

Equity Session Recap: Hispanic Owned and Targeted Media Partners

by Brian Hughes , Alice Bell-Black, and Stefanie Morales

Univision and Telemundo participated in our October 14 session, but being they are the largest players in the Spanish-language video market, we thought we'd focus on some of the smaller partners in this recap. However, you can also read our upfront recaps for Univision and NBCU (attached) to refresh yourself on their offerings.

Estrella Media

This Hispanic-targeted television company offers its viewers curated live sports, news, and entertainment content in Spanish. CEO Peter Markham emphasized its mission to offer content beyond telenovelas.

Primary Target: Hispanic/Latino Adults

Platforms & Properties:

- Estrella TV – a broadcast TV channel that airs sports, news, reality and entertainment content entirely in Spanish.
- Pluto TV – Estrella TV and Estrella News are now available to stream
- Amazon News – Estrella News is now available to stream
- Roku – 20,000 hours of Estrella TV content and live feeds are now available to stream

Recent/Upcoming Content Launches:

- La Máscara del Amor – a new dating show hosted by Angélica Vale
- Estrella News – this news outlet will now be available to stream through Amazon News
- Estrella Games – a new 24/7 Spanish-language channel for intergenerational families which will feature game shows like *100 Latinos dijeron* and *Password*.

Opportunities for Brands:

- Broadcast TV ad spots
- CTV activation via Pluto TV and Amazon News
- Brand engagement opportunities

Spanish Broadcasting System

Originally a radio media company, SBS has branched out into multiple forms of entertainment. They offer audio, digital, TV and live music programming for its Latino audience. After four decades, SBS reaches 25 million Hispanics weekly.

Primary Target: U.S. Hispanic/Latino Adults

Platforms & Properties:

- Radio – SBS owns 17 radio stations, including the Mega 97.9FM NYC station and 350 affiliates across the US. Aire Radio is owned by SBS which reaches 95% of US Hispanics.
- Mega TV – a video platform which reaches over 21 million Hispanic households airing original, Spanish-language content
- La Musica – SBS's Latin music property, which offers exclusive content from Hispanic artists and includes video, podcasting, and other content through its app--SBS also creates live music concert events for its community

Recent/Upcoming Content Launches:

- Estamos Contigo (We're with You) - SBS's multiplatform campaign which addresses current COVID and pandemic news and updates

Opportunities for Brands:

- Audio ads and sponsorship on broadcast radio and in podcasts
- Video ads in Mega TV programming
- Concerts and live events

AIRE Radio Networks

AIRE Radio Networks is a minority certified division of Spanish Broadcasting System, supported by national scale solutions and multi-genre programming.

Primary Target Audience: U.S. Hispanic/Latino Adults

Platforms & Properties:

- 300 affiliate radio stations, 13 owned-and-operated stations, and targeted network vehicles
- The most popular targeted network is the Influencer Network which features local DJs who have built connections to the audiences in their listening area
- Its two most popular syndicated shows are: *Al Aire Con El Terrible* (in 20 market across the US) and *La Mezcla con Alex Sensation* (40 markets)
- New initiatives include the Latina Network which centers on female-focused programming
- New programming highlighted includes *Escala Al Exito con Ismael Cala* - a short-form segment featuring uplifting content across career, love, and family
- La Musica app, which houses their 13 owned radio stations, curated playlists, live streaming concerts, live streaming of radio shows, and live chats with talent
 - App is available on CTV/smart TVs and smart speakers
 - Expanding into live streaming of radio shows to additional stations, originally produced events, and artist-focused content such as documentaries and video content around Latin music

Opportunities for Teams and Brands:

- Audio ad opportunities through linear radio stations, the La Musica app, and podcasts
- Custom branded playlists are available to clients through La Musica

Adsmovil

Adsmovil offers global digital advertising solutions with local presence and offices in Brazil, Mexico, Colombia, Argentina, and United States. These include display, video, rich media, creative dynamic optimization, native ads, geolocation technology, a complete programmatic solution, and Adsmovil Personas, an audience data platform.

Primary Target Audience: U.S. Hispanic and Latin American Mobile Users

Platforms & Properties:

- Direct relationship with 2,500 digital premium publishers from U.S., LATAM, and Spain
- All digital environments including: mobile web, desktop/tablets, and connected TV
- Verticals such as women, lifestyles, parenting, business/finance, Millennials, sports, news, autos, music, and entertainment
- New AVOD app coming later this year: Our Nuestra TV, a bilingual streaming app
 - Content verticals include: documentaries, family, entertainment, movies, series, kids, soap opera, lifestyle, music, news, sports and more

Opportunities for Teams and Brands:

- Ad formats such as: audio, video (in stream/out stream), display, rich media, native, unique custom sponsorships, branded content, and shoppable marketing technology
- Available through direct buys, decoupled data from Adsmovil Personas, or programmatic
- Unique understanding of the Hispanic market, including culture and consumption habits
- Audience data platform: Adsmovil Studios
 - Custom content, full studio capabilities
 - Audio/Video Production- content storytelling for digital advertisers
 - Influencers/Celebrities- create, distribute and endorse original content
 - Sponsorships include advertorials, sponsored categories, skin wallpaper/roadblock with 100% share of voice
- Opportunity for clients to join the beta launch of Our Nuestra TV (new AVOD streaming app) in mid Q4 2021

LATV (Latino Alternative TV)

LATV is an American bilingual broadcast television network owned by LATV Networks, LLC. The network primarily carries a mix of original and imported music, talk, and variety series aimed at Hispanic/Latino audiences.

Primary Target Audience: U.S. Hispanics 18-55 years old, Median age of 32

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

New Programming for 2021 includes:

- *Cultura Shock*- a closer look at Latin cultural nuances
- *Blacktinidad*- focusing on the Afro-Latino experience
- *The Recap with Dramos* - an east coast urban Latino perspective
- *Bruno Vision* - comedy with a Latino twist

LATV recently expanded beyond scheduled TV to digital including the owned and operated LATV.com and a relaunch of their OTT/CTV platform coming in 2022.

Opportunities for Teams and Brands:

- LATV offers standard video ad opportunities as well as contextual targeting across the multi-screen audience
- Ad formats include creative studios, broadcast, digital, talent network, social, and branded content
- LATV houses its own studio which allows for custom creative and branded content as well as vetted talent/influencers and flexibility in planning and execution