



HEMISPHERE MEDIA GROUP LAUNCHES MOVIE FAST CHANNEL **TODOCINE**

TODOCINE offers top-notch, high-demand content from Hemisphere’s extensive film library.

MIAMI, FL – February 27, 2023 – Hemisphere Media Group, Inc., the leading U.S. media company targeting the high-growth U.S. Hispanic and Latin American markets, has launched a new FAST channel for aficionados of Spanish-language films. **TODOCINE** is the premier Spanish-language FAST movie channel featuring fan favorites, including critically acclaimed dramas, explosive action, provocative comedies, celebrated cult films, and beloved modern classics from the most prolific filmmakers in Latin America and the Caribbean.

TODOCINE is now available on AVOD service Canela.TV, the 1st free streaming service for the U.S. Hispanic audience. Available to over 40MM unique users, offering culturally relevant content to enrich the new generation of U.S. Latinos. Canela.TV offers viewers 100% ad-supported content free of charge and is available through any internet-ready digital device. Hemisphere expects to announce additional **TODOCINE** distribution shortly.

“We’re ecstatic to launch **TODOCINE** and have another avenue to share our amazing content library. For over two decades, through our relationships in the film industry and our own original productions, we have amassed an extensive and unique film library. We hope this FAST channel will bring fan favorites back to the screen and Canela.TV has been a great partner to begin this new chapter,” said Francisco Giménez, COO, Digital & Cable Networks of Hemisphere Media Group, Inc.

TODOCINE’s offering includes entries from Mexico, Dominican Republic, Puerto Rico, Guatemala, Venezuela, and the U.S. Hispanic market featuring renowned international superstars, such as Rafael Amaya, Carmen Villalobos, Zoe Saldaña, Alex Sirvent, and William Levy; acclaimed Latin American comedians including Carlos Bonavides, Fausto Mata, Raymond Pozo, Miguel Céspedes, Esmeralda Cervantes, Juan José Mendoza “El JJ,” Luis Fernando Peña, and Maribel Fernández “La Pelangocha;” and beloved action stars including Alfredo Ríos “El Komander,” Guillermo Quintanilla, Luis Gatica, Manuel Ojeda, Julio Alemán, and many more. The FAST channel will expand its distribution in the coming months with other major streaming platforms.

About Hemisphere Media Group, Inc.: Hemisphere Media Group, Inc. is the leading U.S. media company targeting the high-growth U.S. Hispanic and Latin American markets with industry-leading television networks and popular digital content offerings. Headquartered in Miami, Florida, Hemisphere owns and operates WAPA TV, the leading broadcast television network, and the preeminent local content producer in Puerto Rico, five leading U.S. Hispanic cable networks, two Latin American cable networks, and an international content distribution company.

About Canela Media: Canela Media is a leading, minority-owned technology driven company offering brands a complete ecosystem to connect with multicultural audiences starting with its free streaming platform service, Canela.TV, which enriches the new generation of U.S. Latinos with free access to unique, culturally relevant



content. In addition to TV content, Canela Media offers a unique blend of music programming through Canela Music featuring emerging and established Latino artists, Spanish-language Children's content through Canela Kids and sports programming through Canela Deportes.

Canela Media reaches more than 50 million unique Hispanics across its 180+ premium Spanish-language sites. Combined with the company's proprietary data, Canela Media possesses in-depth knowledge and understanding of how to establish meaningful and culturally relevant connections with the new mainstream – Hispanics across the U.S. and Latin America.

Headquartered in New York, Canela Media is ranked as the fourth largest Hispanic ad-focused company and the only female and minority-owned certified digital company. For more information, please visit <http://www.CanelaMedia.com>.

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