



&



MASSI ENTERTAINMENT PARTNERS

We are an Integrated Marketing & Strategy Group of Companies, each
Specialized in Key Consumer / Shopper to Brand connections.

About Us / Acerca de nosotros



&



FULL CREATIVE 360° INTEGRATED CONSULTANCY AND PRODUCTION GROUP, SPECIALIZING IN SOCIAL MEDIA, PRODUCTIONS; ADVERTISING AND PROMOTIONS; DIRECT RESPONSE; STRATEGIC-MEDIA MARKETING AND CUSTOM BRANDING PROJECTS. OUR PREMISE: WE KNOW OUR CLIENTS IN A 360° WAY. WE ARE EXPERTS IN: IMAGE, PR & VIRALIZATION

WE ARE INTEGRATED MARKETING & STRATEGY GROUP OF COMPANIES, EACH SPECIALIZED IN KEY CONSUMER / SHOPPER TO BRANDS CONNECTIONS.

MISSION

TO PARTNER WITH OUR CLIENTS TO DEVELOP STRONG CONSUMER AND SHOPPER RELATIONSHIPS WITH BRANDS VIA INTEGRATED 361° COMMUNICATION PLATFORMS.

VISION

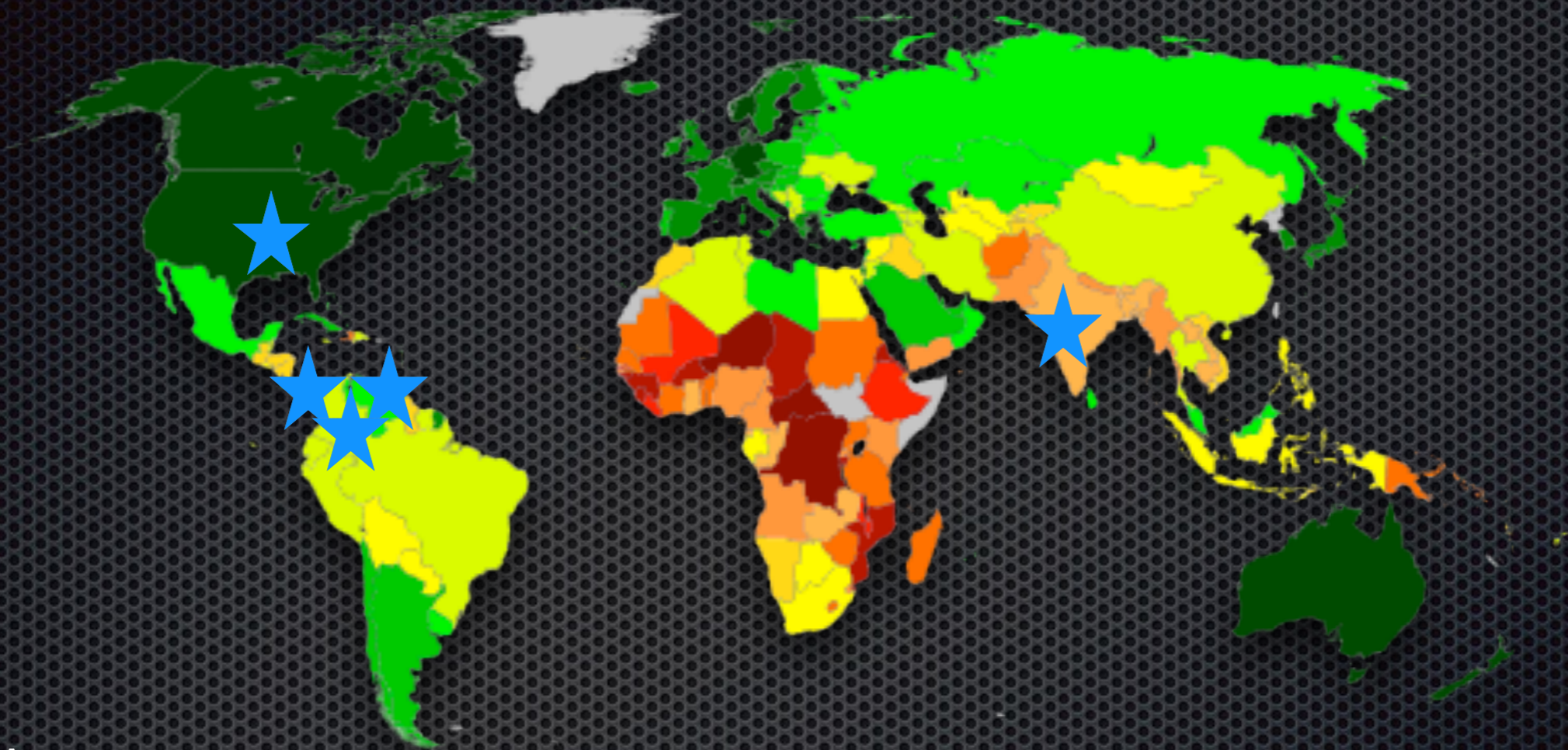
TO BE THE BEST INTEGRATED MARKETING COMMUNICATIONS GROUP IN THE AMERICAS.

Mission- Misión



OUR MISSION IS TO FACILITATE BRANDS, AND ADVERTISERS THE DEVELOPMENT OF 360° CUSTOM SOLUTION THAT REACH AND ENGAGE THE MIND, SOUL AND BODY OF CONSUMERS. FOLLOWING THE EXACTLY MEANING OF ADVERTISING. THE ART OF SALES. OUR CLIENTS ARE "AMAZING"

Locations/ Donde estamos



USA
India
Panama
Colombia
Venezuela



TEAM / EQUIPO

&



About-Us

WE ARE INTEGRATED MARKETING & STRATEGY GROUP OF COMPANIES, EACH SPECIALIZED IN KEY CONSUMER / SHOPPER TO BRANDS CONNECTIONS.

MISSION

TO PARTNER WITH OUR CLIENTS TO DEVELOP STRONG CONSUMER AND SHOPPER RELATIONSHIPS WITH BRANDS VIA INTEGRATED 361° COMMUNICATION PLATFORMS.

VISION

TO BE THE BEST INTEGRATED MARKETING COMMUNICATIONS GROUP IN THE AMERICAS.



Angel Matos



HIGHLY EXPERIENCED, MULTI EMMY AND ED MURROW AWARD WINNER AS A CAMERA, DP AND DIRECTOR. CONSULTANT FOR TV STATIONS AND NETWORKS WORLDWIDE.

STRONG LEADERSHIP SKILLS, 35 YEARS EXPERIENCE IN TELEVISION BUSINESS.

SELF MOTIVATED AND CREATIVE.

DIRECTOR OF NEWS OPERATIONS
UNIVISION NETWORK

1994 – JANUARY 2014 (20 YEARS) MIAMI, FLORIDA

RESPONSIBLE FOR NEWS SPECIALS AND ALL TECHNICAL OPERATIONS FOR NETWORK NEWS AND BUREAUS IN MEXICO, PERU, SAN SALVADOR, SAN ANTONIO TEXAS, LOS ANGELES, SAN FRANCISCO AND WASHINGTON DC

Jonathan Massiani



JONATHAN MASSIANI BORN IN VENEZUELA, JONATHAN WAS RAISED IN VENEZUELA WHERE HIS FAMILY AND FRIENDS OWNED SEVERAL DIFFERENT BUSINESSES . HIS MOTHER WAS AN INTERIOR DESIGNER AND HIS GRANDFATHER AN ENTREPRENEUR, JONATHAN GREW UP LEARNING AS MUCH AS HE COULD ABOUT HIS GRANDFATHER INCLUDING THE VALUE OF ETHICS, HONESTY AND TO BE RESPECTFUL OF OTHERS. JONATHAN BECAME PART OF A COMMUNITY OF VERY INFLUENTIAL PEOPLE, ENTREPRENEURS, AND INDUSTRY PIONEERS. JONATHAN HAS AN EXTRAORDINARY ABILITY FOR GARNERING RELATIONSHIPS. JONATHAN'S SKILLS AND PENCHANT FOR PRESENTING GREAT BUSINESS OPPORTUNITY SOON ATTRACTED A LONG LINE OF CLIENTS SEEKING HELP TO REJUVENATE THEIR BUSINESSES. IN THE EARLY 1990'S, HE BEGAN WORKING WITH MAJOR BRANDS IN LATIN AMERICAN AND OTHER COUNTRIES IN THE WORLD, DEVELOPING A VERY IMPORTANT AND SUCCESSFUL BUSINESS NETWORK, HIS ACADEMIC MENTIONS ARE: BUSINESS AND ADMINISTRATION & MARKETING & ADVERTISING TECHNICIAN DEGREE. ALSO JONATHAN IS A EXPERT NETWORK DEVELOPER AND EXCELLENT PR. HE HAS A HUGE NETWORKING DATABASE WITH A VIP INFLUENCERS, ENTREPRENEURS AND HIGHT LEVEL PEOPLE. ALSO JONATHAN IS INVOLVE IN TO THE PHILANTHROPIST AND NOSH-PROFIT ORGANIZATIONS LIKE A UNICEF, CRUZ ROJA, FEED THE CHILDREN, ISHR (INTERNATIONAL SOLIDARITY FOR HUMAN RIGTHS).

Julio Cesar Rodriguez



GERENTE DE OPERACIONES Y NEGOCIOS.
ESPECIALISTA EN LOGÍSTICA EMPRESARIAL.
CALIFICADO Y CON EXPERIENCIA EN LAS ÁREAS DE PLANIFICACIÓN ESTRATÉGICA, CONTRALORÍA DE GESTIÓN, Y GERENCIA FINANCIERA DE UNIDADES DE NEGOCIO DIVERSAS.
LÍDER EFECTIVO Y ORIENTADO A RESULTADOS Y METAS CONCRETAS, ADIESTRADO PARA ANALIZAR SITUACIONES Y ESCENARIOS COMPLEJOS, RECOMENDAR SOLUCIONES Y ACCIONES EFECTIVAS BASÁNDOSE EN EL LEVANTAMIENTO DE DATOS, HERRAMIENTAS TÉCNICAS E INTUICIÓN.
ESPECIALISTA EN LA VALORACIÓN DE POSIBILIDADES EMPRESARIALES Y RECOMENDACIÓN DE NUEVAS OPORTUNIDADES DE NEGOCIO; LIDERAZGO EN PROYECTOS DE INVERSIÓN, EJECUCIÓN DE PLANES DE ACCIÓN, MAXIMIZAR PRODUCTIVIDAD.

FORTALEZAS RECONOCIDAS EN:

- PLANIFICACIÓN ESTRATÉGICA Y GERENCIA DE NEGOCIOS
 - CONSULTORÍA FINANCIERA Y GERENCIAL
 - ANÁLISIS FINANCIERO Y VALORACIÓN DE NEGOCIOS
 - LIDERAZGO, SEGUIMIENTO Y CONTROL DE PROYECTOS E INICIATIVAS
- CERTIFIED AS A COMPOSER BY THE LATIN GRAMMY ACADEMY, RECEIVING HIS SEVENTH AND EIGHTH DIPLOMA RESPECTIVELY; ON THIS OCCASION FOR TWO OF HIS SONGS INCLUDED IN THE ALBUM "ESCULTURA" BY THE VENEZUELAN BAND GUACO; NOMINATED AS BEST ALBUM OF THE YEAR FOR THE NOVEMBER 2013 EDITION.
 - RECORDS HIS SECOND ALBUM AS SOLO SINGER-SONGWRITER IN MIAMI UNDER THE MUSICAL DIRECTION OF YASMIL MARRUFO, TWO-TIME LATIN GRAMMY WINNER.
THE ALBUM INCLUDES TRACKS OF HIS AUTHORSHIP AND OTHERS, IN COLLABORATION WITH LUIS ENRIQUE AND ALEX CUBA, WHO ARE ALSO LATIN GRAMMY WINNERS. THE ALBUM IS MIXED BY BORIS MILAN AND GUSTAVO CELIS, WHO HAVE ALSO RECEIVED THIS AWARD ON MULTIPLE OCCASIONS.

Cesar Galastica



PUBLICISTA, CON EXPERIENCIA OPERATIVA Y EJECUTIVA EN INVESTIGACIÓN DE MEDIOS Y MERCADOS, TANTO EN AGENCIAS DE INVESTIGACIÓN, COMO EN PUBLICITARIAS Y GRUPO DE MEDIOS. DIRECCIÓN Y COORDINACIÓN DE ESTUDIOS PARA IMPORTANTES CUENTAS LOCALES, REGIONALES Y GLOBALES. (NESTLÉ, MCDONALDS, COCA-COLA, KIA MOTORS, GENERAL MOTORS, BIMBO, PEPSICO, SABMILLER, UNILEVER, KIMBERLY CLARK, JOHNSON & JOHNSON, VISA, SONY, NIVEA, P&G, LG, ETC).

ESTUDIOS DE MERCADO: COORDINACIÓN DE INVESTIGACIÓN CUALITATIVA (FOCUS GROUP, ENTREVISTAS A PROFUNDIDAD, MYSTERY SHOPPER) Y CUANTITATIVA (ENCUESTAS CARA A CARA).

ANÁLISIS DE MEDIOS PUBLICITARIOS: REPORTES DE COMPETENCIA (ALERTAS DE ACCIONES EN MEDIOS), ANÁLISIS DE RATING, COMPOSICIÓN DE AUDIENCIA Y EFICIENCIA DE COMPRAS EN TV.

OTROS: ANÁLISIS FODA, PLANEACIÓN ESTRATÉGICA DE MARKETING Y DE ACCIONES PROMOCIONALES ATL Y BTL.

EN PARALELO: DOCENTE DE VICERRECTORÍA DE INVESTIGACIÓN Y POSTGRADO - FACULTAD DE COMUNICACIÓN SOCIAL - UNIVERSIDAD DE PANAMÁ (MAESTRÍAS EN PUBLICIDAD ESTRATÉGICA Y CREATIVA, PERIODISMO DIGITAL Y RELACIONES PÚBLICAS). SEMINARIOS DE INVESTIGACIÓN PUBLICITARIA Y DEL CONSUMIDOR, METODOLOGÍA DE LA INVESTIGACIÓN, PUBLICIDAD Y MERCADEO EN LA WEB, ENTRE OTROS MÓDULOS. ASESOR DE INVESTIGACIÓN ACADÉMICA, FACILITADOR EN SEMINARIOS DE ACTUALIZACIÓN DOCENTE.

BRINDO ASESORÍAS, SEMINARIOS Y CURSOS ENFOCADOS EN INVESTIGACIÓN PUBLICITARIA DE MEDIOS Y MERCADOS.

PERFIL ACADÉMICO:

LICENCIATURA EN PUBLICIDAD, UNIVERSIDAD DE PANAMÁ (CAPÍTULO DE HONOR SIGMA LAMBDA, MEJOR ÍNDICE ACADÉMICO); POSTGRADO EN ALTA GERENCIA (MENCIÓN HONORÍFICA) Y DOS (2) MAESTRÍAS EN ADMINISTRACIÓN DE NEGOCIOS (DIRECCIÓN EMPRESARIAL Y MERCADEO), POR LA UNIVERSIDAD LATINA DE PANAMÁ (MENCIÓN HONORÍFICA).

CERTIFICACIONES:


UNIVERSIDAD DE PANAMÁ: CURSO EN DOCENCIA SUPERIOR - DIRECCIÓN DE PERFECCIONAMIENTO DOCENTE

IBOPE MEDIA PANAMÁ: CERTIFICACIÓN MEDIA CLASS: ANALISTA / ADMINISTRADOR DE BASES DE DATOS



COLLABORATORS COLABORADORES

Business collaborators / Colaboradores de negocios



The TEAM

Rita Hernandez – *Chief Of Operations / Media Marketing Director* - a multi-level professional Emmy Award winner with 22+ years of experience in the TV industry. Head of marketing sales development and 360-degree multi-media sales platforms. Directs development of product integrations opportunities, digital interactive campaigns, direct marketing, sales promotion and PR strategies. Clients included Telemundo Network, Grupo Prisa USA, Sidney Baur - Kuwait TV and many others.

Jose R. Perez – *Chief Creative Officer / Executive Creative Director* - brings to the industry over 20+ years of experience in the US Hispanic market. Mr. Pérez an Emmy Award winning creator/writer/director, has worked with some of the best-regarded TV media networks, advertising agencies and brands: Univision and Telemundo Network; Estefan Enterprises; DIRECTV USA; SBS Radio/Mega TV; FCB/Latin-American, The Bravo Group and many others.

Media Industry
CLIENTS



Advertising
BRANDS



COLGATE-PALMOLIVE

TOYOTA



SONY



Continucare



Television PRODUCTIONS

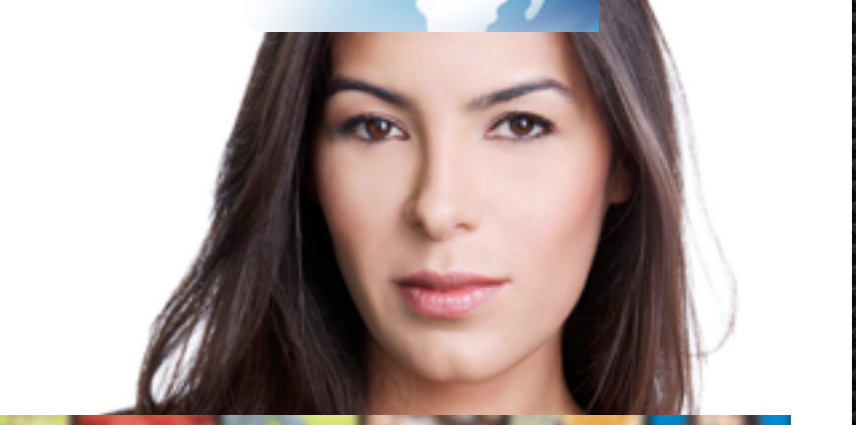




SERVICES/ SERVICIOS



SERVICES



NOW YOU CAN SEE THE RADIO

AHORA LA RADIO LA PODRAS VER

AVRA CAPABILITIES

- RECEIVE VIDEO INPUTS
- EMBEDDED VIDEO ENCODER
- NO DEDICATED COMPUTER REQUIRED
- ADDITIONAL PROGRAM OUTPUT
- AUTO SYNC BETWEEN AUDIO AND VIDEO
- NO EXTERNAL VIDEO SWITCHER, MULTIVIEWER OR VIDEO HARDWARE REQUIRED
- USE THE AUDIO CONSOLE AS AUDIO/VIDEO SWITCHER
- USE BETSIP CALL VIDEO CONFERENCE
- USE STREAMING TO WEB, MOBILE DEVICES AND TABLETS

AVRA is the evolution of Radio!

Let your audience continue listening and now viewing your Radio Station anywhere with any device at any time

NOW YOU CAN ALSO SEE RADIO

THE EVOLUTION OF RADIO!

THE AVRA IS A USER INTERFACE THAT CAN LOCALLY OR REMOTELY CONTROL THE STATION'S AVRA SERVER SETTINGS. THE SERVER RUNS IN THE DJ'S ON-AIR COMPUTER, WHERE INFORMATION IS GATHERED AND GENERATED BY OTHER STAFF MEMBERS. WITH AVRA, YOUR AUDIENCE HAS THE OPPORTUNITY TO CHOOSE WHICH DEVICE TO LISTEN TO YOUR FAVORITE MUSIC OR YOUR FAVORITE RADIO STATION. AT THE SAME TIME YOU CAN INTERACT AND BE PART OF WHAT IS HAPPENING IN THE RADIO BOOTH IN REAL TIME. AVRA CAPABILITIES THE HIGHLIGHT OF THE CAPABILITIES OF "AVRA" IS THE ABILITY TO ADAPT TO THE NEEDS OF EACH RADIO STATION AND IT IS EASY AND INTUITIVE SOFTWARE AND COMPONENTS. SOCIAL NETWORKS COMPATIBLE. AVRA IS PERFECTLY COMPATIBLE WITH THE MOST POPULAR SOCIAL NETWORKS. DESIGNED ESPECIALLY FOR INTERACTION BETWEEN RADIO AND LISTENERS FROM ANY DEVICE.

AVRA SYSTEM



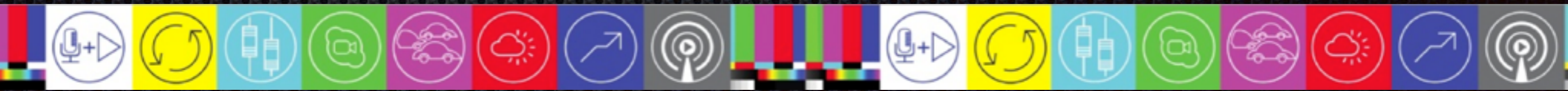
AVRA MONEY MAKER

WITH AVRA, YOU WILL BE READY TO MAXIMIZE YOUR REVENUE. MONETIZE THE SCREEN BY USING NON-DISRUPTIVE SPOT ADS 24/7. SCHEDULE THE SCREEN ADS WITH YOUR SHOWS.

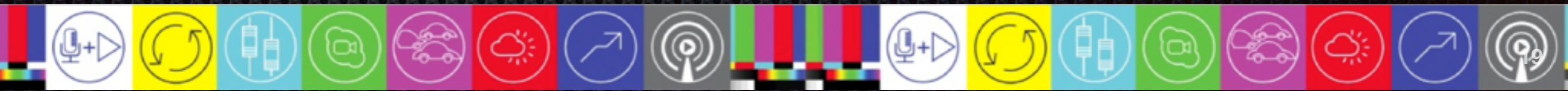


AVRA MONEY MAKER

NOW WITH AVRA YOU WILL HAVE ALL THE ADVANTAGES TO BECOME A TV STATION. ADVERTISING ON TV OFFERS A NUMBER OF BENEFITS TO BUSINESSES BY INCORPORATING SOUND, IMAGES AND MOVEMENT TO MAKE THE WHOLE PACKAGE INTERESTING FOR CONSUMERS. NOW YOU AND YOUR CUSTOMERS WILL BE ABLE TO COMMUNICATE WITH A VERY LARGE AUDIENCE.



LIVE AVRA PROGRAM / PROGRAMA EN VIVO





AVRA SYSTEM & SOCIAL MEDIA
SERVICES
SISTEMA AVRA Y REDES
SOCIALES

SERVICES/ SERVICIOS

| SERVICE | DESCRIPTION | \$ |
|--|--|------|
| AVRA SYSTEM | STUDIO RENT | CALL |
| ADVERTISER | ADVERTISING IN LIVE PROGRAM 1hr DURATION- 6 MENTIONS | CALL |
| ADVERTISER | ADVERTISING IN LIVE PROGRAM 30 MIN DURAT- 3 MENTIONS | CALL |
| ADVERTISER | ADVERTISING IN LIVE PROGRAM LIVE + WEB SITE BANNER + SOCIAL MEDIA MENTIONS | CALL |
| SOCIAL MEDIA OPTIONS Opcion 1 (Twitter) | 1MM FOLLOWERS- 1 MENTIONS + 3 RT x DAY | CALL |
| SOCIAL MEDIA OPTIONS Opcion 2 (Twitter) | 3MM FOLLOWERS- 1 MENTIONS + 3 RT x DAY | CALL |
| SOCIAL MEDIA OPTIONS Opcion 3 (Twitter) | 8MM FOLLOWERS- 1 MENTIONS + 3 RT x DAY | CALL |
| AVRA NEW PROGRAM DEVELOPMENT | NEW CREATION | CALL |
| STUDIOS FOR RENT | 2 FULL STUDIOS FOR RENT MIN 8 HRS | CALL |



ADDITIONAL SERVICES SERVICIOS ADICIONALES

ADDITIONAL SERVICES 1

SERVICIOS ADICIONALES 1

- ✦ STUDIO RENTAL
- ✦ PROMOTION AND ADVERTISING
- ✦ CONTENT CREATORS
- ✦ TV PRODUCTION (4K- HD)
- ✦ DIGITAL MARKETING
- ✦ BRANDING DEVELOPMENT
- ✦ MEDIA MARKETING STRATEGY
- ✦ GENERAL PRODUCTION
- ✦ INFOMERCIALS
- ✦ SOCIAL MEDIA & COMMUNITY MANAGEMENT



ADDITIONAL SERVICES 2

SERVICIOS ADICIONALES 2

BASIC LOGO

BASIC WEB SITE

COMPLETE BRANDING CREATION. INCLUDED LOGO, WEB SITE, SOCIAL MEDIA AND INITIAL CONTENT

RE-DESIGN YOUR ACTUAL DIGITAL STRUCTURE

VIDEO CREATION

CORPORATED MICROS VIDEOS OF 1':30"

MICRO BIOGRAPHY OF 1':30"

CONTENT CREATOR

CONTENT MANAGEMENT

SOCIAL MEDIA MANAGEMENT

ORM (ONLINE REPUTATION)





SOCIAL MEDIA AUDIENCE & REACH
REDES SOCIALES
AUDIENCIA Y ALCANCES

SOCIAL MEDIA AUDIENCE & REACH

REACH

Monthly page views: **2.375MM**

Monthly unique Visitors:
1.8MM

Monthly Impressions: **7.9B**

ENGAGEMENT

% users access from devices:

- TABLET: 15.91 %

- PC: 30.68 %

- Smart Phones : 53,41%

DEMOGRAPHICS / AUDIENCE

% female / Male: **60% (F) 40% (M)**

Average age: 21-40 YEARS

SOCIAL MEDIA

Visitors: **77,986.800**

Number of Followers: **8mm**

fans : **500k**

shares: **500k**





Canada: 4%
USA: 7%
MEX: 20%
RD: 3%
GUA: 3%
VE: 20%
COL: 10%
ECU: 3%
PE: 3%
ARG: 8%
ESP: 12 %
OTROS: 19%

TWITTER: 8MM FOLLOWERS

@REINALDOPROFETA: 1.44M

@TEMASYFRASES: 1.77M

@PhrasesMusicES: 1.55M

@sientocelosdeti: 1.06M

@esfraseamorosa: 904K

REACH/VISUAL X MONTH

7.9 BILLONES

AUDIENCIA X SEX

35%: MAN Y 65% WOMAN

DEMOGRAPHICS

1/3 OF THE AUDIENCE

(+ OF 2.25MM) ARE WOMAN / ENTRE

25 - 45 YEARS

PAG WEB: + 70K VISITAS X DIA

NVE24.COM

REINALDODOSSANTOS.COM

OPINOLOGOS.COM

DESPIERTAVENEZUELA.ORG

FACEBOOK: + DE 600K FANS

YOUTUBE

CANAL REINALDODOSSANTOS: 9.2MM

DE VISUALIZACIONES

CANAL REIPROFETV: 3.0MM DE VIZUALIZACIONES

SOME SOCIAL MEDIA INFLUENCERS / INFLUENCIADORES

- * **JUSTIN BIEBER: 55.9MM**
- * **Coca-Cola: 2.71MM**
- 1- MARJORIE DE SOUSA: 1.2MM
- 2- GABY ESPINO: 3.9MM
- 3- CARLA ANGOLA: 1.5MM
- 4- PATRICIA POLEO: 600K
- 5- FLAVIA DOS SANTOS: 870K
- 6- DULCE MARIA: 5.3MM
- 7- OMAR CHAPARRO: 4.6MM
- 8- ANDRES LEGARRETA: 3.7MM
- 9- ALEKS SYNTEK: 3.5MM
- 10- ANDREA SERNA: 2.6MM
- 11- ALICIA MACHADO: **650K**



FOR MORE INFORMATION. MAS INFORMACION



CONTACT-US
Founder/President
Jonathan Massiani
+1786/306/56/77
E: info@massicorp.com
www.massillc.com



CONTACT-US
Sales Manager
Isaura Inciarte
+1786/287/51/68
E: sales@massicorp.com
www.massillc.com