



INTRODUCING





OUR MISSION

DFEZ Content Management celebrates Latino culture, engages the community, and delivers enriching content through their FAST channel. They aim to empower content creators and ensure mutual benefit for both creators and DFEZ.



DORIS MARTINEZ

FOUNDER & OWNER



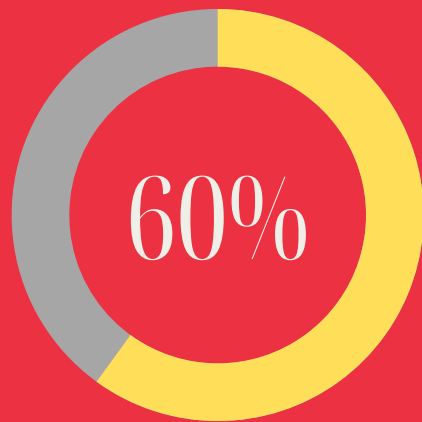
Meet the Founder

Doris is a seasoned professional with over 20 years of experience in US Hispanic Media and LATAM markets. She specializes in content acquisition and programming strategy, having held key roles at HBO and DIRECTV Latin America. Doris holds degrees from Hunter College, Fordham University, and a certification from Harvard University.

A FEW FACTS

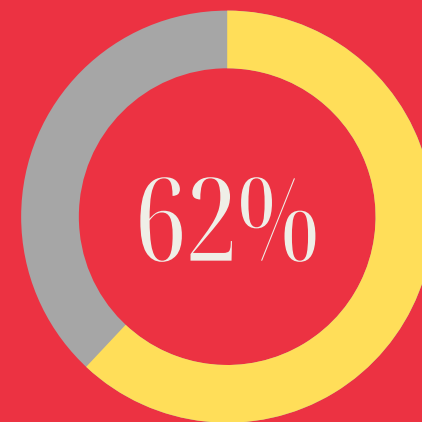
FAST Ad spending in the US is \$3.9 billion, showing advertiser interest.

Consumers are canceling traditional TV subscriptions for cost-effective streaming.



Nearly 60% of American TV viewers are now using Free Ad-Supported Streaming TV (FAST) platforms, which provide content for free supported by ads.

Leading Latino networks have introduced FAST channels targeting Spanish-speaking viewers, yet there is a call for additional bilingual content options.



62% of U.S. adult Latinos are bilingual or primarily English speakers, making them a significant market segment for content on FAST channels.



VALUE PROPOSITION

DFEZ Content Management launched LatinoCircuit TV in September 2024, a FAST channel for the U.S. Latino community. It offers premium bilingual content, including films, series, and cultural programming from Latin America, celebrating its diverse heritage, along with content from the U.S. and globally to enhance viewer experience.

PLATFORM BENEFITS



CONTENT DIVERSITY

LatinoCircuit TV showcases Latino stories, traditions, and experiences through documentaries and talk shows curated to resonate with the audience.



CONTENT CREATORS:

Content Creators: We empower our creators by offering a fair ad-split revenue share model. Their hard work deserves recognition and compensation.



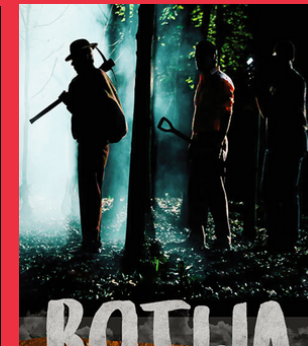
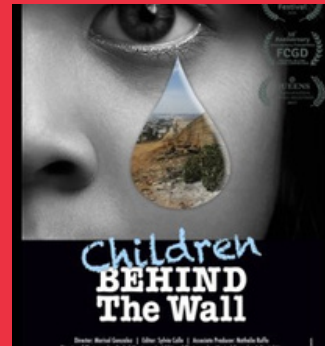
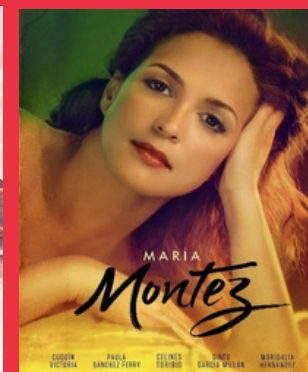
MONETIZATION WITH PURPOSE:

Monetization with Purpose: DFEZ, as stewards of this dynamic channel, we too participate in the monetization process. Together, we create a sustainable ecosystem



PROGRAMMING HIGHLIGHTS

We are growing our network of content partners who provide captivating content across various genres such as documentaries, animation, sports, music, shorts, movies, talk shows, and more.





LatinoCircuit TV

Somos All Of Us



OVERVIEW:

- Channel Name: LatinoCircuit TV
- Type: FAST (Free Ad-Supported Streaming TV)
- Target Audience: Bilingual Latino community in the US and worldwide

VALUE PROPOSITION:

- Content: Award-winning and critically acclaimed shows and movies from the US and Latin America, premiering on tv on LatinoCircuit TV
- Language: content is available in English, Spanish, and bilingually
- Accessibility: Free to watch, supported by ads

KEY STATISTICS:

- 60% of U.S. TV viewers use ad-supported free streaming (FAST)
- 62% of U.S. adult Latinos are bilingual or English-dominant
- \$3.9 billion in FAST ad spending in the U.S.

AVAILABILITY:

- Platforms: Freebie TV, TCL Channel, WISP TV, WeDo Europe
- Regions: US, Latin America, Spain

CONTACT INFORMATION:

- Website: LatinoCircuitTV.com
- Email: info@latinocircuittv.com



SOMOS ALL OF US!

LatinoCircuit TV aims to be a vibrant platform for Latinos in the US, offering entertainment, education, and connection. Celebrate, engage, and enrich with us on this exciting journey! Thank you!

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