

## **Estrella TV**

Launched in 2009, Estrella TV has grown to 11 operated stations and 35 broadcast affiliates with a catalog of more than 7,500 hours of programming that is distributed by the company worldwide. The network also has national carriage agreements with major cable and satellite operators. EstrellaTV offers a unique aggregation of Spanish language programming including national and local news shows, sports, entertainment, talk, reality, drama, and comedy.

Primary Target: Hispanic Americans, largely adults 25-34

Platforms and Properties: Linear, FAST and AVOD, mobile app, YouTube videos, Facebook, and audio

Upcoming Content: Estrella TV curates sports, live music, news, and reality show content for the Hispanic audience in both Spanish and English languages.

- *Rica Famosa Latina (Rich Famous Latina)*: The sixth season renewal will premiere on AVOD before airing on linear in the third quarter.
- Premios de la Radio: Estrella's tentpole music event will return this time with digital-only adjacent content including pre, post and live features.
- *MasterChef Latinos & The Pantry*: *MasterChef Latinos* will be renewed for another season in tandem with the new AVOD show, *The Pantry*, which will focus on the contestants who fail to make it to the next rounds.
- *Tengo Talento Mucho Talento (I Have Talent, a lot of Talent) & El Rancho*: This musical competition series will also get an AVOD complement in *El Rancho*, behind the scenes with artists, mentors, and online only performances.
- News: Over 4.5 million users are reached monthly through Estrella's digital news landscape (including FAST, AVOD, social, newsletter and notifications). Its content speaks to the US, LATAM and the Mexican diaspora with coverage in both English and Spanish.
- Local Mexican radio stations and shows like *Don Cheto al Aire* are stream-able through the Estrella TV app and Tuné.

Opportunities for Brands:

- Brands can activate on Estrella TVs AVOD, FAST, in-app and audio content through sponsorships
- Custom ad solutions
- Programmatic through PMPs and PGs