



HEMISPHERE MEDIA GROUP LAUNCHES FAST channels WAPA+, TODOCINE and TODO DRAMA ON ViX

MIAMI, FL – November 20, 2023 - Hemisphere Media Group, the leading multi-platform media company specializing in Spanish-language television programming and content distribution, announced today the launch of its free ad-supported streaming television (FAST) channels **WAPA+**, **TODOCINE** and **TODO DRAMA** on **ViX**, the world's leading Spanish-language streaming service.

Launching exclusively on **ViX**, **WAPA+** is poised to deliver premium content from Puerto Rico's top-rated broadcast network, WAPA TV, to Puerto Ricans residing in the continental U.S. WAPA TV has been Puerto Rico's #1 station for 14 consecutive years and produces over 70 hours per week of top-rated news, talk and entertainment programming. As the second-largest U.S. Hispanic community, Puerto Ricans have remained underserved by other content providers. Through **WAPA+** they will have access to their favorite stars and trusted voices, with original news, talk, and entertainment content and curated programming from WAPA's vast library.

The exclusive launch of **WAPA+** on **ViX** with its mix of hard-hitting news and beloved entertainment properties will allow Puerto Ricans in the U.S. to stay connected with their roots and enjoy the best of WAPA TV from the comfort of their homes.

In addition, the expanded FAST portfolio including rising brands **TODOCINE**'s blockbuster and critically acclaimed current Spanish-language movies and **TODO DRAMA**'s lineup of global serialized dramas from Turkey, Korea, and Brazil, among others, will bring the powerful content Hispanic viewers prefer to the streaming space.

"We are thrilled to be launching WAPA+, TODOCINE and TODO DRAMA on ViX, bringing our world-class content to the leading Spanish-language FAST platform in the US. We are especially proud that ViX will be our exclusive launch partner for WAPA+. These launches reaffirm our unwavering dedication to delivering top-tier and differentiated Spanish-language content to the U.S. Hispanic/Latino audience through diverse platforms. Moreover, our commitment extends to serving vital and fast-growing segments of the Hispanic population, including the vibrant Puerto Rican community," said Alan Sokol, CEO, Hemisphere Media Group, Inc.

"We continue expanding our premium offering to meet the growing demand of our diverse audience. The addition of WAPA+, TODOCINE, and TODO DRAMA doubles down on our commitment to offer the best Spanish-language titles and exclusive access to local content," said **Bilal Joa Silar**, SVP Head of Programming and AVOD Content, ViX.

ViX offers more than 75,000 hours of on-demand content and more than 100 streaming channels, all in Spanish. The app offers two levels of access, one free with ads and a premium one with a subscription, in the U.S., Mexico and most Spanish-speaking countries in Latin America, on all major mobile platforms, connected TV devices and online at vix.com.

About Hemisphere Media Group, Inc.:

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 DRAMA, and ES24), and an international content distribution company.

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Note to editors: High-resolution images and additional information are available upon request.

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