



# MEDIA KIT

ROKU • Channel 201 Atlantic Broadband • [www.oletv.tv](http://www.oletv.tv)  
• [www.oleradio.com](http://www.oleradio.com) • Publicentro Productions



Smithsonian  
*National Museum of American History*  
*Kenneth E. Behring Center*

**Olé Television Network “Pioneer of  
the Hispanic Market” by the  
Smithsonian National Museum**

# OUR FUSION:



## OLÉ TV ON CABLE CHANNEL 201 ATLANTIC BROADBAND IPTV ON WWW.OLETV.TV OTT ROKU OLETVMEDIA

OleTV Channel 201 since 1994 have been broadcasting the best programs produced in Europe and never seen on other channels and with the support of Deutsche Welle (DW) you can be updated about the latest news around the world with their 104 correspondents, and we have "DW News", "DW Economic News", "Cultura 21" with news about culture and entertainment, "En Forma", with the latest research in the medical field, "Creative Economics", "Fuerza Latina". OléTV keeps fighting like Don Quixote to Inform, educate and entertain. All programming is aimed to publicize "our Hispanic culture" and to be proud of our heritage



## INTERNET RADIO ON WWW.OLERADIO.COM



OleRadio.com the new radio concept where you can listen the greatest teachers and interpreters of music history on artistic and musical development of all times and places, since the Greco-Roman times until the **twentieth** century, with educational capsules that gives you more knowledge about the development of the science and the anthology of music The streaming of the signal is through the website [www.oleradio.com](http://www.oleradio.com) and the selling and distribution will be in charge of the company Future Today Inc.

## PUBLICENTRO PRODUCTIONS

Publicentro productions, established in 1972, has been honored with more than 100 awards, including NY Film Festival (32, 18 gold medals), 6 Clios, Agueybanas (Puerto Rican Award), Festival de las Américas, Addy's etc; 5000 TV commercials, in 35 and 16 mm, HD, 3D graphics and any video format, supporting our commitment to excellence and creativity. Our aim is to provide your company with the highest standard of production combined with the most affordable rates available in South Florida.



# HISPANIC MARKET FACTS



**2,496,435**  
MIAMI-DADE COUNTY POPULATION  
**65% HISPANICS**



**1,748,066**  
BROWARD COUNTY POPULATION  
**25% HISPANICS**

**62** MILLIONS

IS THE ESTIMATED NOW OF THE  
U.S. HISPANIC POPULATION.



**95%** OF HISPANICS  
LEARNED TO SPEAK  
SPANISH FIRST!



**68%** OF HISPANICS ARE  
MORE CONFORTABLE  
SPEAKING SPANISH



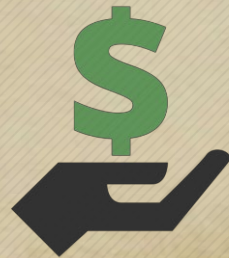
**46%** OF HISPANICS FIND THAT  
THEY COMPREHEND ADVERTISING HAS  
BETTER IF IT'S IN SPANISH



THE HISPANICS IN THE U.S.  
HAS **SURPASSED** THE NUMBER  
OF AFRICAN-AMERICANS.



**65%** OF FLORIDA HISPANICS SAY THEY  
ARE MORE LIKELY TO PURCHASE  
BRANDS THAT ADVERTISE IN SPANISH



THE AVERAGE HOUSEHOLD  
INCOME AMONG HISPANICS IN  
SOUTH FLORIDA IS **\$41,765**.



**90%** OF HISPANICS  
HAVE LAPTOPS



**41%** OF HISPANICS  
HAVE TABLETS



**80%** OF HISPANICS  
OWNS A SMARTPHONE

# OUR RESEARCH



DOCUMENTARIES WERE WATCHED IN **83.6%** OF HOUSEHOLDS THAT HAD VIEWED OLÉ-TV.

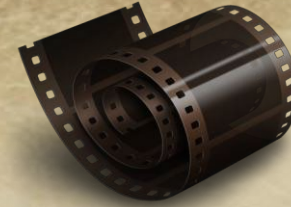


In **two-thirds** of these households, documentaries were viewed by the female head of household; in **60%** of the households, documentaries were viewed by the male head of the household.



LATIN POPULAR MUSIC PROGRAMS

WERE VIEWED IN **77%** OF HOUSEHOLDS.



CLASSIC MINI-SERIES

ZARZUELAS / SPANISH MUSICALS WERE WATCHED IN **60+%** OF HOUSEHOLDS.



TEEN, CONCERT / BALLET

WERE WATCHED IN **56% AND 52%** OF HOUSEHOLDS.



**56%** OF CABLE PENETRATION



**48%** IN HISPANIC TV HOUSEHOLDS



One-third of the respondents are college or technical school graduates, **16%** have a college degree or technical school certificate.

One-fourth of the respondents are in households with income of **\$35,000** and over.



# OUR HIGHLIGHTS

FAMILY ENTERTAINMENT



THE GREATEST MASTERS AND PERFORMERS OF POPULAR AND CLASSICAL MUSIC OF ALL TIME.



DW NEWS WITH 104 CORRESPONDENTS IN THE WORLD.

TOP NOTCH ARTISTIC AND MUSICAL PRODUCTIONS.



GREAT FILMS IN SPANISH OR EXPERTLY DUBBED



INTERESTING INTERVIEWS AND PANELS

RESPONSIBLY SELECTED CHILDREN'S CARTOONS



THE LATEST IN SCIENCE AND TECHNOLOGY



THE GREAT SPANISH THEATER BOTH CLASSICAL AND MODERN



GREAT SERIES OF SPANISH AND LATIN AMERICAN TELEVISION



DOCUMENTARIES OF INTEREST FOR THE WHOLE FAMILY.



CULTURAL MAGAZINES



PLEASANT AND DYNAMIC EDUCATIONAL PROGRAMS

# CULTURE + ART + ENTERTAINMENT

THIS IS  
**OLÉ!**

OLÉ'S FILM LIBRARY HAS



**4000 +**

Drama: 221

Adventures: 171

Action: 37

Animated: 1

Biography: 13

Comedy: 64

Documentary: 26

Epic: 80

Spy: 2

Gangster: 1

War: 7

Historic: 4

Kids: 68

Miniseries: 5

Mystery: 2

Musical: 157

Western: 82

Police: 2

Religious: 7

Revolution: 2

Rumba: 1

Thriller: 29

Horror: 4

**Classified by genre: 981**

**Uncategorized: 1624**

**+ 2611 in stock to classified**

**104** NEWS CORRESPONDENT ALL OVER THE WORLD

WE HAVE A HALF HOUR LONG DAILY  
INTERNATIONAL *DEUTSCHE WELLE* NEWS  
JOURNAL

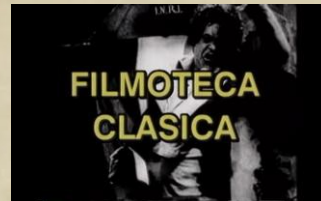


**CULTURA.21**

IN OUR SCREEN WE HAVE THE ONLY NEWS PROGRAM SPECIALIST IN  
**INTERNATIONAL CULTURE & ENTERTAINMENT**  
AND OTHER TOP NOTCH ARTISTIC AND MUSICAL PRODUCTIONS.



# “NICHE” PROGRAMMING



time	monday	tuesday	wednesday	thursday	friday	saturday	sunday
8:00 AM	HISTORY	HISTORY	HISTORY	HISTORY	HISTORY	CARTOONS	CARTOONS
8:30 AM	BIOGRAPHIES	BIOGRAPHIES	BIOGRAPHIES	BIOGRAPHIES	BIOGRAPHIES	CARTOONS	CARTOONS
9:00 AM	TRAVEL	TRAVEL	TRAVEL	TRAVEL	TRAVEL	KIDS PRGM	KIDS PRGM
9:30 AM	NATURE	NATURE	NATURE	NATURE	NATURE	KIDS PRGM	KIDS PRGM
10:00 AM	TECHNICAL	TECHNICAL	TECHNICAL	TECHNICAL	TECHNICAL	HISTORY	HISTORY
10:30 AM	ARQUEOLOGY	ARQUEOLOGY	ARQUEOLOGY	ARQUEOLOGY	ARQUEOLOGY	BIOGRAPHIES	BIOGRAPHIES
11:00 AM	MEDICINE	MEDICINE	MEDICINE	MEDICINE	MEDICINE	TRAVEL	TRAVEL
11:30 AM	HISTORY	HISTORY	HISTORY	HISTORY	HISTORY	NATURE	NATURE
12:00 PM	BIOGRAPHIES	BIOGRAPHIES	BIOGRAPHIES	BIOGRAPHIES	BIOGRAPHIES	TECHNICAL	TECHNICAL
12:30 PM	TRAVEL	TRAVEL	TRAVEL	TRAVEL	TRAVEL	ARQUEOLOGY	ARQUEOLOGY
1:00 PM	NATURE	NATURE	NATURE	NATURE	NATURE	MEDICINE	MEDICINE
1:30 PM	TECHNICAL	TECHNICAL	TECHNICAL	TECHNICAL	TECHNICAL	HISTORY	HISTORY
2:00 PM	ARQUEOLOGY	ARQUEOLOGY	ARQUEOLOGY	ARQUEOLOGY	ARQUEOLOGY	PRIMERA FUNCION	PRIMERA FUNCION
2:30 PM	MEDICINE	MEDICINE	MEDICINE	MEDICINE	MEDICINE	CINE FAMILIAR	CINE FAMILIAR
3:00 PM	DOCUMENTARIES	DOCUMENTARIES	DOCUMENTARIES	DOCUMENTARIES	DOCUMENTARIES	PRIMERA FUNCION	PRIMERA FUNCION
3:30 PM	DOCUMENTARIES	DOCUMENTARIES	DOCUMENTARIES	DOCUMENTARIES	DOCUMENTARIES	PRIMERA FUNCION	PRIMERA FUNCION
4:00 PM	TECHNOLOGY	TECHNOLOGY	TECHNOLOGY	TECHNOLOGY	TECHNOLOGY	BIOGRAFIAS	ARQUEOLOGIA
4:30 PM	CONCERTS JAZZ	CONCERTS FOLK	CONCERTS FEEL	CONCERTS ROCK	CONCERTS DANCE	BIOGRAFIAS	ARQUEOLOGIA
5:00 PM	CULTURA 21	CULTURA 21	CULTURA 21	CULTURA 21	CULTURA 21	GOURMET AND TOP CHEF	GOURMET AND TOP CHEF
5:30 PM	PREVENCION ES SAL	PREVENCION ES SALUD	PREVENCION ES SALUD	PREVENCION ES SALUD	PREVENCION ES SALUD	GOURMET AND TOP CHEF	GOURMET AND TOP CHEF
6:00 PM	DW NEWS	DW NEWS	DW NEWS	DW NEWS	DW NEWS	DW NEWS	DW NEWS
6:30 PM	FILMOTECA CLASICA	FILMOTECA CLASICA	FILMOTECA CLASICA	FILMOTECA CLASICA	FILMOTECA CLASICA	FILMOTECA CLASICA	FILMOTECA CLASICA
7:00 PM	FILMOTECA CLASICA	FILMOTECA CLASICA	FILMOTECA CLASICA	FILMOTECA CLASICA	FILMOTECA CLASICA	FILMOTECA CLASICA	FILMOTECA CLASICA
7:30 PM	FILMOTECA CLASICA	FILMOTECA CLASICA	FILMOTECA CLASICA	FILMOTECA CLASICA	FILMOTECA CLASICA	FILMOTECA CLASICA	FILMOTECA CLASICA
8:00 PM	CULTURA 21	CULTURA 21	CULTURA 21	CULTURA 21	CULTURA 21	CULTURA 21	CULTURA 21
8:30 PM	MUSICALES	MUSICALES	MUSICALES	MUSICALES	MUSICALES	MUSICALES	MUSICALES
9:00 PM	MUSICALES	MUSICALES	MUSICALES	MUSICALES	MUSICALES	MUSICALES	MUSICALES
9:30 PM	DOCUMENTARIES	TECHNOLOGY	DOCUMENTARIES	TECHNOLOGY	DOCUMENTARIES	TECHNOLOGY	DOCUMENTARIES
10:00 PM	CINE	CINE	CINE	CINE	CINE	CINE	CINE
10:30 PM	EUROPEO	ARTE	MUSICALES	INTERNATIONAL	WESTERN	AVENTURAS Y	GRANDES
11:00 PM	CINE	CINE	CINE	CINE	CINE	ACCION	DIRECTORES
11:30 PM	EUROPEO	ARTE	MUSICALES	INTERNATIONAL	WESTERN	CINE	CINE

# US Hispanics and Digital

## Smartphones Power Activity; Digital Video, Social Media Capture Attention

OTT stands for “over-the-top,” is the term used for the delivery of film and TV content through the Internet, without requiring users to subscribe to a traditional cable or satellite pay-TV service.

Beyond the outdated “digital divide” stereotype and the incomplete “Hispanics are mobile” cliché, Hispanic consumers have distinct patterns of digital usage. More than for the population in general, the smartphone is central to their digital lives, while the inescapable English-vs.-Spanish issue adds its own twists.

The old digital divide has mostly closed, and about eight in 10 Hispanics are internet users. However, a below-average proportion of Hispanics (47%) have home broadband. One-third of Spanish-dominant Hispanics lack computers.

Almost seven in 10 Hispanics have a smartphone, and it powers an outsized proportion of their digital activity. About one-third have a smartphone but no home broadband. Their daily time spent using mobile (3 hours) is more than an hour higher than the figure for non-Hispanics.

Nearly two-thirds of Hispanics use social media. About half are on Facebook. Among adults, slightly more than one-third use Instagram and slightly less than one-third use Snapchat. WhatsApp is the social platform where Hispanics conspicuously overindex.

Digital video has caught on with Hispanics. Eight in 10 use subscription services, with Netflix atop the list. Many use streaming services more than traditional TV—a trend poised to accelerate as more Hispanic-oriented content comes online.

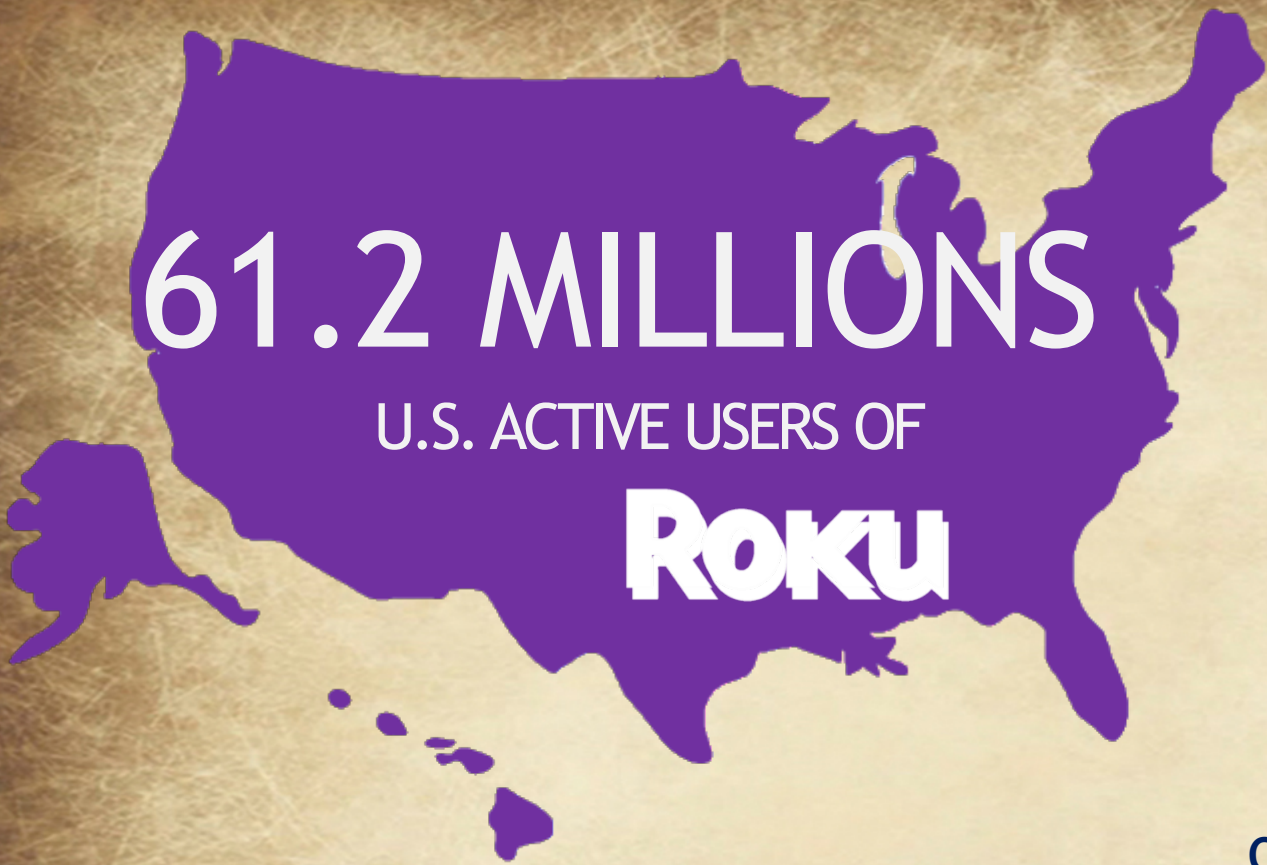
Many Hispanics use their phones to research purchases. In holiday shopping, they overindex for buying via phone, but underindex for buying via computer.

Some data suggests Hispanics are less likely than others to have a negative view of digital advertising. Still, many use ad blockers.

Language usage continues to be a complex issue. Spanish remains important even as an increasingly US-born population skews toward English—which tends to be the preferred language for digital usage.







**61.2 MILLIONS**

U.S. ACTIVE USERS OF

**Roku**

OUR  
**EXPANSION**

HOT-WIRE (distributed in HD by optic fiber)  
We have a contract to start distribution on February to cover ONE MILLION 600 THOUSAND homes on 17 States with high concentration of Hispanic Population

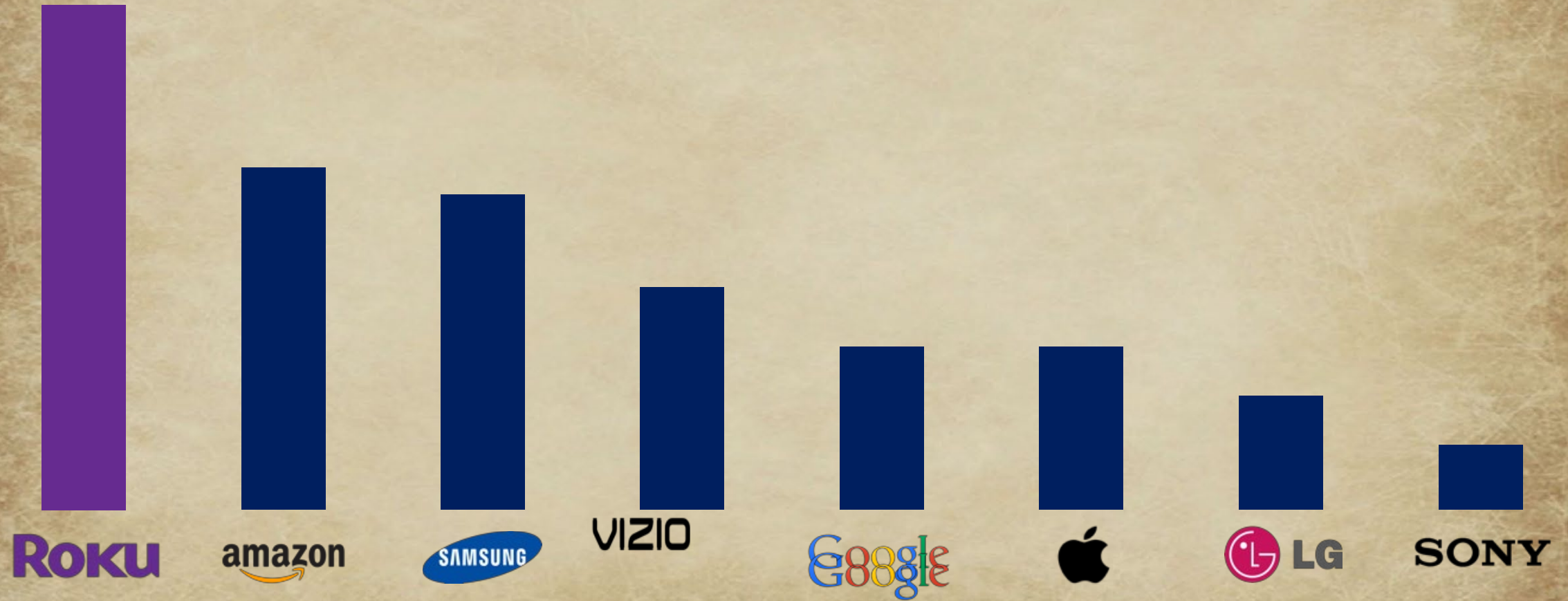
ALSO

**WE ARE REACHING**

OLÉ TV ON CABLE CHANNEL 201 ATLANTIC BROADBAND  
IPTV ON [WWW.OLETV.TV](http://WWW.OLETV.TV) OTT ROKU OLETVMEDIA

**70 %** *of the Digital Market*

# DIGITAL MARKET



# PROGRAMMING AND NATIONAL RATE CARD



## SCHEDULE CLASSIFICATION

30" SPOT

60" SPOT

AA TIME: (FROM 6:30PM TO 10:30PM)	\$150.00	\$275.00
A1 TIME: (FROM 5:30PM TO 6:30PM)	\$105.00	\$195.00
A2 TIME: (FROM 10:30PM TO 11:30PM)	\$90.00	\$165.00
B TIME: (FROM 11:30PM TO 1:30AM)	\$45.00	\$85.00
C TIME (FROM 1:30AM TO 8:00AM)	\$27.00	\$50.00

MONDAY TO FRIDAY



SPECIAL PACKAGES INCLUDING ADS VALUES FOR THIRTEEN WEEKS CAMPAIGN

# WEEKEND

## SCHEDULE CLASSIFICATION

30" SPOT

60" SPOT

FROM 8:00AM TO 12:00PM)	\$45.00	\$85.00
FROM 12:00PM TO 3:00PM)	\$90.00	\$165.00

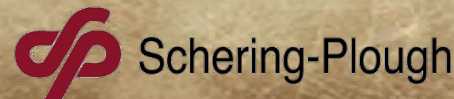
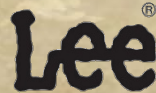
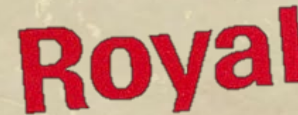
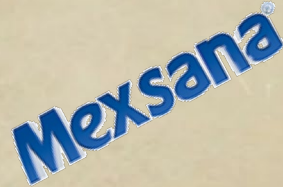
# THESE BRANDS TRUSTED US



Pinch



CHAMPAGNE TAITTINGER Reims





# AMERICA'S PREMIERE **HISPANIC** MEDIA

OTT • TELEVISION • IPTV • RADIO • PRODUCTION  
• OLE TV IN EDUCATION

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