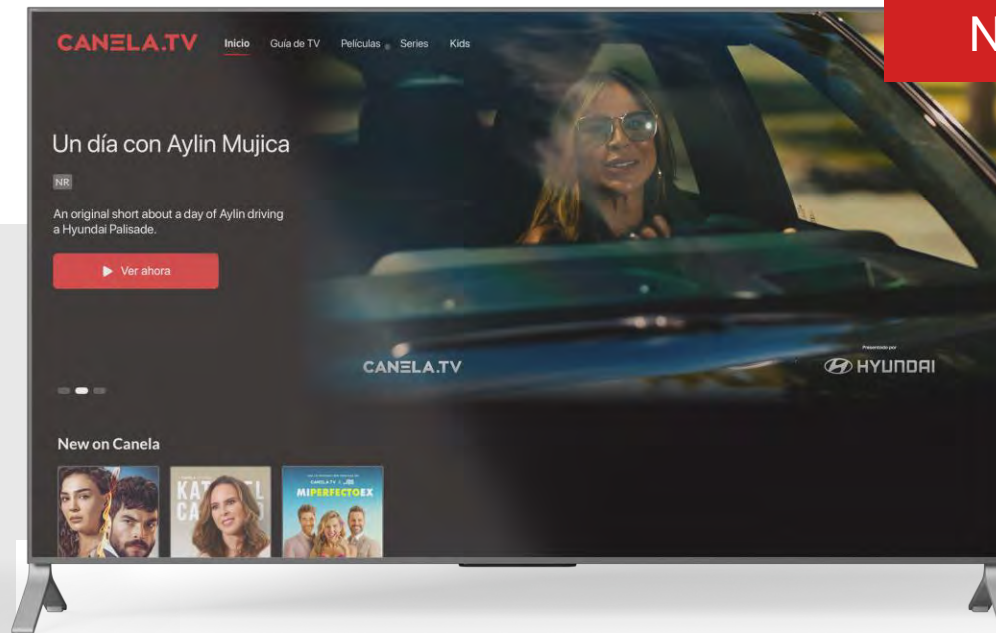
VIDEO ADS

Elevating brands through premium media and activations across Canela.TV & OTT Partners to **drive mutually beneficial awareness, engagement and returns on both FAST and VOD.**



PREROLL, MIDROLL & INTERACTIVE CTV

- Standard + interactive video ads
- Available direct and programmatically
- Contextually relevant environments
- Moat Rated Excellent
- Available in full player, EPG Player and PIP Player



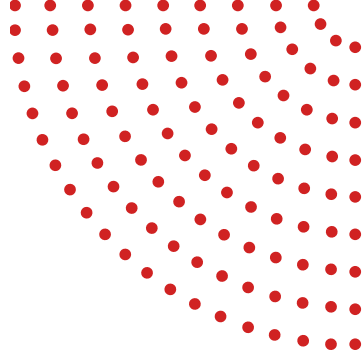
HERO PLAYER

- Premium placement of branded content or trailer on home screen in the second or third position, playing automatically.

CANELA.TV IN-APP AD OFFERINGS

BANNER ADS

Enhance brand visibility and engagement by seamlessly integrating promotional content into the viewer's streaming experience, driving higher conversion rates.



NEW



• Available in web and mobile only

CANELA.TV IN-APP AD OFFERINGS

SPONSORED COLLECTIONS

Sponsored Collections are a great way to align your brand's content affinity goals to any tentpole or flight.

Customization Options:

- **Curation:** Tailored to your campaign or turnkey aligned to a tentpole.
- **Formats:**
 - Vertical or Horizontal
 - Logo and Title Placement: Top or Left Side
- **In-App Placement:** Home screen, movies, series, sports, music, kids
- **Enhanced:** Different background colors or simple patterns for improved visibility on the platform
- **Location:** Opportunity to be geotargeted



CANELA.TV IN-APP AD OFFERINGS

IMMERSIVE, INTERACTIVE PREROLL & MIDROLL EXPERIENCES

NEW

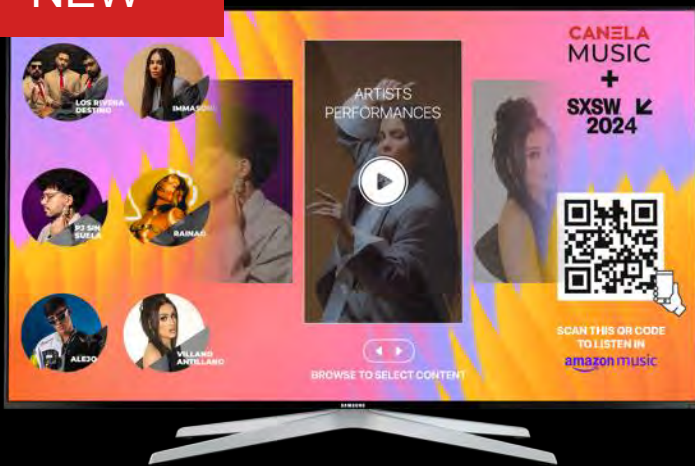


PAUSE ADS

Maximize impact with branding

Coming Soon

NEW



VERTICAL VIDEO

- Can re-use existing videos from social media
- Provides scale
- Can be used for recipes, tutorials, testimonials



QR CODE

Create a shoppable experience

OVERLAY

Maximize impact with branding



CANELA.TV IN-APP AD OFFERINGS

AI POWERED CONTEXTUAL ADVERTISING

FIRST-TO-MARKET
IN DEVELOPMENT

The screenshot displays the Canela.TV + Vionlabs interface. On the left, a video player shows a romantic scene with a man and a woman. The interface is titled "01. ROMANTIC CONTENT". On the right, the "AINAR contextual metadata" panel shows "Scene data before ad-break" with the following data:

- lab Tier: Celebrity Relationships: 0.47, Romance: 0.34
- Keyword Transcript: Movie: 0.91, Transcript: 0.92, Gracias: 0.91, Miráis: 0.90, Pensamiento: 0.89
- Keyword Video Audio: relationship: 0.73, marriage: 0.68
- Mood Tag: emotional: 0.96, love: 0.58, romance: 0.50, suspenseful: 0.48

At the bottom, the text reads: "AI POWERED CONTEXTUAL ADVERTISING FIRST IN THE U.S."

- Contextual Ad Break is an industry-changing tool that enables advertisers to **tap into the moods and emotions** within content.
- Contextual Ads are designed to **‘watch’ a movie just as a human would**, analyzing and interpreting the scene leading up to each ad break..
- Understanding the emotional context of a scene allows advertisers to **strategically place their ads**, keeping emotions at the core of their campaigns.
- This precision not only enhances viewer engagement but also **boosts ad recall**, making the message more impactful.

FIRST-TO-MARKET

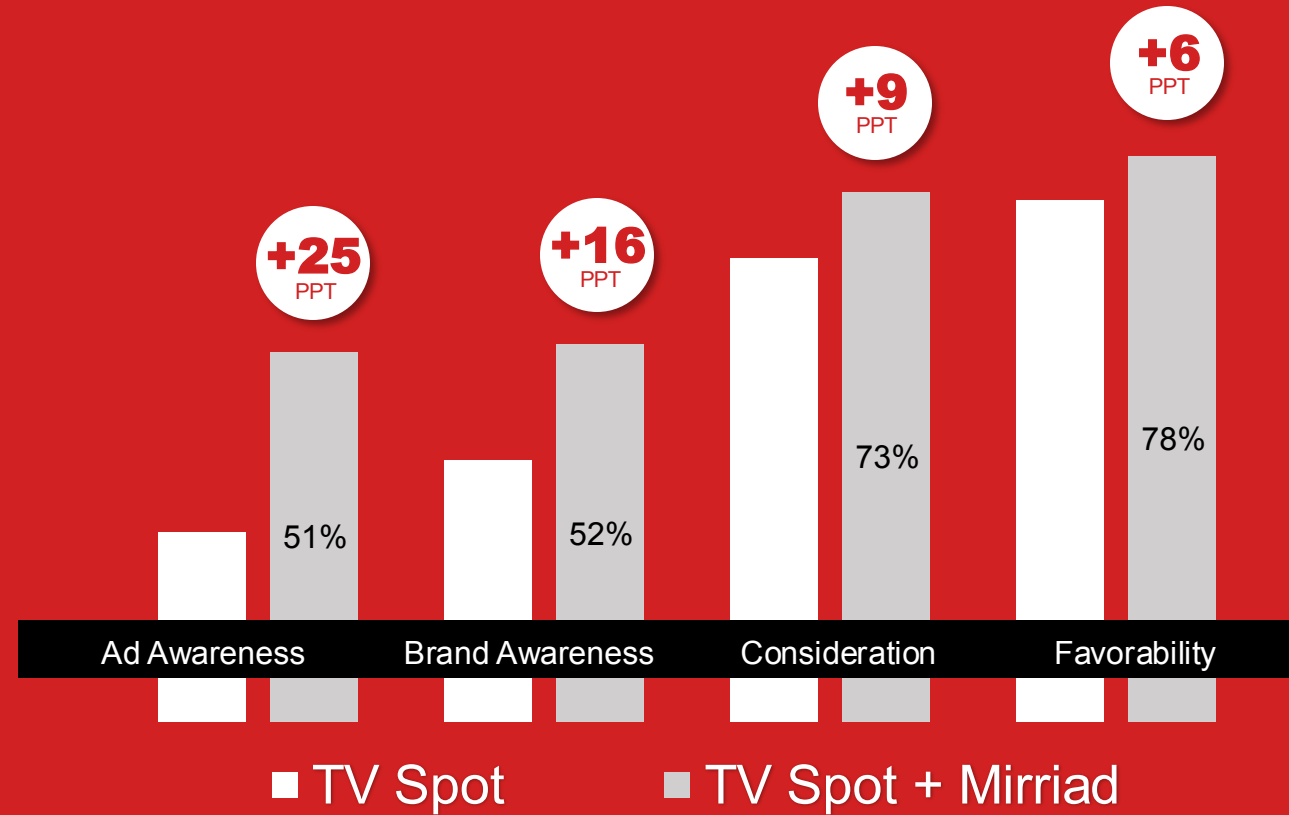
CANELA.TV IN-APP AD OFFERINGS VIRTUAL PRODUCT PLACEMENT

Virtual product placement seamlessly integrates your brand into Canela.TV's content, offering immersive brand exposure for enhanced marketing impact.



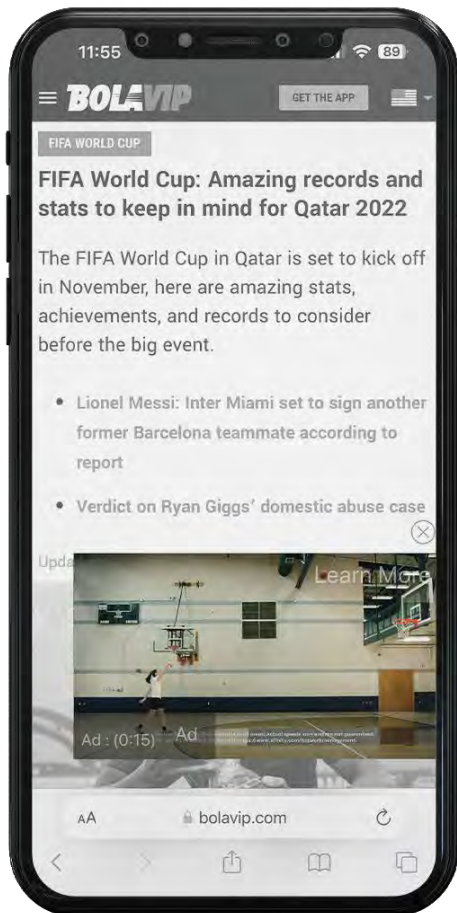
[Click here to view the demo](#)

IN-CONTENT AMPLIFIES COMMERCIAL PERFORMANCE

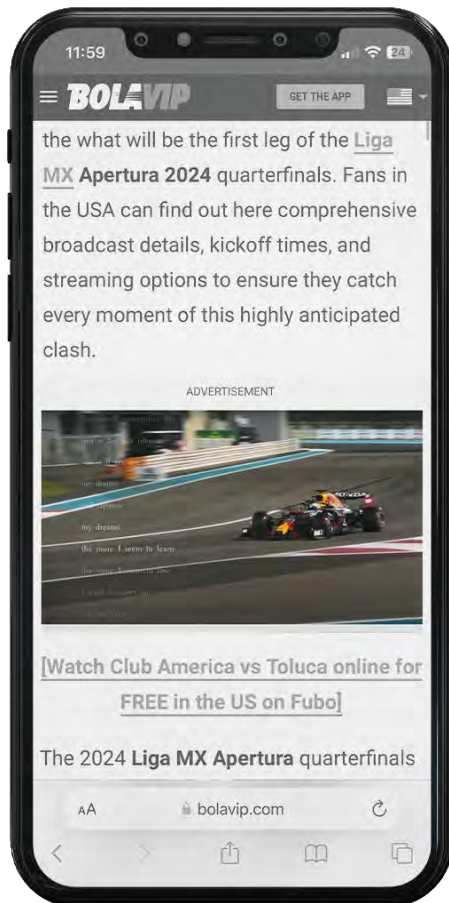


DIGITAL OUTSTREAM FORMATS

SLIDER



IN-TEXT



OUTSTREAM BENCHMARKS

75%+ VIEWABILITY

HIGH ENGAGEMENT: 0.50%+ CTR



Non-disruptive, integrated with content consumption, user friendly



Encourages interaction and active participation



Blends with content, stands out without interruption



Not reliant on pre-existing video content to show ads



Highly targeted and contextually relevant to content on the page



Not visible until user reaches desired point on the page



Can be scrolled past, doesn't prevent user from accessing other content



Higher interaction rates, longer completion rates

DIGITAL PRE-ROLL FORMATS

These ads may be skippable or non-skippable



Interactive end cards



Captive audiences with higher engagement



PREROLL BENCHMARKS

0.20-0.30% CTR | 70-80%+ VCR

PREROLL



PREROLL WITH
END-CARD

PREROLL WITH END-CARD BENCHMARKS

VCR: 60%-70% | CTR: 0.05% | ER: +2%

DYNAMIC CONTENT SPONSORSHIPS

HIGH IMPACT ACTIVATION



COUNTDOWN

Web media ads showing specific information that is automatically updated in real-time. They are delivered in the same space of a display banner.

DYNAMIC CONTENT BENCHMARK

Average CTR 0.15% - 0.25%



CONTENT

OPTIONS:

- **Content.** Shows links to news/articles linked to a specific keyword
- **Countdown.** Shows how much time is left to a specific event (i.e. a game, a tournament, a client's promo end date, a product launch, etc.)
- **Live Score.** Shows the score of a game in real-time.



LIVE RESULTS

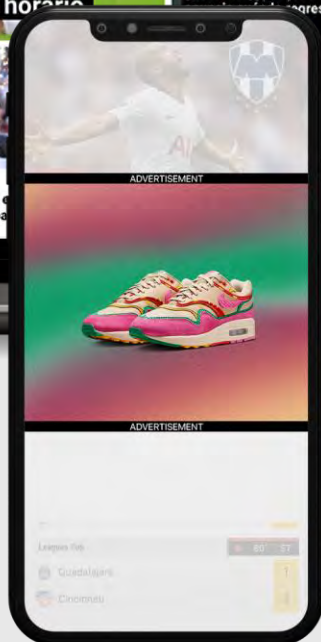
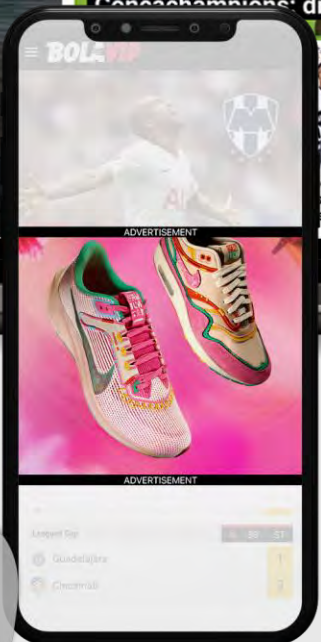
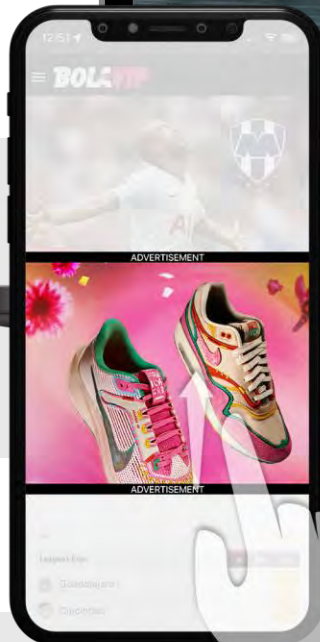
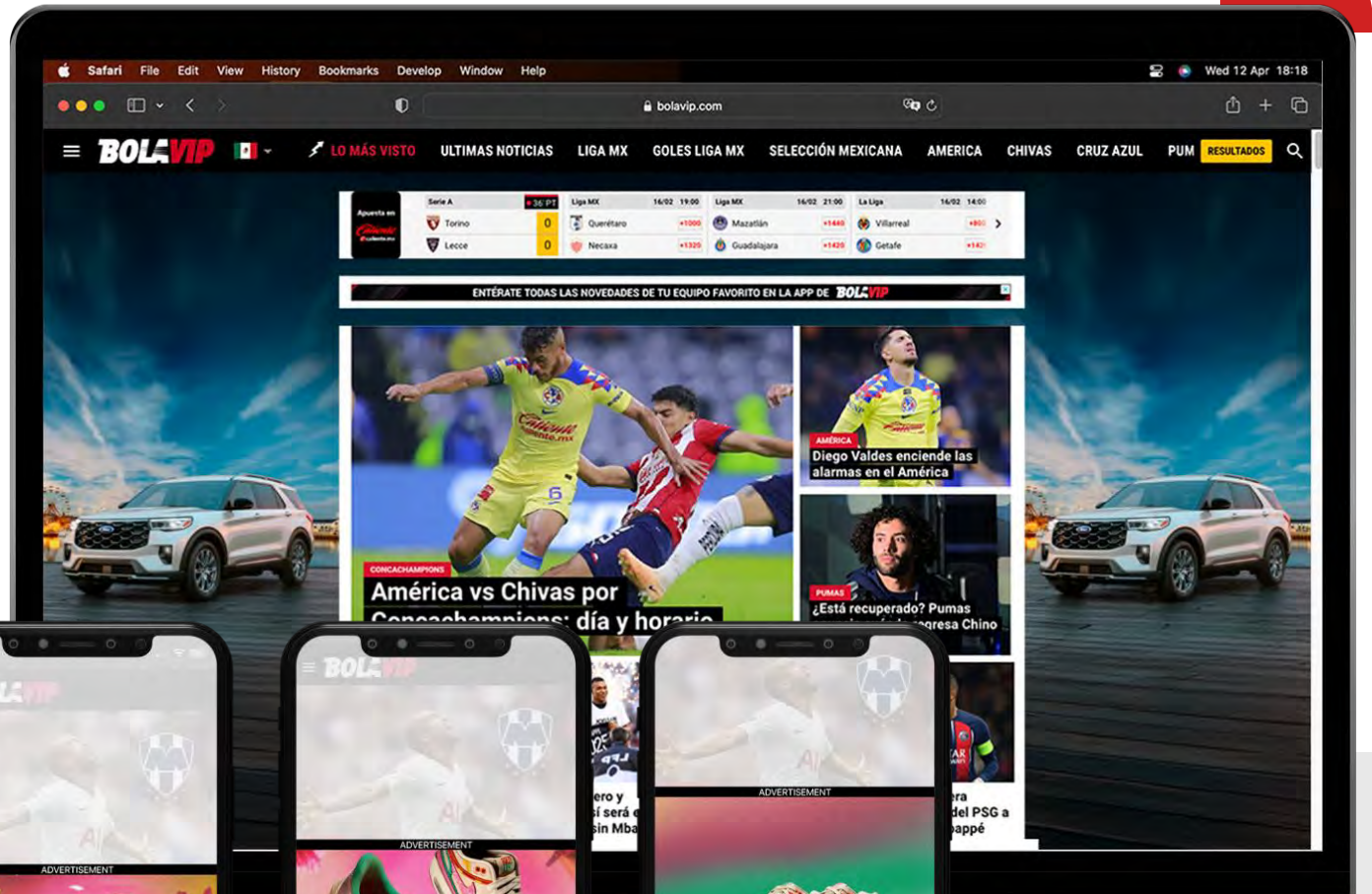
DIGITAL DISPLAY FORMATS



STANDARD DISPLAY BANNERS
Benchmark 0.20% - 0.50% CTR



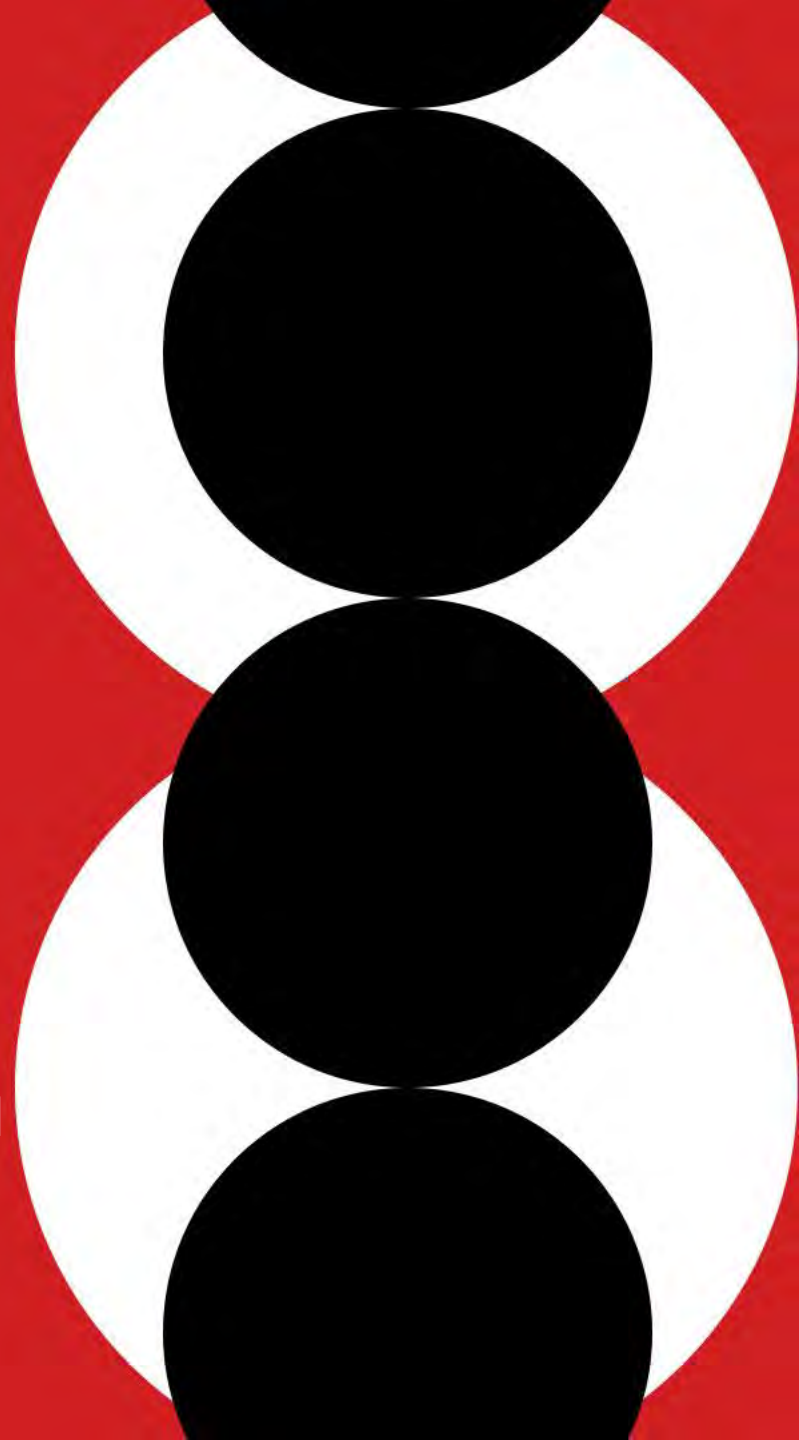
RICH MEDIA Animate to Scroll Interscroller
Benchmark 1.44% CTR
4.28% ITR | 36.74% DWELL RATE



BRAND DAY
100% SOV HPTO *

*First 3 scrolls. Site takeover available upon request.

MEASUREMENT



MEASUREMENT & VERIFICATION PARTNERS

CANELA MEDIA IS BUILT ON TECH

BRAND SAFETY



MEASUREMENT



DATA



VIEWABILITY



STUDY



CREATIVE



COMING SOON:





**WHY
CANELA**

GROWTH & SCALE THROUGH INNOVATION
FUELED BY OUR COMMITMENT TO INVEST IN
TECHNOLOGY, DATA SOLUTIONS & CONTENT

**CANELA MEDIA IS A MUST-HAVE
TO REACH U.S. HISPANICS**



GRACIAS

