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Hispanic TV Programming Report

The annual guide for multicultural marketers and advertising professionals



**Culturally
Connected**

Whether it's in Spanish,
English, or both, keeping
U.S. Hispanics
entertained is an
omnichannel affair.

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For today's Hispanic media companies, ensuring its content is relevant is just one piece of the puzzle. The biggest desire today? To be where the consumer wants to be ... and that's everywhere.

The 2025 IAB NewFronts and Upfront presentations from some of the nation's largest media companies are now in the past. This means media buying and planning activities are underway. And, just a few individuals likely have a plethora of data to help make the budget decisions that will ultimately decide what dollars go to U.S. Hispanic media.

What dollars are going to U.S. Hispanic media? That's a question some may be wondering. On May 13, the nation's foremost African American media company — Urban One — released a bleak first quarter 2025 report. Even Digital revenue was down. Is this a response to a backlash in Diversity, Equity and Inclusion initiatives, or is it tied to macroeconomic concerns and tariff teeth-chattering? While spending in Black media's biggest outlets started 2025 slow,

the U.S. Hispanic market is experiencing the same shakiness as the total market. For TelevisaUnivision in Q1 2025, domestic advertising revenue decreased 11% to \$354 million as growth in DTC advertising revenue was offset by linear softness and the absence of the prior year's broadcast of the Super Bowl. Excluding the Super Bowl, U.S. advertising revenue declined 6%.

The good news? The end of Upfronts saw new trade agreements with China and key oil-trading nations, which could bring some relief to an economy shrouded in fog and hurdles for weeks. And, for the savvy marketer, capturing members of the most influential consumer group in the U.S. through the media they choose to consume could provide rich ROI and dividends that will carry them through today's storms and beyond.

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VMe

HispanicAd PORTADA

Leading With Content, Available Everywhere

The President of the Univision Networks Group at TelevisaUnivision has taken a key role in overseeing the programming strategy and operations for the linear media properties serving U.S. Hispanics, including Univision, UNIMÁS, Galavisión, and TUDN. This includes oversight of Univision's local television stations and the broadcast radio and digital audio content under the Uforia brand. With "The Heart of the Hispanic Connection" the theme of the company's podcast, ensuring TelevisaUnivision reaches its audience in every way possible has uniquely set it apart from its peers.



Ignacio "Nacho" Meyer

"We feel that our content ecosystem is our differentiator. We have the infrastructure and the expertise to deliver premium content that is as diverse as our audience is."

For Ignacio “Nacho” Cano, “connection” perfectly exemplifies and typifies who TelevisaUnivision is, with segments of the company (such as Radio) serving the Hispanic community for more than 70 years.

“While many media companies try and be many things to many people or one thing to many people, we only want to be one thing to one constituency, and that’s the U.S. Hispanic consumer — the fastest-growing demographic in our nation,” Cano says.

With a commitment to informing, empowering and giving U.S. Hispanic the tools to learn, Cano says 2025 is a little different for TelevisaUnivision when it comes to the Upfront because the company is singularly focused on a content-first, platform-agnostic cross-platform strategy built to ensure TelevisaUnivision is serving audiences wherever they are. “Our content ecosystem is our differentiator,” Cano says. “We have the infrastructure and the expertise to deliver premium content that is as diverse as our audience is, across every single consumer end point for U.S. Hispanics. We now have a global platform. Our linear networks and streaming platforms work in concert. It’s not one or the other and they are tailored to and for our audiences so they can consume the content where they most want to consume it.”

Cano also points to the audio and locally focused assets in the family, and how they connect to community while also attracting

the younger consumers that marketers crave. “They increment our reach to a Hispanic population that is not monolithic,” Cano says of its audio and local properties.

THE LINEAR-DIGITAL BALANCE

Across the last several years, TelevisaUnivision has placed its ViX digital streaming video platform in the biggest spotlight. That’s not that big of a surprise, as NBCUniversal’s Peacock and Paramount Global’s Paramount+ have also gained outsized roles at those companies’ Upfronts thanks to consumer trends only validated in new study after new study.

For TelevisaUnivision, being platform agnostic is exciting news. That said, balancing Vix growth against the continued need to draw viewers to cable and broadcast networks means program differentiation. Cano shares, “We feel that is the holy grail of all media companies in a multiplatform world.” What’s key for making it click at TelevisaUnivision is a content-first approach, Cano adds — “one that seeks to empower the fact that the platforms are complementary to each other.”

How? “That’s a good question,” he replies.

"We have a reimagined windowing strategy," Cano explains. Last year, making global content decisions became a new standard. "When we pick a single show, you could call it a brand, or 'IP,' and you want to make sure a piece of that show and intellectual property lives where it needs to live. And, it lives in multiple platforms. That's how we can guarantee they are complementary to each other. We understand that there is more video being consumed than ever, in more places than ever, and we want to make sure we accompany the users."

This, Cano says, is thanks to a "really aggressive windowing strategy," with premieres on linear that are more built for the traditional core audience, and they'll live as a second-screen experience on ViX. Then, there are the digital-first formats that need the linear window in shorter content spurts and are more power in terms of brand amplification.

One example of how TelevisaUnivision will become a business that is "anytime, everywhere" for U.S. Hispanics is the 24/7 reality show.

"Realities are huge in consumption across platforms," Cano says. This includes "*¿Quién es la máscara?*" — a version of "The Masked Singer." Season three of "*Juego de Voces*" is also on the schedule, with Angelica Vale hosting.

There are also "exciting new formats" in the Reality category, with "*El Conquistador*," described as the world's most extreme survival and adventure reality show. It is set in the rugged Los Haitises National Park in the Dominican Republic, with the winner securing \$200,000 prize. Cano is confident this will be a winning show.



He points to GenZ streamers, who spend three times longer consuming reality programming on ViX than any other platform. As such, TelevisaUnivision will be adding 24/7 entertainment formats "that will spark engagement around the clock."

This sees the arrival of "*La Mansión*," a new reality show that will allow audiences to have 24/7 access to participants' daily lives. A linear production will be seen on Sundays but, by design, it is a digital-first product, Cano says.



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Speaking at the TelevisaUnivision Upfront presentation on May 13, President of U.S. Advertising Sales and Marketing **Donna Speciale** remarked, “In a world where consumer attention is more fragmented than ever, our authenticity and legacy aren’t just advantages – they are the cornerstone of relevance.”

For TelevisaUnivision, one thing appears very clear for the market observer looking across the media landscape: there’s a “something extra” that sets the company’s products apart from its peers.

Cano agrees 1000%. “There needs to be original content for each of the specific platforms that meets the consumer expectation,” he says. With reality shows expanding to 24/7 formats a big takeaway, TelevisaUnivision is also banking on “microdramas” expressly built for ViX and streaming ad innovation. Specifically, the company is touting new immersive in-show ads for ViX, built in partnership with TripleLift, for seamless brand integration within content.

‘A SUPERCHARGED MUSIC STRATEGY’

Asked where signature Uforia programs such as “El Flow” and “El Bueno La Mala y El Feo” fit in the Upfront mix, Cano said those shows and the “Buena Vibra” morning show will “live on audio first, and then live on digital content that’s video, and they are going to live on linear television that is our daily shows,” Cano says.

This leads Cano to share with HispanicAd the launch of **ViX Música**, a new digital destination that differs from the audio-centric Uforia app in that it is music-focused and video-first in its content delivery. With premiere concerts and unplugged performances to exclusive interviews and behind-the-scenes moments with top Latin music artists, TelevisaUnivision is actually partnering with a rival in the radio space: **iHeartMedia**. This will allow ViX users to watch exclusively a stream of the iHeartRadio Fiesta Latina event in October 2025.

“This demonstrates the openness of our company to feature on ViX Música their broadcast,” Cano says.

There’s also a Prince Royce special that will be found in this space, with an “all access” offering bringing backstage interviews and exclusive content on the platform to fans.



Meanwhile, a cross-platform event focused on Young Adults is coming to TelevisaUnivision. “YA Fest” is being sold as new music festival, taking place live in September 2026 from three major markets on the same day. While that’s a long time away, Cano is already excited about delivering a multiscreen experience for audiences to enjoy “a stellar showcase of diverse genres across music, airing across TV and streaming.”



“The one thing we are very excited about is the amount and diversity of the announcements and programming that we’re going to be bringing in the upcoming broadcast season,” Cano concludes. “It underscores the health of the viewer and the strength and resilience of our business when viewed from a content-first, IP-centric cross-platform mentality. There is more consumption than ever. We have to give them more diverse programming wherever they choose to consume it. And you’ll see through our Upfront that we are committed to doing so and through making strong investments.”

HISPANICAD



“In an industry of companies trying to be everything to everyone, we are solely focused on being everything to one: the Hispanic community, a relationship we’ve built and nurtured for 70 years. And in a world where consumer attention is more fragmented than ever, our authenticity and legacy aren’t just advantages – they are the cornerstone of relevance.”
— Donna Speciale



Making History ... and Creating it, too.

It totaled five minutes in length out of a roughly two-hour affair at Radio City Music Hall that started with expletives from Seth MacFarlane and ended with an uncensored R-rated performance from Snoop Dogg. In between, NBCUniversal executives peacocked (no pun intended) about their reach, their unique tentpole events, their scripted shows across digital and linear platforms and, for a brief moment, selected former model and beauty pageant titleholder **Jacky Bracamontes**, an icon in Mexico, to put a spotlight on the **Telemundo** network's offerings.

In a shared spotlight with Peacock, what marketers and consumers can expect to see on Telemundo in the next year focused on its news products, sports and big global draws such as the FIFA World Cup were noted. Then, there's a heralded follow-up telenovela to "El Señor de los Cielos" titled "Dinastía Castillas," which received a special focus.

Music is naturally a big part of the mix for Telemundo, and the network's Billboard-aligned music awards show was noted. So was a take on "Top Chef" for Spanish-speaking audiences in the U.S.

With much more from Telemundo we share on the following pages, Bracamontes told the crowd, "We're not just covering history – we're making it."



TELEMUNDO

Over 70% of Telemundo's lineup is airing **LIVE** - nearly **5,000 hours** in 2025-26, harnessing real-time TV to drive cultural connection, fandom & engage this valuable Spanish-speaking audience



MULTIPLATFORM AND MULTIGENERATIONAL

As NBCUniversal Telemundo Enterprises Chairman Luis Fernández sees it, shaping the future of Spanish-language media with multiplatform content created by Latinos, for Latinos, is at the heart of its 2025-2026 Upfront presentation.

And, in a nod to the changing dynamic of broadcast television, more than 70% of the Telemundo lineup is comprised of live programming. This includes the 2026 FIFA World Cup being staged across North America. For Telemundo, “The historic event will mark a transformative moment for the growth of the sport and Telemundo’s influence, with live broadcasts of every match, coverage of key moments, and the unparalleled energy and excitement of its award-winning sports commentators and experts en Español.”



Luis Fernández

That’s not to say scripted series are a thing of the past. Indeed, the “Super Series” is very much a part of Telemundo’s schedule for the next year, with a spin-off of “El Señor de los Cielos” getting a big spotlight at the main NBCUniversal Upfront presentation at Radio City Music Hall. That show is “Dinastía Castillas,” and it joins a new crime thriller, “Lobo.” There’s also an adaptation of a Turkish telenovela, demonstrating the resilience of that market when it comes to its global influence.

Like its peers, Fernández wants to make it clear that bringing Telemundo content to every platform its consumers use is a paramount mission. “From the coverage of the historic FIFA World Cup 26 to our compelling realities, dramas and breaking news, we are upping our commitment to serve Latinos with relevant content that attracts audiences at scale, no matter where or when they want to watch it,” he says. “As we continue to innovate and double down on live programming and contemporary narratives, we remain dedicated to delivering premium stories and franchises that allow our clients to connect with this vibrant and growing community.”

For Mark Marshall, NBCU’s Chairman of Global Advertising and Partnerships, he’s clear as to what makes him excited about the next 12 months for Telemundo. “With the FIFA World Cup next Summer and Telemundo’s growing slate of live programming, we have an incredible opportunity to expand our reach to new audiences, deepen our engagement with consumers, and tap into the highly influential Latino community,” he says.

THE POWER OF CULTURA



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40 years of
fueling brands
and empowering
Latino consumers
through the pulse
of culture.



Albert Rodriguez

Pounding the Paywalls With Available-Everywhere Content

The IAB NewFronts have firmly established themselves not as a minor precursor to Upfront Week, but a major gathering designed to attract marketers interested in connecting with audiences through Connected TV, linear media platforms and streaming venues. As the second half of 2025 quickly arrives, one media company targeting U.S. Hispanics believes it is rapidly creating an entity with audio as its roots ready to do more with in the video space.

That company is **MediaCo**, which entered its first NewFronts as the owner and operator of **Estrella Media**. One year ago, an intellectual property agreement giving MediaCo control of its content had just been announced. Now, marketers heard from key company leaders about its “streaming everywhere” pledge and new initiatives bringing radio favorites to the TV, smartphone and tablet. There’s also an outdoor plan in play.



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- EstrellaTV scored **big** with its highest P18–49 ratings of the season **+157%** during last week's Tigres programming.
- The **only** top Spanish-language broadcaster **growing in prime time**.
- EstrellaTV has posted **year-over-year growth in prime 4** of the last **6 months**—while others are declining.

WE'RE NOT JUST REACHING AUDIENCES—WE'RE DRIVING BUSINESS



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Source: Nielsen NNTV. National Sample, Panel Only, TV w/Digital, Jan-May 2025

Stressing that its content is available with “no paywalls,” interim CEO **Albert Rodriguez** kicked off the NewFront presentation with a series of revelations:

- Ad Sales Representation for **Hemisphere Media’s** FAST Channels (WAPA+, Todos Novelas, Más Pasiones, Todo Cine)
- A new advertising initiative with **DO IT Outdoors** opening up OOH opportunities for marketers
- FAST Channel Distribution Expansion for Curiosity Stream Spanish-language content vehicles Curiosity Explora, Curiosity Motores and Curiosity Animales

Perhaps unique in the multicultural media space is the message being sent to marketers that MediaCo seeks to position itself as a leader serving Hispanic and Black audiences. This is thanks to MediaCo’s ownership of heritage Adult R&B radio station WBLS and its iconic Hip-Hop sibling, WQHT “HOT 97” in New York.

With famed DJ Funkmaster Flex on hand, MediaCo revealed that it will be debuting a new HOT 97 TV FAST Channel. It’s something that’s been discussed with MediaCo’s ultimate owner, Soohyung Kim, for years. Now, the company is ready to bringing the legacy brand to streaming TV. The HOT 97 FAST Channel will feature programming covering real stories, music, exclusive shows, live events, lifestyle and “the voices of influencers pushing the culture.”



Rene Santaella

While HOT 97 got a big spotlight, that didn’t put a damper on the Estrella Media talent and content MediaCo now controls. “Don Cheto al Aire,” the popular regional Mexican morning show based at “Qué Buena” radio in Los Angeles, is now live on the EstrellaTV Network, EstrellaTV FAST Channel, EstrellaTV App, YouTube and Facebook. And, MediaCo says, it features “seamless integration of fan interaction.”

Meanwhile, the Estrella TV lineup will also see the return after a two-year hiatus of competition show “Tengo Talento, Mucho Talento.” The lead judges are Pepe Garza, Los Dos Carnales, and Pancho Barraza. For *fútbol* fans, Tigres matches for both the mens and womens teams will be seen across all of the Estrella TV platforms.



Lastly, Alarma TV returns with a new season, now hosted by Hany Portocarrero and Cynthia Alesco. Airing nightly at 9PM on EstrellaTV, Mediaco describes it as “a viral news show,” heavy on clips and social media buzz topics of the day.

With SVP of Ad Sales **Brian Fisher** making brief comments about how “We’re here to achieve your goals together,” addressing the IAB NewFronts audience, Executive Vice President of Television Programming **Ivan Stoilkovich** took the lead on playing up Estrella TV’s offerings.

For Santaella, “Our focus is on driving innovation in content, technology, and distribution to super-serve multicultural audiences in today’s multiplatform world. We are going big in 2025 with thousands of hours of new original content driven by live

and interactive experiences and making it available for free on all platforms. Everyone wins.”

Rodriguez commented, ““It’s a new day for Estrella Media, Hot 97, and WBLS — now together under MediaCo. We have built an organization capable of delivering unparalleled solutions across video, audio, and events for national and local advertisers on all platforms, reaching vibrant multicultural Hispanic and Black audiences.”

The logo for MediaCo, featuring the word "MEDIACO" in a bold, black, sans-serif font. The letter "O" is replaced by a yellow right-pointing triangle, similar to a play button icon.

IDENTITY, CULTURE ... AND SOCIAL IMPACT

One week before the traditional Upfront Week in New York, where heritage linear television and broadcast media giants have placed a spotlight on what's to come in the next year for advertisers, the Internet Advertising Bureau now holds a three-day affair of its own. And, by all accounts, the **IAB NewFronts** is a must-attend event for marketers looking to connect with consumers who continue to gravitate toward digital media channels.

As such, it is telling that **LatiNation** — with the **LATV Network** at its core — presented May 7 in an ad-pitch environment that saw the brand targeting bilingual, bicultural consumers sandwiched between presentations from A+E Global Media, DoubleVerify, Dr. Phil's Merit TV, Cadent and Mirror Digital. How so? LatiNation is a "TV everywhere" offering that combines digital and linear television — targeting an audience that's ever more elusive when focusing solely on broadcast or cable networks.

LatiNation has carved itself a niche with the creation and distribution of multiplatform content for the 18-34 bilingual/bicultural audience that is focused primarily culture, identity, sports, music and lifestyle.



Seen in the top 47 DMAs and reaching 81% of the U.S. Hispanic Households, LatiNation is designed to connect to, and with, 18-34 bilingual bicultural Hispanics.

For **Andres Palencia**, CEO of LatiNation Media and LATV, the brand message is all about "Authenticity." For NewFront attendees, a product lineup with original content focused on entertainment, lifestyle and diverse storytelling was placed front and center.

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of culture.

ONE CULTURE, TWO LANGUAGES

For some marketers, there could be a belief that as more Hispanics are bilingual, they can be reached via total market messaging with a “wink and a nod,” or perhaps “Hispanicity” in the creative.

Palencia is one of many in the industry who continually stress that this is absolutely false. “Educating clients and being that resource that can help them understand what actually is going on” is at the core of what his team’s conversations are focused on. “Giving actual actionable information to them” is key, and language plays a large role in understanding behavior. “What often gets missed is that the affinity toward language and the data that tell us more people are being Spanish, a lot of times, can get misconstrued.”

That’s where Palencia’s conversation perhaps deviates from those of his peers in U.S. Hispanic media. Rather than creating silos with English-language content targeting Hispanics and Spanish-language content of relevance to U.S. Hispanic audiences, Palencia believes there’s a home for both languages within the same content stream.

“The truth is that language really speaks to the inherent and blossoming curiosity for our culture,” Palencia believes. “The uptick in people understanding language shouldn’t be a sign that Gen Z is wanting to watch Telenovelas or see soccer in Spanish just like their parents or grandparents. But, it is that curiosity that they grew up in this environment where one wasn’t necessarily ready to dive in and understand my culture through it yet now it is a nostalgic sentiment that language captures.”

That is why, Palencia says, within the general market, when there are hints and nuances of language, it really is a sign of the influence of Latino culture on the greater population. “Conversely, on Spanish-language, Spanglish or bicultural media, there is finally a moment where advertisers realize they don’t have to draw lines in the sand when it comes to the topic of language,” Palencia observes.



Andres Palencia

In many ways, LatiNation is a pioneer in the English-driven but Spanish-touching content zone that Gen Z is embracing more and more. It has its roots in linear TV, for sure. For Palencia, “Our legacy is one of stubbornness.” Asked to explain his comment, he continues, “We’ve always been ‘that’ company — I was an intern when we launched LATV Network in 2009 and no one was having back then. It was very hard [to attract marketers] and it took a long time to convey the message.”

Back then, cable TV was the focal point of the ad growth plan. While that was a business goal that has since evolved, the content ideation has remained steadfast. “Why do all of us creative, young multigenerational Latinos not see what we’re creating here anywhere else, and why does it draw in everyone who we love, from musicians to artists?”

Now, Palencia believes LatiNation gets to be in a moment now where after 16 years, there is quantified data and proven results that indicate its content streams are ROI drivers for advertisers. And, it sets LatiNation apart from other organizations that could go very granular with their data before involving actual humans.

At the 2025 NewFronts, LatiNation placed a big emphasis on growth through bringing people together via partnerships. One of the biggest involves **Chiquis**, the eldest daughter of the late Jenni Rivera. She’s returning for a second season of “Foodie on the Go,” premiering this November.



Chiquis also revealed her production company, Busy Bee Productions, is developing a new series with LatiNation for fall 2025. The NewFronts presentation also placed a spotlight on the linear television premiere of the “Lone Lobos” podcast, co-hosted by Xolo Maridueña (“Cobra Kai,” “Blue Beetle”); and “The Shade Room,” which taps into the Afro-Latin community. There’s also a partnership with **Entravision**, with live video coverage of new audio content produced by the company founded by the late Walter Ulloa, who also launched LATV some 16 years ago. The Entravision content will be targeting English-dominant audiences.

LatiNation also announced a partnership with Red Bull Media House to bring four new sports and music series to LATV starting this summer.

EVERYWHERE ACCESS

If one were to ask how one can see the LATV Network content or that associated with LatiNation, it wouldn't be flippant to respond "everywhere."

Palencia comments, "It is very, very important in this day and age to be discoverable and to be flexible when it comes to how people can have access. We knew just from the cable TV days how difficult it could be to just reach people and discover content they could end up loving. Now, if short-form is how you like to consume video content, you'll see our content on our app or on YouTube or embedded in articles. Or, if you like to binge shows, you can see it on advertising-supported streaming television."

For marketers, that means opportunities for ad insertion on "snackable content" and for video content of traditional length. How are CMOs and those controlling the budgets including LatiNation in the buy?

"When it comes to brands and advertisers it's almost that flexibility that lets them know that if you're looking to reach this audience, you can work with you to find the best possible way," Palencia says. "Candidly, it can be client for client. But programmatic feels like a quick fix, like ChatGPT writing an email for you. If you have that human touch, there is a value to working with brands like us. It will make an impact on where it is going to matter."

Asked about ad trends for LatiNation across its platforms, Palencia shared that, as to be expected, linear platforms skew on the upper end of the 18-34 demographic into Latinos in their 40s. For marketers, this is a place for "mommy brands" and CPGs, and CMOs who wish to target who is deciding and influencing brand behavior.

On the younger side of the audience is growing interest from beauty brands and the telecommunications sectors. "Those two seem to have a pretty good understanding and a good idea of how to meet the younger Hispanic consumers and the next Hispanic consumers and the goals they have for the older demographics," Palencia says. "With over 350 hours of new programming rolling out in late 2025 and early 2026, the company is leaning into its roots with a slate that speaks directly to Gen Z and millennial audiences who live at the intersection of culture and digital fluency."



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The Voice Of Latin Culture in American Media



In the fast-evolving landscape of American television, MEGATV has carved out a distinctive space as a powerful voice for the Latino community.

Founded in 2006 and based in Miami, Florida, MEGATV is a Spanish-language television network known for its unique in-studio programming, a cultural authenticity, and its commitment to reflecting the rich diversity of Hispanic life in the United States.

Owned by Spanish Broadcasting System, MEGATV offers a blend of news, talk programming, entertainment, and investigative journalism. Longtime programs on the lineup include “Bayly,” with political commentator Jaime Bayly; and “Al Borde del Abismo.” Each have built loyal audiences by tackling pressing social and political issues with “unfiltered commentary and a uniquely Latin perspective.” For 2025-2026, a new programming agreement with Caracol TV brings the Colombian giant’s offerings to Hispanics in the U.S. via MEGATV. As it expands its digital presence and reaches new audiences nationwide, MEGATV remains more than a TV network. “I is a cultural bridge and a beacon of Latino pride in American media.”

Hispanic Market Overview.

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The multicultural advertising, marketing and public relations industry's annual State of the Industry report



Voz Of The American Influencer

Washington, D.C. has changed. But, as you'll read in this 16th annual report, the need to target Hispanic consumers in the most efficient way possible has not. Here's how to "Hear their Song" – and not get drowned out by loud distractions.



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INNOVATION THROUGH AUDIENCE ENGAGEMENT

An Upfront luncheon in New York served as the venue Canela Media chose to present its 2025-2026 advertiser opportunities to decision makers for some of the nation's key brands.

A digital-first Hispanic-focused media entity, Canela says it reaches 60 million active users each month — making it a desired partner for advertisers seeking “scaled, authentic connections with U.S. Hispanic audiences.”



Canela seeks to accomplish this via advertiser-supported video on demand platform Club Canela, an expanded proprietary data offering Canela Audience Solutions, and new original content from Canela Studios.

At the center of this year's slate is the breakout hit franchise *Secretos*, which returns with its newest installment: *Secretos de Parejas*. Filmed in Bali, the series follows four celebrity couples as they reveal their personal journeys, offering fans a raw and intimate viewing experience. Other originals include Canela.TV's daily lifestyle show *Café con Canela*, *100% Fútbol*, *Idioma Fútbol*, and “Canela Music Originals”—each created with brand integration opportunities in mind.

The presenters at Canela Media's 2025 Upfront Lunch included Canela Media's executives Philippe Guelton, Canela Media's Global President; Oswald Méndez, Chief Marketing Officer; Luis Romero, Executive Vice President of Sales; Andrés Rincón, Senior Vice President of Sales; and Matt Montemayor, Senior Vice President of Sales.



DRIVING GROWTH THROUGH INNOVATION AND DATA

to reach & engage with U.S. Hispanic audiences

Canela Media expands its capabilities with **Club Canela**, the first AVOD streaming loyalty program, and introduces new enhancements to **Canela Audience Solutions**, its proprietary data platform.



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IN THE STREAMING
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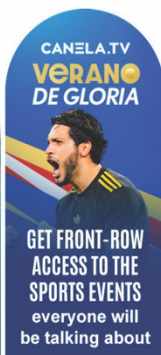
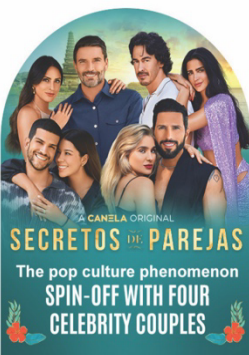
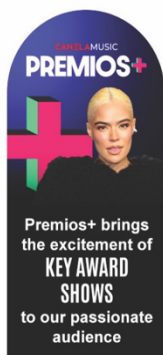


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HISPANIC DATA PRODUCT



CANELA STUDIOS:
CONNECTING BRANDS
WITH OUR AUDIENCE
AUTHENTICALLY

CANELA.TV offers a robust library with **35,000+ hours** of relevant content, 50+ live channels, and a growing lineup of **Canela Originals**.



GROWTH IN SCALE

60M
MAUs

+46%
Canela.TV
MAUs

Source: First Party Data Q1-24 vs. Q1-25

CANELA.TV AUDIENCE

+28%
Average
Time Spent

47%
HH Income
\$100K+

78%
Bilingual

41%
Ages 18-44

Source: First Party Data Mar-24 vs. Mar-25; Canela.TV Internal Metrics, Audience Survey 2024; Canela Audience Solutions Aug 2024

TO LEARN MORE VISIT [CANELAMEDIA.COM](https://canelamedia.com)

A Place For Hispanic Families To Connect And Learn



Vme TV was originally launched through a partnership with PBS to provide a quality alternative to Latino families by selecting programming that is engaging, empowering, educational and entertaining.

Almost 20 years later, Vme continues to provide “a safe and welcoming space” where Hispanic families connect with stories from across the globe.

With distribution on DirecTV and on the Spectrum MVPD that’s poised to gain new customers through Charter Communications’ merger with COX, Vme remains committed to offering viewers content that “reflects our roots, our dreams and our future.”

A focus on digital delivery is taking shape, and this is a complement to Vme’s linear broadcast. “Our goal is to connect with potential viewers and community members who can be positively impacted by the content we offer—whether in short clips or full episodes,” says VP of Marketing **Michael Fernandez**. “We are very focused on the advocacy side of things.” Fernandez divides his time between Miami and Washington, D.C., where he serves as the Board Chair of the Latino Coalition.

For 2025-2026, the new original production *Y Después Que?* bows. It is a 30-minute discussion focused on “moments that mark a before and after in life.”

Fernandez says, “Since Vme first launched in 2007, we’ve been celebrating Hispanic culture and uplifting communities through the power of storytelling. Almost two decades later, our family of networks has grown stronger: bringing hit series, education, and cultural connection to millions.

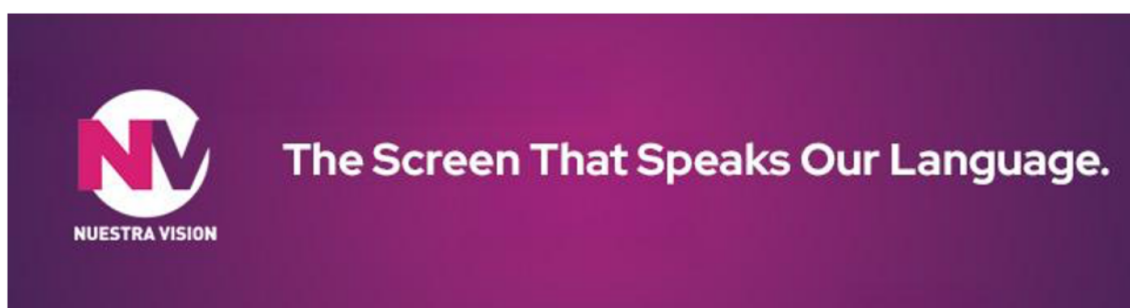


me Tu Cultura.
Tu Canal.
Vme TV.



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CULTURAL RESONANCE THROUGH UNIQUE CONTENT



Upfront Week in New York also saw the appearance of Nuestra Vision, a Nielsen-rated and certified minority-owned Spanish-language TV broadcaster serving U.S. Hispanics. Its calling card: “Family-friendly premium programming.”

Accessible via DISH Network and DirecTV, as well as via vMVPD Sling TV, Nuestra Vision believes it can serve as a unique conduit for advertisers not just for its linear product. “Partners gain direct access to a comprehensive suite of digital touchpoints — including mobile, desktop, Connected TV, and digital out-of-home advertising. This is enabled through NV’s strategic alliance with Adsmovil, a Hispanic-focused digital media company.

Nuestra Vision, in its words, “offers a wide range of premium content, including one of the largest libraries of Mexican movies, TV series, live news, live sports, sports news, music, children’s content, educational series, and hyper-targeted special events.”

The 2025 Upfront is available for viewing by advertising partners and creative agencies and highlights the content lineup, consumer insights, cultural relevance, and ultimately, “the strategic impact that make Nuestra Vision a must-have media partner for engaging *nuestra comunidad*.” To access the full Upfront presentation and explore partnership opportunities, please visit <https://nuestravision.tv/upfronts-2025>.



The HMC 2025 Hispanic Market Guide



The HMC 2025 Hispanic Market Guide is here! This essential resource is designed to help marketers connect authentically with U.S. Latinos. The guide features business-building cultural insights, economic and sector data plus reports on media consumption, purchase behavior and Hispanic creativity.

Discover top companies with proven Hispanic marketing expertise.

**Click here to download your
FREE copy today!**