WE ARE HERE TO help you grow

Hispanics are the MOST POWERFUL CONSUMER GROWTH ENGINE today, re-shaping almost every facet of life. For marketers, the emergence of Hispanics into the American mainstream as a powerful and positive force of change is the BIGGEST BUSINESS GROWTH OPPORTUNITY of our time.

As America’s Hispanic Superbrand, we are here to help you make the most of this opportunity by growing:

OUR AUDIENCE TOUCHPOINTS CAPABILITIES CONTENT
REPRESENTING THE CONSUMERS WHO ARE SHAPING THE NEW AMERICA
Hispanics Are a **Powerful Growth Engine**

- **62M** Hispanics in the U.S.
- **$2.6T** U.S. Hispanic GDP
  - Larger than Italy, South Korea, and Brazil
- **80%** of Hispanics adults speak Spanish

- **64%** of Hispanics agree "Spanish-language is more important to me than 5 years ago"
- **85%** "companies and brands who advertise in Spanish are showing me they want my business"
- **20%** UP TO HIGHER SALES LIFT across platforms for Spanish-language advertising vs. the same campaigns in English-language

REACHING THEM WITH THE ONLY PORTFOLIO EXCLUSIVELY DEDICATED TO U.S. HISPANICS
EVOLVING TO MEET THE NEEDS OF OUR AUDIENCE AND FINDING NEW WAYS TO CONNECT
PrendeTV: America’s first premium, free, ad-supported streaming service built exclusively for U.S. Hispanics

40+ CHANNELS | 30k HOURS

CHANNEL GENRES INCLUDE
- Movies
- Comedy
- Series
- Novelas
- Realities
- Family
- Sports
- News

DISTRIBUTION ACROSS MAJOR DIGITAL PLATFORMS
- androidtv
- firetv
- Roku
- apple tv
WE ARE HERE TO MAKE IT EASY FOR YOU
Optimizing our core capabilities and evolving for the future

Engage
Speak to Hispanics in their language of choice — across branded content, integrations, high performing ad creative.

Reach
Connect with our audience, across all our touch points, on one single buy.

Precision
Target with precision, making your plans smarter and maximizing your ROI.

Technology
Automate the process, with the right technology, in a self-serve marketplace.
Business insights and creative capabilities

With our insights and capabilities, we are dedicated to ensuring there are no barriers for you to reach the U.S. Hispanic audience with the right message, at the right time.

1. Assess your growth opportunity
2. Tap into exclusive consumer insights
3. Develop a winning strategy
4. Leverage award-winning production
5. Measure campaign performance
FOR MORE VISIT:

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