



**viva la música.™**

## FAST FACTS

- + YouTube Views Translate To Downloads
- + Smart Content Strategy
- + Built-In Revenue Generation
- + Artist-Owned Channels

# UNLEASH YOUR MUSIC'S YOUTUBE POTENTIAL

## MITÚ MUSIC IS THE PLACE FOR LATIN MUSIC ARTISTS, BANDS AND LABELS.

We're a YouTube network focusing on Latino music offering everything from the ability to monetize potentially millions of plays on YouTube that you're currently not getting paid for, digital marketing and distribution, social media management and content development and production.

Already we're excited to count famous artists like Tijuana No and the Chicago-based label LVDP Sound System, among many other indie Latino artists who create alternative, rock, urban and even classical music.



## CHART

Total Views	<b>234,000,000</b>
Total Subscribers	<b>742,000</b>
30 Day Views	<b>18,000,000</b>
USA 30 Day Views	<b>896,000</b>
Mexico 30 Day Views	<b>12,000,000</b>
Colombia 30 Day Views	<b>1,000,000</b>

We're excited to count you as part of our growing Latin music network, for more information please contact [talent@mitunetwork.com](mailto:talent@mitunetwork.com) today!

 **mitú networks**  
The network of Latino creators™



# SO HOW ARE WE HELPING THESE ARTISTS AND LABELS?

## MAKE MORE MONEY ON YOUTUBE

YouTube runs ads on videos and the person who owns that video gets a piece of the ad revenue.

Most musicians are not fully leveraging their ability to make money from all of the YouTube videos with music from their catalogue. MiTú Music specializes in optimizing your ability to monetize your music on YouTube, allowing you to make money not only the videos you publish, but any covers of your songs, or fan-uploaded videos that include your songs.

Our services cover digital distribution and monetization of your catalogue to other platforms, such as iTunes and Amazon, and if you have not taken the step to monetize your digital downloads yet, we can assign ISR codes to your catalogue to enable you do so.

## DIGITAL PROMOTIONAL TOOLS

MiTú offers a variety of marketing tools designed to help you grow your fan base, engage with them, and harness their loyalty to bring in more fans. For example, we can tell you who your artists' top fans are, so you can reach out to them for special events, we have tools to help you drive traffic to your channel and promote album sales, video premieres, and much more.

## CHANNEL & SOCIAL MEDIA MANAGEMENT

MiTú has a team of YouTube experts who can help you make YouTube a central part of your digital marketing. We will optimize your YouTube channel(s) to ensure that it is achieving the highest number of views and engaging the most fans. Also, we will help manage your Facebook, Twitter and other social media platforms in order to more fully integrate YouTube into your marketing, and thus drive plays, downloads and sales.

## CONTENT DEVELOPMENT & PRODUCTION

MiTú Music's expert team of Hollywood producers is constantly producing content specifically for our YouTube platform. They can help you develop ways to create content on your own platform, and for MiTú Music as well. Through our affiliation with UTA and other talent managers in Los Angeles, you may even have access to bigger and better production opportunities.

