

LATV (Latino Alternative TV)

LATV is a minority owned and operated media company, serving the Latino community as a content hub, talent incubator and advocate.

Primary Target Audience: U.S. Hispanics 18-55 years old (median age of 30), with three main sub-segments: LATV Core, Afro-Latino, and LGBTQ+

Platforms & Properties:

Key Programming includes:

- *The Zoo* - celebrating Latino talent breaking into Hollywood
- *Get it Girl* - giving Latinas a platform
- *The Q Agenda* - a space for LGBTQ+ Latinos
- *Blacktinidad* - focusing on the Afro-Latino experience

New Programming for 2022 includes:

- *Ganadoras* - celebrates sports from a female perspective
- *Freequency* - showcases freedom of expression through sound
- *Royal -T* - a Trans-Latina talk show

Opportunities for Brands:

- **Display**, including IAB standard placements, page takeovers, and rich media /high Impact
- **OLV and CTV** - Instream, outstream, interactive experiences, custom channel sponsorships
- **Social Influencer network** - High engagement experiences, branded influencer executions
- LATV houses its own studio which allows for **custom creative and branded content**