



Photos: Getty Images courtesy of MTV Latin America

batanga

2005

MEDIA KIT

Batanga was founded in 1999 to provide the ever-growing population of educated, savvy young U.S. Hispanics with a depth and breadth of music programming, news, and insight that they simply cannot find anywhere else.

- ▷ The largest Latin music entertainment site on the Web
- ▷ All-original programming
- ▷ 1.5 million uniques per month
- ▷ 3.4 million hours per month, nearly 2.3 hours per listener
- ▷ 50 million page views per month

Batanga Internet Radio features 18 different genres of Latin music:

- CLASSIC ROCK
- POP
- TROPICAL
- TANGO
- ALTERNATIVE ROCK
- BALADAS
- SALSA
- FLAMENCO
- HIPHOP
- DANCE REMIX
- MERENGUE
- LATIN JAZZ
- TOP HITS
- BOLEROS
- BACHATA
- CUBANISIMO
- MARIACHI
- NORTEÑO

Visitors to Batanga.com also enjoy in-depth editorial coverage of Latin Music culture and lifestyle and participate in the various promotions and contests that are running on our site at any given time.



Editorial Coverage includes:

- Interviews with Latin Music artists
- Road Diaries: Latin Music artists bring us on tour with them using camera phones and text messaging
- Style At Home: personal tours of artists' homes
- Fashion, Beauty & Fitness: tips, tricks, and trends
- Go Digital: must-haves for "technotainment" enthusiasts
- CD reviews
- Song Requests & Dedications
- News updates
- Latin Music Award Show and Event coverage
- Contests and CD Giveaways

YOUR OPPORTUNITY

"With 39 million people, Latinos have overtaken African-Americans as the largest ethnic minority in the United States.

The Latino population is not only the largest minority, it is also growing by over 3% a year, compared with 0.6% in the rest of the population. Latinos are also getting richer; their income now accounts for about 8% of America's GDP and is expected to reach 10% by 2010.

And the Latino population has other features that ought to make it a marketing-man's dream. Latinos are the youngest population group in the country, and already a decisive factor in the youth market. In 2002- 03, says Nielsen SoundScan, a research firm, 45% of all music sales in America were of latin music."

The Economist
August 2004

Composition Overview

Median Age	25 years old	Female	49%
Median HHI	\$60,000		
College Educated	65%		
		Male	51%

Batanga Audience Composition	Index
Teens (14-19 years old)	134
18+ years old	117
21+ years old	111
18- 24 years old	271
18-34 years old	194
HHI \$50,000+	113
HHI \$75,000+	116

Index numbers are calculated using Nielsen Hispanic Online Panel population estimates

Listener Feedback

“Thank God for people such as yourself and your team. You really know how to make life happier for others. My brother recommended your site and I am forever grateful to him, too.”

Emma Gonzalez
Laredo, TX

“WOW! How cool is this! I have always wanted to go to Mariachi Heaven and I have found it on your radio station. I haven’t had anybody else around who loves this music and that I can discuss it with since my father and grandfather died. THANK YOU for making my afternoon so happy!”

Helene Schmidt
Austin, TX

“Hey, let me tell you guys that you’re awesome - since I started listening to your radio I haven’t been able to turn off my computer because each song has a wonderful memory attached to it. Thanks for bringing them back to me again.”

Johnny Gonzalez
Miami, FL

“How come you guys are so awesome? I keep returning because your site has much more breadth and the technology seems to work best. Muchisimas gracias!”

Christine Folch
Pittsburgh, PA

Demographic Targeting across Batanga Music Channels

► By targeting your ads on certain channels, we are able to help you reach a wide range of target audiences within the Hispanic population.

Adults 18-34 <ul style="list-style-type: none"> • Tropical • Norteño • Mariachi • Baladas • Top Hits • Salsa 	Young, Urban Males <ul style="list-style-type: none"> • Alternative Rock • Classic Rock • Hiphop 	Older, Affluent Adults <ul style="list-style-type: none"> • Cubanísimo • Jazz • Tango • Boleros
Adults 25-34 <ul style="list-style-type: none"> • Merengue • Mariachi • Norteño 	Teens <ul style="list-style-type: none"> • Alternative Rock • Hiphop • Pop 	Female Family Gatekeeper <ul style="list-style-type: none"> • Bachata • Baladas • Flamenco
	Teen Females <ul style="list-style-type: none"> • Bachata • Pop • Dance 	

CONNECTING YOUR BRAND TO A DIVERSE POPULATION

Research indicates that the U.S. Hispanic population is extremely diverse, encompassing the customs, bias and beliefs of 22 different countries. **Despite these differences, there is a common bond among this population: their passion for music.**

“Spanish-dominant **Hispanics use the Internet more for leisure activities**... such as musical enjoyment... far surpassing non-Hispanic households in online use of downloaded music and streaming audio.”

Forrester, May 2002

According to the results of a Starch Roper study released in Feb. 2003, **listening to music online is a particularly strong activity among Hispanics**. The study verifies that half (50%) of online Hispanics report that they regularly or occasionally “listen to music like you do on the radio”.

“Traditional Language Segmentation Models don’t work with young Latinos for the following reasons: Nearly all are bilingual; the majority were born in the U.S. or have lived most of their lives here; and they are too diverse a group. **The solution is to use music as a way to segment by lifestyle**. Music is a determining factor for lifestyle, attitudes, and consumer behavior for Latino youth.”

Cultural Access Group, July 2002

Batanga in the News



“Frustrated fans of Latin Rock and hip-hop, who couldn’t hear their favorites

on regular radio, can now find them on the internet. The airwaves across the nation offer little room for anything other than salsa, ballads and rancheros. **Now, Batanga.com is moving in to fill the void.**”



“Fans seeking refuge from mainstream

radio’s idea of Latin music will bolt for Batanga. This radio site dares anyone who has uttered the term ‘Latin explosion’ to experience its 24-hour stream of vibrant, eclectic music... stations ranging from Rock and Merengue to Indie, Hip-Hop, and Dance/Techno – plus interview shows, chats, and news make it the perfect cure for Ricky Martin-itis.”



“Too Latin for rock radio and too edgy

for Spanish stations, Latin alternative music lives on the Web. Net-radio site Batanga.com streams tunes from the likes of Mexican art rockers Café Tacuba, Colombian alt-rock powerhouse Aterciopelados and Los Angeles power-pop outfit Pastilla.”



“Batanga.com is a Godsend for artists who

are just getting started.. giving them access to a global audience.”



“Batanga.com is one of the few

sites of its kind, broadcasting Latino rock, hip-hop and rap 24-hours a day.”

TOP REASONS TO PARTNER WITH BATANGA

- ▶ **Latinos are PASSIONATE about their music!** According to Forrester, Roslow and Starch Roper, listening to music online is one of the top activities for the Latino internet audience.
- ▶ **With 18 different genres of music, Batanga offers you the ability to appeal emotionally to your target audience** in an environment that is both entertaining and educational and “in tune” with their specific cultural preferences. (Reach Mexican Americans on the Norteño channel, teens on the Hip Hop channel, and an older, more affluent audience on the Latin Jazz and Tango channels.)
- ▶ **Your brand is associated with the type of music and artists that appeal to your target audience, resulting in positive brand association.**
- ▶ **With accessibility in both English and Spanish, Batanga offers you the opportunity to speak to your audience in their language of preference.**
- ▶ **Recently launched, Batanga Magazine provides extended reach into the Hispanic market and cross-platform integration (online and print).**

Measuring Success

**90% of Advertisers
Renew on Batanga.**

BATANGA DELIVERS:

“Batanga provides a unique method of reaching the young Hispanic market. They deliver in every aspect.”

Tim Swies
Executive Vice President
Zubi Advertising

BATANGA DRIVES SALES:

“Whether helping to generate online ticket sales for Mexicana Airlines or driving recruitment for the Navy, Batanga has consistently been a leading vehicle for customer acquisition for our clients.”

John Santiago
CEO
Media 8

BATANGA IS CULTURALLY RELEVANT:

“McDonald’s USA launched the Hispanic component of its newest branding initiative, the global *Me Encanta* campaign. The high seven-figure initiative is part of the fast-food chain’s strategy to connect with consumers in culturally relevant ways... This effort includes an online buy on Batanga.com, the Internet radio network...’For this one it was a good fit.’”

Max Gallegos
Director of Marketing
McDonald’s USA
Hispanic Market Weekly
8.11.03