



Frequently Asked Questions

What is V-me?

V-me is the first national Spanish-language multi-platform network to partner with American public television, bringing a new kind of quality entertainment to Latino families. The new, 24-hour service is presented by public TV stations across the country and carried broadly on digital cable and satellite. Through its relationships with world-class producers, V-me (pronounced *veh-meh*) offers a fresh alternative in Spanish – entertaining, educating and inspiring America’s Latino viewers.

The name V-me comes from the Spanish *veme*, meaning “**see me**”, and in addition to providing high-quality programming, V-me represents a new way for US Hispanics to celebrate achievement, explore interests and issues shared with all Americans, and connect diverse Latino communities across the country.

Off-air, **V-me** has a grass roots presence, with activities and events presented by its local station partners. And the V-me website will present issues, forums, content and resources for Latinos. **V-me** is a real community for everyone who expects the best from Spanish-language media.

Who is behind V-me?

V-me is the first venture of the newly formed media production and distribution company, **V-me Media, Inc.** **V-me Media, Inc.** was formed to create and distribute the best quality content for Hispanics in the US and internationally. The company is a partnership of PBS flagship Thirteen/WNET New York, and private investors, led by The Baeza Group and including Syncom Funds, both of which specialize in media investments that reach underserved markets.

Why was V-me created?

Hispanics play an ever-increasing role in American society. Research shows that Latinos from all walks of life, and all across the US, seek something more from television -- the quality and intelligent programming that is a form of respect. **V-me** offers this vitally important audience the high-quality entertainment it deserves, and a platform to showcase and reflect its own complexity and diversity. At the same time, public broadcasters presenting **V-me** are able to expand and fulfill their mission to educate, engage and entertain their communities to the broadest extent.

Who does V-me target?

V-me is for the more than 30 million bilingual and Spanish-speaking US Latinos...and everyone else who is passionate about Spanish-language, Latino culture or interested in the American Latino experience.



Where is V-me available?

As a digital, multicast channel of its presenting public television stations, V-me is included in the basic digital service of cable companies across the country. V-me will launch with station partnerships in major Hispanic markets including, Los Angeles, New York, Miami, Houston, Chicago, San Antonio, San Francisco, Sacramento, Harlingen, Albuquerque, San Diego, Fresno, Denver, Orlando, and Tucson. At launch, V-me will be in markets representing more than 60 percent of all US Hispanic homes and carried in approximately 28 million U.S. homes. Within its first year, V-me expects to grow its distribution to 50 million U.S. homes.

What's different about V-me's programming?

V-me's programming features a mix of original productions, exclusive premieres and acquisitions, and the best of public TV adapted for American Latinos. V-me's content is broadly organized into four main categories that include:

Kids– Growing and Playing

Public TV means great children's television, and every morning V-me will be the place to learn and have fun, with high-quality Spanish-language preschool programs, educational online resources for kids and parents, and local activities..

Lifestyle – Living and Improving

Afternoons and weekends will feature Latino-focused food, travel, design, home and self improvement, parenting, fitness and sports, health and well-being.

Factual and Current Affairs – Exploring and Expressing

In primetime, V-me presents intelligent entertainment and opinions: history, technology, nature, current affairs, news and biography.

Movies and Special Events – Enjoying and Celebrating

Every night, *V-me en Pantalla* will present the best in contemporary Spanish-language film – with closed captioned subtitles for English-speaking cinema fans. Specials will feature international concerts, and events in the arts, pop culture and more.

Why is V-me programming in Spanish?

English-speaking viewers have access to an immense range of content of various genres and quality. Offerings for Spanish-speaking viewers are much more limited. V-me provides a quality alternative that delivers a level of programming that isn't available anywhere else in Spanish media. Numerous studies support that Spanish and English speakers alike want to help develop and promote bilingualism among their children. V-me believes that the ability to speak two languages represents an ever more important global advantage, and the network offers a safe, non-commercial environment where this can happen.



What is the split between public TV programming, other acquisitions, and original V-me content?

At launch, US public TV content premiering to the US Hispanic Market will account for roughly 20 percent of the schedule. The remaining program hours will be a combination of acquisitions, original productions and co-productions. Content from non-Spanish-language sources will be specially adapted and customized through a mix of reformatting, reversioning, and the insertion of Spanish speaking hosts and guests who will help make the programs more culturally relevant to U.S. Latinos.

What is V-me's relationship with public television stations?

V-me provides a high-quality national core service at no cost to its presenting partner stations. In addition to local marketing and outreach, stations can customize certain segments of the service with select local content that reflects the distinctive regional aspects of the US Hispanic population. This unique partnership gives V-me the depth and breadth of a national network combined with a powerful existing, local grass-roots presence so the network can be everywhere and just around the block at the same time.

What are the commercial opportunities at V-me?

V-me offers fully-integrated sponsorship and underwriting opportunities to corporations who want to align themselves with the Latino community at launch and beyond through sophisticated TV and web content, educational programs, and local events. In addition to enjoying the high-quality, uncluttered environment and the unique national/local reach, V-me supporters will be recognized by our viewers for helping to create this historic new Hispanic media venture. This allows corporations to fulfill a double bottom-line of doing something good for themselves while doing something good for the Latino community.

When does V-me launch?

V-me is scheduled to launch in March 2007.