



WAPA TV DELIVERS ANOTHER RECORD YEAR, WITH AN AUDIENCE SHARE SURPASSING THE COMBINED SHARE OF ITS MAJOR COMPETITORS

The channel has been the leading broadcast network in Puerto Rico for 14 consecutive years

Miami, FL – February xx, 2023 – WAPA Televisión (“WAPA TV”), Puerto Rico’s highest-rated broadcast network, has reaffirmed its position as the undisputed ratings leader on the island for 14 consecutive years. According to Nielsen Puerto Rico data, the network has delivered consistent dominance in ratings year after year, maintaining an overwhelming share of the audience, more than the combined audience share of its closest competitors, Telemundo and TeleOnce.

On average, for the full year of 2022, WAPA TV delivered a 55.4% audience share against the key marketing demographic of A25-54. Telemundo and TeleOnce reached 29.7% and 14.9%, respectively for the same demographic and time period. In fact, WAPA TV increased both its lead against its competitors as well as its total day and primetime ratings between 2021 and 2022.

WAPA TV is also at the forefront of the digital space among broadcast television and radio stations on the island, with 41.3% of the fan following in the media category according to a 2022 SME (Puerto Rican Association of Sales & Marketing Executives) Digital Trends study by research and social analysis firm Estudios Técnicos, Inc. WAPA.TV surpassed its closest competitor, Telemundo, with a 6.4% advantage.

“The data shows that WAPA TV continues being the preferred television channel and the most trusted media brand for Puerto Ricans. Upholding our commitment of providing Puerto Ricans with the best programming in the market has allowed us to maintain our standing for over a decade,” said WAPA Televisión President, Jorge Hidalgo. “We will continue to bring first-rate programming including live, original content catered to viewers on the island and to the U.S.-based diaspora through our cable arm, WAPA América.”

WAPA TV delivers weekly over 65 hours of original programming, including more than 30 hours of live news, all of which may also be enjoyed by viewers in the continental U.S. through its cable arm, WAPA América. In the United States, **NotiCentro** on WAPA América is currently the leading source for Spanish-language cable newscast nationwide, including the first and only newscast dedicated to the Puerto Rican community in the United States, **NotiCentro América**.

For more information on both WAPA TV and WAPA América, viewers can visit www.wapa.tv.

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.

Contact WAPA Televisión/WAPA AMÉRICA: Migdaliz Ortiz | migdaliz.ortiz@wapa-tv.com

###