

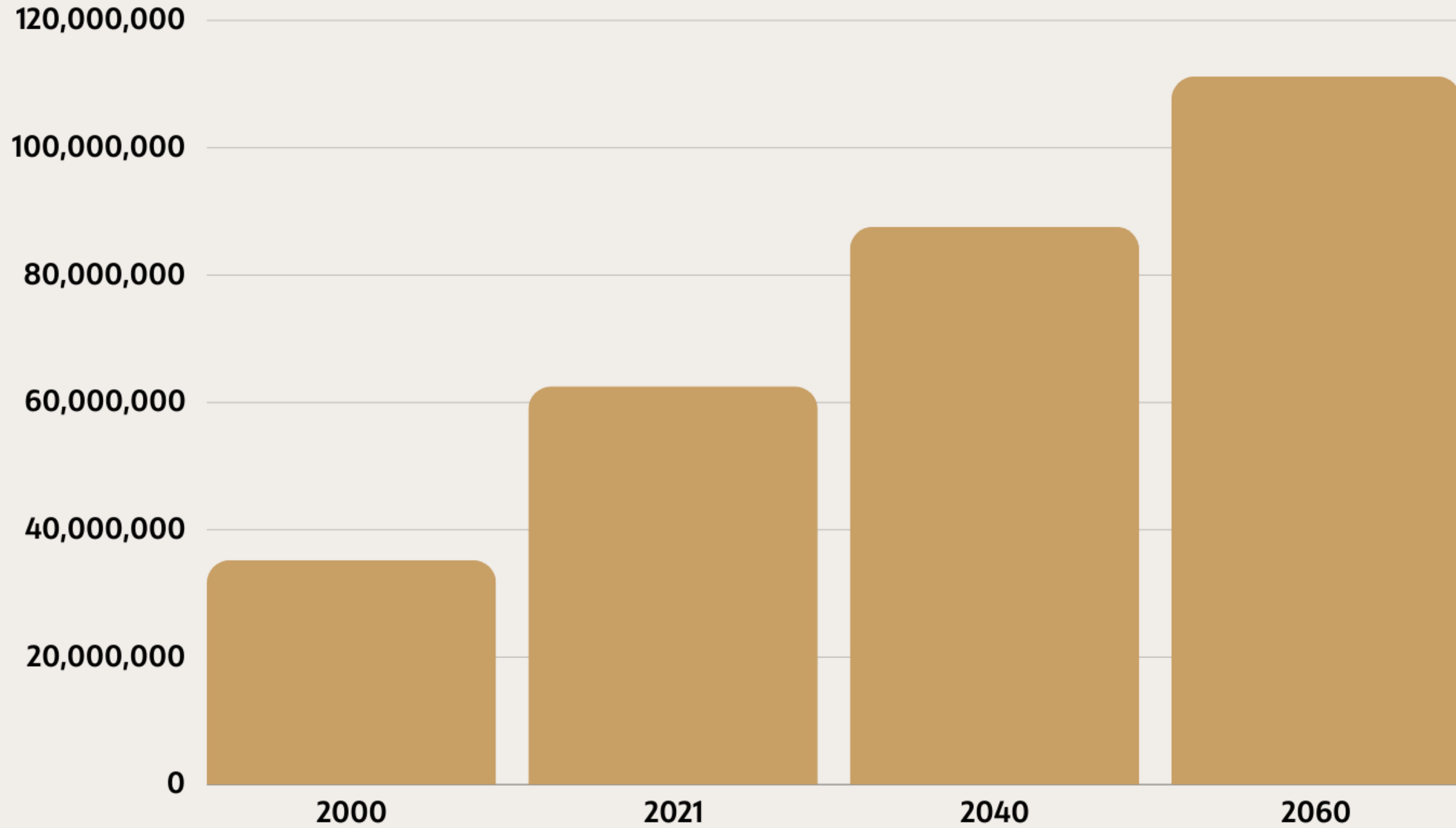
# HEMISPHERE

MEDIA GROUP



# MARKET OPPORTUNITY

Projected Growth of the Latino Population 2000-2060



# The POWER of Hemisphere Media



| Network                | Cable Distribution | Audience Description  |
|------------------------|--------------------|---|
| WAPA América           | 2.7M               | WAPA América is the first and only cable network in the U.S. dedicated to providing news and entertainment to the Puerto Rican community bringing the best content from Puerto Rico's leading broadcast network, WAPA TV. |
| Pasiones               | 3.1M               | Pasiones is the leading Spanish-language network dedicated to multicultural telenovelas and international serialized dramas.  |
| CineLatino             | 2.8M               | Cinelatino is the leading Spanish-language movie channel in the U.S. bringing recent box office hits and film favorites from Mexico and Latin America   |
| CentroAmérica TV       | 2.6M               | CentroAméricaTV is the leading network targeting U.S.-based Central Americans, the third largest U.S. Hispanic community, featuring popular news, cultural, and soccer programming from Central America TV                |
| TV Dominicana          | 1.9M               | TV Dominicana is the leading network targeting Dominicans living in the US.   |
| <b>COMBINED ASSETS</b> | <b>13.1M</b>       | <b>A one-stop-shop for your cross-channel US Hispanic video advertising</b>   |



# INVENTORY ACCESS

\*Exclusive access to audience extension\*

|   | Linear | OTT / CTV | *Desktop / Mobile* |
|---|--------|-----------|--------------------|
| Wapa América                                  | ○      | ×         | ×                  |
| TV Dominicana                                 | ○      | ×         | ×                  |
| CentroAmérica TV                              | ○      | ×         | ×                  |
| Pasiones                                      | ○      | ×         | ×                  |
| CineLatino                                    | ○      | ×         | ×                  |
| Todocine <i>(coming soon)</i>                 | ×      | ○         | ○                  |
| WAPA + <i>(coming soon)</i>                   | ×      | ○         | ○                  |
| ES24 <i>(coming soon)</i>                     | ×      | ○         | ○                  |
| Todo Novela Más Pasiones <i>(coming soon)</i> | ×      | ○         | ○                  |



televisión  
dominicana

# ALL CHANNELS PURCHASED THROUGH SUBSCRIPTION MODEL

- Highly Engaged
- Brand Loyal
- Culturally Relevant
- Culturally Proud



wapa  
AMÉRICA

*Pasión*

CATV

CINE  
LATINO

TELEVISIÓN  
DOMINICANA

# The POWER of Hemisphere Media

Among channels available on the Spanish-Language cable packages, Hemisphere has:

- 2 of the top 5
- 3 of the top 10

| Network                      | AA            |
|------------------------------|---------------|
| Discovery Channel en Español | 21,005        |
| <b>Pasiones TV</b>           | <b>14,119</b> |
| Sony Cine Television         | 12,753        |
| History Channel en Español   | 10,765        |
| <b>WAPA America</b>          | <b>10,553</b> |
| Discovery Familia            | 10,536        |
| FORO TV                      | 9,574         |
| Nat Geo Mundo                | 9,417         |
| <b>Cinelatino (Español)</b>  | <b>7,920</b>  |
| Univision tlnovelas          | 7,704         |
| Caracol TV                   | 7,658         |
| CNN Español                  | 6,987         |
| TVE Internacional            | 6,478         |
| Mexicanal (Cable)            | 5,791         |
| Multimedios Television       | 4,906         |
| <b>Centroamerica TV</b>      | <b>4,778</b>  |
| HITN TV                      | 4,160         |
| Cine Mexicano                | 4,101         |
| RCN Nuestra Tele             | 3,666         |
| ViendoMovies                 | 3,497         |
| De Película                  | 3,488         |
| De Película Clásico          | 2,502         |
| Hogar de HGTV                | 1,484         |
| MTV Tr3s                     | 1,427         |
| Enlace (Cable)               | 1,386         |
| Bandamax                     | 979           |
| V-me TV (Cable)              | 539           |

Source: ComScore Q4 2023 Total Day Average Audience Live +3 Day Viewing



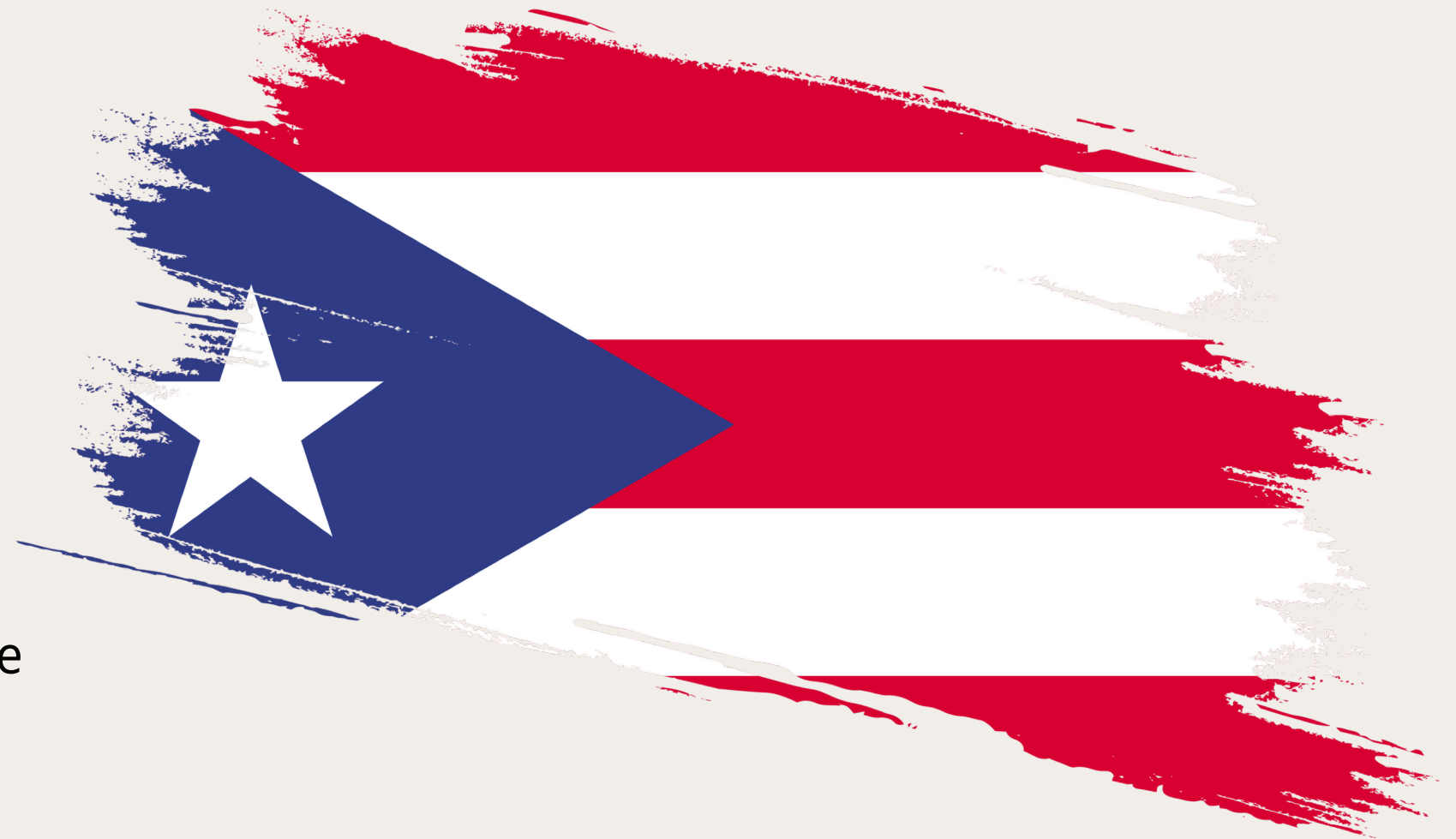
**WAPA América is the first and only cable network in the U.S. dedicated to providing news and entertainment to the Puerto Rican community bringing the best content from Puerto Rico's leading broadcast network, WAPA TV.**

**Target Demo:** Puerto Ricans living in the US | 18+

**Subscribers:** 2.7M

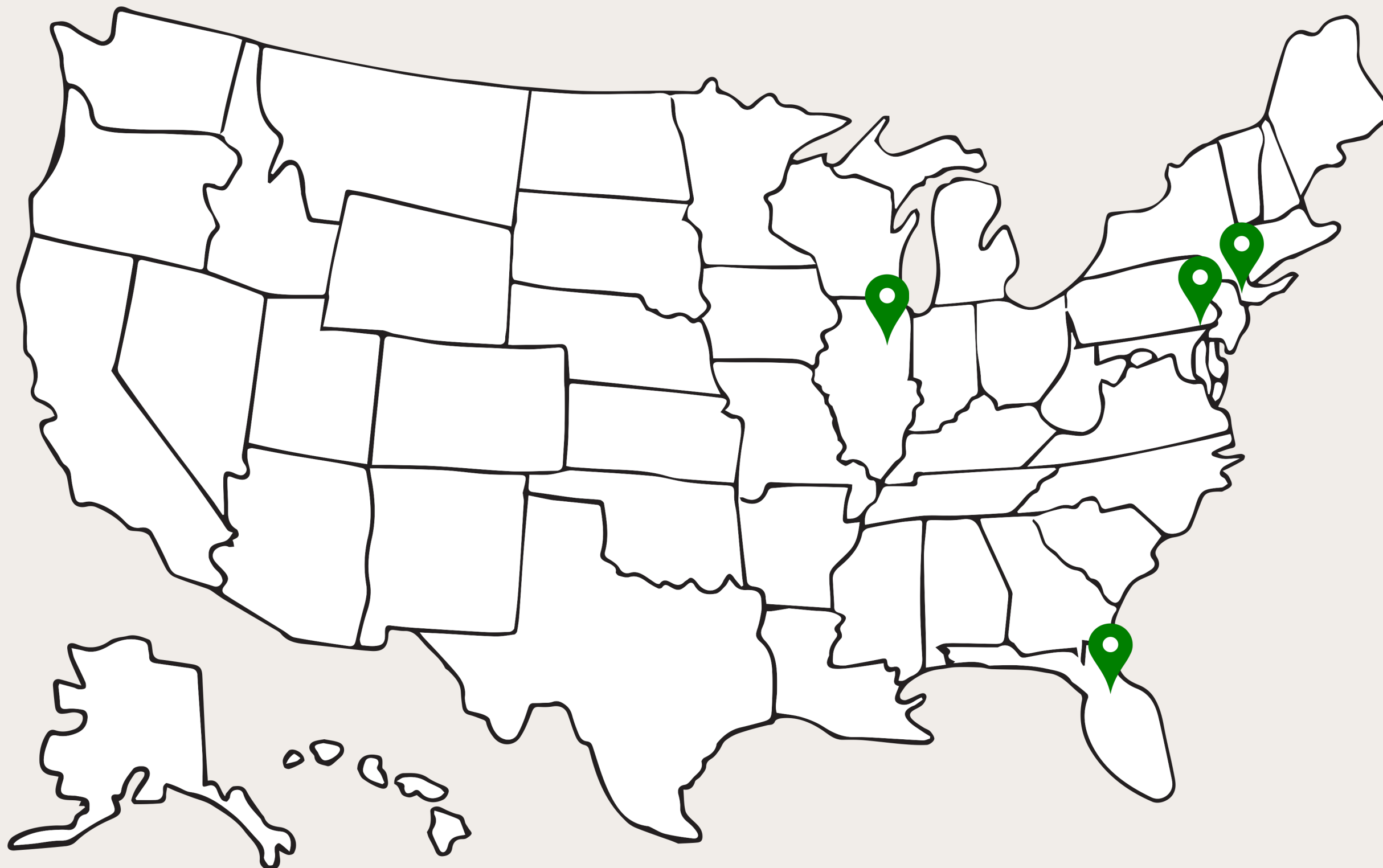
**Audience Profile:** Puerto Rican, news driven, sense of humor, traditional, culturally in-tune/connected, bold

**Tone:** Trustworthy, informative, friendly, familiar, reliable



**Content that super serves the second-largest Hispanic community in the United States.**

**WAPA América is the first and only cable network in the U.S. dedicated to providing news and entertainment to the Puerto Rican community bringing the best content from Puerto Rico's leading broadcast network, WAPA TV.**



**KEY MARKETS**

- Tri-State Area
- Orlando
- Philadelphia
- Chicago



# WAPA AMERICA: PROGRAMMING HIGHLIGHTS



Award-winning news team broadcasting 5 live editions every weekday plus 3 news editions and a week-in-review newscast every weekend



Special Programming

**MISS UNIVERSE  
PUERTO RICO**



News Analysis

**LOS DATOS SON LOS  
DATOS & CUARTO PODER**



Entertainment Magazine

**LO SÉ TODO**



Live Talk/Variety

**¡VIVA LA TARDE!**



Variety

**PÉGATE AL MEDIODÍA**



Sketch Comedy

**El Remix**



**Cinelatino is the leading Spanish-language movie channel in the U.S. bringing recent box office hits and film favorites from Mexico and Latin America.**

**Target Demo:** Hispanic/Latinos living in the US | 18+

**Subscribers:** 2.8M

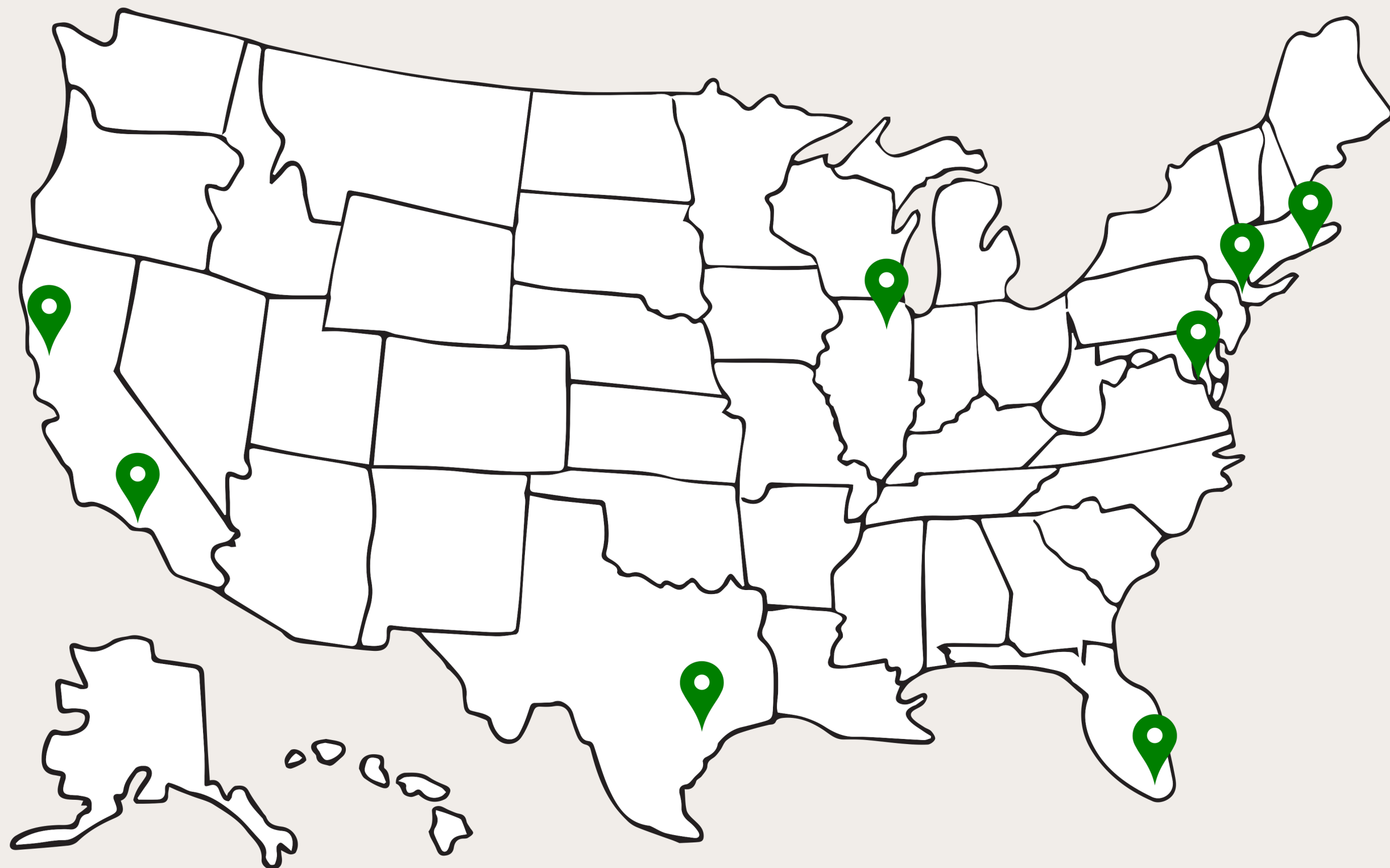
**Audience Profile:** Skews Mexican-American, film enthusiasts, curious, aspirational, culturally-open, diverse, multifaceted

**Tone:** Welcoming, witty, warm, playful, inviting, inclusive, premium, intelligent, celebratory, culturally proud



**Cinelatino offers Blockbuster hits, critically-acclaimed titles, and premium series!**

**Cinelatino is the leading Spanish-language movie channel in the U.S. bringing recent box office hits and film favorites from Mexico and Latin America.**



### **KEY MARKETS**

- Los Angeles
- Washington DC
- Houston
- Bay Area
- Chicago
- Tri-State Area
- Miami
- Boston

# CINELATINO: PROGRAMMING HIGHLIGHTS





**Pasioness is the leading Spanish-language network dedicated to multicultural telenovelas and international serialized dramas.**

**Target Demo:** Drama Enthusiasts | W18+

**Subscribers:** 3.1M

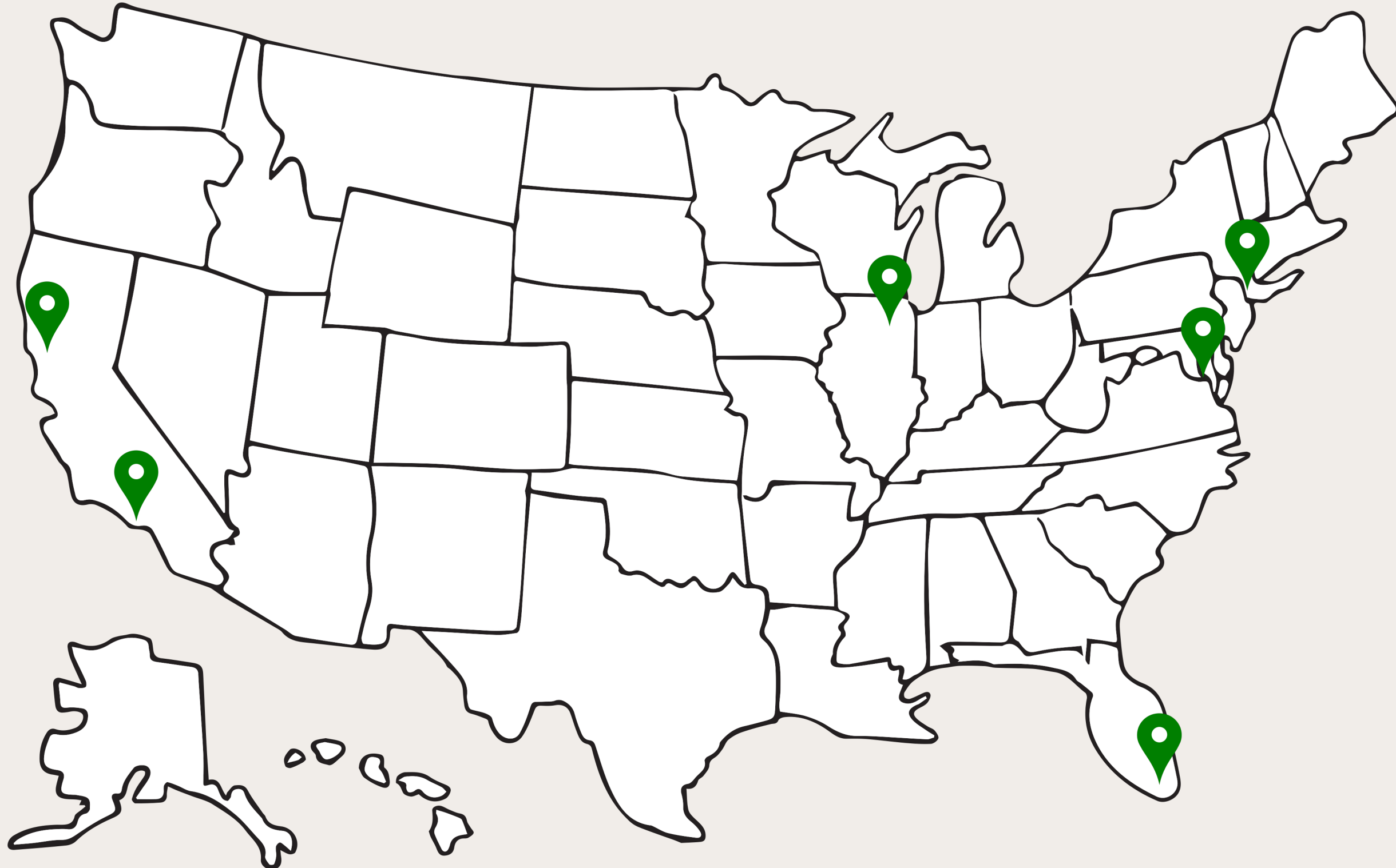
**Audience Profile:** Drama lover, romantic, curious, open to diversity, passionate, dreamer, multifaceted

**Tone:** Seductive, emotionally resilient, friendly, feminine, captivating, empathetic, fearless, multicultural



Pasioness title ***Moisés y los Diez Mandamientos***, was the highest-rated telenovela in all Spanish-language cable in 2023.

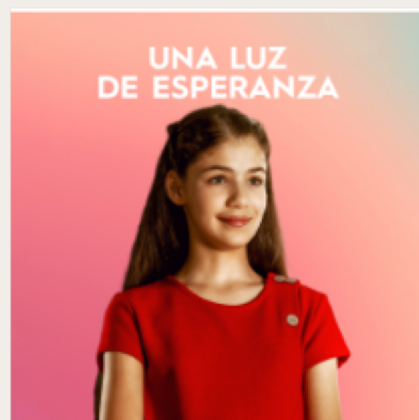
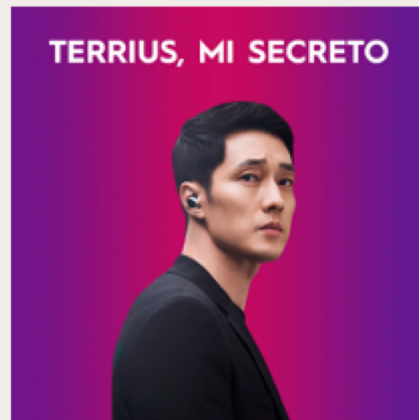
**Pasiones is the leading Spanish-language network dedicated to multicultural telenovelas and international serialized dramas.**



**KEY MARKETS**

- Los Angeles
- Washington DC
- Bay Area
- Chicago
- Tri-State Area
- Miami

# PASIONES: PROGRAMMING HIGHLIGHTS





**CentroAméricaTV is the leading network targeting U.S.-based Central Americans, the third largest and fastest growing U.S. Hispanic community, featuring popular news, cultural, and soccer programming from Central America.**

**Target Demo:** US based Central Americans | 18+

**Subscribers:** 2.6MM

**Audience Profile:** Central American immigrants.  
Traditional/Conservative, nostalgic, religious, soccer-fans,  
hard-working, culturally proud

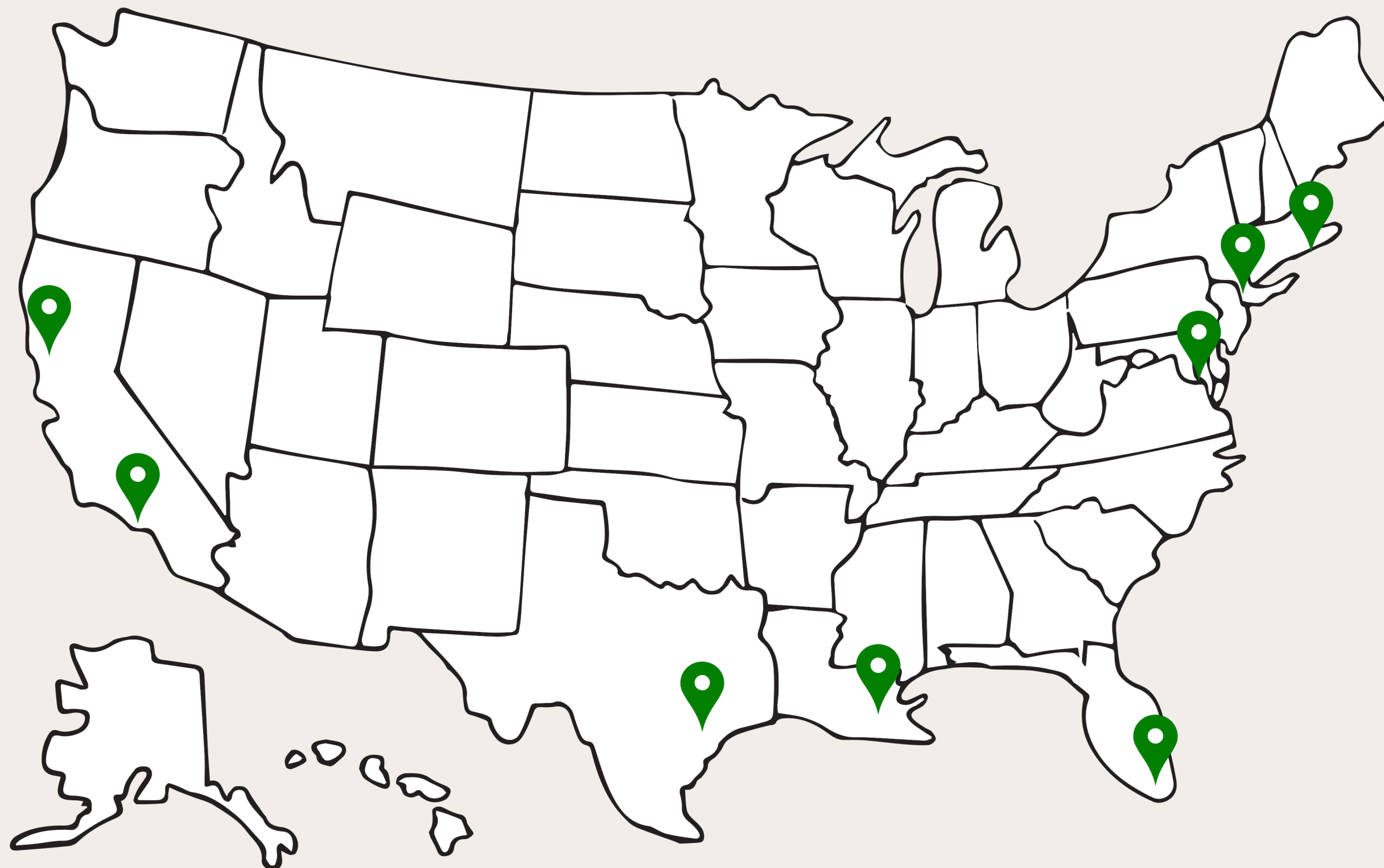
**Tone: Informative,** aspirational, trustworthy, credible,  
inviting, hopeful



**Content that super serves the third-largest and fastest-growing Hispanic community in the United States.**



**CentroAméricaTV is the leading network targeting U.S.-based Central Americans, the third largest and fastest growing U.S. Hispanic community, featuring popular news, cultural, and soccer programming from Central America.**



### KEY MARKETS

- Los Angeles
- Washington DC
- Houston
- Bay Area
- New Orleans
- Tri-State Area
- Miami
- Boston

# CENTROAMERICA TV: PROGRAMMING HIGHLIGHTS

|  |  |  |
|--|--|--|
| <b>EL NOTICIERO EL SALVADOR</b><br>L-V   10 PM ET   7 PM PT  | <b>HOY MISMO ESTELAR HONDURAS</b><br>L-V   9 PM ET   6 PM PT | <b>NOTICIERO GUATEVISIÓN PANAMÁ</b><br>L-V   5 PM & 8 PM ET   2 PM & 5 PM PT |
| <b>NOTICIERO TELEMETRO PANAMÁ</b><br>L-V   6 AM ET   3 AM PT | <b>NOTIVOS NICARAGUA</b><br>L-V   3:30 PM ET   12:30 PM PT   | <b>TELENOTICIAS COSTA RICA</b><br>L-V   7 PM ET   4 PM PT                    |

**LIVE NEWS EVERY DAY FROM ALL 6 COUNTRIES**



Soccer Programming

**CLAUSURA & APERTURA  
SOCCER TOURNAMENTS**



Original Production

**INMIGRANTES**



Cultural Programming

**ESTE ES EL SALVADOR  
(El Salvador)**



Entertainment

**LLÉVATELO (El Salvador)**



televisión  
dominicana

**TV Dominicana is the leading network targeting Dominicans living in the US.**

**Target Demo:** Dominicans living in the US | 18+

**Subscribers:** 1.9M

**Audience Profile:** News, baseball, music, comedy, variety/entertainment, movies

**Tone:** Festive, friendly, loud, fun



**Content that super serves the fifth-largest Hispanic community in the United States.**

**TV Dominicana is the leading network targeting Dominicans living in the US.**



### KEY MARKETS

- New York
- New Jersey
- Connecticut
- Philadelphia
- Puerto Rico
- Miami
- Boston
- Lawrence

# TV DOMINICANA: PROGRAMMING HIGHLIGHTS



News

**NOTICIAS SIN**



Sketch Comedy

**EL SHOW DE RAYMOND Y MIGUEL**



Sports

**LIDOM (Oct. – Jan.)**



Variety

**EL SHOW DEL  
MEDIODÍA**



Movies

**CINE DOMINICANO**



Entertainment

**ESTA NOCHE  
MARIASELA**

**THANK**  
**YOU!**