



## **Pasiones Dominates in U.S. Spanish Network Cable Ratings, Ranked #1 for Third Consecutive Month**

*October 2024 Ratings Reveal Strong Audience Growth and Continued Success for the cable network owned by Hemisphere Media Group*

**Miami, FL – November 21, 2024**– **Pasiones**, the leading cable network for multicultural telenovelas “en español,” has earned its position as the #1 rated network among Spanish-language cable channels in the U.S. for the third consecutive month. **Pasiones** maintained its #1 ranking in the Spanish language cable package from Monday to Friday for October 2024, according to the latest data from **Comscore**.

The October 2024 ratings highlight a significant milestone for **Pasiones**, marking the channel’s sustained growth and ability to attract a loyal audience. The network’s strong performance builds on an already successful 2024, with **Q3-2024** audience increasing by **8% compared to Q2-2024** and **11% compared to Q1-2024**, underscoring **Pasiones’** rising popularity and continued relevance in the competitive Spanish-language TV landscape.

Several blockbuster series on the **Pasiones** lineup contributed to this success. **La Tierra Prometida**, which saw a **9% increase** in viewership compared to September 2024, and **La Esclava Isaura**, up **8%** from the previous month, were among the key drivers of **Pasiones’** audience growth. These programs, along with the channel’s consistently engaging content, have helped solidify **Pasiones’** dominance in the market.

“We are thrilled to see **Pasiones** lead the way in the Spanish-language TV space,” said **Alan Sokol**, President and CEO of Hemisphere Media Group, **Pasiones’** parent company. “This success is a testament to the unique viewing proposition of **Pasiones**, as the only Spanish-language network showcasing the greatest drama series from around the world. We are committed to delivering exciting, unique content from distinguished producers worldwide with critically acclaimed programming that resonates with our audience and keeps them coming back every day.”

Launched in 2008, **Pasiones** has been a trailblazer in introducing multicultural telenovelas from the top telenovela-producing countries worldwide, including Turkey, Korea, Brazil, Colombia, Romania, and Portugal, to Spanish-language television. This pioneering step revolutionized the telenovela landscape, broadening horizons and bringing a diverse array of cultures and stories to millions of viewers.

As **Pasiones** enters the final quarter of 2024, the network is poised to build on its momentum, with more exciting programming designed to further engage and expand its audience, including the January 2025 premiere of *Génesis*.

**About Pasiones:**

**Pasiones** is owned and operated by Hemisphere Media Group, Inc., 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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**Source:** Comscore

\*Comscore October 1- 31, 2024 Average Audience Live + 3 days ranked by Spanish Networks Package

\*\*Comscore January 1, 2024- September 29, 2024 Mon-Fri Households average audience-Live

\*\*\*Comscore Program Ranker; October 1- 31, 2024 and September 1- 30, 2024 Mon-Fri; HH Live + 3days

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**Note to editors: High-resolution images are available [HERE](#).**

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