

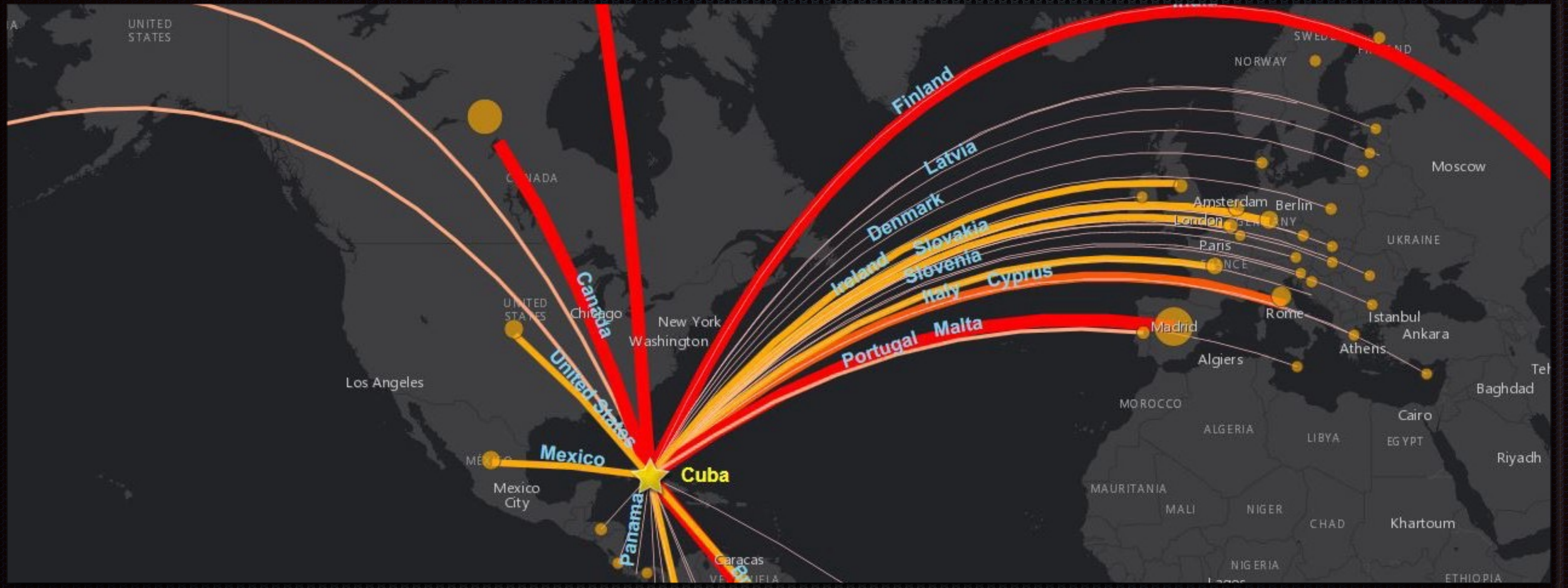


EN VIVO SE VIVE

**20 Concerts + 1 Iconic Stage**

Delivering Cuban Content to the World





# XPORTA Delivers A Cuban Cultural Explosion

Ready To Distribute to the World

Unique Pathway to Cuban Culture | Exclusive Remarkable Content



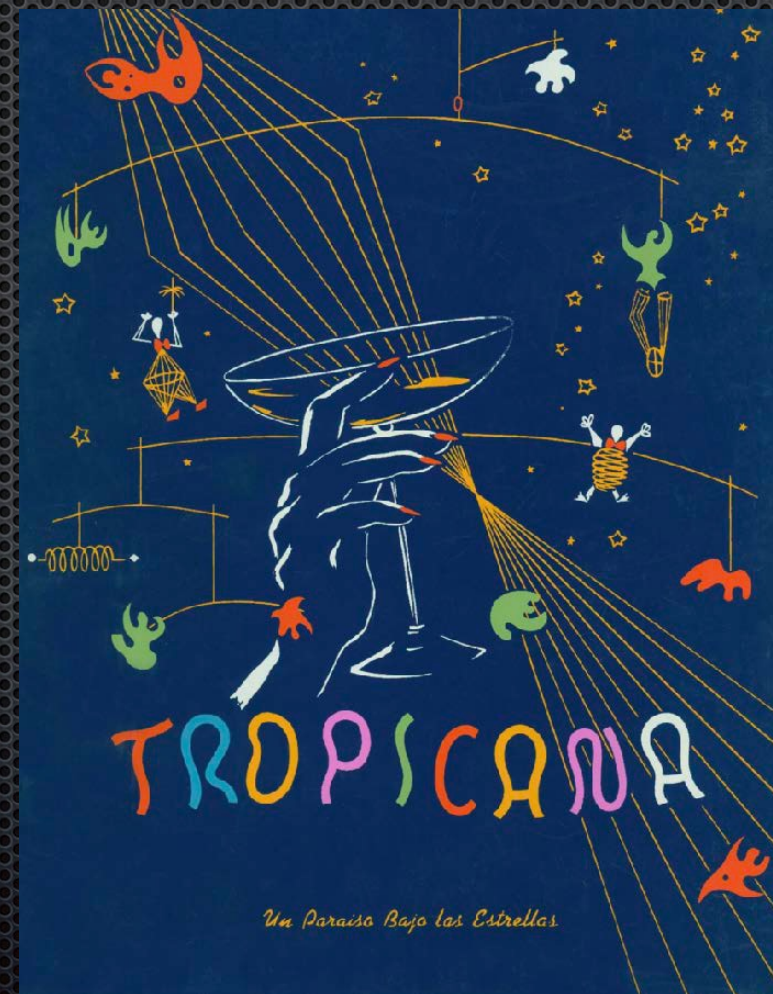
# ¿Que es **En Vivo Se Vive**?

the first wave of content from XPORTA

- Programming of Cuba's finest musical groups. Shot during the summer of 2020, at the height of the global pandemic and as productions worldwide came to a halt, we were working. These fully realized concerts showcase the rich history and talent of 20 of the top-tier bands working and birthing music in Havana today. Created as a joint venture with the famed national label, Egrem, **En Vivo Se Vive** is an unprecedented achievement. From legacy acts to emerging talents, it is an indisputable fact that Cuba has consistently offered the world its most prized natural resource—**Music**.
- **En Vivo Se Vive** (Live We Live) Content from yesteryear's archival footage to today's live concert series. We have unprecedented access to visually recorded music filmed throughout the country. There exists well over 20,000 hours of unexploited material that can easily be ingested into a channel without even entering the vaults.



# The Tropicana Nightclub, Havana Cuba





# STATS

## Active Cultural & Trade Shift Is Underway

- ✦ Worldwide: Over 572 Million People Speak Spanish + Consume Spanish Language Media
- ✦ Since 2000, the hispanic population has expanded by over 35M in USA
- ✦ Hispanics now total nearly 65M active consumers - 19% Of USA Population
- ✦ Cuban pop culture has broadening appeal to to US, EU, Asian and global viewers



**“Latin Music Is Now More Popular Than Country & EDM In America”**

*–Jeff Benjamin Forbes Magazine 2019*



“U.S. Hispanics are ahead of the curve when it comes to digital.”

– *Think With Google (official blog)*

“Total Annual Spending by U.S. Hispanic Households Reaches \$978 Billion in 2020 – Higher Than Any Other Minority Consumer Group”

“Hispanics are 41% more likely than other groups to connect with brands through social media,”

“Latinos are 34% more likely than average to watch live TV on their mobile phone, 18% more likely to stream digital video via Amazon Prime, and 14% more likely to stream via Netflix.”

–*Claritas Marketing Research*



# En Vivo Se Vive

## We Captured 26 Of Today's Most Iconic Cuban Music Stars

Shot in 4k + Fully Mixed & Mastered Audio

Formell y **los Van Van**

**Orquesta Aragón**

**Issac Delgado** y Orquesta

Alexander Abreu y **Havana D' Primera**

**Adalberto Álvarez** y su Son

Pupy y los que Son, Son

**Muñequitos de Matanzas** (Program: Noche de Rumba)

Adonis Panter y **Osain del Monte** (Program: Noche de Rumba)

**Alain Pérez** y Orquesta

**Manolito Simonet** y Su Trabuco

El Niño y La Verdad

Lazarito Valdés y **Bamboleo**

**Haila Mompié** y su Grupo (Program: Haila y Vania)

**Vania Borges** (Program: Haila y Vania)

**Maykel Blanco** y Salsa Mayor

**Yomil Y El Dany** (Program: Noche Urbana)

**El Micha** (Program: Noche Urbana)

**"Cucurucho"** Valdés

**Interactivo** featuring: Robertico Carcassés, Willian Vivanco, Brenda Navarrete, Telmary Diaz

**Kelvis Ochoa** (Program: Grupos Pop)

**David Torrens** (Program: Grupos Pop)

**Nube Roja** (Program: Grupos Pop)

**Tony Ávila**

**Buena Fe**

**NU CUB Jazz** featuring: Oliver Valdés, Rolando Luna, Gastón Joya, Haydée Milanés, Yaroldi Abreu



# Shape The Stories

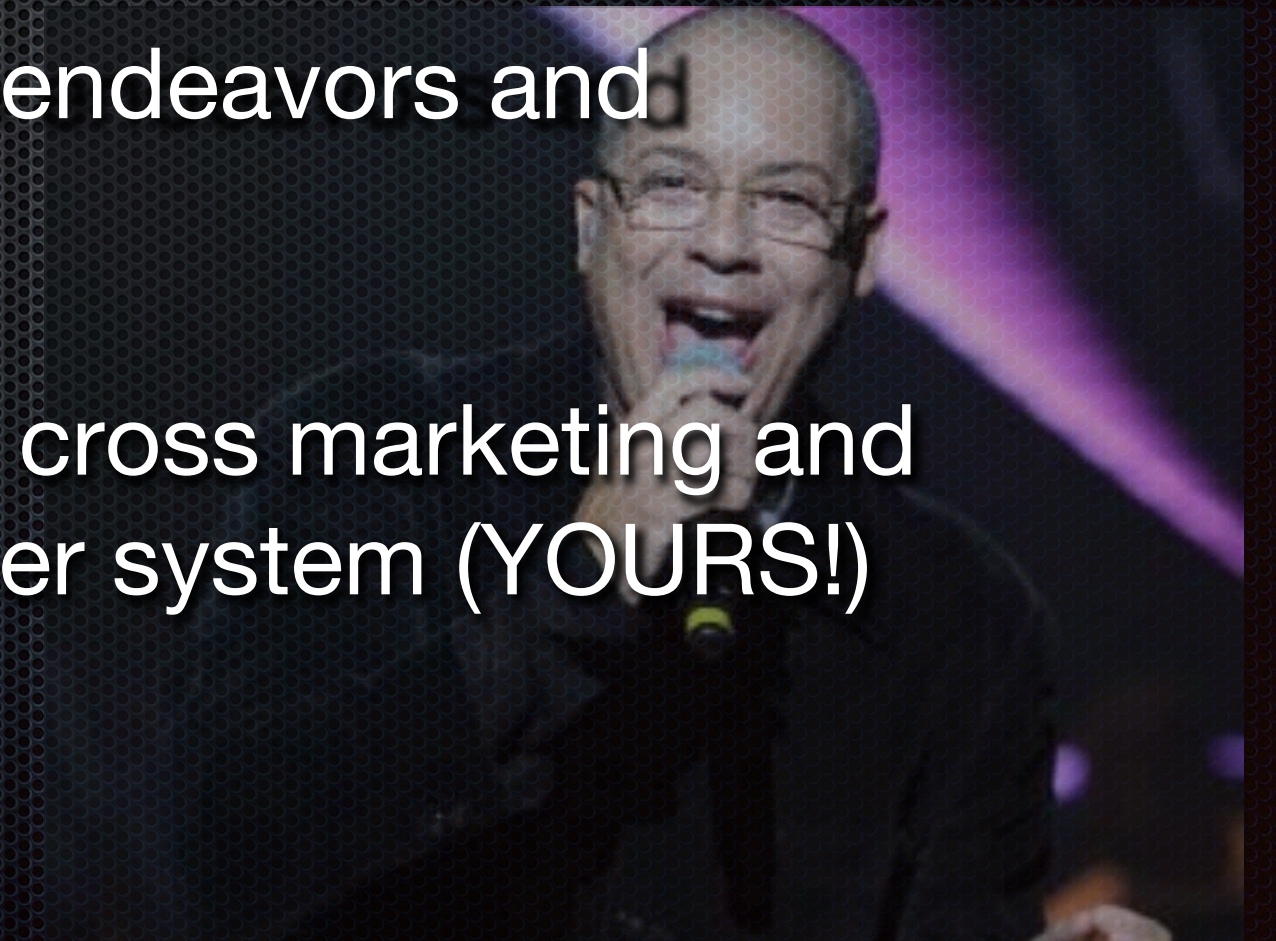
- ✦ Now planning interviews and additional B-roll to tell the rich stories and augment the existing concert footage
- ✦ We're then ready to begin editing for various distribution platforms and partners:
  - ✦ Long form documentary
  - ✦ Individual star artist shows
  - ✦ Bite size social and digital content
  - ✦ Podcast and Radio Content (FM/XM)





# Opportunity **Recap**

- Immediate content available for distribution with all rights cleared
- Multiple revenue streams available across AV assets for all media
- Access to cultural and musical archive through future slate
- Exclusive access and entry via existing administrative endeavors and relationships via XPORTA Principals
- Working capital partnership emboldens cultural global cross marketing and advertising revenue opportunities within existing partner system (YOURS!)



**EN VIVO SE VIVE**



# We Are XPORTA

We are committed to producing, administering, and delivering Cuban content to the world.

We are experts in music management, rights clearance, publishing, and solving nasty gnarly problems.

Xporta believes in fair trade and fair practice in the global market for all artists.

Principals: Anna M. Sala, Issac Delgado, Asif Ahmed  
Contact: [anna@xporta.world](mailto:anna@xporta.world)







**XPORTA**