



Educa y Entretiene

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HITN LAUNCHES NEW DIGITAL ENTERTAINMENT APP

Starting this month, subscribers will be able to enjoy HITN's TV Everywhere and VOD offering on their mobile devices and Apple TV, making the channel the first Hispanic Pay TV network in the US to feature this service

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 today the launch of a new app that will enable subscribers to access its authenticated TV Everywhere and VOD services whenever and wherever they choose on devices with an Internet connection. The **HITN** app can be downloaded from Apple's App Store and Google Play and will be available to subscribers of most leading US Pay TV providers starting this June.

"The new **HITN** app makes us the first Hispanic Pay TV network to give its subscribers the opportunity to enjoy their favorite content whenever and wherever they want, on both their mobile devices and Apple TV," said Guillermo Sierra, Managing Director for Television and Digital Services at **HITN**. "At the same time, it reaffirms our commitment to offer our affiliated operators value added services adapted to the digital consumption patterns of US Hispanic audiences."

The app will allow network subscribers to access **HITN's** linear network and more than 200 hours of VOD content, including entertainment and informative programs such as *Tu Planeta*; spectacular nature documentaries; hit shows like *Top Gear* and *Centro Médico*; news programs such as *En Foco con Neida Sandoval* and *Mundo CNET con Poncho de Anda*; the Vida y Salud block, hosted by Doctor Aliza and oriented toward promoting the health and well-being of Hispanic families; and, of course, **HITN** specials and original productions.

"The new app is a natural step in **HITN's** digital evolution. It complements our traditional television offering with innovative digital tools that meet the needs of contemporary audiences," said Maximiliano Vaccaro, Director of Digital Services at **HITN**. "We are confident that the app will help strengthen our positioning as the only network in the market that offers Hispanic families useful and entertaining content and tools for improving their quality of life in the United States, and staying connected and informed through programming in their own language." And added that, "The **HITN** app can be downloaded from Apple's App Store and Google Play. It will also be available on Apple TV, making it the first Spanish-language Pay TV app offered on this leading platform."

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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