

A **new era** of streaming at TelevisaUnivision



¡Bienvenidos!

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A HUGE WHITE SPACE FOR MARKETERS:

Hispanics are turning to streaming to find content that represents their identity, yet remain underserved in the marketplace

In 2020,
Hispanic representation
in content was only
**6% across
platforms.**

55% of Hispanics
say streaming has content
relevant to their identity group

Hispanics spend
**more time on
streaming**
than non-Hispanic whites
(34% vs. 25%)





Televisa Univision

A true content powerhouse

Delivering new
opportunities for brands

New ownership and investors
(Google/Softbank)

Largest library of owned content

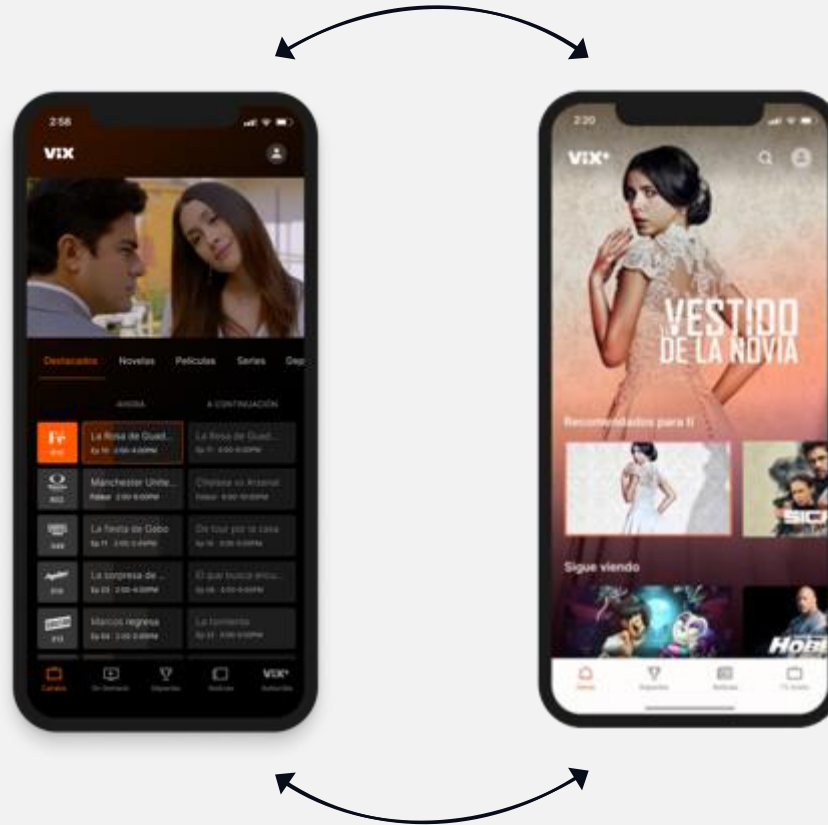
Unmatched production
capabilities

That was just the beginning...

2 EXPERIENCES: ONE APP

VIX

- +100 channels; +40,000 VOD hours
- Proven content from across the globe
- 24/7 news & sports channel with live soccer games
- Free (en Español)



VIX+

- 8,000 hours of premium content
- 7,000 hours of sports
- 60+ original productions including theatrical releases premieres
- Subscription based-priced at a 25% discount to Netflix

The first free broadcast-like quality experience built for OTT

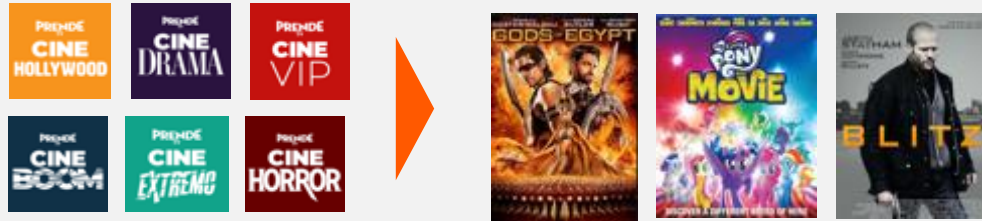
OUR PROMISE

The most Spanish-language produced content anywhere

ViX

**PREMIUM
AVOD**

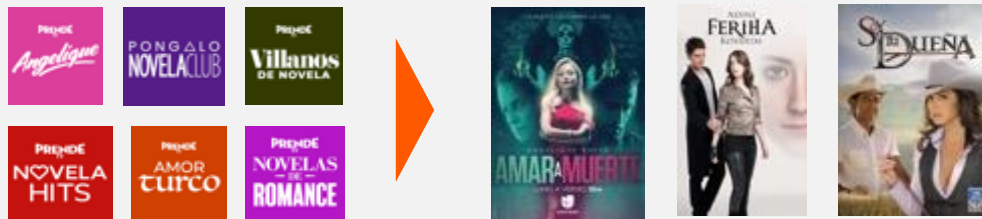
Movies: +20 channels



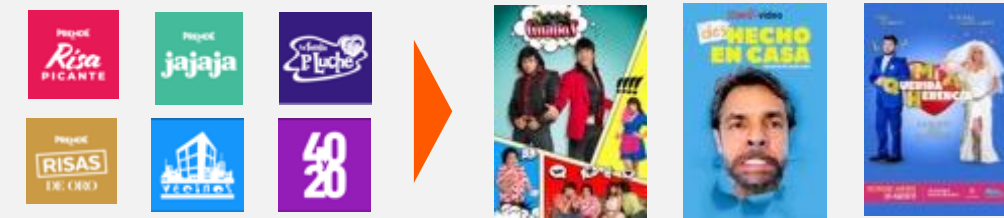
Lifestyle: ~10 channels



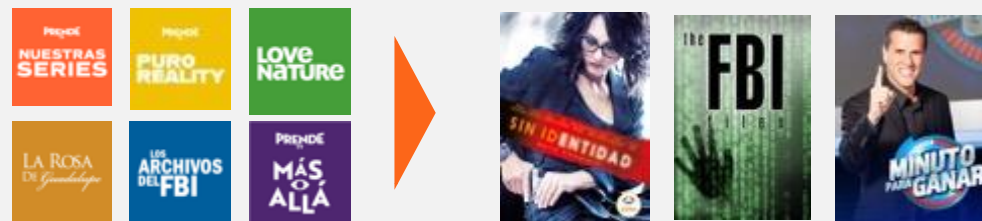
Novelas: +20 channels



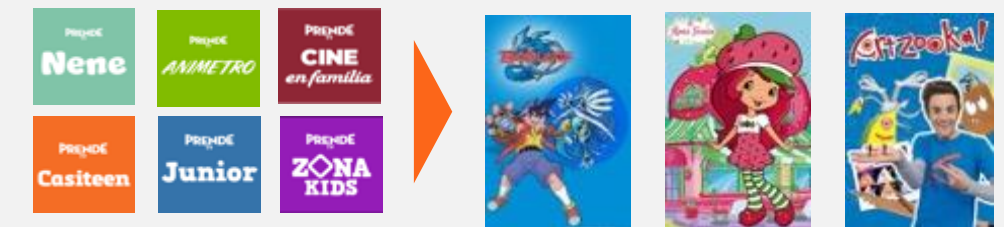
Comedies: ~10 channels



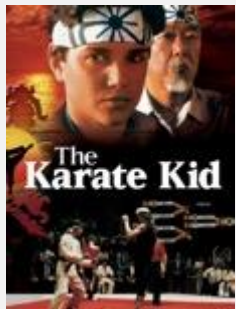
Series: +30 channels



Kids: ~10 channels



In advanced negotiations for more than 100 titles from the best studios, including Disney, Sony, WB and MGM

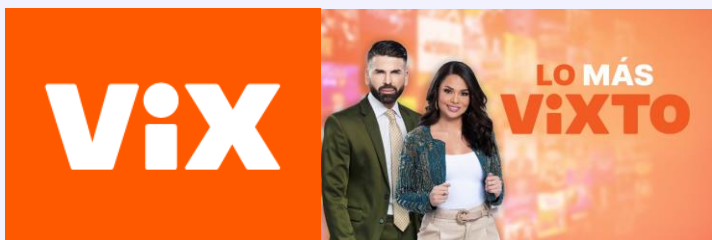


Adding more news and live sports:





Promo Channel



Lo Mas ViXto

Barker show highlighting top promotables on ViX platform, including sneak previews of ViX+ originals



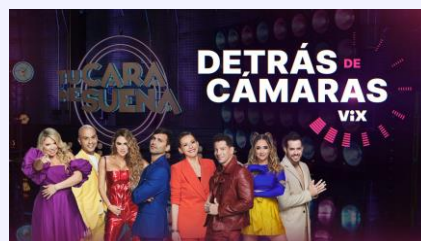
Algo Personal con Jorge Ramos

See Jorge open up and interview top guests in intimate and unique settings



Enamorándonos: La Isla

11-episode spin-off set in a luxury Turkish island



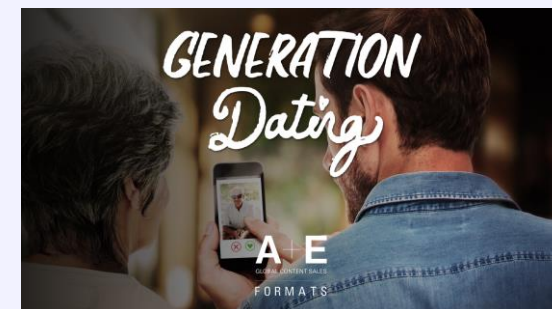
Detras de Camaras - Tu Cara Me Suenas

Behind the scenes companion series to tentpole competition



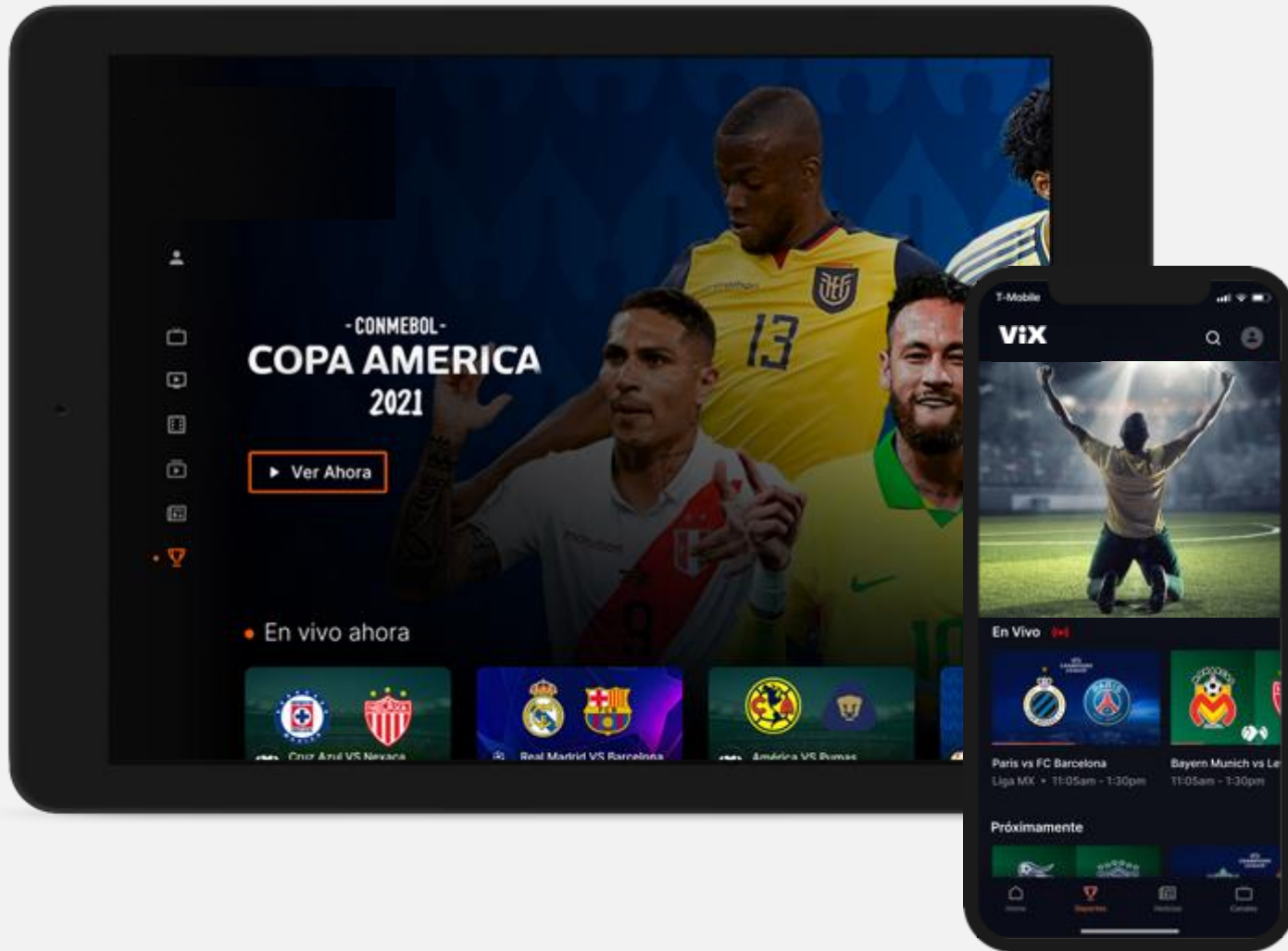
Cold Case Files

Evaluating A+E format with Ilia Calderon as host, and with a focus on investigating cases in the US & Latin America



Generation Dating

Evaluating A+E format where two strangers – one young, one older – become each other's matchmaker



LOYAL FAN FAVORITES





Betting

**Sports News
Show**

**Soccer Talk
Show**



**SPANISH-LANGUAGE NEWS CHANNELS
FROM ACROSS LATIN AMERICA AND THE WORLD**



FOUR **INNOVATIVE CTV** AD CATEGORIES

First Place

Ideal for highlighting important messaging or promotional timing.

- **First Impression Takeover**
- **First In Break**
- **Prime Pod**

Content Alignment

Aligning with viewers' interests based on the content that captures their attention.

- **Search Light Ad**
- **Content Collection**

Branded Content

Creating deeper connections through more native ad experiences.

- **Vignette**
- **Tagged Vignette**

Advanced Ad Formats

- **Pause Ad**
- **Binge Ad**
- **Shoppable**
- **Image Gallery Expand**

VIX+

**SVOD
LAUNCHING 2H 2022**

VIX+

PRIMETIME SAME & NEXT DAY CONTENT

STRAIGHT FROM LINEAR.

ON DEMAND.

SAME DAY (MX) & NEXT DAY (US).

The best content from Univision and Televisa
available stacked for catch up viewing.



UNIVISION



Televisa

VIX+

KIDS


KIDS ROCK ON VIX!

**Children's favorites all in
one place. All in Spanish.**



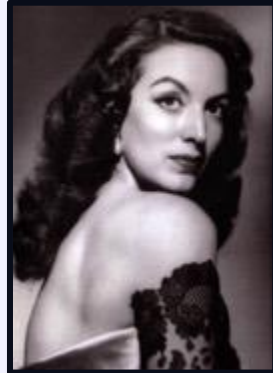
AVOD

95% of content produced in Spanish, including ViX+ Originals always exceeding global platforms!

Rank		U.S.				Mexico			
		NETFLIX	hulu	prime video	Disney+	NETFLIX	Claro video	prime video	Disney+
Total hours originally produced in Spanish	#1 10,000	3,900	1,400	900	400	5,500	2,800	1,300	540
Originals	#1 500+	450	15	150	0	450	5	170	0

Content Produced in Spanish

...and surpassing 14,000 hours in Year 3 excluding sports



Mischiefs of a Bad Girl

Adventure

Based on the novel by Nobel Prize winner Mario Vargas Llosa

Maria Felix

Biopic

Based on the story of the biggest star of the Mexican Golden Age Era Maria Felix

Las Pelotaris

Period Piece

From Marc Cistare, producer of Netflix's Locked Up S5

Damn Mummies

Family Adventure

Created by breakthrough Mexican director Santiago Limon

Paco Stanley

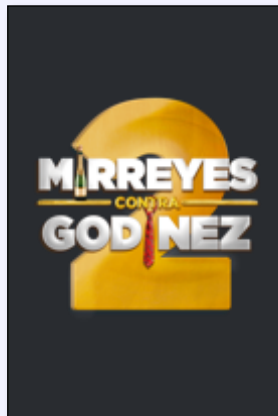
True Crime

Produced by Dynamo, producers of the hit series Narcos for Netflix

The Set Time

Horror

Stories created by Alfonso Cuarón and Guillermo Del Toro



MIRREYES VS
GODINEZ 2



LAS LEYENDAS: EL
ORIGEN



MEXZOMBIES



ENFERMO AMOR



UN GALLO
CONGELADO



LA LEYENDA DE LOS
CHANEQUES



BENDITA SUEGRA



ME VUELVES LOCA



LA NOVIA DE
AMÉRICA



PERMITIDOS



PRESENCIAS



MALCRIADOS

		Q3 2022	Q4 2022
<div> <div>US</div> <div>~300 Games per month</div> </div>	Exclusive	<div>~900 Games</div> <div> <div>4 EXCLUSIVE TEAMS</div> </div> <div> </div> <div> </div> <div> </div> <div> </div> <div> </div> <div> </div> <div> </div>	<div>~700 Games</div> <div> <div>4 EXCLUSIVE TEAMS</div> </div> <div> </div> <div> </div> <div> </div> <div> </div> <div> </div> <div> </div> <div> </div>
	Simulcast	<div>~100 Games</div> <div> </div> <div> </div> <div> </div> <div> </div>	<div>~80 Games</div> <div> </div> <div> </div> <div> </div>
<div> <div>Mexico</div> <div>~100 Games per month</div> </div>	Exclusive	<div>~80 Games</div> <div> </div> <div> </div> <div> </div>	<div>~50 Games</div> <div> </div> <div> </div> <div> </div> <div> <div>10 Games</div> </div>
	Simulcast	<div>~420 Games</div> <div> </div> <div> </div> <div> </div> <div> </div> <div> </div> <div> </div>	<div>~140 Games</div> <div> </div> <div> </div> <div> </div> <div> </div> <div> </div> <div> <div>30 Games</div> </div>

ADVANCED AD INTEGRATIONS ACROSS SPORTS

Clock Wrap

Brand logo on the right side of the scoreboard (Capacity 8 per half, 16 per game)

Scoreboard Takeover

Brand logo with custom messaging takes over the scoreboard.(Capacity 8 per half, 16 per game)

Lower Third

Custom banner integrating the brand's messaging (Capacity 4 per half, 8 per game)

Integrated Feature

Brand message is tailored to a specific editorial thematic during the actual play of game through a branded graphic, along with a talent verbal mention (i.e. Play of the Game) (Capacity 4 per half, 8 per game)

Virtual Advertising

Custom CGI integration transforming the soccer pitch to integrate the client messaging (Capacity 2 per half, 4 per game)

Virtual Field Board

Virtual banners featuring a brand logo (Capacity 2 per half, 4 per game)

Kickoff Virtual

Brand logo integration takes over the center of the pitch right before 1st and 2nd half kick-off (Capacity 1 per half, 2 per game)

Corner Kick Virtual

Brand logo integration during corner kicks/key moments of the match (Capacity 2 per half, 4 per game)

The Future of Spanish Language Streaming is...

ViX

