



Educa y Entretiene

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HITN BROADENS ITS MISSION TO BENEFIT THE HISPANIC COMMUNITY WITH A NEW INTERACTIVE WEBSITE

Brooklyn, NY – HITN, the leading Spanish-language network that offers educational and entertainment content to more than 44 million households across the United States, announced the launch of its new interactive website, www.HITN.tv. The Spanish-language site offers Hispanic audiences access to a wide variety of practical information along with entertainment content oriented toward improving their quality of life in the United States.

“US Hispanics’ consumption of information and entertainment content has migrated toward digital platforms. To serve this community efficiently, we need to complement our linear television services with an aggressive multi-screen offering,” explained Maximiliano Vaccaro, HITN’s Director of Digital Services.

The new HITN TV website reflects the latest trends in digital communications and provides a better user experience and graphic interface. The modern design is easy to access and navigate, with images and video taking precedence over text boxes.

“The new website is dynamic, functional and highly intuitive, and we have no doubt that it will find wide acceptance among US Hispanic audiences,” commented Maximiliano Vaccaro, HITN’s Director of Digital Services. “The site was designed by leading international experts in the field who have worked for major US and Latin American networks. Some of its biggest advances include its response speed and ability to adapt to mobile devices, which is important given audience studies showing that Hispanics prefer to access their favorite content this way.”

Among other improvements, the new HITN website provides direct access to the network’s social media pages, a search feature by operator and market, an interactive programming guide, photo galleries for each show and, above all, a wide variety of videos that load quickly and easily.

Users will also find it easy to navigate among the company’s different divisions, including HITN.org and HITNLearning.com. According to Vaccaro, “this new functionality allows us to present all of the different areas of our organization under a single brand image.”

For more information about **HITN TV**’s new interactive website, please visit: www.hitn.tv.

ABOUT HITN

HITN-TV is a leading Spanish-language media company that offers educational and cultural programming for the whole family. It reaches more than 44 million viewers in the US and Puerto Rico via DIRECTV, DISH Network, AT&T U-verse TV, Verizon FiOS TV, Comcast, Charter Spectrum, Frontier Mediacom, CenturyLink Prism and Cablevision. For more information, please visit www.hitn.org.



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