



MULTICULTURAL

I N F L U E N C E



WHO WE ARE

Multicultural. Influence

Canada's Most Influential Multicultural Media Organization

Nearing 40 years of service to Canadians, the TLN Media Group organization brands continue to inform and entertain millions. Whether in Italian, Spanish, English and other languages, TLN has played a key role in the development of the national multicultural media landscape. Since launching in 1984, the original ethnic TV channel "Telelatino" has grown to become TLN Media Group, Canada's most influential multicultural media company. TLN Media Group is an independent, immigrant-owned organization dedicated to connecting communities through storytelling and shared experiences.

As a multicultural advocacy leader, TLN Media Group selects, curates, produces, and commissions unique and culturally significant TV and digital content distributed in Canada and worldwide. TLN TV, the original flagship channel has evolved into a mainstream-friendly destination providing multiculturally rich content.

TLN Media Group also operates Canada's most widely available multilingual TV channels led by Spanish language leader Univision Canada and top Italian language services Mediaset Italia Canada and TGCOM24 news network. And TLN Media Group's additional TV channels include Canada's first and only Heritage language channels for kids, Telebimbi (Italian) and Teleniños (Spanish), bringing well-known Canadian-made kids shows to families nationwide; and EuroWorld Sport TV, a channel dedicated to sports fandom.

TLN Media Group has produced and promoted many cultural events and festivals, the most widely recognized of which is the annual TD Salsa in Toronto/Salsa on St Clair summer festival and street party.



WHAT WE DELIVER

VISION ●

Champion multicultural media in Canada and the world.

MISSION ●

To unite communities to their cultures.

VALUES ●

Connect cultures on television, online and in communities through storytelling and shared experiences.

4 DECADES CHAMPIONING MULTICULTURAL MEDIA



1984

Telelatino Network launched

First Serie A Italian League Soccer broadcasts Toronto on Telelatino



2005

Cofounded and launched the first **Salsa on St. Clair**, a three-day Latin street festival in



2005

Launched SkyTG24 Canada, providing 24/7 Italian-language general interest programming particularly focused on news, information and talk, rebranded in 2016 as **TGC24** All Italian language News Channel



2007

Launched TLN en Español, providing 24/7 of Spanish language general interest programming, **which in 2014 was rebranded as Univision Canada**



2008

Unprecedented \$13 million donation in support of the Transformation AGO project alongside 23 prominent Italian-Canadian community leaders launching Galleria Italia

Launched **Welcome to Canada** Children's Literacy Program



2009

Telelatino celebrates its 25th Anniversary



2010

Launched **Mediaset Italia** all Italian language channel

Launched **EuroWorld Sport**, Canada's ultimate sports fanatics channel



2011

Launched **Teleniños**, Canada's first and only all-Spanish language kids' TV channel

Launched **Cinelatino**, North America's leading Spanish-language movie TV channel



2013

Launched **Telebimbi** the country's only all-Italian language children's TV channel



2014

Telelatino 30th Anniversary

Telelatino TV channel rebranded as TLN TV, an all-English-language lifestyle channel celebrating culture, food, travel and entertainment that adds colour to life of all Canadians



2015

Expanded with Hemisphere Media group to deliver three additional all-Spanish TV channels; **Centroamerica TV, WAPA America and Television Dominicana**



2016

Salsa on St. Clair expands to become the **TD Salsa in Toronto Festival** spanning three weeks of Latino cultural events and activities



2018

Official Licensed Multilingual broadcaster of 2018 Pyeongchang Olympic Winter Games and 2021 Tokyo Summer Olympics



2019

Telelatino 35th Anniversary

Telelatino Incorporated renamed **TLN Media Group** to reflect the growing reach of the company through all digital media



2021

Official Licensed Multilingual broadcaster 2021 Tokyo Summer Olympics



2022

Launch of TLN Media Group Channels on **VIVA Streaming TV**



CUSTOMER AWARENESS TO PURCHASE

At TLN Media Group, our multiplatform approach **diversifies communication with your target audience** to drive purchase.





TELEVISION

We understand **TV Ads** are the most influential, get noticed and are what Canadians pay most attention to. By integrating ads into our programming, your brand message is communicated effectively to the targeted market.

A circular pie chart divided into two segments. The larger segment, representing 70%, is a bright red color. The smaller segment is a darker red. The percentage '70%' is written in large white font in the center.

70%

of Canadians say
TV advertising **is most trusted**
over online video and social
media

A circular pie chart divided into two segments. The larger segment, representing 59%, is a bright red color. The smaller segment is a darker red. The percentage '59%' is written in large white font in the center.

59%

of adults are **most likely to**
watch video ads on TV
over a desktop/laptop or
phone/tablet

A circular pie chart divided into two segments. The larger segment, representing 51%, is a bright red color. The smaller segment is a darker red. The percentage '51%' is written in large white font in the center.

51%

of Canadians **pay most**
attention to ads on TV over
online video or social media

A circular pie chart divided into two segments. The larger segment, representing 30%, is a bright red color. The smaller segment is a darker red. The percentage '30%' is written in large white font in the center.

30%

increase in TV spend by internet
(digital) businesses in 2018

*Source: Think TV, Fast Facts 2020

MULTILINGUAL TV CHANNELS

Our flagship channels target three growing and widespread markets across Canada, ensuring your brand reaches the right demographic in the most effective ways.



ENGLISH

English language culturally connected programming **reaching nearly 5 million homes across Canada.**



ITALIAN

The top shows from Italy plus great Canadian programs. **Reaching almost 3 million homes across Canada.**



SPANISH

The best shows from the Hispanic world, plus great Canadian programs. **Reaching almost 2 million homes across Canada.**

TLN
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We serve your audience on all major carriers across Canada:



TLN TELEVISION



TLN is Canada's leading English language specialty TV channel that delights mainstream appetites for **rich multicultural lifestyle and entertainment programming.**

The TLN lineup includes international sports and music specials, exclusive original lifestyle series and blockbuster films.



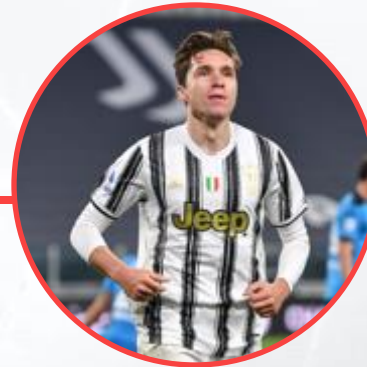
LIFESTYLE.



MOVIES.



LIVE SPORTS.



MUSIC SPECIALS.



ADVERTISING INFLUENCE

TLN VIEWER VS AVERAGE CANADIAN



TLN is Canada's "Culturally Connected" specialty TV channel that delights mainstream appetites for rich multicultural lifestyle and entertainment programming.

Programming includes international soccer, exclusive original lifestyle series, blockbuster films and music specials.

77%

more likely to **search online** for a product/brand/service after having seen an **ad for it on TV.**

112%

more likely to have **purchased** a product/brand/service after having seen an **ad for it on TV.**

131%

more likely to **download a coupon** for a product/brand/service after having seen an **ad for it on TV.**

209%

more likely to **use a coupon** for a product/brand/service after having seen an **ad for it on TV.**

120%

more likely to have **visited a retail/restaurant** location after having seen an **ad for it on TV.**

127%

more likely to **attend an event** after having seen an **ad for it on TV.**

61%

more likely to **talk about a television ad** for a product/brand/service with others after having seen an **ad for it on TV.**

141%

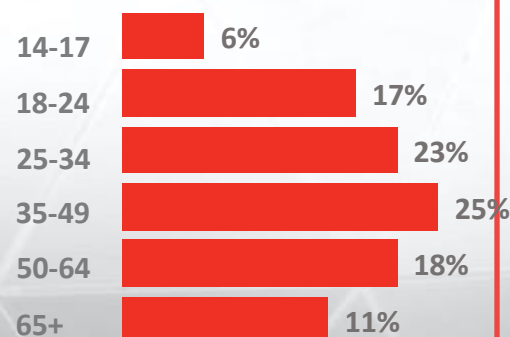
more likely to have **commented on a television ad** for a product/brand/service on **social media** after having seen the **ad on TV.**

76%

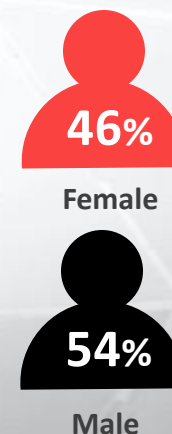
more likely to **recommend** a product/brand/service after having seen a **commercial for it on TV.**

TLN TV attracts
1,265,000
weekly
viewers.

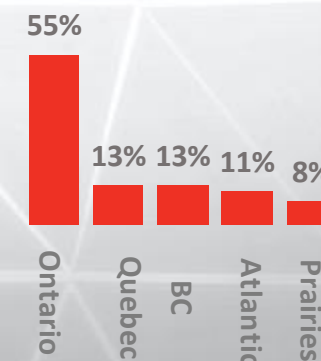
Age Range



Gender

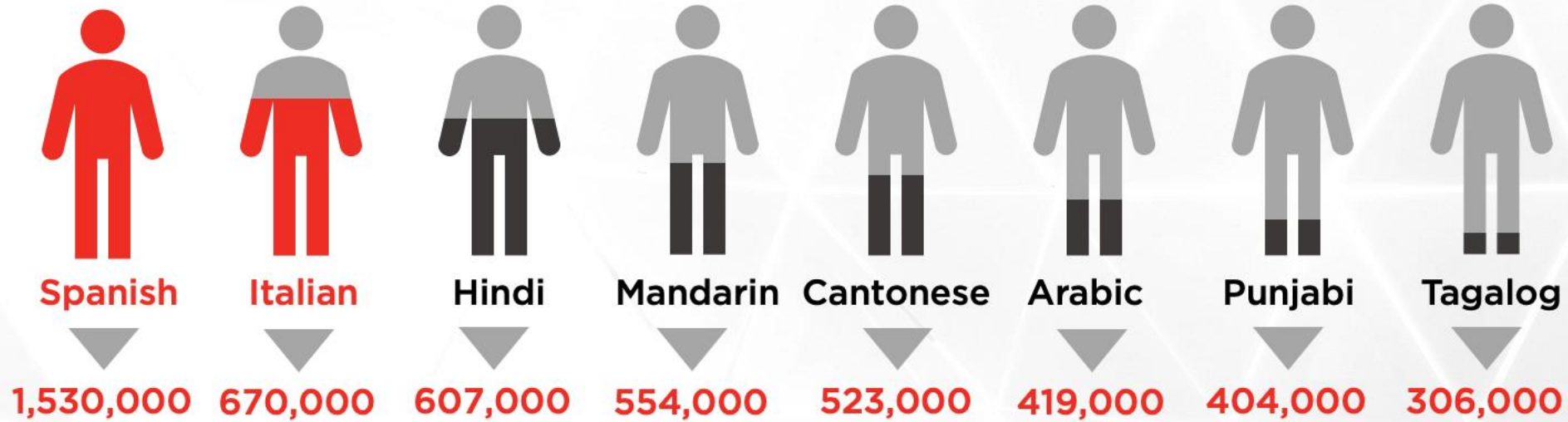


Region





Spanish speakers and Italian speakers outnumber each of these other popular immigrant languages in Canada



Source: Vividata Spring 2021 SCC, A14+, Languages Spoken Conversationally

Q077-Languages Spoken: What languages do you speak at least conversationally, that is, well enough to conduct a conversation?

Total sample size is 31,064 Canadians Age 14+.

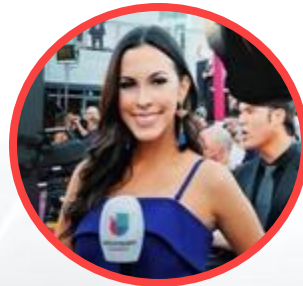
Based on fieldwork completed Jan 2020 to Dec 2020 in major markets, and Oct 2018 to Dec 2020 in local markets.

UNIVISION CANADA



Univision Canada is the country's Leading All Spanish-Language TV Channel.

As the most recognized Hispanic TV brand in North America and most watched Spanish-language network, Univision Canada delivers novela, music, news and entertainment star power.



TLN host and Latin music expert, Camila Gonzalez, has amassed millions of views with her Latin awards show coverage for **TV and digital platforms.**



Featuring the best Hispanic TV personalities and a variety of programs targeting varying demographics throughout the day.

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ADVERTISING INFLUENCE

UNIVISION CANADA VIEWER VS AVERAGE CANADIAN



Univision Canada is the most watched Spanish-language network in Canada, and is also the most recognized Hispanic TV brand in North America.

Univision Canada programming consists of novelas, music, sports, entertainment and lifestyle shows that cater to a multicultural Hispanic audience.

112%

more likely to have **searched online** for a product/brand/service after having seen an **ad for it on TV**.

286%

more likely to have **purchased** a product/brand/service after having seen an **ad for it on TV**.

696%

more likely to have **downloaded a coupon** for a product/brand/service after having seen an **ad for it on TV**.

516%

more likely to have **used a coupon** for a product/brand/service after having seen an **ad for it on TV**.

144%

more likely to have **visited a retail/restaurant** location after having seen an **ad for it on TV**.

406%

more likely to have **attended an event** after having seen an **ad for it on TV**.

139%

more likely to have **talked about the product/brand/service** after having seen an **ad for it on TV**.

310%

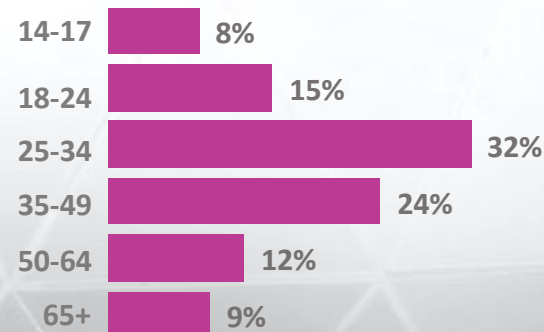
more likely to **comment on social media** about the product/brand/service after having seen an **ad for it on TV**.

548%

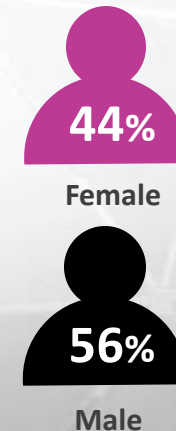
more likely to have **recommended the product/brand/service** after having seen an **ad for it on TV**.

Univision Canada attracts
377,000 weekly viewers.

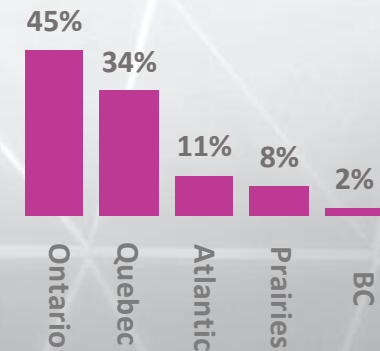
Age Range



Gender



Region



TLN
MEDIA
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MEDIASET ITALIA



Mediaset Italia is **Canada's Premium All Italian-Language TV Channel** reaching more viewers across Canada than any foreign language channel.

The 24-hour Italian-language TV channel features **premium entertainment, news and sports programming** direct from Italy's leading TV broadcast group, complemented with Made in Canada original shows.



Acclaimed variety, reality and drama programming featuring Italy's best primetime television personalities and actors.



ADVERTISING INFLUENCE

MEDIASET ITALIA VIEWER VS AVERAGE CANADIAN



Mediaset Italia delivers the best of Italian language TV to a wide variety of Canadians.

The 24-hour Italian-language TV channel features premium entertainment, news and sports programming direct from Italy's leading TV broadcast group, complemented with Made in Canada original shows.

Mediaset Italia attracts
269,000 weekly viewers.

74%

more likely to have **searched online** for a product/brand/service after having seen an **ad for it on TV**.

54%

more likely to have **purchased** a product/brand/service after having seen an **ad for it on TV**.

264%

more likely to have **downloaded a coupon** for a product/brand/service after having seen an **ad for it on TV**.

156%

more likely to have **used a coupon** for a product/brand/service after having seen an **ad for it on TV**.

150%

more likely to have **visited a retail/restaurant** location after having seen an **ad for it on TV**.

502%

more likely to have **attended an event** after having seen an **ad for it on TV**.

277%

more likely to have **recommended a product/brand/service** after having seen an **ad for it on TV**.

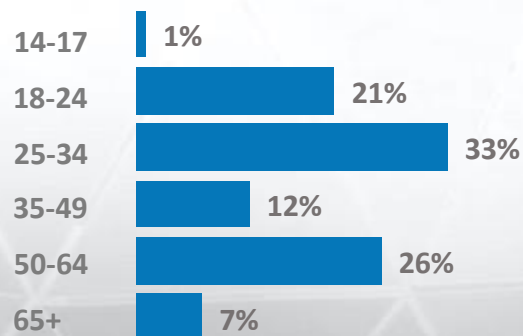
18%

more likely to have **talked about a product/brand/service** after having seen an **ad for it on TV**.

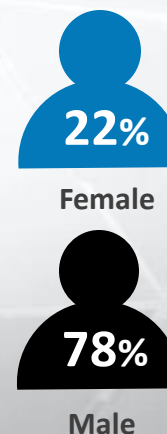
95%

more likely to **comment on social media** about a product/brand/service after having seen an **ad for it on TV**.

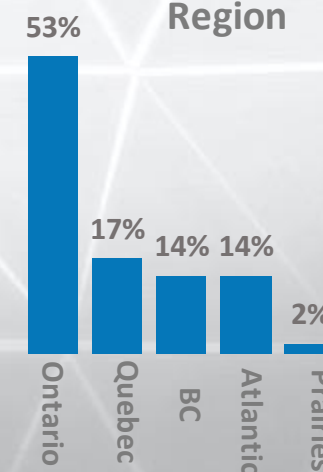
Age Range



Gender



Region





OUR HISTORY OF SOCCER

TOURNAMENTS



LEAGUES





POPULARITY OF ITALIAN LEAGUE SOCCER IN CANADA



Three soccer players are shown in action, wearing jerseys from Inter Milan, Argentina, and Lazio, against a backdrop of a stadium at night with bright lights.

3.3 Million Canadians
1 in 10 people in the entire Canadian population

Follow Italian League Soccer

Source: Vividata's Fall 2019 Sports and eSports Study
Base: Canadians aged 14+





COMMUNITY PRODUCTIONS

TLN Media Group has expanded daily production activity to serve our communities.

For 4 decades, TMG has produced, broadcast, and posted hundreds of reports annually, in 3 languages, including interviews with numerous Federal, Provincial, and Local officials, community leaders and business leaders, and unsung heroes.

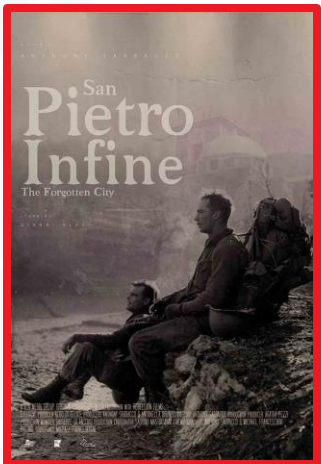




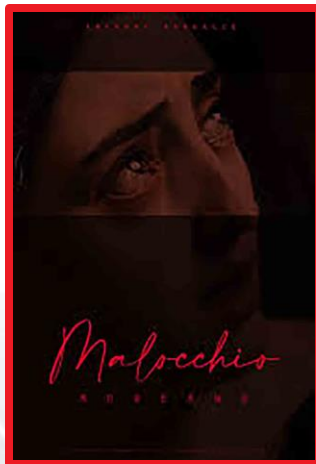
SIGNATURE ORIGINAL PRODUCTIONS



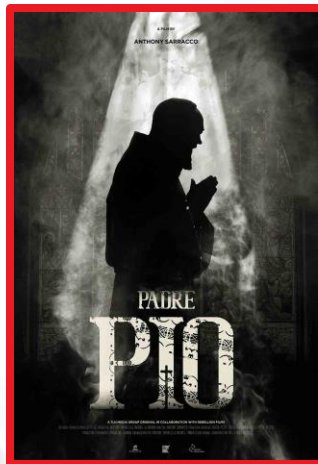
TMG Worldwide Media Distribution Inc. produces and commissions hundreds of episodes of unique and culturally significant Made In Canada multilingual programming. We support Canadian artists and give a voice to Canadian multicultural groups through award-winning titles focusing on lifestyle, documentaries, features and children's programming, in English, Italian, Spanish, Portuguese, Russian and Tagalog.



★ **San Pietro Infine: The Forgotten City** has won **12+ International Awards**



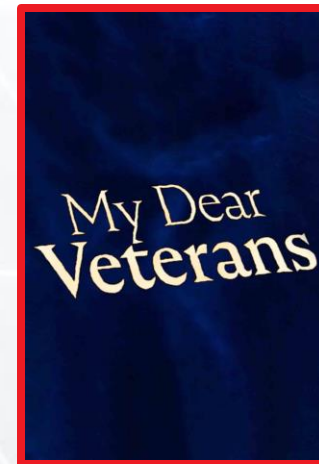
★ **Malocchio Moderno / The Modern Evil** Eye won close to 20 awards and was a **Grand Winner at Cannes**



★ **Padre Pio – Italian Language doc** showcased at **ItalFest in Montreal**



★ **Heart of Goal: The Rise of Canadian Soccer** premieres this **Fall**



★ **My Dear Veterans –** first ever Russian Language doc



★ **L'Ultimo Coro Italiano –** first ever Italian-language drama

LIVE EVENTS



SALSA

Co-founding partner
of TD Salsa in Toronto
Featuring TD Salsa on St. Clair
Street Festival.

SPECIAL TV EVENTS

Exclusive multilingual
coverage throughout the year.

COMMUNITY

Proud supporter and partner
of culturally connected
organizations across Canada.

EXPERIENCES

TLN Media Group office and studio
location features distinct event spaces to
meet client and partner needs (i.e. viewing
parties, preview screenings and more).

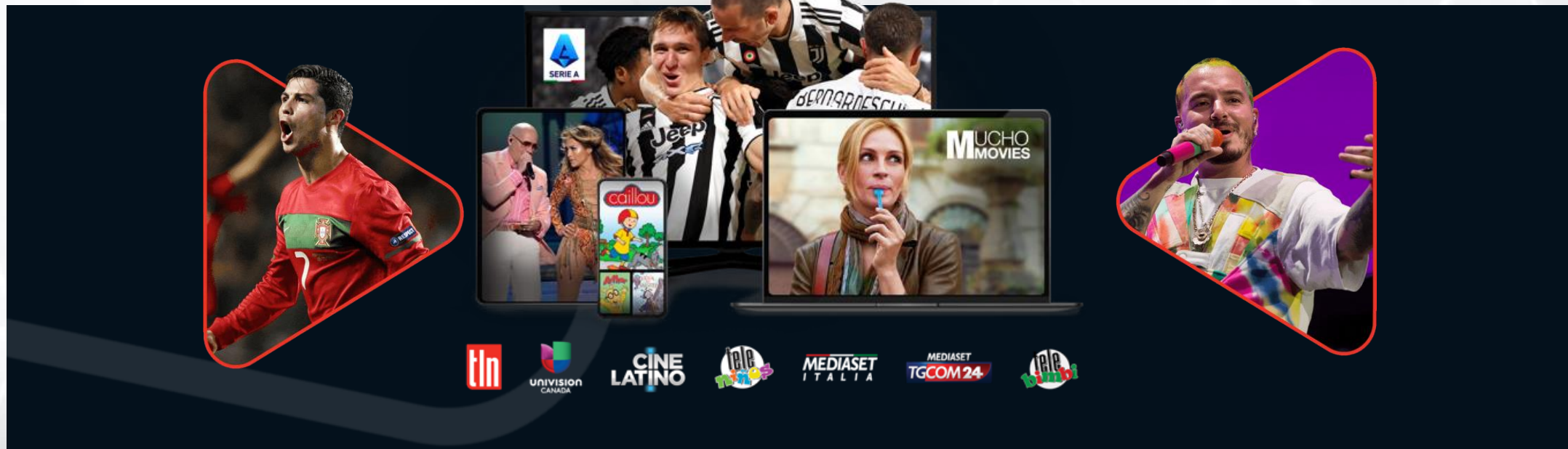
((•)) DIGITAL

TLN Media Group Channels Now Available on the NEW VIVA TV Streaming platform!



VIVA Streaming TV, Canada's First Multicultural Streaming TV Platform is now available with Live channels and hundreds of hours of On-Demand content.

Get access to the country's top culturally significant TV brands all in one place with 7 great networks featuring multilingual content in **English**, **Spanish** and **Italian**.





DIGITAL

CanadaWorld is the first multicultural content platform dedicated to diverse Canadian programming



OPENING CANADA



MANGIA QUEBEC



KIDS COOKOUT



1943: OPERATION HUSKY - THE
CANADIAN LANDING IN SICILY



MAYA IN REGINA: AN UNUSUAL
CONNECTION



MY DEAR VETERANS: THE
LUDMILA SCHNAIDER STORY

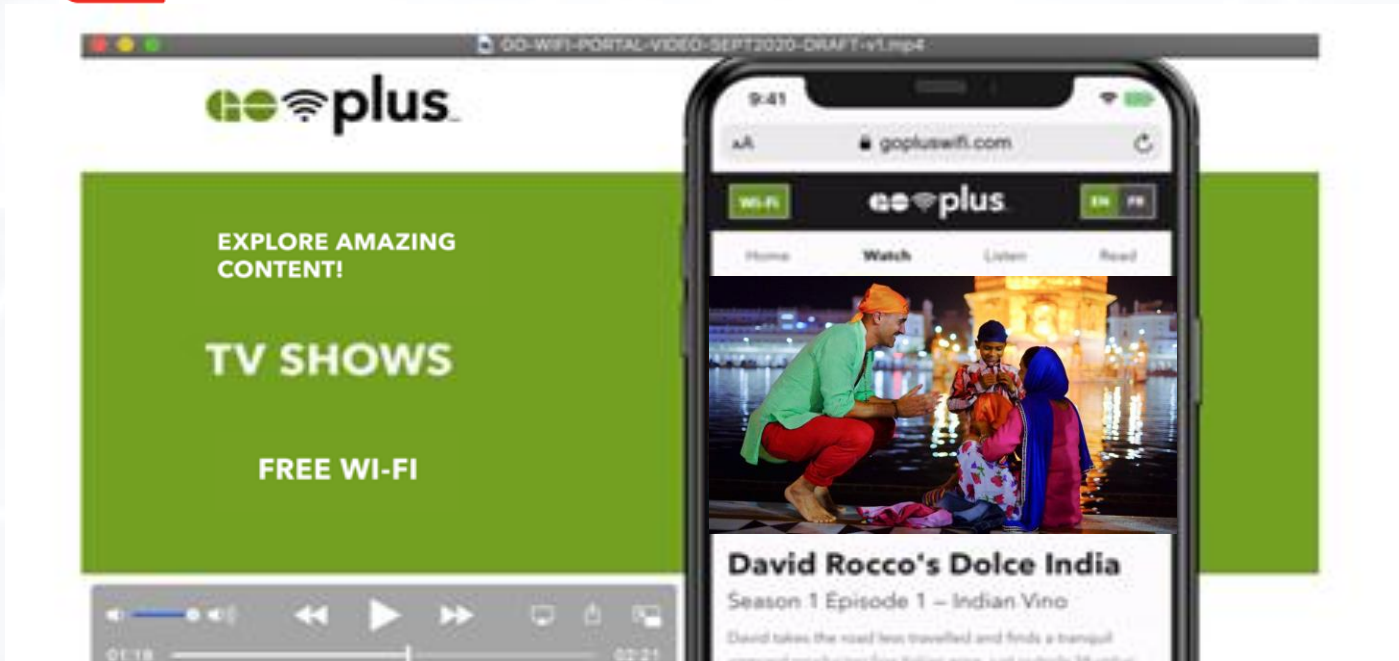
((•)) DIGITAL



«« TLN TV and CanadaWorld TV on NEW Go Transit onboard entertainment portal »»



CANADAWORLD



Multicultural CanadaWorld TV content channel and TLN TV are the exclusive third language content providers of the FREE Go Plus onboard entertainment portal available to all Go Transit customers across their trains and buses.

In addition to providing relevant information regarding the journey, services, and destination, the Media Portal will provide customers with unlimited access to TLN and CanadaWorld TV's curated high engagement content.

Serving the greater Toronto area (GTA), GO Transit serves North America's 4th largest population (6.4 million residents). With annual ridership of approximately 72.4 million and an average weekday ridership of 276,500, GO Transit has an unparalleled reach of commuting professionals.

Partners in Watch | Listen | Read:

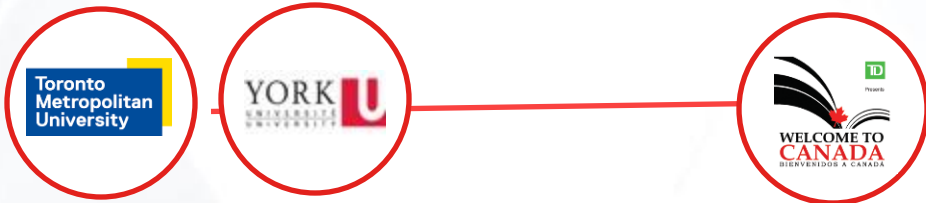




WE ARE INVOLVED – TLN CARES

TLN Cares and its charitable involvements and campaigns are a testament to the organization's strong community ties. TLN has worked together with a wide range of not-for-profit and community-based organizations to raise millions of dollars for several causes:

Leaders in developing strong multicultural voices



Student Awards

For over a decade, TLN Media Group has supported Canada's ever-growing Latin community through **bursaries** and **endowment programs with some of Canada's top Universities** including York and Toronto Metropolitan University (Ryerson).

Welcome to Canada Literacy Program

TMG joined forces with TD Bank Group (TD) in 2016 to launch the network's annual TD Welcome to Canada Literacy Program which has made thousands of books available to young newcomers, particularly those of Hispanic descent. To help foster an understanding of our home and native land, including language, Canadian geography, history and multiculturalism.

Supporting Canadian cultural expression



As Canada's leading multicultural broadcaster, TLN Media Group is committed to supporting cultural expression through community sponsorships, partnerships and financial support including an **unprecedented \$13 million milestone pledge** to the AGO. TLN joined 25 prominent Italian Canadian families in support of the transformation AGO project in 2009. To acknowledge this significant contribution, and the leadership of the Italian-Canadian community in helping realize this legacy, the AGO unveiled its Galleria Italia sculpture promenade.



WE ARE INVOLVED – TLN CARES

TLN Cares and its charitable involvements and campaigns are a testament to the organization's strong community ties. TLN has worked together with a wide range of ethnic and mainstream not-for-profit and community-based organizations to raise millions of dollars for several causes:

Community Production Alliances – Fundraising

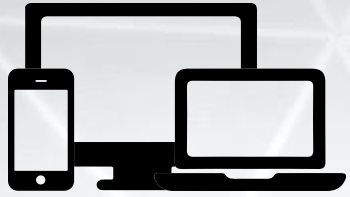


TLN puts considerable resources into production partnerships with the community's top non-profit organizations and events. Of particular note, is TLN's support of the annual Caritas Telethon which since 1996 has helped to **raise more than \$2.5 million** to assist individuals with substance abuse issues and their families get the rehabilitation they need.

Community Partnerships and Sponsorships



TLN is committed to making a better Canada for all Canadians, and in particular, Canadians of Hispanic and Italian origins. Through our TLN Cares initiatives, we support, promote and undertake community projects that engage our particular Canadian audiences and encourage them to express their cultural traditions within a Canadian context while also acting to capture and build a vital archive for years to come.



WHERE TO WATCH TLN MEDIA GROUP SERVICES

Our Services



Available Across Canada On



Connect with Us

Follow us on:



TLN
MEDIA
GROUP