



Pitch Deck

CONTENT MANAGEMENT

Doris Martinez, Founder-Owner
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OUR MISSION

Celebrate Latino Culture and Empower Creators. At DFEZ Content Management, our mission is clear: to celebrate the richness of Latino culture, foster vibrant community engagement, and deliver enriching content through our FAST channel. But that's not all—we're committed to ensuring that both our talented content creators and DFEZ benefit from our platform.



A FEW FACTS:

- Consumers are increasingly canceling traditional cable or satellite TV subscriptions due to subscription fatigue and the desire for more cost-effective streaming services.
- Nearly 6 out of every 10 American TV viewers now engage with Free Ad-Supported Streaming TV (FAST) platforms, which offer content without subscription fees and rely on advertising revenue.
- FAST ad spending in the United States has reached \$3.9 billion, highlighting the attractiveness of these free streaming platforms for advertisers.
- While major Latino networks have launched their FAST channels, which primarily target Spanish-speaking audiences, there is a need for more offerings specifically targeting bilingual Latino audiences.
- 62% of U.S. adult Latinos are either bilingual or primarily English speakers, representing an important market segment for content accessible through FAST channels.



VALUE PROPOSITION

DFEZ Content Management is poised to launch a captivating FAST (Free Ad Supported Streaming TV) channel, LatinoCircuit TV, tailored for the vibrant Latino community in the United States. This exciting channel will curate a rich tapestry of high-quality content, spanning various genres, to engage bilingual speakers across the nation.

DORIS MARTINEZ

FOUNDER & OWNER



Meet the Founder

Doris, a seasoned Partnerships & Business Development/Entrepreneur, brings over 20 years of experience in the US Hispanic Media and LATAM markets. Her expertise lies in content acquisition and programming strategy. She held pivotal roles at HBO, where she shaped HBO Latino programming, and at DIRECTV Latin America, where she skillfully managed relationships with key content providers. Doris holds a Bachelor's degree from Hunter College, a Master's from Fordham University, and a certification from Harvard University.



PLATFORM BENEFITS

- **Content Diversity:** LatinoCircuit TV becomes a canvas for Latino stories, traditions, and experiences. From captivating documentaries to lively talk shows, we curate content that resonates with our audience.
- **Content Creators:** We empower our creators by offering a fair ad-split revenue share model. Their hard work deserves recognition and compensation.
- **Monetization with Purpose:** DFEZ: As stewards of this dynamic channel, we too participate in the monetization process. Together, we create a sustainable ecosystem.



KEY HIGHLIGHTS

- Content Diversity: LatinoCircuit TV will feature an eclectic mix of content, including:
 - Beauty: Unveiling the latest trends, tips, and beauty secrets.
 - Tourism: Exploring local breathtaking destinations and cultural experiences.
 - Documentaries: Both long-form and short-form documentaries that inform and inspire.
 - Talk/Interview Shows: Engaging conversations with influential personalities.
 - Sports: Thrilling athletic events and behind-the-scenes stories.
 - Music: The latest music trends, shows, interviews and videos
 - Movies & Series: A cinematic journey through captivating narratives.
- Programming Strategy: LatinoCircuit TV will follow a strategic programming calendar. It will align with significant holidays, celebrations, and relevant events, ensuring that viewers have timely and engaging content to enjoy.
- Exclusive Offerings: The channel will boast a minimum of 50-100 hours of content. Some of this content will be available only on our platform until after its premiere, providing viewers with a unique and compelling experience.



OUR PARTNERSHIPS

- **Content Partnerships:** Leveraging our strong relationships with content partners, we'll collaborate with creators who already have a substantial following on social media. By cross-promoting each other's content, we'll create a synergistic effect, allowing both our channel and our partners to thrive.
- **Audience Engagement:** Our partners will actively promote LatinoCircuit TV to their followers, directing them to tune in. Together, we'll build a community of engaged viewers who appreciate high-quality, culturally relevant programming.
- **Potential to partner with Hispanic businesses:** We see immense potential in partnering with Hispanic businesses where their products reach our engaged audience! That is, understanding the nuances of (bilingual) Latino viewership is essential for effective advertising. One of our goals is to provide programmatic tools to help them target their audience effectively. It's a win for everyone involved.



**THANK
YOU!!**

In summary, LatinoCircuit TV promises to be a dynamic hub of entertainment, education, and connection for Latinos in the US. Stay tuned for the unveiling of this exciting platform! Join us on this exciting journey as we celebrate, engage, and enrich!

Thank You!