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# OLE INTERACTIVE GROUP

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BeisbolPlay»

PlayGround

TASTEMADE  
LATIN AMERICA



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# OUR MISSION\_

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To be a launchpad and strategic partner for digital businesses, facilitating market entry and

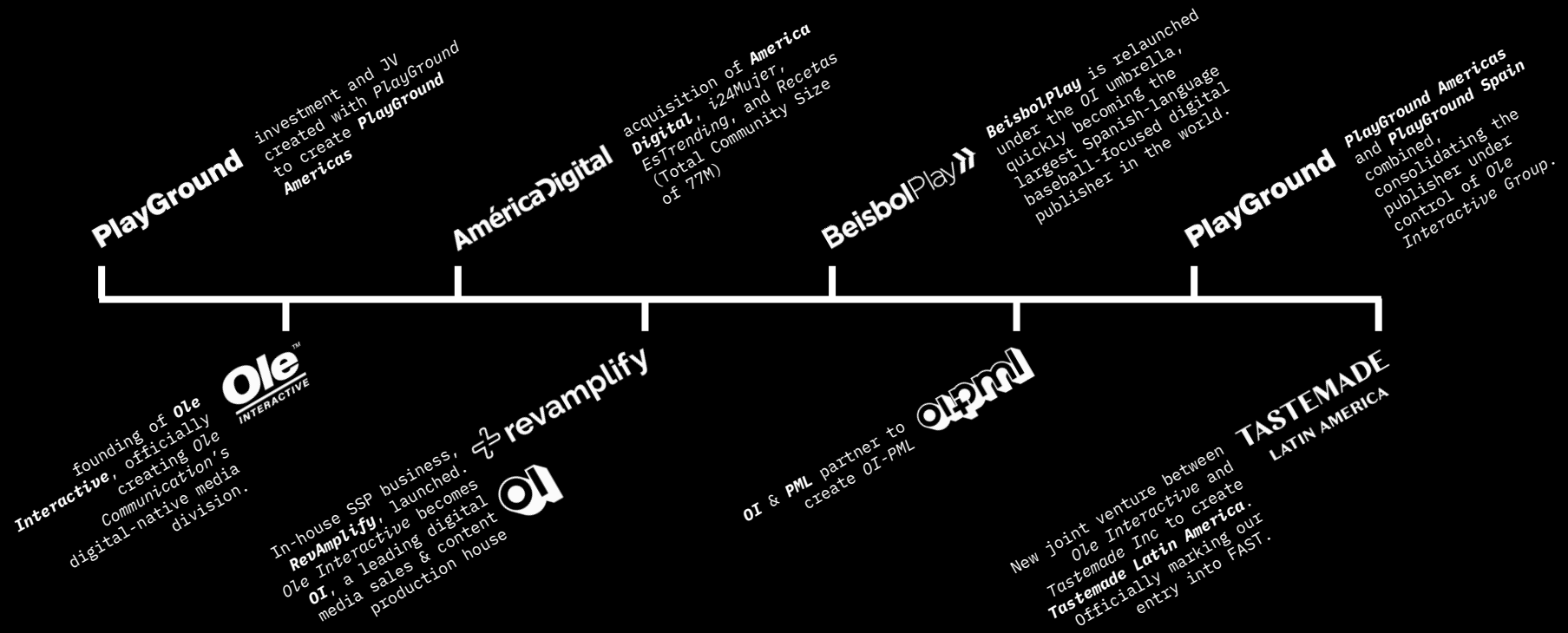
positioning in the regions where we operate, through the creation of synergies with our robust portfolio of services.

# OUR ROOTS\_

**Ole Interactive** was founded by *Ole Communications* in 2017 to chart the media conglomerates path into digital media.

The *Ole* group is a **pioneer** in the Latin American **Pay TV industry**, introducing brands like *HBO, A&E, History Channel, Cinemax, E! Entertainment*, and more. Some of which are still partners to this day.

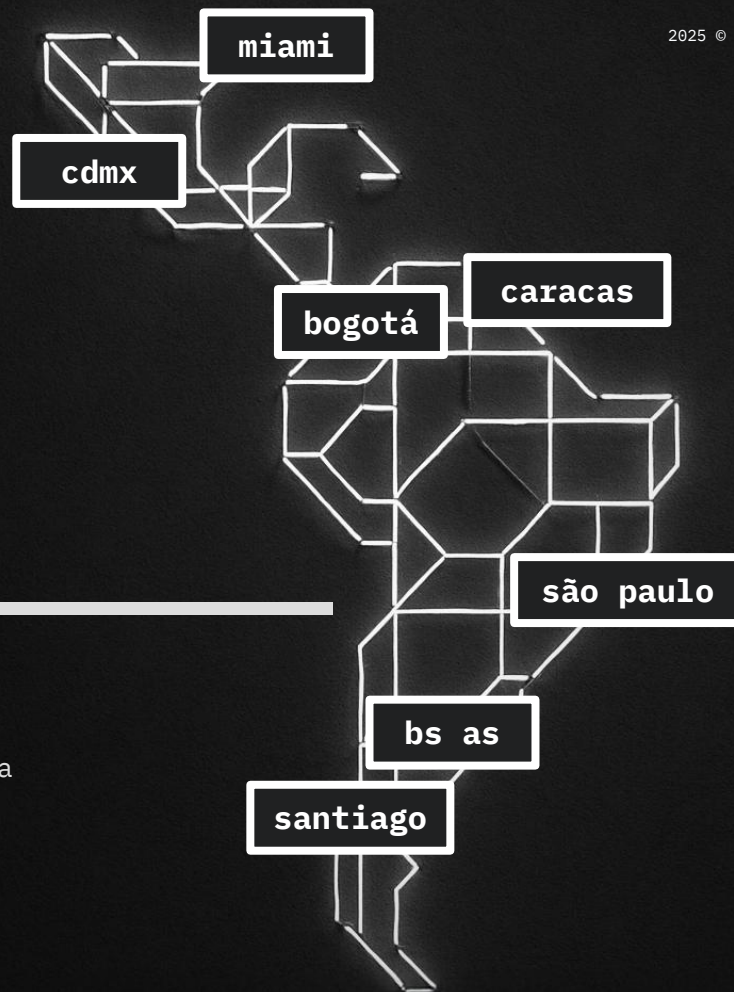
Our backing provides **top-tier legal and financial support**, with decades of combined experience navigating the reality of operating **large scale media** businesses in Latin America.



# THE LOCAL PARTNER FOR DIGITAL EXPANSION\_

Understanding the difference between each Latin American economy is our specialty.

We have boots on the ground in all major markets and a deep understanding of how the digital ecosystem changes as you expand across the region.





**BeisbolPlay»**

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**AméricaDigital**

brands

services

# OUR FORMULA\_

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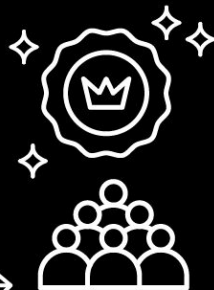
## 1. IDENTIFY

Ole Interactive Group identifies brands and companies that could benefit from a partnership with our platform to scale in Latin America.



## 2. BUILD

we have the ability to develop technical products from scratch, design beautiful brands and campaigns that will resonate with audiences,



## 3. SCALE

communicate on our own publishers to organically reach millions, and amplify beyond our own publishers with our in-house ad network as efficiently as possible.



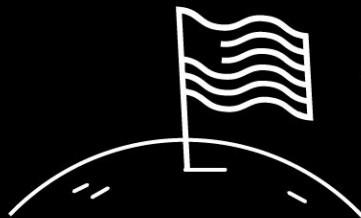
## 4. INVOICE

All while leveraging our sales and billing capabilities throughout Latin America that help us reach and convert potential advertisers and customers at scale,



## 5. SUPPORT

while giving our partners the confidence of a US-based partner



OLE  
INTERACTIVE  
GROUP

brands

**BeisbolPlay** 

**+5M**

subscribers

**+70M**

Monthly reach

**+20M**

community

**+70M**

Monthly reach



**PlayGround**



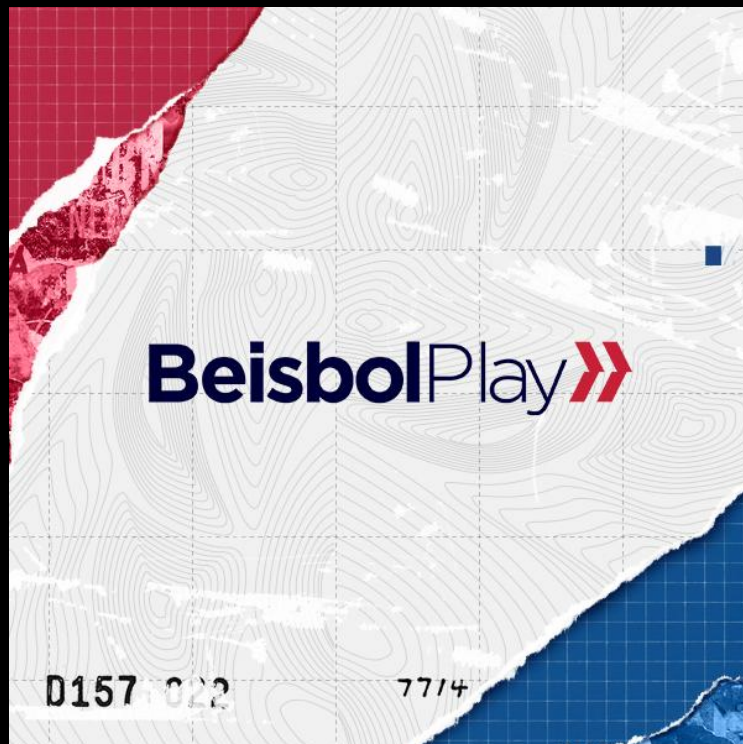
**TASTEMADE**  
LATIN AMERICA

**+20M**

community

**+70M**

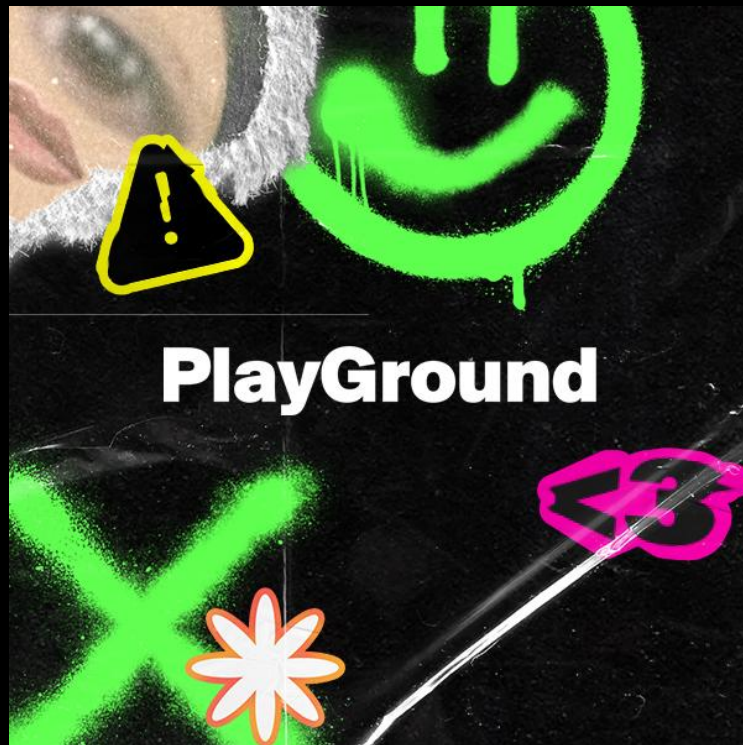
Monthly reach



**BeisbolPlay** is a native digital multiplatform specialized in baseball, offering high-quality live broadcasts of the world's most important leagues, as well as original, exclusive, and differentiated content.

Through a comprehensive digital ecosystem, we connect baseball fans with their favorite sport no matter where they are, guaranteeing a unique, immersive, and informed experience.

[beisbolplay.com](https://beisbolplay.com) >



**PlayGround** is a cultural platform that creates content to stir conversations and connect with the new generations of Spanish speakers. We are where things happen: on networks, on the street, and in ideas.

We tell stories that matter, from a critical, creative, and close perspective, with the purpose of inspiring an audience that not only watches, but acts. We have a presence in Spain, Mexico, Colombia, Argentina, Chile, and the United States.

[playgroundweb.com](http://playgroundweb.com) >



**Tastemade Latin America** connects millions of people in the region with original and inspiring content about food, travel, and home. We operate on multiple platforms, combining the strength of our social media networks with a portfolio of six FAST channels—three in Portuguese and three in Spanish—distributed through the leading players in Latin America.

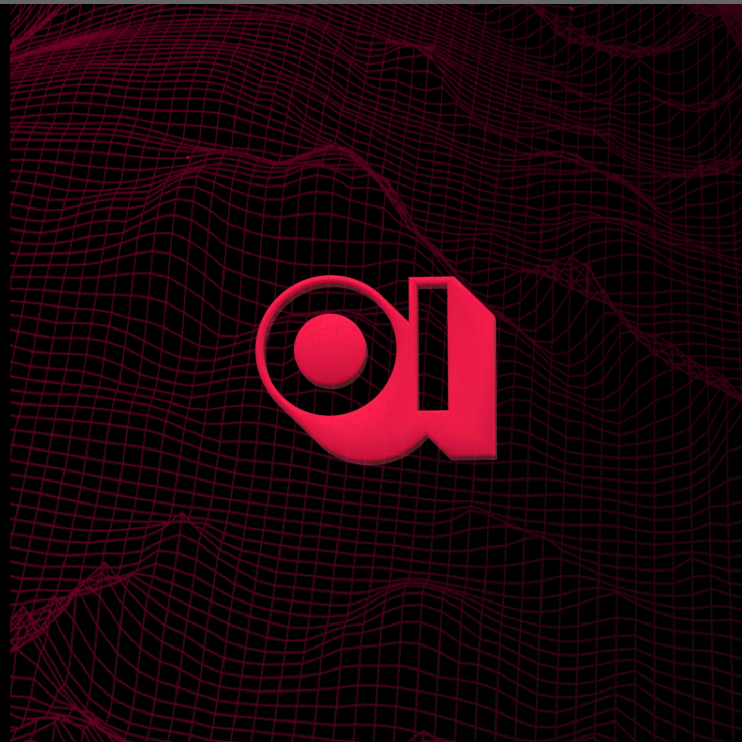
With authentic storytelling and high production quality, we create experiences that bring brands and audiences closer together, inspiring the public to discover new flavors, places, and lifestyles.

[tastemade.com.br](https://tastemade.com.br) >

Ole Interactive is a content marketing division that specializes in combining top-tier digital publishers, creative production capabilities, and advanced digital advertising know-how to help brands leverage digital-native methodologies to grow their businesses.

We build engagement via creative storytelling, immersive experiences, and nuanced digital amplification that helps brands connect with their customers in a genuine way. From one-shot influencer marketing campaigns, to fully-branded music festivals, this group is capable of achieving even the loftiest KPI.

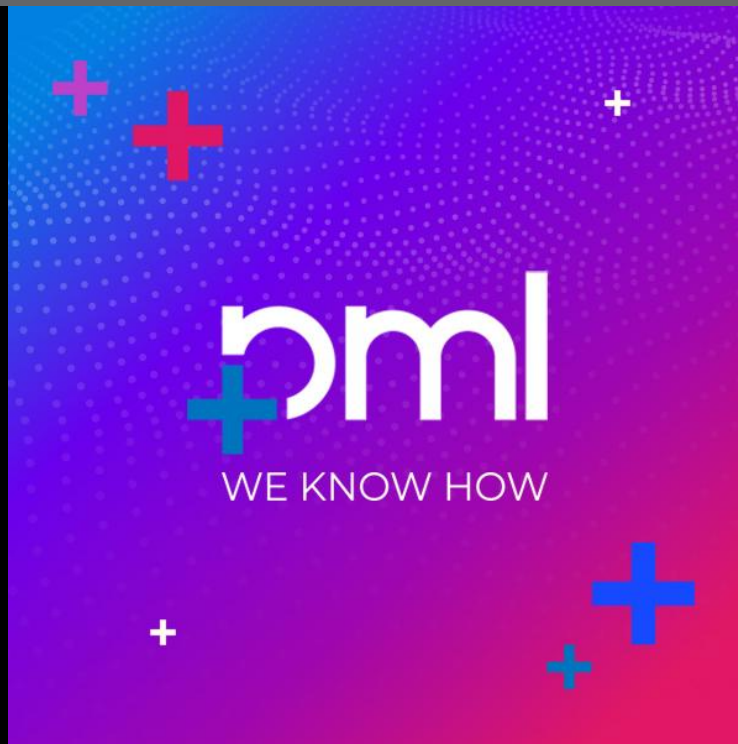
[oleinteractive.net](https://oleinteractive.net) >



Positive Media Latam (PML) is a leading company in digital advertising and monetization solutions in Latin America.

Part of the Ole Interactive Group, PML connects premium media, brands, and agencies through state-of-the-art AdTech tools, deep operational know-how, and innovative solutions that combine technology, data, and creativity.

[pmlatam.com](https://pmlatam.com) >





# América Digital

America Digital fully understands the challenges faced by traditional media companies today and has developed a proven methodology to offer its clients a range of digital services aimed at meeting their strategic, technical, operational, and security needs, with a high level of understanding of audiences and digital ecosystems.

