



TODO NOVELAS, Más Pasiones Partners with The Roku Channel to bring the most thrilling dramatic stories to the U.S. and Mexico

Launch in Mexico marks first international expansion for the channel

Miami, FL – November 20, 2024 – Hemisphere Media Group and Roku, America's #1 TV streaming platform*, announced today the launch of FAST channel **TODO NOVELAS, Más Pasiones** on **The Roku Channel** in the United States and Mexico, providing viewers with access to the most thrilling and captivating dramatic series and telenovelas from around the world.

As the leading FAST channel for global telenovelas and drama series in Spanish, **TODO NOVELAS, Más Pasiones** has gained wide appeal among U.S. Hispanic audiences, and will now, for the first time, be available internationally on The Roku Channel Mexico. The channel showcases the most acclaimed international series from around the globe, including blockbuster titles from Turkey, Brazil, and Korea. With exclusive premiere rights to top-performing novelas, viewers can enjoy content that is not available anywhere else.

Roku users can now indulge in mega-hits and fan favorites alike including Brazilian Biblical epics like ***Moisés y los Diez Mandamientos***, ***La Tierra Prometida*** and recent premiere ***Jesús***, contemporary dramas like ***Sol Naciente***, period pieces like Brazilian "Pride and Prejudice" adaptation ***Orgullo y Pasión***, and unique k-dramas like ***Apuesta Final*** ("The Royal Gambler").

"We are thrilled to bring **TODO NOVELAS, Más Pasiones** to **The Roku Channel**, and for the first time, bringing our FAST channel to Mexican audiences, expanding our reach and super serving drama and telenovela enthusiasts with top productions from renowned producers worldwide," said Alan Sokol, President & CEO of Hemisphere Media Group, Inc.

With the addition of **The Roku Channel**, viewers can now enjoy **TODO NOVELAS, Más Pasiones** free, further enhancing their entertainment options. Whether it's the intense storylines of Brazilian dramas or the captivating narratives of Korean series, **The Roku Channel** users will have the opportunity to immerse themselves in the world of passion, romance, and excitement that this channel offers.

**By hours streamed (Hypothesis Group: Q4 2023)*

###

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:

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.

PRESS CONTACTS

Santa Cruz Communications

Claudia Santa Cruz | claudia@santacruzpr.com

Danixa López | danixa@santacruzpr.com