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Hispanic TV Programming Report

A digital guide for multicultural marketers and advertising professionals



Understanding Today's Latino Video Consumer

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What Is 'TV'?

Take a moment and think about the last time you viewed a "television program." Now, think for a moment about where you saw it, on what device you saw it on, and on what delivery platform this television program was brought to you.

Twenty years ago, the answers would have been simple: Channel 5. HBO. Univision. A DVD from Blockbuster Video.

Welcome to the revolution, which began prior to the COVID-19 pandemic and was only ignited by shelter-at-home media consumers thirsty for content. Of course, given the multitude of research and statistical data made available from Pew Hispanic Center, Hispanic Marketing Council, and companies including GfK and Kantar, U.S. Hispanics are fueling this growth.

Content is blossoming, and bursting at the seams. It is in English, and in Spanish. It is being delivered on advertising and subscription-supported Video on Demand and "Over The Top" platforms just as it is coming via the multitude of cable channels and broadcast TV options U.S. Hispanics continue to consume.



That is why, with our 2021 edition, we are proud to present the **Hispanic TV Programming Report**. Yes, the Upfronts continue. But, the NewFronts have emerged as an important venue for Estrella Media, and digital-first video platforms expressly courting Spanish-language U.S. media consumers.

The name also expresses our belief that "TV programming" remains the best nomenclature for what people watch. It's how and where they watch it that has vastly changed from just a few years ago, and will continue to change. While the television set's demise is likely decades from its end, the future of TV channels is a shorter one.

Programming, however, will endure.

In This Issue

FEATURED COMPANIES

CNN en Español
Canela.TV
Estrella Media
LATV
NBCUniversal Telemundo Enterprises
Univision Communications
Pluto TV
Mega TV – Spanish Broadcasting System
THEMA – A Canal+ Group Company

The HispanicAd Interview

An Invitation For Growth

On March 24, in an introduction to media buyers and advertisers, the newly appointed head of Sales and Marketing at the nation's biggest Hispanic-focused media company made the following statement: *Grow with our audience, and grow with us.*

It may seem trite to a seasoned marketer, but it does reinforce a fact of life seen for Spanish-language media, and Hispanic-focused advertising shops, for years: continuing education is essential for the multicultural buy.

For Speciale, the core Upfront message — *Grow With Us* — drives home a "very simple but important message."

Univision is transforming. Its partners are in a position to reap the benefits.



Donna Speciale

President of Sales and Marketing
Univision Communications Inc.

Under new CEO Wade Davis, Univision Communications is shifting from a legacy media company to a digital-focused brand committed to innovation and growth ... "and we are certainly walking the walk," Speciale says.

Indeed, there is an industry-wide sense of acknowledgment that the new leadership at Univision has hit the ground running with fresh ideas and initiatives designed to turbocharge the company. "In only a handful of months, we have launched our new AVOD service PrendeTV; acquired VIX, the largest ad-supported video on demand streaming platform for U.S. Hispanics and streamers throughout Latin America; and announced our merger with Televisa's content business."

When one combines this with the growth they are seeing from Hispanic audiences, projected to comprise 54% of the total U.S. population growth, "there is an undeniable opportunity for marketers." And, there's a risk if they opt to ignore this audience.



Even before the blockbuster merger with longtime programming partner **Televisa**, Univision has been in growth mode.

This started under the previous leadership. Now, the C-Suite is populated by a whole new team, including Speciale. Asked, in her view, what sets the "new" Univision apart from other media companies, she remarks, "The opportunity. Spanish is the second most-spoken language not only here, but in the world. Yet, marketers spend an inordinate amount of time and energy competing in a cluttered space trying to breakthrough on English-language media. Univision offers a much better alternative. Our audience is driving spending growth in all key categories, including Auto, Health, Insurance, Retail, and Technology, and are expected to continue spending."

Generating big buzz across the first half of 2021 is **PrendeTV**. In late April, it added a channel dedicated exclusively to Univision's iconic "El Show de Cristina" talk show. It now boasts some 50 channels. With Prende TV poised to perhaps break open the "Connected TV for Hispanics market," how does this complement the linear and digital video assets Univision seeks to further grow?

"PrendeTV represents a massive opportunity for us, since it provides a new touchpoint with our audience for our clients, while also complementing our linear networks," she says. "Unlike most, we did not launch our AVOD streaming service because of attrition. But we recognize that viewing habits evolve, and with our audience already outpacing non-Hispanics in consumption of streaming content, it was a strategic next step in our transformation."

It is still early, and Pluto TV will likely give PrendeTV a run for its money. But, one thing is certain: AVOD is a big advertiser opportunity in the U.S. Hispanic market.

From December 2003 until joining WarnerMedia, Speciale served as President of Investment, Activation and Agency Operations at MediaVest. For nearly 15 years prior to that, from March 1989, she was at Mediacom, holding the title of EVP/National & Local Broadcast from March 1997-November 2003.

This experience is certainly additive, given the need for positive discussions with advertising agencies Speciale is now charged with.

But, what's the biggest challenge Speciale and Univision have found?

Audience fragmentation is No. 1.

How is Univision responding? By putting more content across platforms, and to develop creative and content that is designed for that specific audience.

Continued education of Univision's brands also plays a big part.

For those who believe reaching Latinos via English-language media is suffice, Speciale responds, "Reaching someone is not the same as CONNECTING with them."

She continues, "We are working with our clients to simplify all this for them." This involves the creation of a cross-platform offering to help brands connect seamlessly across all Univision platforms. "This would allow them to target as they would like across our different touchpoints — linear, digital, social, streaming, audio, and events."

Second, Speciale notes, "At Univision we understand that there are brands that don't have Spanish-language creative and might feel they don't understand our audience well enough. This can serve as an impediment to entry. We want to remove this hurdle."

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Interestingly, according to Speciale Spanish-language ads created for Univision's partners have delivered a 55% higher emotional response compared to similar campaigns in English.

"These results are evidence that our capabilities can be a game-changer for clients looking to engage this valuable audience," she says.

For roughly seven years until July 2019, Speciale served as President of Ad Sales for WarnerMedia's cable television brands — TNT, TBS, TRU, Adult Swim, Cartoon Network and CNN.

What does this experience mean to the CMO seeking to grow their brands through Hispanics that prefer to consume Spanish-language media, and what does it bring to Univision?

"At WarnerMedia, we leaned heavily into building marketing solutions that placed us at the forefront of innovation for our clients, and this is something I am taking with me here to Univision," Speciale says. "There's a huge opportunity. It is why I brought in two proven executives from my time at WarnerMedia in Dan Riess and Dan Aversano. I am working closely with them to build out this part of the business and to develop advanced, cross-platform advertising capabilities. It is absolutely pivotal that we expand our offerings so we can create more efficient ways for advertisers to reach and speak to our diverse community."

«At WarnerMedia, we leaned heavily into building marketing solutions that placed us at the forefront of innovation for our clients, and this is something I am taking with me here to Univision.»

“Televisa-Univision will emerge as the leading global Spanish-language multi-media company, uniquely positioned to capture the significant market opportunity for Spanish speakers worldwide.”

— Wade Davis, Univision CEO

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For the marketer, the Univision story may be understood as soccer, competition shows, news and a radio group.

What are some of the key focal points of Univision that the marketer should know, in Speciale's opinion?

"Marketers are always looking for that next big cultural moment. Univision's programming is that moment, time after time, because our audience is part of a rising movement in every walk of life, and it's playing out on our properties," she says.

There's also the trust factor, which Univision continues to benefit from.

"What ties it all together and makes us unique is that we do it all in-language and in-culture," Speciale says.

At the end of the day, Speciale, Davis and the rest of the C-Suite is left with one key question: *How do we get new advertisers?*

To put it bluntly: *If Univision is the most successful media company targeting U.S. Hispanics, where is the growth that can come beyond what some may believe is a plateau already achieved in the marketplace? If 500 of 1,500 advertisers buy Univision, what's the issue beyond not recognizing the value of the Latino consumer?*

Speciale responded by going back to her previous comments on advertiser education.

"For us, it is educating the market and helping brands see the opportunity with the Hispanic audience," she says. "It is not enough anymore for marketers to have Hispanic [advertising] be a small part of their overall media plan. Reaching Hispanics in the general market is not nearly as effective, and you're missing that connection. We need to get them to see the value and how placing meaningful resources toward reaching this audience will lead clients to growth."

Conversations are still ongoing, and Speciale says Univision isn't anywhere close to where it needs to be. But, brands are reacting positively.

"We have brought in several new clients in 2021 and continue to have meaningful discussions with marketers that have not yet invested in Spanish-language media," she says.

With Televisa-Univision on track to close, Speciale's final question was on how will this impact – if at all – the marketer and/or consumer?

"Our advertiser partnerships will remain unchanged," she says. "Once closed, Univision will be positioned to capture the vast market opportunity to serve Spanish speakers worldwide, and will allow us to deliver even more value to advertiser partners, distributors and audience."

— Adam R Jacobson

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‘The Real Deal’ — A Hispanic Star Shines Brighter

“When we took over **Estrella Media** one year ago, we made a promise to this Hispanic community — that we would entertain, educate and make them laugh.”



Peter Markham

That’s a statement from CEO **Peter Markham**, delivered in a short video presentation distributed May 6 as the company pulled out all of the stops to make its boldest statement yet that it was ready to play ball — and invite marketers to hit a home run with the hottest Hispanic media company in the U.S. today.

With **Omar Chaparro**, host of *Tu-Night*, its prime-time variety show, humorously introducing Markham, he said, “While we have fun, and Omar is a prime example of how we see Spanish-language entertainment that grows with the audience, we are excited to share our Estrella Media experience with you.”

The world has changed, Markham added, “and we have, too.”

He continued, “We are here to make sure the Hispanic community has a seat at the table, with programming that speaks to them — and from them. With 60 million Hispanics in the U.S., Estrella Media creates an experience, from sports to news and Spanish-language series that rewrites the rulebooks ... we create content that connects with brands in a real and culturally authentic way. We are the real deal.”

Markham played up Estrella TV’s unique programming, which carries on what was started under previous ownership — reality-based programming lensed by Estrella Media from its Empire Center broadcast headquarters in Burbank, Calif. He then thanked the greater ad community for supporting Estrella in its mission.

A 5-minute reel provided to marketers on May 6 emphasizes how Estrella Media changed, just as Earth did. “A new star is in town,” it boasts, a play on words as *estrella* is “star” *en español*. It’s also a way, of sorts, to promote the fact that **Angelica Vale**, renown across Latin America, is now an Estrella star.

That said, old favorites are very much a part of the mix, including venerable regional Mexican radio host **Don Cheto**, one of the key remaining faces of Estrella under LBI Media ownership.



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With claims across the industry of who produces more content than others, Estrella is bold in proclaiming that it is the “#1 producer of Spanish-language content” domestically. And, it is asking advertisers to consider that “there is more than just *telenovelas*.”

Some may argue that telenovela-heavy lineups have largely faded in to the past, that’s not the case with Univision and Telemundo: the plot lines have simply evolved. Estrella Media’s calling card: personality, reality, and sporting action. This includes a cozy relationship with the Los Angeles Chargers NFL club at Estrella TV’s flagship broadcast TV station in L.A.

Newscasts branded as *Noticiero Estrella TV* with anchors including **Wendy Castillo** and veteran **José Armando Ronstadt** are also integral to the Estrella brand proposition, with a 24-hours news operation putting the company in territory unlike no other. To date, no U.S.-based Hispanic-targeted media company has a 24/7 news offering serving Spanish speakers.

Another way Estrella Media differs from years’ past: on-demand content, available “anytime, anywhere” thanks to digital delivery vehicles that continue to ramp up.

WHAT’S NEW? WHAT’S BACK?

With *Tu-Night* a centerpiece for Estrella TV, the talent competition *Tengo Talento, Mucho Talento* is Estrella TV’s heritage show, entering its 24th season. Returning to the judges’ panel are Regional Mexican recording artist Chiquis; veteran Hispanic radio talent Pepe Garza; Regional Mexican recording artist Ana Bárbara; and Don Cheto. The season is hosted by recording artist Luis Coronel.

New to the lineup is *La Máscara del Amor*, which debuts May 27 and is already set for a second season debuting in the fall. The Estrella Studios original dating game show centers on a single man or woman wooed through games and challenges by five masked suitors. This is hosted by the aforementioned Angelica Vale and has an initial 44-episode run.

The development slate for 2021-2022 includes 26 episodes of *MasterChef; Encrucijada*, a one-hour, scripted re-creation anthology series about the moments that change people's lives and how the challenges and triumphs of choices in everyday life shape our future; *Tatuajes*, a one-hour, scripted, fictional anthology series based on real-life events that explore the human stories and connection behind a person’s tattoo; and *Mero Maistros*, a mid-season offering that sees the first-ever construction competition with an American Dream theme.

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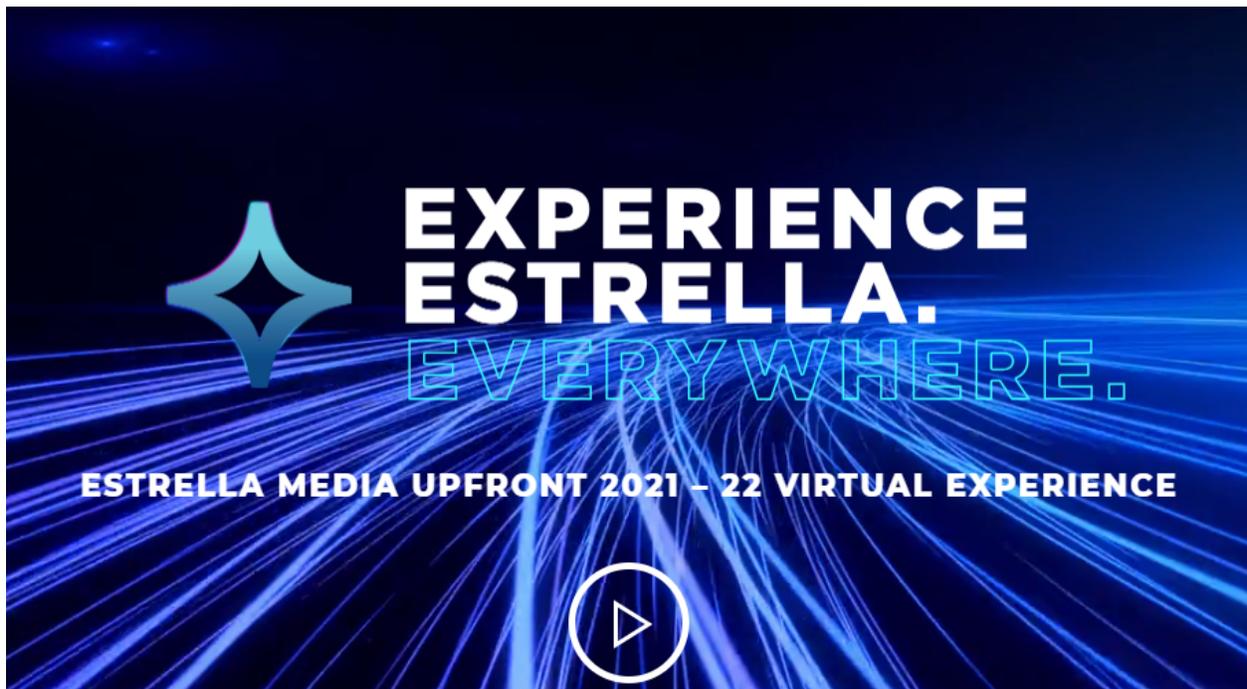
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A NEW GAME TO PLAY

In addition to officially sharing the news that Estrella TV and the Estrella News channels are heading to ViacomCBS's Pluto TV (*more in this report!*), Estrella Media shared news on the birth of a "FAST channel." Introducing **Estrella Games**, the first 24/7 Spanish-language game show channel now live on Vizio.

The lineup includes interactive shows such as the Spanish-language iteration of *Family Feud*, dubbed *100 Latinos Dijeron*, and *La Máscara del Amor, Reto Famosos*, and *Jugando con Platanito*, the Spanish-language version of the legendary game show "Password." The international game show "Still Standing" is also being offered on Estrella Games.

Additional platforms will be announced soon. Estrella Games will be programmed for multi-generational families.



Following the video presentation, marketers were invited to explore the Estrella Upfront Sound Stages to experience firsthand its content and talent. There's also a 10-minute comedic performance from Chaparro and other stars to enjoy. All can be viewed here: <https://adsales.estrellamedia.com/>

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Reaching the Full Spectrum of Hispanic Consumers

NBCUniversal Telemundo Enterprises is unique, compared to other providers of content of particular interest to U.S. Hispanic audiences. "Telemundo, working with the NBCUniversal portfolio, is the only media company that can reach the full spectrum of US Hispanics across genres, languages, and screens," notes **Ronald Day**, its President of Entertainment and Content Strategy.

With a broad scale and "deep engagement" with its audiences in both English and Spanish, Day believes Telemundo can connect brands and consumers to Hispanics "like nobody else."



He remarks, "As marketers look to the future, it's an exciting and important time to engage with this audience. We've done the research. We know who they are and how they watch, and are developing the content they want to see."

The 2021-2022 programming being offered by Telemundo across its platforms promises to be compelling, Day says.

The Telemundo programming slate for 2021 brings two original "Super Series" center stage. The return of *La Reina del Sur* for its third season is one point of excitement. The other: *Malverde: "El Santo Patron,"* the network's first-ever period scripted drama.

Also on the slate is *Historias de un Gigoló*, a story about love and life; new dramedy *Patientes a la Fuerza* and the return of *Pasión de Gavilanes*.

Telemundo will also introduce two new reality shows, taking a cue from not only NBC but networks across the globe that have offered such economically beneficial audience magnets for decades. The dual new entrants are *La Casa de los Famosos*, an adaptation of "Big Brother," and *Así se Baila*, a dance competition.

OLYMPIC HOPES

Because of COVID-19, the Summer Olympic Games were pushed from 2020 to 2021. They're still scheduled as of this writing to be held in Tokyo, some 11 hours ahead of New York and 14 hours ahead of Los Angeles.

Telemundo Deportes will air more than 300 hours of coverage of the games, and plans to present "the most extensive coverage ever" of the CONCACAF FIFA World Cup Qualifiers.



NBCUniversal



NBCUNIVERSAL'S ONE PLATFORM REACHES ALL HISPANIC AUDIENCES

NBCU brings together the best stories that connect with U.S. Hispanics across all platforms. Our diverse and premium content reaches 9 out of 10 Latinos nationwide, more than any other media company. We bring together our unmatched reach and insights to develop deep relationships with your Hispanic consumers.

Source: TV- Nielsen. C3, Total Day, Reach %, 1-minute qualifier. Digital- ComScore Video Metrix and NBCU Media Metrix. Multi-Platform Data. Top 1000 properties ranker. Total Hispanics. (May'19-April'20)



Sports will undoubtedly play a big role with all NBCUniversal properties, and Day says Telemundo Deportes will present “the most extensive Spanish-language Olympics coverage ever” with its coverage of events from Japan.

Telemundo will air 187 hours of live competition and daily recaps. MVPD-distributed network Universo will air 122 hours of live coverage.

“Additionally, we’ll continue providing exclusive Spanish-language coverage of Premier League matches across Telemundo, Universo and Telemundo Deportes’ digital platforms,” Day says. Additionally, Boxeo Telemundo will continue with four seasons every year.

Bringing all of this programming to life wasn’t easy, Day notes.

“The pandemic certainly challenged all aspects of production, so we had to look for creative solutions to be able to continue bringing news and entertainment to our audience while also protecting our colleagues,” he says. “Fortunately, our teamwork and ability to innovate allowed us to become the first network in the country to get production up and running during COVID-19.”

This saw Telemundo produce multiple scripted and unscripted shows, as well as one of the first live shows, the Billboard Latin Music Awards.

For the second consecutive year, marketers, media buyers, advertising industry executives and journalists won’t be gathering at Radio City Music Hall to enjoy NBCUniversal’s big Upfront presentation. In 2019, this included 15 to 20 minutes of time for marketers and media buyers to learn about Telemundo’s upcoming year.

With a virtual format in place for the second consecutive year, what can the ad placement decision-makers expect to learn about NBCUniversal’s Spanish-language media offerings and their programming plans for 2021-2022?

“Businesses, both large and small, realize that they urgently need to develop strong relationships with Hispanics, not only because these consumers are projected to reach \$1.9 trillion in buying power by 2023, but also because they are transforming every aspect of our country – our society, our economy and our culture,” Day says. “While I can’t get into details about this year’s show, I can say marketers are definitely tuning in as we showcase the depth and breadth of our company’s content and IP in a whole new way. For 2021-2022, the network intensely leveraged our audience research to develop and produce a programming lineup that reflects the culture-centric narratives Hispanic viewers told us they want to see across multiple screens. Our exciting programming slate reaches across all ages, genres and platforms with content that reflects the power of the Latino experience and aspirations.”



A RESEARCH, STRATEGY & INSIGHTS LEADER FOR TELEMUNDO

In late April, NBCUniversal Telemundo Enterprises selected **Federico Garza** for the role of SVP of Research Strategy and Insights.

He's now leading research, insights and analytics for the NBCU arm, informing programming, marketing and digital strategies across Telemundo, Universo and its related properties.

He's also responsible for overseeing and developing comprehensive research plans through consumer insights, data capabilities and multiplatform measurement.

"Federico is an outstanding executive with wide expertise across multiplatform data, audience measurement and marketing strategies," said NBCU Telemundo Enterprises Chief Administrative and Marketing Officer Mónica Gil. "As Latinos and the industry continue to evolve, Federico's vast knowledge and diverse background across media, technology and communications will be instrumental in strengthening our market leadership in the shifting landscape."



Garza joins NBCU from **iHeartMedia**, where he served as EVP of Research and Insights. In that capacity, he spearheaded thought leadership, developed analytics and led cross functional strategic programs. Prior to taking that role, Garza was the VP of Strategic Initiatives and led the audio media company's Strategic Initiatives Office, supporting strategy development and implementation of value-creation projects in all areas of the organization.

Garza also worked as a consultant at Bain & Company, the premier global management consulting firm. During his 10-year tenure at the company, Garza conducted extensive management consulting work and developed business growth strategies based on data-driven insights for multinational companies across a variety of industries including airline, beverage, food, consumer goods, and financial services across Europe, Latin America and the U.S.

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Covering the World, Through a Latin Lens

Trust. Information from “true journalists.” *That’s the brand promise professed by **Cynthia Hudson**, the Senior VP and Managing Director of **CNN en Español** and Hispanic strategy for CNN’s efforts in the U.S.*



From instability at the U.S./Mexico border to a “major crisis” in Colombia tied to leadership that took the same route as Brazil in its response to COVID-19, the big questions, politically, being discussed by Hispanics across the U.S. are those seen across the CNN en Español sunrise-to-sunset and prime-time programming options.

It’s something that has been reinforced over the last 12 months, as the U.S. Hispanic media companies with free-to-air signals have invested significantly in their news operations over the last several years.

While the broadcast networks serving Latinos offer a world view from a domestic lens, CNN en

Español — thanks to its strong presence in Mexico, Argentina and across Latin America, has committed to delivery of world news from a pan-Latin vantage point.

But what specifically is CNN en Español pitching to marketers and media buyers as part of its 2021-2022 NewFronts and Upfronts outreach? “The credibility of CNN en Español and CNN, in general, is really so important in a time like this,” Hudson says, alluding to social justice protests, post-2020 election political discussions and continued recovery from the pandemic’s worst.

Credibility is a key selling point for Hudson, who says that Americans are being “bombarded by anyone calling themselves ‘News’ on any media,” leaving consumers to ask themselves what to believe. “It’s really incumbent on true journalists and those of us with the responsibility of keeping the professionalism of our journalism in check.”

What are some of the unique issues to the CNN en Español viewer, compared to CNN or CNN International, the twin English-language networks **WarnerMedia** operates?

“Gerrymandering” is one topic that’s risen in prominence at CNN en Español, Hudson says, in the wake of fresh 2020 U.S. Census data that will redraw Congressional maps in such key states as Florida. The important role Hispanics have made in the success of the U.S., even before the founding of the United States, will also be seen across CNN en Español’s programming.



CNN Español is distributed in nearly **22 Million U.S. homes.**¹



#1 in U.S. Hispanic cable during multiple big news events.²



Third consecutive year of growth in prime.³



Higher spending power vs. all Hispanic TV competitors.⁴



CNNE.com came off its highest year since site launch among unique visitors and video starts.⁵



CNNE audio posted triple-digit YoY growth and its highest year on record in monthly downloads.⁶



allá vamos

Most followed general news media outlet in Spanish on Twitter, Facebook and Instagram.⁷



CNN ESPAÑOL is the largest general news page in Spanish with more than 13.3m like; Top 10 among general news pages in any language.



CNN ESPAÑOL has 5.3m followers and is the #1 Spanish-language TV network; Top 7 among general news networks.



CNN ESPAÑOL has 5.3m followers and is the #1 Spanish-language TV network; Top 7 among general news networks.



CNN ESPAÑOL has 2.29m subscribers; Top 5 among general news networks in the U.S.



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Contact: Izzy González – Director of Sales CNN en Español, US

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All claims based on Jan 2020-Dec 2020 unless otherwise noted.

¹ Nielsen: CNNE, UE 2021TD HHs.

² The Nielsen Company via NNTV. U.S./Iran Conflict (1/7/20) 10p-11p & U.S. Elections Week: 11/2/20-11/6/20. (M-F 6a-10a). P25-54. Hispanic cable competition includes: GALA, DSE, DFAM, ESPND, FOXD, UNVSO, BEIE, & TUDN.

³ The Nielsen Company via NNTV. 2018 (4/2/18) to 2020 (12/27/20). Prime (7p-11p). P25-54.

⁴ The Nielsen Company via NPOWER, Jan '20-Dec'20, median income, Total Day 6a-6a. Hispanic cable competitors includes: GALA, DSE, DFAM, ESPND, FOXD, UNVSO, BEIE & TUDN.

⁵ Adobe Analytics, CNNE.com FY 2020 (Jan '20-Dec'20), Global unique visitors & video starts.

⁶ Triton Digital, CNNE Audio, Jan '20-Dec'20 monthly downloads.

⁷ Social Media – Facebook Analytics, Shareablee.

There's also issues with Mexico, including the May 4 collapse of the No. 12 Metrorail line in southeast Mexico City — a fatal incident many believed was inevitable, even though the elevated rail bridge was opened less than a decade ago.

CONNECTED, UNIVERSALLY

With WarnerMedia ownership, it's only a matter of time before direct streaming via an app, *a la* HBO Max, comes to CNN and CNN en Español, Hudson says.

"We are very much looking at how we want to play across various platforms," she notes. "We've been looking at what types of relationships we are going to have with our customers across every platform you can think of. The world is going to be looking at how we connect on every level."

Yes, that includes AVOD and perhaps SVOD, too. "There's not going to be any one singular way to communicate," Hudson says. "He who has the way to communicate most effectively and whose brand is able to find a way to provide the services needed will rise to the top."

That's why she believes it is a great time for CNN en Español to be thinking strategically about its future, and how it can best make an impact with viewers.

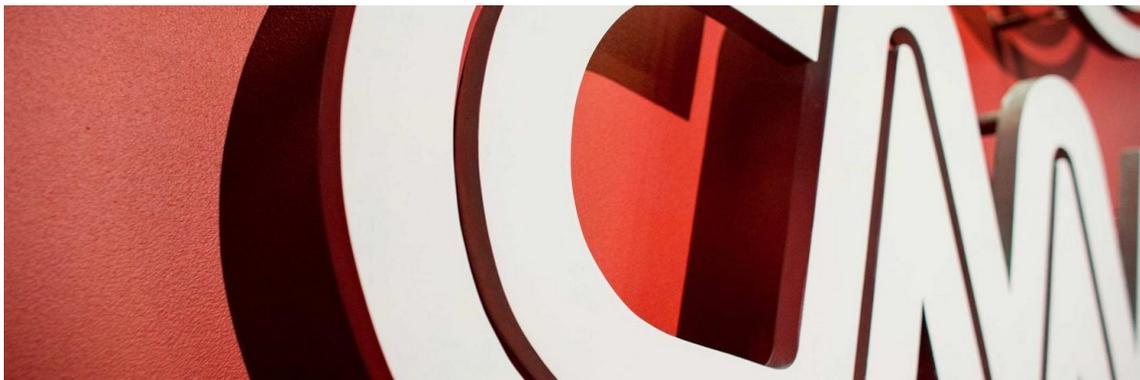
Content is integral to attracting viewers, and CNN en Español will be doing more with its library to produce programming that will mesh with current affairs showcase.

Ahead of a June virtual Upfront presentation, Hudson offered an advanced look at CNN en Español's new Sunday night lineup. A successful test of *Reflexiones con Don Francisco* — the legendary Hispanic television talk personality — is leading CNN to put plans together in the hopes a second season can come to fruition. Add to the mix "revamps" of documentary and investigation series, along with originals.

"En diálogo con Longobardi," an interview program hosted by Argentine journalist Marcelo Longobardi, is another additive CNN en Español hopes will attract U.S. viewers.

And, there's still elections coming up that will take the spotlight. Add to that a campaign against discrimination, and Hudson believes CNN en Español is hitting all of the right passion points to stay top-of-mind — and a top choice — with U.S. Hispanic viewers who seek news and information in Spanish.

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The Selection that Sticks

Sometimes subtle changes — or none truly noticeable by the viewer — say a lot about a television network's success. For Spanish Broadcasting System (SBS), little tweaks and programming adjustments at its **Mega TV** says everything about its viewer appeal. It's a strong message for the advertiser seeking Hispanic market growth.



As the 2021-2022 Upfront season unfolds, SBS COO **Albert Rodriguez**, who oversees Mega TV, has a simple response when asked to offer up the defining qualities of the “netlet,” which enjoys national distribution on the basic package for DirecTV and over-the-air access in key Spanish-speaking markets across Florida, and in Puerto Rico.

“The content is relevant to U.S. Hispanics coast to coast,” he says. “We have been historically perceived as a television network that appeals a little more to Caribbean audience, but we appeal to all Hispanics.”

Key to Mega TV's success are its politically savvy prime-time prognosticators. At 7pm is nationally renowned commentator **Pedro Sevcec**. The 8pm hour is home to **Oscar Haza**. At 9pm, internationally respected host and interview specialist **Jaime Bayly** can now be found, moving from his longtime 10pm slot to increase his access to viewers.

Now at 10pm: *Chataing*, hosted by noted Venezuelan commentator and comedian **Luis Chataing**, who has been expelled from Caracas for speaking out against the Maduro regime.

The addition of *Chataing* is especially notable for Mega TV, as it is more pan-Latin than ever, and far from its Cuban American-centric birth. Before arriving in the U.S., he was a star on the network shuttered by the late Hugo Chavez, RCTV. He was also the morning host at “La Mega 107.3” in Caracas from 2007-2017.

“I think we have the right grid for prime-time and it has been a hit for our cable and satellite partners,” Rodriguez says.

Book-ending the political and satirical talk programming is **Mega News**, which was expanded to now include a 4pm afternoon edition, a 5pm primary broadcast (*Edición Estelar*) and a 30-minute newscast at 11pm hosted by **Mario Andrés Moreno**.

A DIGITAL PUSH AHEAD

Hispanic-focused advanced Video on Demand and Connected TV is gaining momentum, and in a very fast manner. SBS is joining the digital delivery party.

“In the next 90 days, we are going to be launching a Mega TV app,” Rodriguez reveals. “It is

SBS

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coming in Q3, and we're excited to give you a little preview of that."

Promotion of the Mega TV app will commence in the second half of 2021. Excitement abounds for Rodriguez and his team, with the app becoming a home for snackable content *en español*.

"We'll be creating a lot more of the short-form videos," Rodriguez says. "Our teams are going to be working diligently to create this content, and you're going to see a lot of things on the app you don't necessarily see on our network."

He adds that the exclusivity of the content is of benefit to advertisers, making the Mega TV app another premium opportunity.

MUSICAL MARKETING OPPORTUNITIES

Music is a big part of what SBS brings to the table. How will this be a part of Mega TV and perhaps tied to the radio stations and LaMúsica.com platform in 2021-2022?

"We always involve music on our platforms, in particular, and concerts are starting up," Rodriguez says.

Perhaps a surprise to some, no less than 15,000 attendees recently enjoyed the Día Nacional de la Salsa in Orlando. It was created with Puerto Ricans in Central Florida and in Puerto Rico in mind. It's airing on Mega TV in Puerto Rico made it the island's highest-rated show in key advertiser demographic, Rodriguez shares.

In June, the close connection to the Spanish-speaking world's biggest recording stars SBS enjoys thanks to its market-leading radio stations will bear fruit once again. That's when **Romeo Santos** will work with Mega TV on some exclusive content for the Mega TV app.

At the end of the day, what's the biggest takeaway an advertiser should have when considering Mega TV today?

"We are able to do branded entertainment segments better than anyone else," Rodriguez concludes. "We can look at the client's objectives and look at our platforms and marry them together. We can then hit their goals."

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‘Redefining Culture’

Ten years ago, **LATV** was making headlines for its launch of five unique series that included a pair of talk programs, and a cooking show. The LATV of today is very different. So is the Hispanic consumer that would consume LATV, as it seeks the “Latinx” consumer with a multiplatform approach.

With digital delivery perhaps more integral to LATV’s viewer connections than ever before, it has selected “The Latino Voices Redefining Culture” as its marketing phrase.

It says a lot how **Gisella Fu-Ripp**, VP of Sales and Strategic Partnerships at LATV, has taken a front-and-center role through the NewFronts and Upfronts on sharing the fresh way it is seeking to entice Gen X and Millennial Hispanics.

Fu-Ripp is LATV’s lead in Hispanic and Bicultural sales efforts and is responsible for generating growth by negotiating both upfront deals and scatter deals. She believes its roots, and its target, matter to both consumers and advertisers.

“LATV is and has always been a minority-owned-and operated media company serving the Latinx community as a content hub, a talent incubator, and advocate,” she said earlier this month in a podcast distributed by the *Radio + Television Business Report*.

LATV’s approach, Fu-Ripp adds, is “really different from the giants,” referring to Univision and Telemundo. “That’s because we take pride in our minority-owned certification,” she explains. “To us, that means having greater responsibility to show up for our community. LATV’s impact gives our community ownership over our media, in a target sense.”

It also helps the Latinx audience engage with brands, Fu-Ripp adds.

Aiding LATV are what she calls “state of the art” programming studios, available to advertisers. Brand integration can call on LATV’s slate of “influencers,” too.

The omnichannel presence of LATV, with both broadcast and digital access, is perhaps the biggest advertiser plus, Fu-Ripp notes.

LATV is designed to reach a cross-section of multi-cultural, millennial viewers, with programming available via broadcast, digital, and mobile platforms. That said, is digital growth the key focus?

“Our focus is to create a robust digital distribution ecosystem to ensure that all of our





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original content has deep cross-platform reach, through the channels they engage with the most," Fu-Ripp says. "As we know, media consumption of this audience is very nuanced, and our intention is to create multiformat original content that is distributed via broadcast, LATV.com, the network, and on social and streaming."

DEEPER, THROUGH THREE PILLARS

A deeper dive into Hispanic culture, and identity touchpoints, led LATV to where it is in the marketplace today. As the audience responded, the content was structured based on what Fu-Ripp calls three main pillars.

The first centers on how LATV's content is "in culture." New shows about art, music, and trending topics meet this objective, she says.



A new series that debuted May 3 at 9:30pm Eastern, *Cultura Shock*, is now bringing to Latinx audiences a half-hour variety show that showcases what LATV calls "the diverse experiences often overlooked or unbeknownst before in our communities." It is hosted by **Anakaren Lopez** (pictured).

There's also "BrunoVision." In the inaugural episode, the host sat with Venice Beach, Calif., visual artist Therese Gardiner.

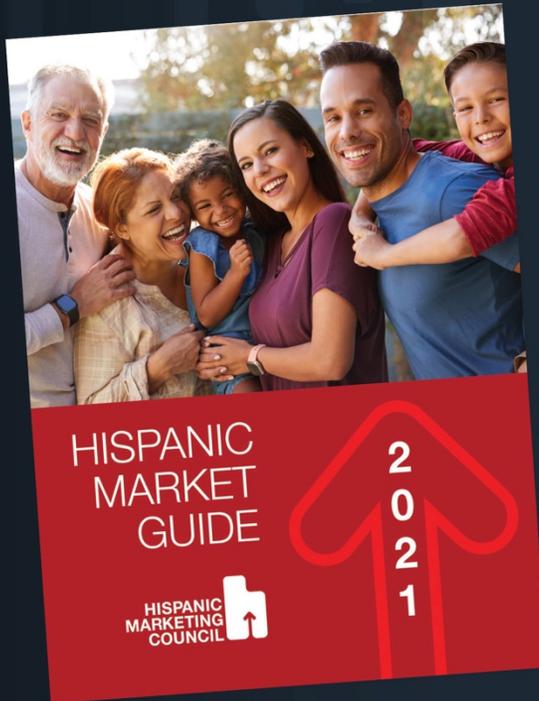
Shows about Latina identity were also added to the LATV lineup.

There's also a "signature" LGBTQ+ show on the grid, "The Q Agenda." It airs Thursdays at 8:30pm Eastern/9pm Pacific. It's kicking off its sixth season, just in time for Pride Month.

"We continue to look at ways to keep it fresh," Fu-Ripp concludes. "We are looking at our partners to help them overcome systemic inequities and to see growth in the rapidly evolving Latino media landscape. We want to achieve more Hispanic representation in media, provide more opportunities for Hispanic creators and Hispanic professionals in our industry, and we need the support from our advertisers to make this impact."

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HERE



A New *THEMA* For Spanish-Speaking Viewers

In 2005, the **Canal+ Group** created a company to distribute thematic TV channels on Pay TV platforms across the world: **THEMA**. In the U.S., there's Thema America, which manages, operates and distributes Spanish-language channels for *Kanal D Drama*, the 24/7 Turkish drama channel owned by Kanal D International Networks.

It's a centerpiece of how THEMA seeks to capture a segment of the Hispanic TV viewer who desires content only found in the international marketplace.



Kanal D Drama is currently available to Comcast customers on the Xfinity Latino TV and to all subscribers of the Verizon Fios TV Mundo and Mundo Total packages. But, there's more to Thema in the U.S., as it also offers Mexico's Once Mexico and Canal 22 International. These channels are available via DirectTV, Charter Spectrum and Verizon Fios, among other MVPDs.

THEMA America CEO **Patrick Rivet** hopes to grow audience share with this Mexi-Turk mix, while also welcoming marketing partnerships.

"When we launched Thema America, I took the challenge to promote the distribution of our thematic channels in Latin America and to the Hispanic market in the U.S., and to expand our offer beyond the pay-TV distribution strategies," he tells *Hispanic TV Programming Guide*. "Traditional cable service will remain an important component of the TV industry, supported by disruptive OTT options. As the industry transitions to a new equilibrium, we're looking to embrace the changing distribution landscape by becoming super-aggregators of the new generation of OTT content and services, and a strategic hub of entertainment for the Hispanic market in U.S."

What's the unique appeal of Thema's offerings to viewers?

"Our thematic channels offer compelling, high-quality, exclusive content that resonates strongly with Hispanic audiences," Rivet says. "Once Mexico and Canal 22 Internacional have thousands of followers among the Mexican audience, which looks for programs and content that make them feel closer to their family and the traditions they left behind." That said, the only channel open to advertisers right now is Canal 22 Internacional. Watch that to evolve in the coming years.

Asked what the No. 1 thing marketers should know about Thema is, Rivet replies, that it is its role as a producer and distributor of thematic TV channels through pay-TV platforms, IPTV, DTH, operators, and OTT services.

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Hispanic Video On Demand

A New Galaxy Of Programming Choices

Bolder. Bigger. *Más Latino*. Two years after the 2019 launch of its U.S. Hispanic-focused category, ViacomCBS-owned free streaming television service **Pluto TV** is rebooting — and firing up — its slate of Spanish-language programming.

On May 5, *Pluto TV en Español* arrived, doubling the offerings of specific interest to U.S. Hispanic audiences. It puts a fresh new face on the Latino-centric content from the fast-growing Pluto TV — just as Univision's Prende TV is attracting a lot of media attention.

Scott Reich, who serves as Senior VP of Programming of **Pluto TV**, spoke exclusively to the *Hispanic TV Programming Report* on how Pluto TV en Español differ for consumers seeking new and unique programming choices *en su lengua*.

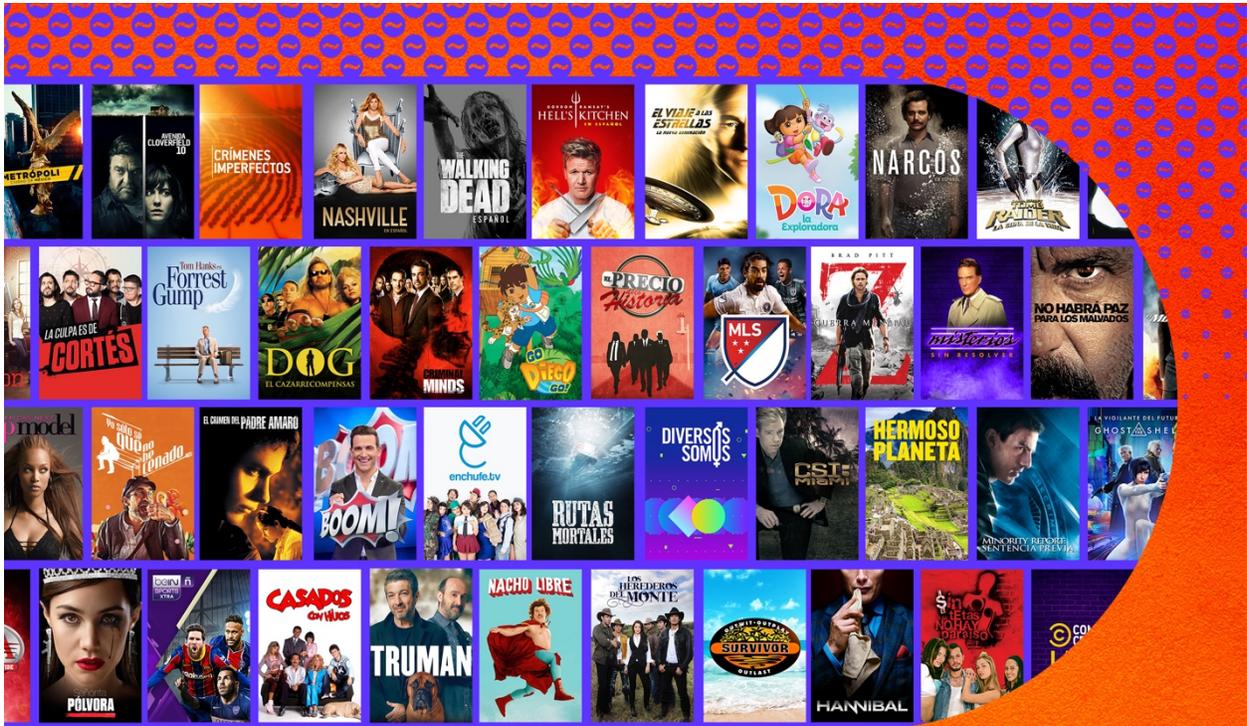
"Yes, we were early to market around the Hispanic audience, so what we are doing is really an evolution and an expansion, delivering 20,000 hours of Spanish-language content," Reich says. "That's going to bring us to around one-fifth of the total offerings."



Pluto TV also has more than 250 channels in English. Given the increased bilingual and bicultural characteristics of U.S. Hispanics today, Reich believes those offerings have just as strong appeal as those in Spanish. "We are able to meet our mission, which is to entertain the planet, and give the audiences as many options as they possibly can — not only from formats and genres and titles, but language," Reich says.

With nearly 50 Spanish-language channels across Pluto TV, one has to wonder where all of the content is coming from. "You'll see a wide range of partners," Reich remarks, noting that some 85 partners are working with ViacomCBS on Pluto TV distribution. There is a lot from the ViacomCBS vault, and international content is added to the mix.

Among the partnerships Pluto TV enjoys is one with Estrella Media. How did the Hispanic-centric media company that is parent to EstrellaTV come into the mix? Reich explains, "If there is premium content out there, we want to work with everybody. We think it is a service to our viewers to have that variety. And, this will be the first time we have [Spanish-language] news with them. As we want to make sure that we understand and recognize all of the cultural differences within the Hispanic community, Estrella brings their unique perspective and point of view.



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GETTING THE WORD OUT

A big multichannel marketing campaign that will span both digital and social platforms is in the works for Pluto TV. What does this say about the end of the so-called “digital divide” that was a topic of many discussions concerning Hispanics a decade ago?

“As COVID has accelerated trends in general in the streaming space, the U.S. Hispanic market has adapted to streaming at an even greater pace than English-speaking services,” Reich says. “The trend was there. Stay-at-home has accelerated this. This is something that the company saw not just as a business opportunity but as a necessity. It’s something we’ve always had planned to expand on.”

The biggest challenge for the ViacomCBS unit could be explaining what Pluto TV is — both to Hispanic consumers and to marketers seeking these shoppers. How is Reich and his team driving awareness and increased consumption of Pluto TV?

“I don’t think that’s a challenge just for the Hispanic audience,” he admits. “I think that is something all of the services are challenged with. Just as we expand our offering, it comes alongside explaining what we are. What we do is not unique to this audience, but it is great that we do have premium offerings, whether that is movies or TV shows. We have hundreds of thousands of hours to choose from. We’ve got a variety of genres.”

Perhaps the biggest differences between Pluto TV and other streaming TV services are wrapped into what Reich calls a “lean back experience.” He elaborates, “When you come in, if you really like reality TV we drop you into a category that has the offering right there. The channels are there, and you don’t really have to think about it. And, we have VOD, giving the viewer more control. It’s the best of both worlds, and it is important to get the word out about that.”

With such a robust offering, is Pluto TV in any way designed to replace cable television. Or, is it simply a complement to ViacomCBS’s array of MVPD-delivered channels? “It’s a complement,” Reich concludes. “[ViacomCBS CEO] **Bob Bakish** has been very vocal in saying that this is not a winner-take-all or one platform-take-all scenario. We want to be able to give the audience as much opportunity as they can to get access to the vault of ViacomCBS content. That includes TV shows and TV channels. It’s more about giving the audience the opportunity to make the decision on how they wish to access it.”

And while Reich wasn’t revealing any details in the days before Pluto TV en español’s launch, he was proud to say that ViacomCBS scored “a fantastic partner” as a key advertiser prior to the May 5 reboot. “We took it to market, and within 48 hours we had a sponsor. That really tells us how they are really embracing the U.S. Hispanic side of the streaming world.”

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Hispanic Video On Demand

Ad-Supported, Digitally Unique

Canela Media has gained considerable attention since the start of 2021 as a digital media tech company seeking U.S. Hispanics who enjoy streaming video content. And, it's a minority and Latina-owned business. Considering the other players in the space and their size, how did Canela get from concept to launch, and now to capitalization?



Andrés Rincon, the SVP of Sales at Canela Media, points to the vision of its founder and CEO, **Isabel Rafferty**.

"We are the only certified minority and female owned company in our competitive set," he says.

Rafferty pinpointed an underserved segment of the U.S. Hispanic market, and in May 2020 launched Canela.TV. It is one of the first AVOD platforms that, Rincon says, "was specifically built for Latinos by Latinos."

When combined, Canela Media's products allows the company to reach more than 22 million unique U.S. Hispanics every month.

For the undereducated marketer and consumer, what is Canela.TV? "We are an AVOD platform, which means we're 100% ad supported," Rincon says. "I would say more like Pluto TV in terms of the experience since we have ads and linear channels. However, we are more like a Netflix for Latinos (but with ads) since all of our content is for U.S. Hispanics and not just a 'Latino vertical.'"

What sets Canela Media apart in the marketplace? "We understand first-hand the importance of our audience," Rincon notes. "Understanding many of the nuances and subsegments of the Latino population continues to be key to our strategy. For example, with the Spanish-preferred audience there's still a lower credit card penetration, so we knew that SVOD services were not reaching that specific consumer. Research also shows a lack of content from multicultural providers that truly connects with the diverse bilingual/bicultural Latino consumer."

Growth for Canela.TV has been breakneck. "Being one of the first AVOD platforms in the space really gave us the upper hand to truly understand the needs in the marketplace," Rincon notes. "We deliver Hispanic audiences at scale ... giving advertisers valuable unique and cutting-edge opportunities that they won't find with legacy media players."

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With culturally relevant programming in both Spanish and English, how does Canela Media best describe this content, and who is responsible for creating in?

"We curate content from all over Latin America, Spain and the U.S. to make sure it's relevant for all Latinos in Spanish and English," Rincon says. "Our goal is to deliver new content that fills the void in the free streaming entertainment space directed to U.S. Latinos."

Select content from Mexico, Colombia, and Venezuela is in the mix. A deeper relationship with Hollywood studios to bring more English and Spanish feature films is in the works.

That said, Canela is going to start producing content in house. "We have four Canela Originals series launching in 2022," Rincon says. "These series will inspire the next generation of Latinos by telling aspirational stories of our Latino community as well as promoting Latino talent."

Also geared for launch is **Canela Music**, with access through an app, seven linear channels and video on demand. There's also a sports element, one Rincon says will play an essential role in Canela's 2021 programming strategy. Content from Mexico's first-division *fútbol* league, Combate America and BeIN XTRA will appear. Canela will also serve as the home for every live game for the La Liga MX Women's division. Lastly, on Canela Kids, Spanish-language content from YouTube channels for kids "Ryan's World" and "Diana Show" is in the mix.

How can a marketer engage with this audience, and what sort of metrics are available that can convince an ROI-hungry marketer to devote a portion of their media spend to Canela.TV? "Since our inception, we've made it our priority to deliver top tier technology for measurement, transparency and attribution," Rincon says. Canela has partnered with DoubleVerify and IAS for brand safety and viewability data; audience verification data comes from Nielsen DAR and TruOptik. Canela.TV is also certified with Innovid for interactive CTV Video units.

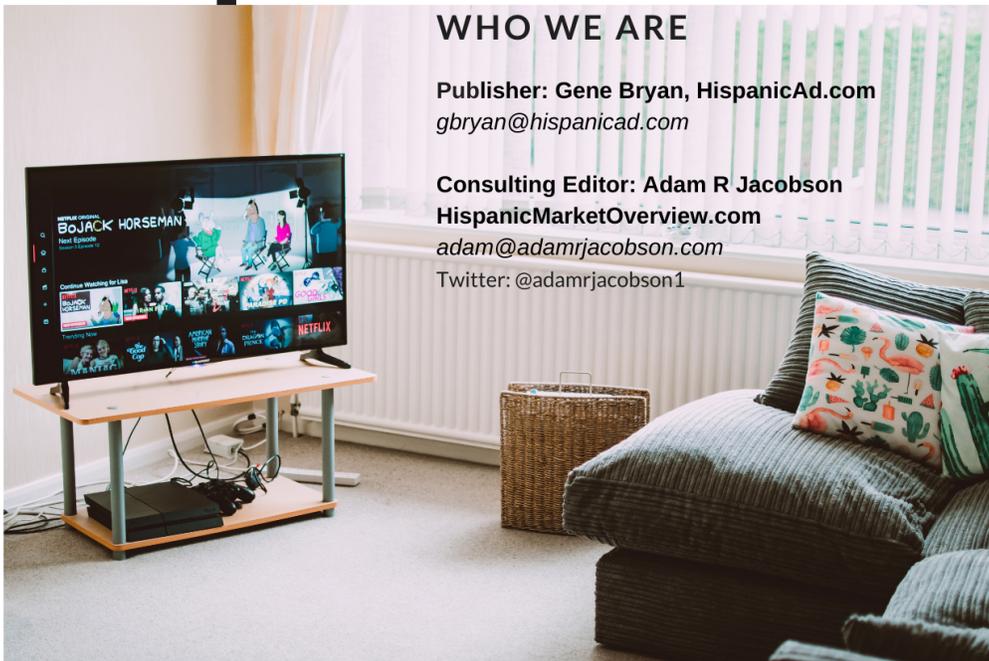
Access to Canela.TV is now available from Samsung TV Plus, and is available on Roku, Apple TV, Android TV, Amazon Fire TV and smart TVs. Is this a complement to linear TV, or a replacement? "It's no secret that linear TV viewing is shrinking and has been for a while," Rincon says. "We know that over 60% of Canela.TV audience is unduplicated with other multicultural networks. Therefore, we can complement and enhance a marketer's media strategy when looking to connect and touch the U.S. Hispanic consumer." And, while Canela.TV is going global, U.S. campaigns will continue to be fully targeted to domestic consumers only.

"While it was definitely a gutsy move to not delay our launch amidst the pandemic, we also saw the opportunity for Canela.TV to provide free content for U.S. Latinos during uncertain and unprecedented times," Rincon concludes.

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HISPANIC TV PROGRAMMING REPORT



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