
CANELA.TV

Business Plan



OUR SERVICE IS **100% FREE** TO THE USER
FUNDED VIA ADVERTISING

IT'S HERE

FREE LATINO TV

WATCH PROMO [HERE](#)

LEADERSHIP

ISABEL RAFFERTY



SUCCESSFUL ENTREPRENEUR

Launched the 1st mobile ad network in the USA for Latinos "Adsmovil". Rank the company as **#1 largest mobile Hispanic company per ComScore**

Launched Mobvious Media which was acquired in the 1st year of operation by Prisa Group. Rank **#2 Largest Digital media company per ComScore**

Winner of Cultural Marketing Award 2019
Premier award for outstanding marketing and advertising professionals under the age of 35.

ARTICLES >>>



FORBES
INTERVIEW



MARTECHSERIES



CMC

STREAMING SERVICES MISSING OUT ON HISPANIC MARKET

Hispanic streaming video audience has not been consistently, strategically or significantly targeted. Hispanic audiences are after thoughts in this services.

The market can be segmented into three distinct Spanish-consuming Hispanic audiences for streaming video and OTT services:

Older Spanish-preferring Hispanic Gen X and boomers

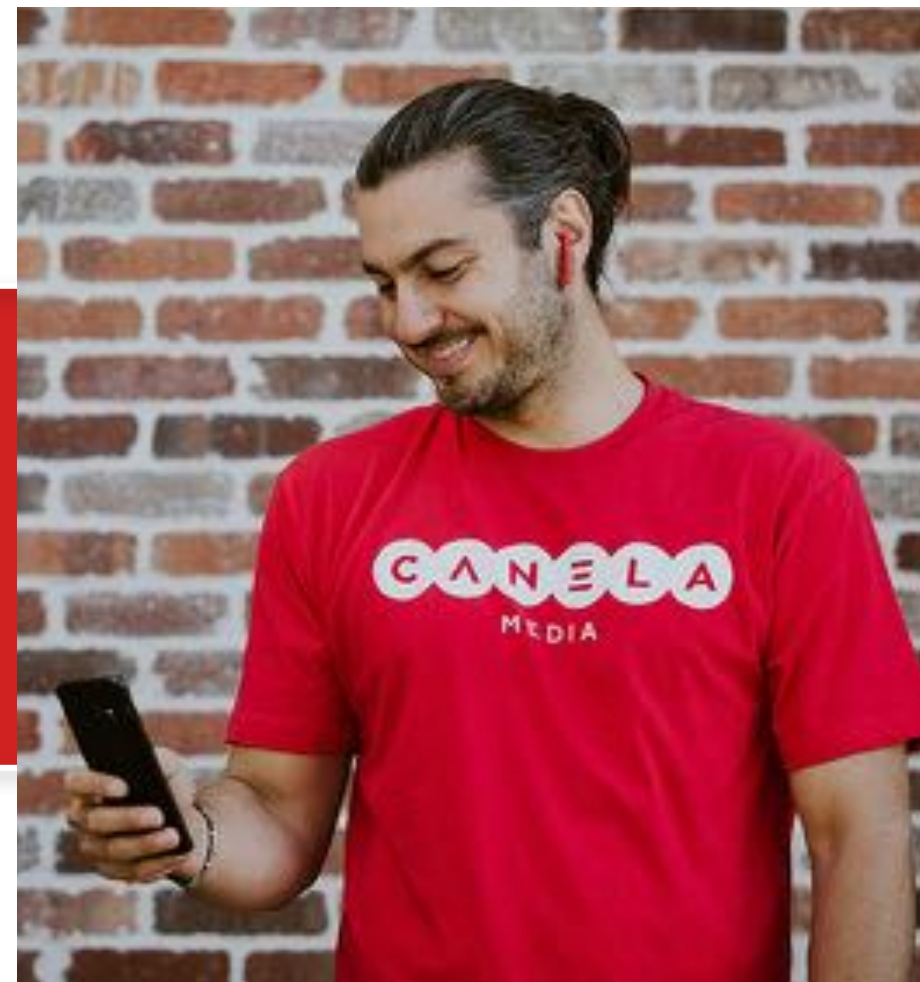
- ↻ 6.4 million, 67.5% which already watch streaming video
- ↻ This is the largest segment with the biggest market potential

Spanish-preferring Hispanic millennials

- ↻ 3.6 million, 74% which already watch streaming video
- ↻ This is the second largest segment that is already heavily using streaming

Bilingual Hispanic millennials

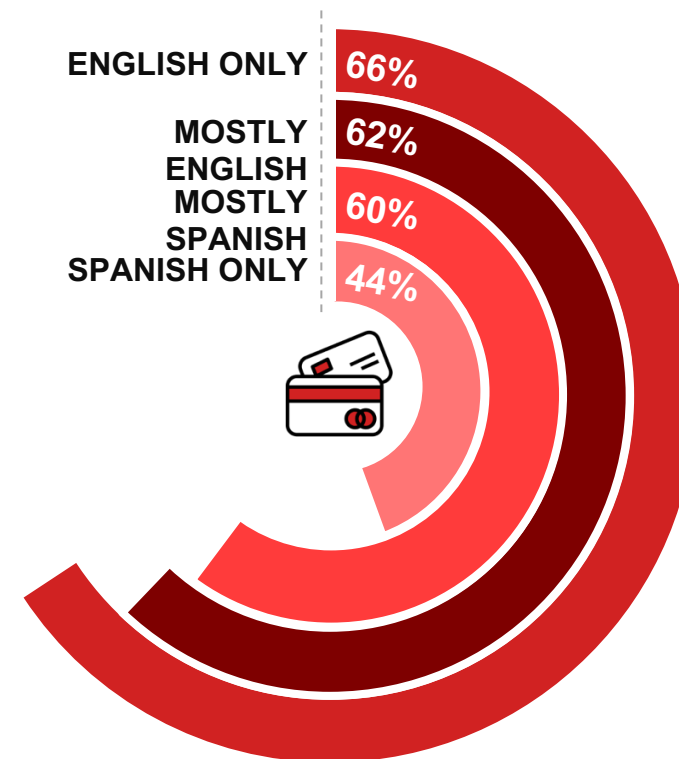
- ↻ 1.2 million, 89% which already watch streaming video
- ↻ This is the smallest and most saturated segment



HISPANIC INDIVIDUAL CREDIT CARD OWNERSHIP BY LANGUAGE

SUBSCRIPTION SERVICES DON'T REACH A LARGE % OF LATINOS

Spanish only and Mostly Spanish audiences have lower credit card penetration needed to subscribed to Netflix and other SVOD services.
 Still US Hispanic have a buying power over \$1.2 trillion annually.

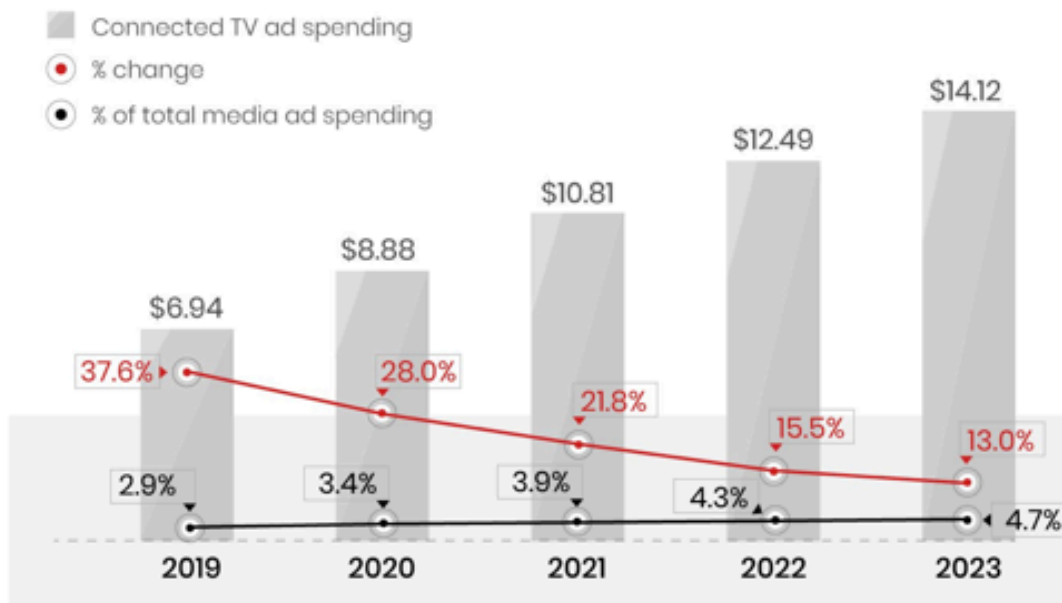


Read As: 66% of Hispanic Individual credit cards are owned by English only speakers.
Source: Nielsen

OTT INVESTMENT A BOOMING MARKET

We estimate that US advertisers will spend \$6.94 billion on CTV ads this year. By 2023, that figure will reach \$14.12 billion.

US CONNECTED TV AD SPENDING, 2019-2023
BILLIONS, % CHANGE AND % OF TOTAL MEDIA AD SPENDING



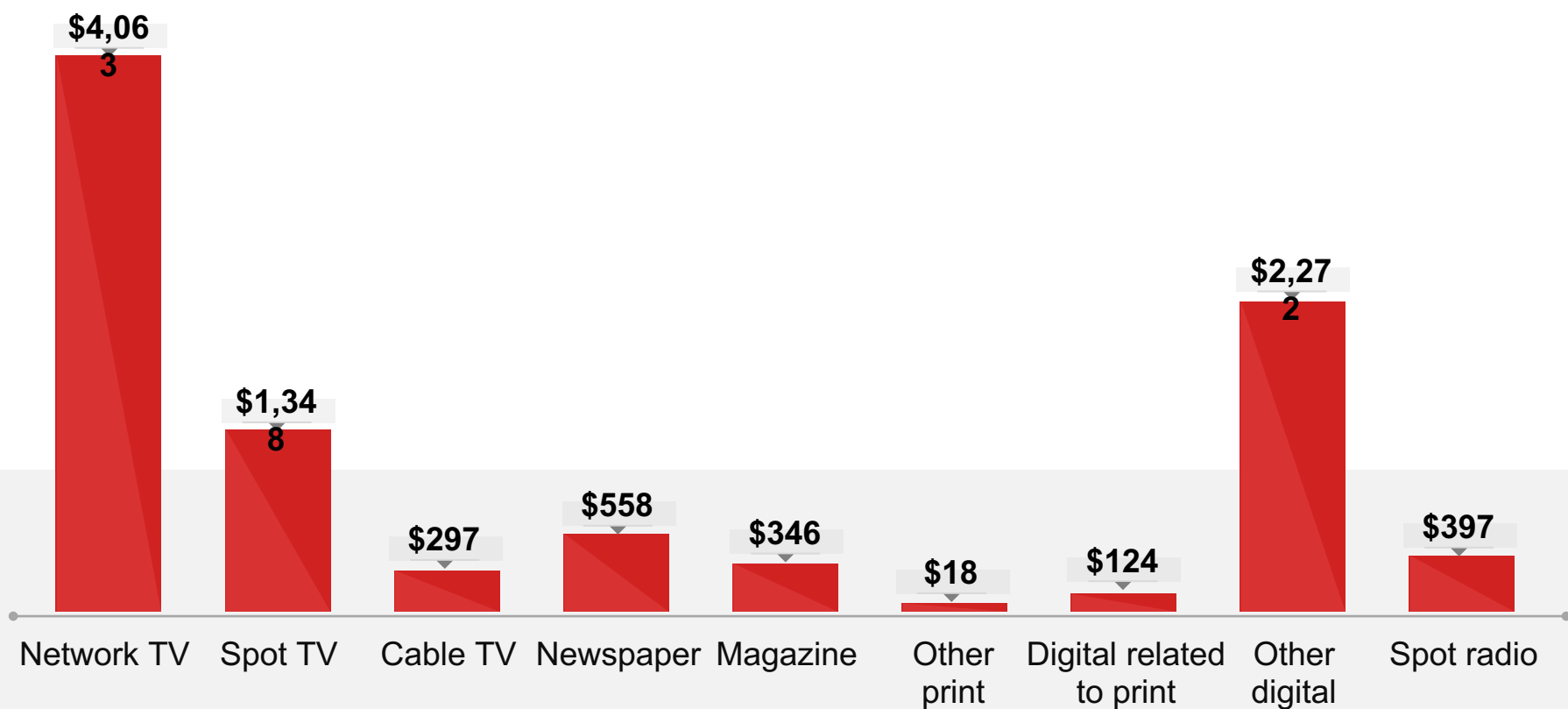
NOTE: Digital advertising that appears on connected TV (CTV) devices; includes display ads that appear on home screens and in-stream video ads that appear on CTVs from platforms like Hulu, Roku and YouTube; excludes network-sold inventory from traditional linear TV and addressable TV advertising.

HISPANIC MEDIA OVER \$9.4 BILLIONS

U.S. Hispanic media ad spending

By medium. Dollars in millions. Ad spending U.S. Hispanic media rose 2.6 percent to \$9.4 billion in 2018, according to Ad Age Datacenter's analysis.

Spending by medium in 2018



STRONG INDUSTRY RECEPTION

Canela.TV has enjoyed strong industry pickup **only one week into launch.**

MediaPost
Television NewsDaily
 enter your email address **Subscribe**

Canela.TV Debuts, Focuses On U.S. Millennial Hispanics

by Fern Siegel, 2 hours ago

CANELA.TV Home Devices Login/Register

Best of Canela

ARGENTINA EL INCIDENTE GUAPIS

What People Are Watching

Series to watch with your girlfriends

POPSUGAR. ★ ☰

Canela.TV Is the New Bilingual Streaming Service For Latinx

Finally! A Bilingual Streaming Service With Culturally Relevant Content For Hispanics and Latinx

May 21, 2020
 by MARIA G. VALDEZ

f p

ad exchanger ☰

Canela Media Launches An OTT Network For Latinos Amid Streaming Wars, COVID-19

by Alison Weissbrot // Tuesday, May 19th, 2020 - 10:00 am

Share:

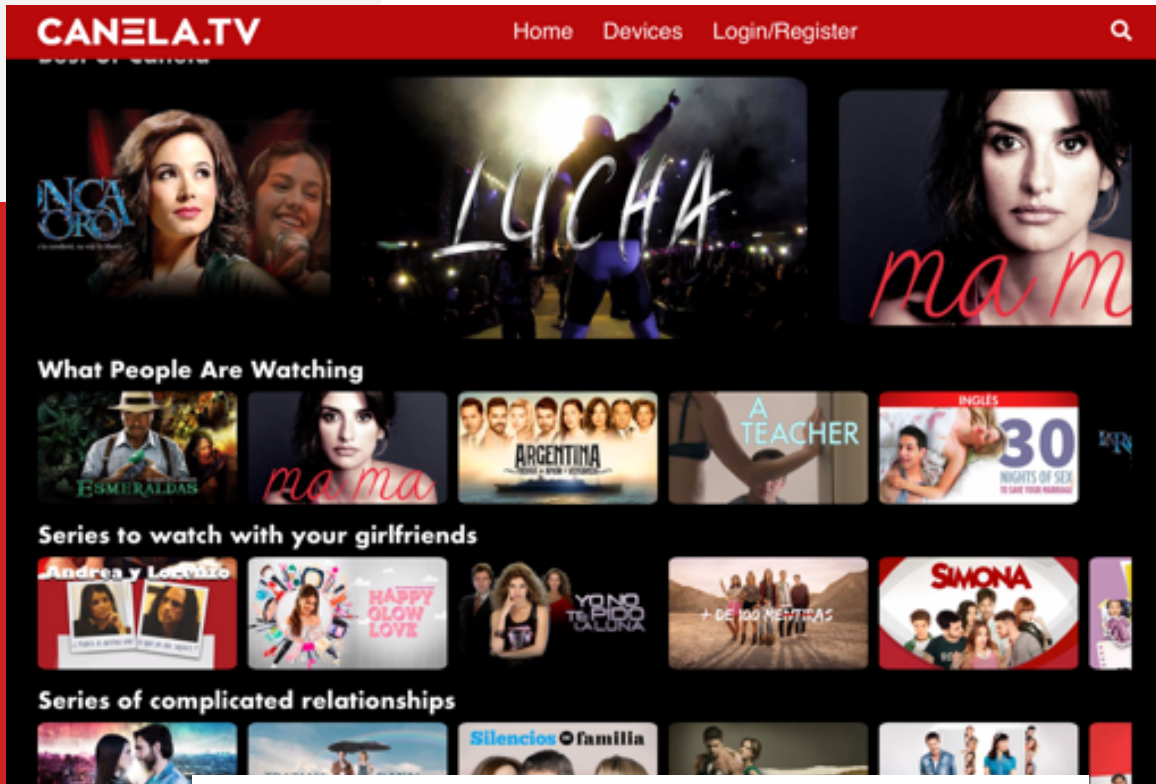
Canela Media, a digital media company for Latino youth in the United States, launched a free ad-supported OTT network on Tuesday called Canela TV.

Isabel Rafferty
 CEO and Founder

CANELA.TV

LATINO PROGRAMMING 8,000

HRS OF CONTENT AND GROWING



Mobile Web Players

android ios Windows

chrome O e O

Roku chromecast apple tv amazon fireTV androidtv

We have secured TV-series, novelas, documentaries, movies and cartoons. Some of our partners include Latino Studios and US Based studios...

A FEW OF OUR CONTENT PROVIDERS



AUDIENCE GROWTH FORECAST

OVER

525,000 DOWNLOADS
Since launch
 (07/30)

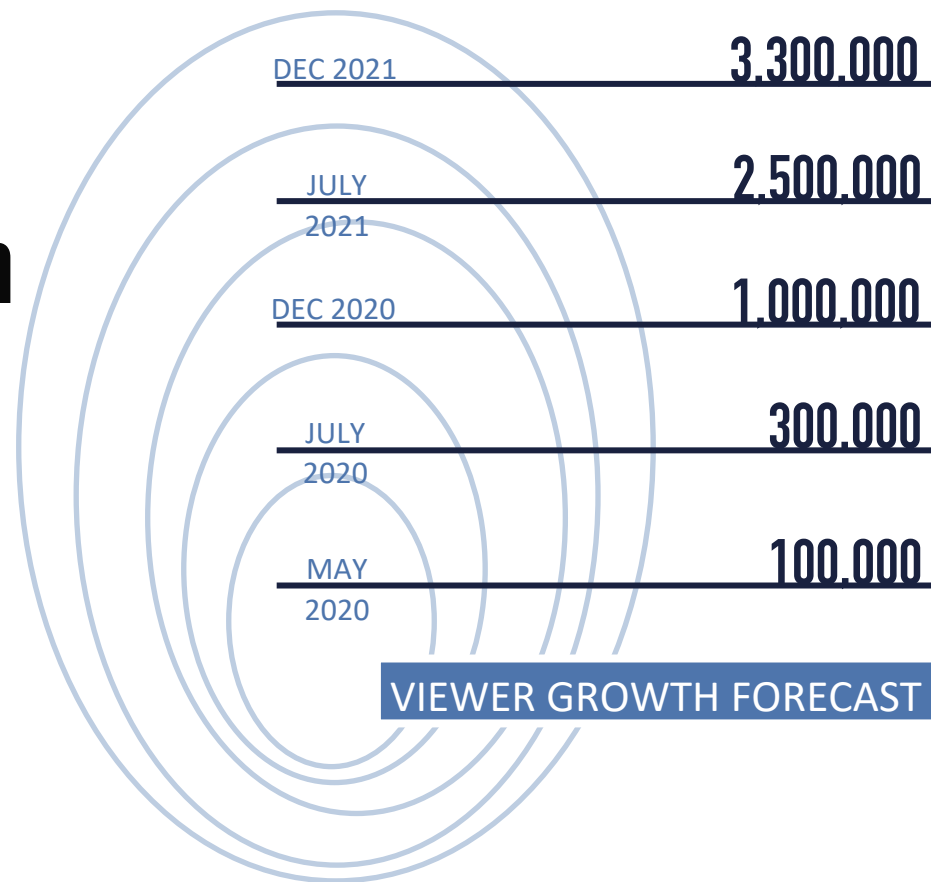


Engaged Audience

Our average user time spent per day in CTV **90min**

We forecasted \$3 user acquisition on Pay Media, we are achieving \$0.38 on mobile downloads and \$1.21 for CTV (exceeding our expectations)

Original goals



User Growth Acceleration 2020

MEDIA INVESTMENT

1,434,090



525,000 downloads

INCREASE DISTRIBUTION IN CTV



**Free TV.
No Strings Attached.**

In September we will be increasing our distribution via linear channel in Samsung (50 million smart TVs).
First to market opportunity limit of 200 channels

360 ADVERTISING OPPORTUNITY FOR BRANDS

Hispanic media investment requires consolidation of products.

We offer a **one-stop solution** for brands.

- ➔ As of 2019 we represent 180 Spanish content sites.
- ➔ We have an influencer product reaching over 3,600 influence latinos.
- ➔ We want to become the leader for video with **Canela.TV**

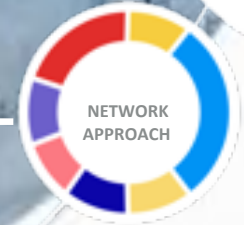




Canela's approach



- Other ●
- Direct ●
- Open Exchar ●
- Pulpo ●
- H-code Ads ●
- movil ●
- Mobvious ●



#1 In Reach for Owned & Operated Traffic

AUDIENCE REACH

Leading Hispanic Ad-Focus ad networks and custom web entities **by unique visitors in thousands.**

Row	Media	Total Unique Visitors (000)
	Total Internet : Hispanic All	40,947
1	Mobvious Network by Prisa	20,549
2	Univision Digital Network	17,760
3	VIX Hispanic (formerly Batanga)	14,537
4	Hispanic Exchange / Canela Media	10,643
5	H Code Media	10,496
6	Prisa Brand Solutions	7,579
7	Univision Digital	7,453
8	Prisa	2,834



Source: comScore – March 2020 Multiplatform US

LARGEST EDITORIAL GROUPS FOR Latinos

We represent exclusively in the USA

- Grupo Zeta
- Unidad Editorial
- Vocento
- BlueMedia
- Grupo Godo
- ZINET
- Prensa Iberica (EPI)



LEADERS

01.

11+ years experience selling to ad agencies & Fortune 500.

02.

Over \$1.2M in sales prior the launch of Canela.TV.

03.

Established Salesforce since 2019 with strong connections.

04.

A pipeline of \$3M of RFP business. Some existing clients:



\$1.2M

IN AD SALES





REVENUE STRATEGY

TOP COMPETITORS

Unlike other streaming services such as Hulu or Netflix, we offer a free streaming entertainment platform. For us, Latinos aren't just a subset or afterthought. **Canela.TV is built and curated for Hispanic FIRST**

Low competition in AVOD Hispanic giving First to market advantage

SPANISH TELEVISION NETWORKS

> Offer Spanish content via traditional TV. Users access this providers via cable or satellite.



STREAMING LATINO PLATFORM SVOD

> Offer streaming content for Hispanic via a subscription model. User are required to pay a monthly fee to access the content.



FREE STREAMING SERVICES AVOD

> Offer content free to the user supported by ads. Canela. TV will be one of the first AVOD services that is focus in reaching US Latinos with a platform and content built with this audience in mind.





PANORAMA

AVOD SERVICE // HIGH ACQUISITION TARGETS

PLUTO^{TV}



Pluto. TV Acquired by
Viacom for
\$340M Jan 2019

VIACOMCBS

xumo



Xumo acquired by
Comcast for
\$100M in Feb 2020


COMCAST

tubi



Tubi acquired by
Fox for
\$440M in March 2020

FOX

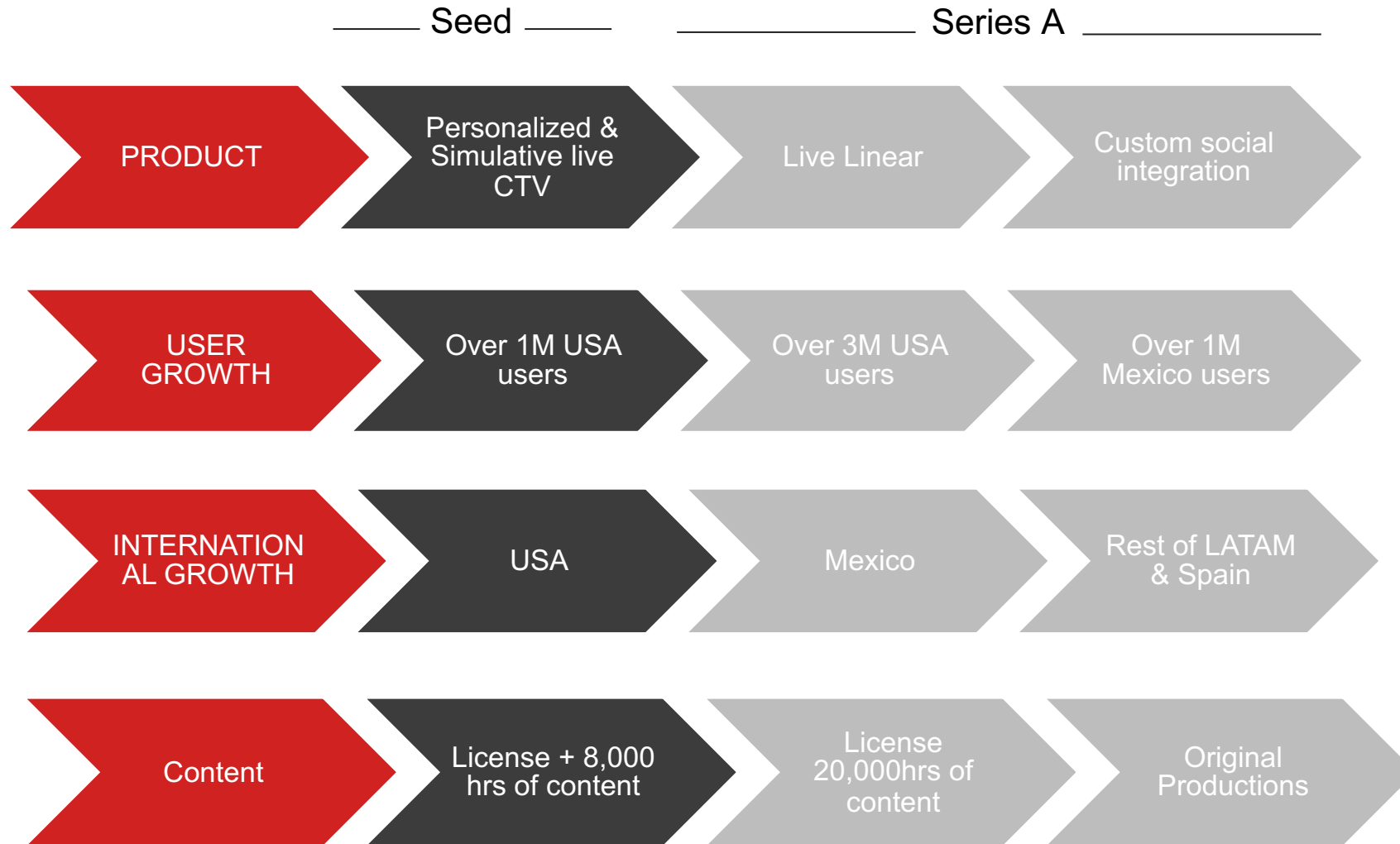
Average Exit Multiple 29.4098

Median Exit Multiple 4.0



FINANCIALS

DEVELOPMENT ROUNDS



Investment Received



Investment Received

.6 M

Family

.62 M

SBA Loan

.15 M

Personal Investment

.15 M

Grant

1.52M

FUNDING FOR CANELA.TV GROWTH

3M INVESTMENT OPPORTUNITY

Seed Round

- 1) **Committed.**
Idea Fund Partners -Lead \$900k
- 2) **Follow**

Pre-Money Evaluation: \$10M

Discount: 20%

Interest 6%

Seed Round – Convertible Note

.7M

Content Upfront

.6M

Platform
Development &
Infrastructure.

.6M

Operation cost

1.1M

Advertising



Gracias

- 📞 (619) 356-0270
- ✉ info@canelamedia.com
- 🌐 CanelaMedia.com