

About » **Nuestra.Tv**TM



Created for la familia; customized for each member.



Nuestra.TV™, a free, bilingual offering from Adsmovil, a minority-owned and certified leading pioneer in Hispanic mobile advertising and digital media, was created to entertain, inform, and inspire the multigenerational Hispanic audience across cultural diversity, generations, and languages.

The on-demand video streaming service (AVOD) launches in Q2, 2022. More information can be found at www.nuestra.tv



Why Nuestra.TV?

An Adsmovil offering, Nuestra.TV is informed by over 10 years of mobile and digital media leadership and in-depth insights about the Hispanic consumer, their behaviors, and their preferences both cross-culturally and across generations.



Bilingual footprint to support familial co-viewing and linguistic preferences, with fully downloadable catalog in both English and Spanish.



More than 15K hours of top-notch content reflecting the market's proclivities -from the most recognized TV channels and content producers across the U.S., LATAM, and SPAIN.



40+ Fast Channels in English and Spanish.

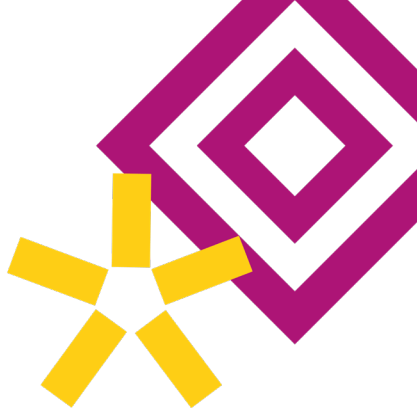


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Breadth and depth of content:









- Culturally and linguistically relevant.
- Short and long form videos.
- Original programming for bicultural cohort by award-winning creators.
- Live formats.
- Content pillars that reflect the market's cultural markers and diversity.
- Independent provider: sourcing only best and most appealing content from the most recognized producers from U.S. LATAM and Spain.
- Educational Content.





We will have a mix of both English and Spanish languages

Below are some examples of our 40+ Fast Channels.

	English Fast Channels	Spanish Fast Channels
	Beautiful Planet (Nature)	Casa Comedy
	Dark Corners (Horror)	Level Up (Gaming)
	Havoc TV (Action Sports)	Narcos Cinema (Movies)
	Planet Eat (Food)	Spanglish (Movies)
	Super League (Gaming)	
	The Country Network (Music)	
	Young Hollywood (Lifestyle)	
	You Too America (Family)	

CONTENT CATEGORIES

	English	Spanish
	Celebrities	Celebridades
	Classics	Clásicos
	Comedy	Comedias
	Documentaries	Documentales
	Finance	Finanzas
	Lifestyle	Estilo de Vida
	Kids	Niños
	Movies	Películas
	Music	Música
	News	Noticias y Actualidades
	Series	Series
	Sports	Deportes



Market Opportunity

With 62 million people in the U.S., the Hispanic population is a major demographic group when it comes to media consumption.

Hispanics are spending less time watching TV in favor of streaming video, especially ad-supported video on demand (AVOD) — the latter driven by the COVID-19 pandemic.

In fact:

- Hispanic households over-index on streaming services. 78% of Hispanic households, or 13.4 million HH, have a streaming service vs. 74% U.S. households. (Forbes, 2021)
- Hispanic streamers pay for four streaming services on average. (Forbes, 2021)
- Collective viewing or co-viewing has also emerged in Hispanic households with 70% reporting that they are watching more together with the people they live with (vs. 57% NH) (VAB, 2021)
- Penthera found that mobile is the most popular device for daily streaming (55%), followed by the connected TV (51%) and PC (22%). (MediaPlay News, 2021)
- 87% of mobile streamers do so in the home, followed by 26% outside the home; 23% when on a trip; 21% while commuting and 13% at work. (MediaPlay News, 2021)
- Hispanics are more likely to be binge viewers when compared to non-Hispanics. (VAB, 2021)



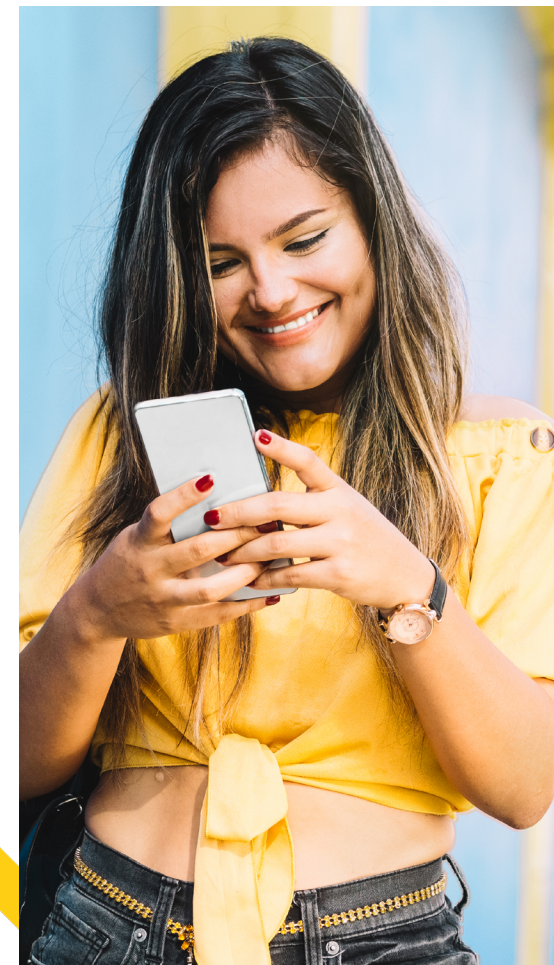


Brand History



Nuestra.TV was created by Adsmovil in 2021 and launched in 2022 to better serve the needs of the expanding multigenerational Hispanic market.

Adsmovil founder, Alberto Pardo, has been building and expanding the company for over a decade. ADSMOVIL has become the leading digital platform for engaging the multi-faceted Hispanic market at scale (reaching 48% of online Hispanics).



He's been watching this Hispanic consumer cohort closely: ad engagement; content consumption; online destinations, etc. and activated his online learnings to deliver an unparalleled OTT solution that mirrors the multigenerational Hispanic market and inspires it, with entertainment and educational content.

His expertise is with the digital Hispanic and his OTT solution is an extension of the acumen secured from ADSMOVIL.



Brand Values

NUESTRA.TV believes in the intrinsic value of each and every Hispanic regardless of cultural origin, linguistic proficiency, and/or generation. As treasured U.S. Latinos, Hispanics need to be authentically entertained, informed, and inspired to both feel validated as members of our American society, and in order to thrive. By supporting our Hispanic brothers and sisters, we all prosper.

Team



Albert (Banano) Pardo
President & CEO



Maria (Lopez) Twena
Chief Marketing Officer



Jessica Ricaurte
Chief Revenue Officer



Adriana Daantje
VP of Product, Presale and Operations

Location:

Nuestra.TV is headquartered in Miami, FL.

Company address:

2222 Ponce de Leon Blvd.
Miami, FL 33134
USA
www.nuestra.tv

Corporate Backgrounder

Nuestra.TV, an offering from Adsmovil, a minority-owned and certified leading pioneer in the Hispanic mobile advertising and digital media arena, is a free AVOD solution specifically created for the holistic Hispanic market, across cultures, languages, and generations. The on-demand video streaming service has unmatched breadth and depth, offering Hispanic consumers 15k+ hours of programming from the U.S., Latin America, and Spain, along with 40 FAST channels. The service has a bilingual footprint supporting a vast array of existing and original productions, short/long form and user-generated content, podcasts, live news broadcasts from Latin America, and gaming. www.nuestra.tv

Nuestra.TV

