



LATINATION IS A LEADING FULL SERVICE MEDIA COMPANY
CONNECTING BRANDS TO DIVERSE AUDIENCES

Since 2007, **LatiNation** has been a **certified minority-owned** media company dedicated to providing original content, fostering talent, and advocating for the Latino community.

The foundation of LatiNation is our content- this is where it all begins and **IT IS** what sets us apart. We produce all of our content in our studios in Los Angeles. We have 4 main pillars of content it consist of Latino Culture, Latina Empowerment, LGBTQ+ and Afro-Latino pride.

We offer a 360 media offering inclusive of Linear Television, Digital Solutions, Streaming (CTV and OTT), Social and Audio, and at the core of everything is our Production studios which is where all of our content is produced.



Different flavors of our culture through comedy, music, lifestyle and sports.



Female focused content through lifestyle, beauty & entrepreneurship.



Represents original content to uplift & inspire the LGBTQ+ community.



Groundbreaking & unique series exploring beauty, lifestyle & culture.

HAS **REAL POTENTIAL PURCHASE INTENTION****CORE**

FEMALE



MALE

HOUSEHOLD
INCOMELANGUAGE
ENGLISH: 70%
SPANISH: 30%

MEDIAN AGE - 30

**AFRO-LATINO**

FEMALE



MALE

HOUSEHOLD
INCOMELANGUAGE
ENGLISH: 80%
SPANISH: 20%

MEDIAN AGE - 30

**LGBTQ+**

FEMALE



MALE

HOUSEHOLD
INCOMELANGUAGE
ENGLISH: 70%
SPANISH: 30%

MEDIAN AGE - 30

**WE SERVE A DIVERSE, YOUNGER AND AFFLUENT LATINO**

We cater to the English-Dominant, bilingual and bicultural latino community who don't typically engage or identify with the Novela and Scripted formats of legacy hispanic media.



RETURNING SERIES

RETURNING SERIES



LatiNation's entertainment series giving our viewers red carpet, behind-the-scenes access and hilarious 1-1 interviews with the A-List Latinos in Hollywood.

SEASON 2



Hosted by Humberto Guida, Checkitow is LatiNation's original platform for Latinos in comedy and entertainment to showcase who they really are and tell it like it really is. From hot takes on pop culture to hilarious personal stories nothing is off limits.

SEASON 5



Ganadoras is a weekly ½ hour sports series that brings a fresh take on ALL THE SPORTS Latinos Love not just SOCCER. From interviews, previews and highlights of major tournaments to in-depth segments about Latina achievements, Hispanics in Sports, and more.

SEASON 2



Cultura Shock focuses on aspects of Latino culture not seen anywhere else.

LatiNation's Anakaren Lopez and Mike Alfaro, brings you an electrifying and refreshing perspective as to what Latino cultura looks like in modern day America.

SEASON 4

RETURNING SERIES



Blacktinidad is a safe space to celebrate Afro-Latino culture and community.

This one of a kind show provides culturally relevant social discourse that addresses the complexities and nuances of the Afro-Latino lived experiences. It also builds community by amplifying Afro-Latino community members in business, entertainment, the arts, and more.

SEASON 5



Beauty is not one-dimensional.

Welcome to Shades of Beauty, where we celebrate all shades all the time.

This series inclusive of Afro-Latina beauty, offers out-of-the-box inspiration, interviews with beauty and fashion icons as well as practical tips to have you feeling like your best self every day of the week.

SEASON 3



Get it Girl is an all-female, talk show hosted by a cast of outspoken millennial and Gen Z Latinas influencers.

Featuring compelling guests and candid discussions on trending topics, personal experiences, and relationships. Get it Girl represents the new wave of female empowerment through engaging celebrity interviews and lively conversations.

SEASON 12



An LGBTQ series where being brutally honest is an understatement.

Enrique, Juliana and Victor provide us with honest and funny conversation on news, politics & social trends and Entertainment and how they affect the LGBTQ community and their allies.

SEASON 10

LatiNation is **360 MEDIA**



LINEAR



DIGITAL



STREAMING



SOCIAL



PRODUCTION

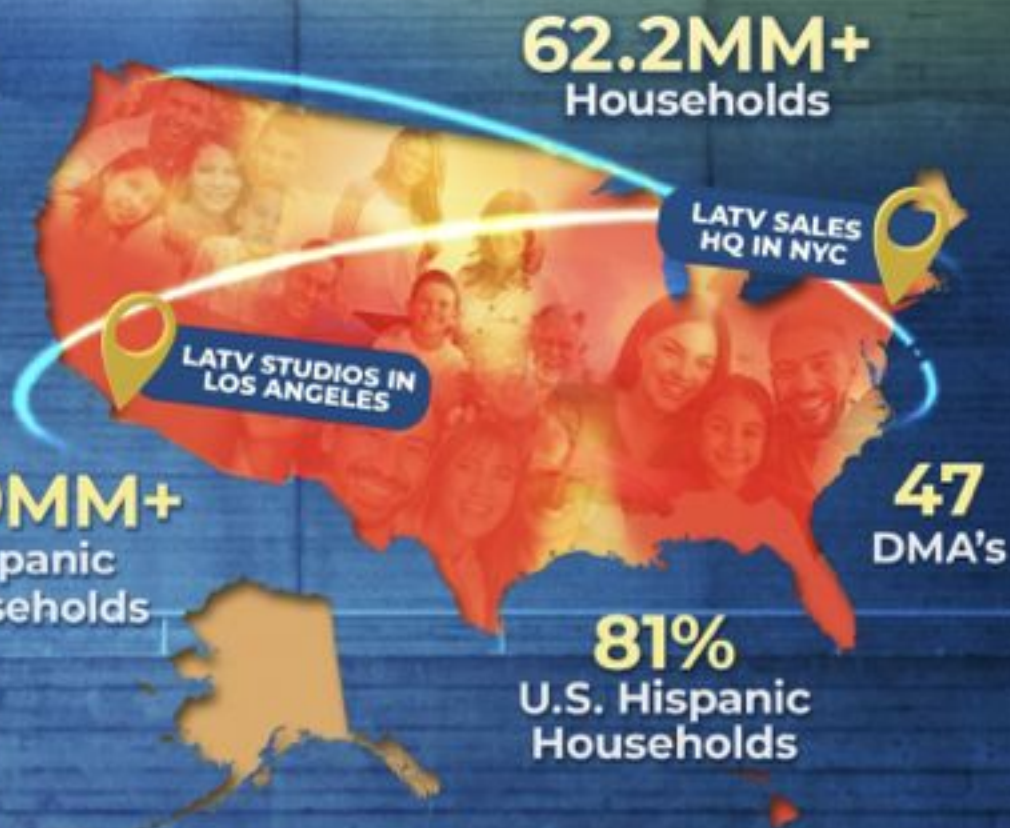


AUDIO

LATV LINEAR

New distribution and VMPD partners in West Coast, Southwest & East Coast coming in Q4 2024!

New LATV FAST and vMVPD partners coming!



Cable Network Providers

verizon

COMCAST

Spectrum

AT&T

dish

DIRECTV

COX

LATINATION

STREAMING



62.2MM+
Households

14.9MM+
Hispanic
Households

verizon
COMCAST AT&T
Spectrum dish
DIRECTV
COX

SAMSUNG
apple tv firetv
androidtv
Roku

CTV

81%
U.S. Hispanic
Households
47
DMA's

LATINATION
LINEAR

FAST

60%
ENGLISH
5MM
MONTHLY UNIQUES

CINEVERSE
MyBundle™ FREE TV
BEONDTV plex
TCL firetv
REWARDEDDB
KowalTV
WISPTV

40%
SPANISH

DISTRIBUTION

LatiNation DIGITAL

VIDEO *everywhere* AD SOLUTIONS

REACH LATINATION'S AUDIENCE ACROSS 400+ PREMIUM NETWORK PARTNERS AND O/O PROPERTIES THROUGH EXCLUSIVE INVENTORY AND CONTENT PARTNERS ON WEB AND STREAMING PLATFORMS

WAYS TO ACTIVATE: DIRECT - PROGRAMMATIC



DIGITAL
ONLINE VIDEO



STREAMING
LATV+ (CTV/OTT, FAST)

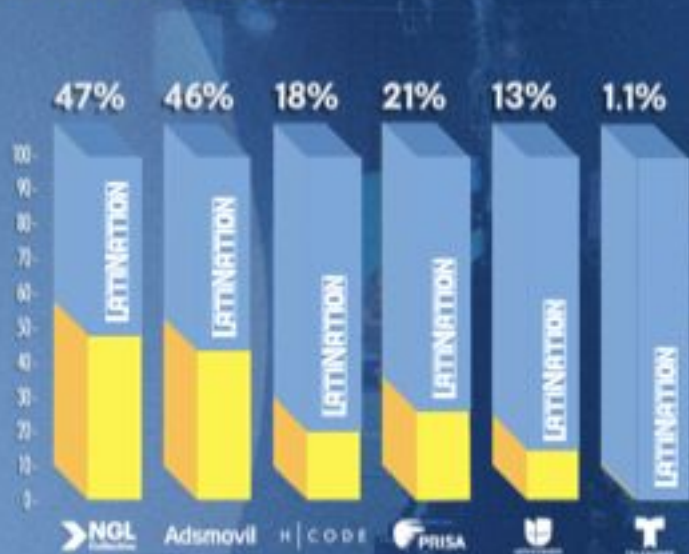
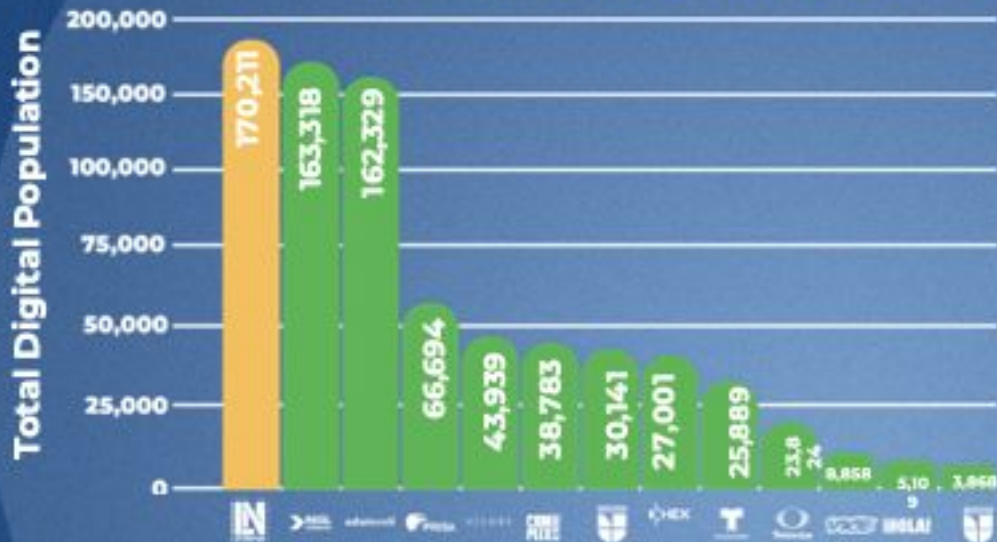


SOCIAL
LATV SOCIAL



AUDIO
PODCASTS

LatiNation's Premium Digital Network is the largest and reaches an UNTAPPED Hispanic Market



*Source: Comscore Media Matrix Multi-Platform, Total Digital Audience, Key Measures Report, July 2024, U.S. Customized Media List including: LATV Network, NOL Media, Adsmovil Hispanic Premium Network, H Code Media, Prisa Media US, Univision Digital Network, Telemundo Sites, HX - Hispanic Exchange, Grupo Televisa, Compro, Vice Media Group, HOLACOM Sites, People.espanol

EXCLUSIVE O&O PARTNERS



#1 FAST SPORTS CHANNEL

SPORTS GRID

THE FIRST 24-HOUR SPORTS AND ENTERTAINMENT NETWORK PRODUCING LIVE AND ORIGINAL SPORTS PROGRAMMING.

**SPORTS
GRID**»



6.0M TOTAL
INFLUENCER
FOLLOWING

50M INFLUENCER
NETWORK
REACH

LN
LATINATION

CULTURE

NICKY PARIS
77.5K
@nickyparisblch



MARTIN RIZO
87.7K
@comickmartinrzo



MIKE ALFARO
302K
@mibennistoteria

STEPHANIE ELYSE
543K
@sthalikingssteph



DANIELA AITA
278K
@daykita

LATINA

KATHERINE CASTRO
1.4M
@officialkatherinecastro



KIM GUERRA
124K
@kimmaxborita



CINTHYA CARMONA
350K
@cynthycarmona

JC CAMARILLO
236K
@jcmaksupmaster



QUEER

ENRIQUE SAPENE
58.2K
@enriquesapene



VICTOR RAMOS
21K
@vicmeam

JULIANA JOEL
20.8K
@thejulianajoei



LAZ ALONSO
922K
@lazofficial



AUSTIN BROWN
81.2K
@austinbrown

ZASHIA SANTIAGO
609K
@zashiasantiago



ROOTS

AUDIO

LatiNation podcasts and audio that are focused on creating premium, culturally relevant content.

We collaborate with leading and emerging Latinx storytellers – writers, producers, and directors – from over a dozen countries to develop original franchises in English, Spanish, and Spanglish. We also leverage the power of our audio network to reach over **20MM** Uniques.



"Esencia: Latina Wellness" is a sanctuary where holistic wisdom meets expert insights in the realm of Latina health.



Hosted by Yanina Oyarzo, this podcast takes a deep dive into the adversities that help shape the success of our guests.



The Pinkafé podcast features a series of fun conversations that explore the personal and professional experiences of curious, creative and powerful women.



The Checkitow Podcast, is LATV's original platform for unfiltered, uncensored Latinos in comedy and entertainment to come to tell it like it REALLY is.



Smart optimization to deliver dynamic **DATA-DRIVEN ADS**

Weather and
geo-based ad
variants

Use a single build and ad tag to serve creative variants to drive performance.

Trigger which ad version shows based on your own first-party data feed or use LatiNation's native geolocation or weather.

Enables the client to build creative once but execute ad variants differently across properties or for different users.

Any data feed can be used to drive the creative variants:

APIs, spreadsheets,
advertiser's feeds, your own
FP data, more.



Creative changes
based on page
URL



Translation
variants driven
by browser
language
detection





LIONSGATE



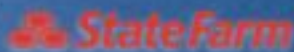
L'ORÉAL



DIAGEO



LN
LATINATION



amazon



OLAY

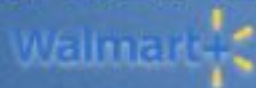


THANK YOU

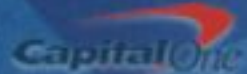


Little Caesars

Walgreens



*Kimberly-Clark



Walt Disney World

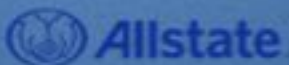


TIX

ULTA

verizon

AT&T



GOYA

Modelo Especial