



Hemisphere Media Group Names Jimmy Arteaga Grustein as Chief Content Officer

MIAMI, FL – January 23, 2024 - Hemisphere Media Group, the leading U.S. media company targeting the high-growth U.S. Hispanic and Latin American markets, announced today the promotion of Jimmy Arteaga Grustein to Chief Content Officer of Hemisphere. Arteaga, previously President of Programming, Production & Promotion at WAPA-TV, will report to Jorge Hidalgo, President, and CEO of WAPA Media, Puerto Rico's leading media company encompassing TV, radio, digital, live events, and podcasting.

With over 30 years of entertainment industry experience, Arteaga Grustein is a highly esteemed and resourceful television executive. During his tenure at WAPA-TV, he effectively positioned the station as the No. 1 station in Puerto Rico, sustaining this post for the last 14 consecutive years, with ratings performance that is virtually unparalleled elsewhere in the world.

In his new role, Arteaga Grustein will continue to oversee all aspects of WAPA Television's production, programming, and promotion. Additionally, he will take charge of production and programming for Hemisphere's cable and digital channels, which include five leading U.S. Hispanic cable networks, two Latin American cable networks, and newly launched FAST channels.

"Jimmy's extensive experience and vast knowledge of our markets make him the ideal candidate to lead Hemisphere's programming team. We are confident that under his leadership, our content offerings will continue to thrive and resonate with our audiences," stated Jorge Hidalgo, President, and CEO, WAPA Media.

Arteaga Grustein's appointment comes at a pivotal time for Hemisphere Media Group as it seeks to further expand its presence in the Spanish-language television market. With his deep understanding of the industry and strong leadership skills, Arteaga Grustein is poised to drive the company's content strategy forward and further solidify its position as a leader in the field.

"I am honored to take on the role of Chief Content Officer for Hemisphere Media Group," said Arteaga Grustein. *"I look forward to working alongside the talented team to create meaningful experiences and engage audiences with compelling content across multiple platforms."*

Alan Sokol, CEO of Hemisphere Media Group, added *"Jimmy is a gifted programming executive who has done an extraordinary job at WAPA TV and has been a leading global innovator in programming and production. Jimmy along with the rest of the Hemisphere leadership team, will continue our pursuit of*



excellence with an unwavering commitment to provide content that enhances the lives of those in our audiences while strengthening and shaping our company's future."

Arteaga Grustein's appointment is effective immediately, and he will be based in Puerto Rico.

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 networks, radio, and popular digital content offerings. Headquartered in Miami, Florida, Hemisphere owns and operates WAPA TV, the No. 1 broadcast television network and preeminent local content producer in Puerto Rico, the leading AM and FM radio stations in Puerto Rico, five principal 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., and an international content distribution company.

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