



Viendo
movies

SOMOS  5

ViendoMovies...

A modern, innovative, entertaining and commercial free, top quality film channel produced and programmed especially for the US and Puerto Rico. ViendoMovies shows the best contemporary movies originally produced in Spanish, from all over the Spanish speaking world!



Channel profile

- A 24 hr. commercial free film channel that broadcasts the best selection of contemporary movies, originally produced in Spanish:
 - All movies exclusive “first window” in basic Pay TV Latino packages
 - Only theatrical releases from Mexico, Argentina, Peru, Chile, Venezuela, Spain, Puerto Rico, Dominican Republic and other countries. No “B” or “made for TV” movies
 - Completely produced and distributed in HD
 - English & Spanish closed caption



Channel profile

- A 24 hr. commercial free film channel that broadcasts the best selection of contemporary movies, originally produced in Spanish:
 - *More than 120 premieres per year, 300 + films rotating per month (fewer repetitions). Agile programming strategy, offering always a fresh screen*
 - *Supported by a strong acquisition international staff in Europe, Latin-America, Mexico and The United States*
 - *Strong, popular Free VOD package (30 Hours, 25% refresh rate)*



Channel profile

- A 24 hr. commercial free film channel that broadcasts the best selection of contemporary movies, originally produced in Spanish:
 - *Premium on-air look, competitive with the best international TV networks*
 - *Widely distributed in main cable companies, satellite & Telcos*



Bi-Culturally relevant!

- On air celebrations of the festivities of all Hispanic nationalities (films, promos, special cycles)
 - *Hispanic Heritage Month, 5 de Mayo and all national Independence dates, Mother's Day, etc.*
- Special programming and promotions on US holidays
 - *4th of July, Halloween, St. Patrick's Day, Martin Luther King's Day, Christmas, New Year*
- Interstitials honoring Latino Heritage and its contributions to US culture





We love film fans...

- Coverage of films festivals in the US and around the world
 - **US:** *Oscars, Miami International Film Festival, San Francisco Latino Film Festival, Chicago Latino Film Festival, New York International Latino Film Festival, Gasparilla International Film, San Diego Latino Film Festival, Sundance Film Festival*
 - **International:** *Toronto International Film Festival, Festival de Cine Guadalajara, Premios Ariel, Festival de Morelia, Festival Internacional de Guanajuato, Berlinale en Berlin, Cannes Film Festival, Venice Film Festival, Festival de Huelva, Festival de San Sebastian, Festival de Malaga, Premios Goya, Premios Platino*
- *Behind the Scenes*, interviews with Directors and the stars
- Special Latino talent cycles



ViendoMovies everywhere!

- Available for distribution everywhere (tablets, smartphones and other devices). No black outs
- Strong online marketing profile
 - *Dynamic, continuously updated and modern website*
 - *Active presence in social media: Facebook, YouTube, Twitter, Instagram*



Growing together!

- Active support in events:
 - *Call centers training*
 - *Community events*
 - *Special client events*
- Investment in acquisition and loyalty marketing tactics:
 - *Advertising and promotions*





Viendo movies

El mejor canal de cine en Español!

Visit www.viendomovies.com

SOMOS  TV