



Media Kit



Overview

EN LA ESCENA / ON THE SCENE is a multicultural entertainment and informative TV series that focuses on the dynamic culture of people of the diaspora, in particular Latinos, Caribbean's and African Americans in North America, South and Central America and the Caribbean.

Our core viewing audience is second and third generation descendants of new arrivals to America between the ages of 16 to 40 years of age, who maintain the cultural nuances of their parents and Grandparents homeland.

Each segment is produced according to the content in multiple languages (English/Spanish) (English/Portuguese or in a single language depending on if it will be distributed domestically or internationally).

Since most of our content is produced in and around the Latino community our staff and crew reflect that, this allows for their personal experiences to be infused in the coverage they are providing and how they approach the subject. Latinos are for the most part hybrids who have strong ties to culture and heritage and traditions through music and food, but are also able to appropriate and consume trends, traditions of their host country within their own.



Creative Approach and Structure

EN LA ESCENA / ON THE SCENE, offers a Latino insider's point of view of what we think is the latest in fashion, beauty, travel, sports, entertainment and culture. We portray positive images of Latinos while embracing our traditional values of family and community.

As a TV show, *EN LA ESCENA / ON THE SCENE* is a half-hour entertainment show broken down in to 5 segments. Each segment is approximately 5 minutes and 30 seconds long covering to pics such as: beauty, travel, fashion, entertainment (music, film), nightlife, technology, sports, celebrity interviews and community interest stories. On occasion after an event we will post a 1 minute and 30 sec highlight pieces with a key interview for our social media distribution. The show is produced in full HD for Broadcast and we will be shooting more docu-style segments in 4K.

As an online show, new segments of *EN LA ESCENA / ON THE SCENE* is available to watch on a weekly basis covering more time sensitive events and entertainment news.

A large aspect of the show is our hosts for each segment. Covering arrange of personalities and looks, with Latino(s) from all parts of the world and walks of life, what you will see are hip and cool hosts that are experts in their field.



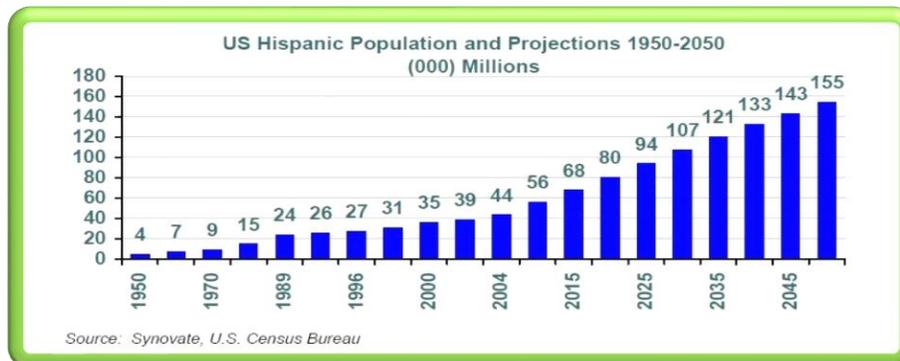
What makes us unique?

- Our ability to blend urban and Latino cultures.
- With a team of seasoned and young professionals, talented hosts and Producers who make you feel that you are part of the show, through their unique personalities.
- Our program is not based around just celebrity interviews but also from events and people from their own community that make themselves accessible.
- Our seamless capacity to flow back and forth between English, Spanish and Brazilian Portuguese depending on the content and target audience for that day, adding voiceovers where needed.
- With a track record of 10 plus years producing segments in each of these various languages.



The Latino Market

- Today, Synovate reports over 43.5 million U.S. Hispanics make up almost 15% of U.S. population and growing 5 times faster than the general population which is more than a 70% increase in the last 10 years. Below is a graph that illustrates historic growth since 1950 and its projections.



- According to the U.S. Department of Education “Hispanics are the fastest growing minority group in the U.S. and are projected to contribute two-thirds to the growth in the size of the high-school-age population over the next decade.” It is not hard to imagine the potential for cross-pollination of ideas and influence among them out of America. We are already seeing this in Hip Hop culture, which has already become mainstream culture. Hispanics, African Americans, and Asian Americans’ economic power is extremely significant, but more importantly is their influence on mainstream America. Latino and Urban culture is pervasive and a powerful tool when it comes to marketing.



Target Audience

EN LA ESCENA / ON THE SCENE The recent marketing conversations regarding general market versus multicultural markets have been shifting towards a total-market approach, potentially distracting us from other untapped opportunities. The challenge is to not completely fall for a “melting pot” theory, where there are still many gaps, and instead find opportunity by looking deeper at the Hispanic market – the fastest growing ethnic group in the U.S.

Acculturation, which is the process of learning and adopting the behaviors of surrounding culture, plays a powerful role in identifying opportunities within the Hispanic market. For U.S. Latinos, it is the direct result of interacting with the American culture. This can lead to one of three outcomes:

- *Unacculturated* (or Hispanic dominant) – This group exhibits very strong attachment to their countries of origin. They hold on to conservative views and their socioeconomic status typically improves in proportion to the number of years living in the U.S.
- *Bicultural* – This group comfortably navigates both cultures. They are the second or third U.S.-born generation or have been living in the U.S. for a longer period of time. Mostly grew up exposed to both cultures and still maintain ties to their parents’ country of origin.
- *Acculturated* (or U.S. dominant) – This group embraces American culture and English is the prevalent language choice, even though they may know basic Spanish. Many of their preferences are like the general market, but with a strong attachment to family and background. They also tend to have higher socioeconomic status.



Our Plan

To reach this group on a daily basis, we will place ads and show clips on sites Latinos frequently visit. We will also encourage social networking through our Facebook Page, and YouTube Channel among other sites. We have also joined forces with local multi-cultural magazines and organizations to cross promote through their outlets and website.

Radio also plays a large roll in reaching our demographic. Stations such as La Kalle and La Mega play both traditional Salsa and Bachata and new stuff like Reggaeton and Hip Hop Latino.

Attending major cultural events such as the NYC Puerto Rican Day Parade, Lavagem Da Rua, Rio Brazil, and the Dominican Parade helps viewership and really integrates our hosts with the community. We intend to distribute fliers, t-shirts, stickers and other show memorabilia.



Contact Information

For more information regarding the company, please visit our website:

Thank you and Best regards,

Anthony Austin

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