



HEMISPHERE MEDIA GROUP LAUNCHES FAST CHANNEL WAPA+ ON THE ROKU CHANNEL

Offering the best of WAPA-TV's programming to Puerto Ricans living in the continental U.S., WAPA+ will debut on April 23rd

MIAMI, FL – April 23, 2024 - Hemisphere Media Group, the leading U.S. media company targeting the high-growth U.S. Hispanic and Latin American markets, has announced the launch of its free ad supported television (FAST) channel WAPA+ on The Roku Channel, starting today, April 23rd. WAPA+ is the only FAST channel serving the large and fast-growing Puerto Rican community in the U.S., and leverages the programming of WAPA-TV, Puerto Rico's #1 TV network for 14 consecutive years.

Puerto Ricans are the second largest community of U.S. Hispanics, with an estimated 5.8 million Puerto Ricans living in the U.S. mainland. Through WAPA+ and The Roku Channel this vibrant community can now enjoy an unparalleled 70 hours of local news, information, and entertainment programming every week, and much more from Puerto Rico's leading network.

"We are thrilled to bring the best of Puerto Rican news and entertainment to Roku users in the U.S. mainland, elevating the richness of the Puerto Rican culture nationwide. WAPA has been a pioneer in Puerto Rican broadcasting for over seven decades, providing top-quality programming that resonates with audiences of all ages. With this new partnership, WAPA+ will keep *Boricua* viewers in the mainland connected to their beloved island," said Alan Sokol, CEO for Hemisphere Media Group, Inc.

Available on Channel 913 on The Roku Channel, WAPA+ will bring viewers an extensive library of popular programming from Puerto Rico, including live daily newscasts featuring in-depth coverage of local and international news led by the *NotiCentro* team. *The lineup includes NotiCentro América*, the first and only newscast tailored for the Puerto Rican diaspora; insightful news analysis programs like *Ahí Está la Verdad* led by renowned journalist Normando Valentin; and political analysis programs including *Temprano en la Mañana con Rubén Sánchez*, *Jay en el 580* hosted by controversial analyst Jay Fonseca, *580 en la Tarde* by Kike Cruz, *WKAQ Analiza* with attorneys Luis Pabón Roca, and Carlos Díaz Olivo and content from *NotiCentro's* election news platform *Decisión 2024*.

Variety and entertainment can be found on *Lo Mejor de Pégate al Mediodía* and *¡Viva la Tarde!* with interviews, profiles, games, sketch comedy, music, cooking segments, and much more. Comedic shows include sketch comedy from preeminent creators like producer Sunshine Logroño, and quintessential local sitcoms like *Carmelo y Punto*; while reality fans will enjoy the exclusive launch of culinary competition *Super Chef Celebrities*, and reality show *Guerreros*, which revolutionized Puerto Rican television with its mix of physical and intellectual challenges.

Hemisphere Media Group has steadily expanded its FAST channels operation, which now also includes TODOCINE, the go-to channel for Spanish-language films, TODO NOVELAS, Más Pasiones, which features dramas from around the world, and upcoming ES24, the only channel dedicated to the Salvadorian community residing in the U.S.

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About The Roku Channel

Launched in 2017, The Roku Channel is the home of free ad-supported streaming television on Roku, and features a diverse lineup of more than 80,000 on-demand movies and programs, more than 400 live linear television channels, and premium subscription offerings in the U.S. It licenses and distributes content from more than 250 partners and features a growing library of Roku Originals. The Roku Channel is also available in Mexico, Canada, and the U.K.

About Hemisphere Media Group:

Hemisphere Media Group, Inc. is the leading U.S. multi—platform media company targeting the high-growth U.S. Hispanic and Latin American markets with industry-leading television and radio networks and digital offerings. Headquartered in Miami, Florida, Hemisphere owns and operates WAPA Media, a conglomerate that includes WAPA TV, the leading broadcast television network and preeminent content producer in Puerto Rico, WKAQ 580AM and KQ105 FM, the leading AM and FM radio stations in Puerto Rico, sports network WAPA Deportes, and WAPA Digital. Additionally, Hemisphere has five leading U.S. Hispanic cable networks (Cinelatino, Pasiones, WAPA América, CentroAméricaTV, and Televisión Dominicana), two Latin American cable networks (Cinelatino and Pasiones), rising FAST channels in the U.S. (WAPA+, TODOCINE, Todo Novelas, Más Pasiones, and ES24), and an international content distribution company.

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