

# Spotlight on Hispanic Programming

One American household in ten is Hispanic and they watch a lot of TV

By Michael A. Kashmer ■ *Broadband Properties*

*Choosing the right mix of programming for your system or property is tough, as you know. Incumbent cable ops don't tailor their lineup to suit individual towns, neighborhoods or buildings. Consequently they leave many consumers in the dark. These potential subscribers must find alternative entertainment sources. Each month we look at networks available on cable, IPTV or VOD. We supply contact information so you can easily gather additional information if you need to. See our Website, [www.bbbmag.com](http://www.bbbmag.com), for previous columns.*

Spanish-language programming obviously has blossomed in the last few years in the United States. As we discussed last month, it took a long time for cable operators to find room on their lineup, even in urban areas, for ethnic fare, let alone full-fledged, 24/7 foreign language networks. The channel scarcity is over in most places. Cable television has evolved and continues to grow.

Spanish-language programming has grown along with it. Although there was a Spanish broadcast presence in certain markets for some years, it has now become a market driver rather than an add-on in many regions of the United States. With more than 40 million Hispanics, the United States is, in fact, one of the largest and richest Spanish countries! But the offerings differ in many ways. Here, we describe the range, so that you can think about Spanish-language networks that might work best for you. Another good resource, for those of you who are members, is the National Cable Television Co-op (NCTC) [www.cabletvcoop.org](http://www.cabletvcoop.org) (call them at 800-888-6282).

These new networks, many with similar sounding names, can blur in our minds. The sheer volume (we list 61 sources, with about 100 nets) encourages us to use some planning tools to help sort all this out. Some networks feature more Mexican shows, others skew Cuban or have programming from Spain or South America. Your competition is choosing carefully the Spanish language nets they add to their lineup, shouldn't you? Besides the NCTC, *Broadcasting & Cable* magazine offers an excellent Hispanic

television update e-newsletter ([www.broadbandcable.com/newsletters](http://www.broadbandcable.com/newsletters)). Another source of timely information with detailed surveys and symposiums is Horowitz & Associates ([www.horowitz.com](http://www.horowitz.com)).

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Operators try varied approaches to reach this diverse demographic, because there are so many specific segments within this community. Aside from original nationality, packagers and producers have come to realize that the Hispanic market is as varied as the Anglo. Music, news, sports, soap operas and reality shows all have their adherents. Retailers try various marketing and pricing packages to reach out to the specific sub-group they want to attract. It is not a "one size fits all" approach. DBS has successfully marketed targeted Hispanic packages for years and continues to fine-tune them, as new content becomes available.

The nets in the table are a good place to start. ♦

## About the Author

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## Asian Update

Since last month's issue three new ethnic services have been announced. All three will be offered by the venerable MTV Networks and cater to specific ethnic (music – you guessed it!) needs. These are not nets that are offered overseas and simply repurposed for the US market. They are brand new formulated nets aimed at the growing and lucrative Asian market in this country. The new nets are MTV Desi (South Asian), MTV Chi (Chinese) and MTV K (Korean). Launches will happen later this year. Check out [www.mtv.com](http://www.mtv.com) for additional information. Press buzz sums it up this way: Desi is "totally dedicated to the sounds, style and everything else absolutely essential to young South Asian Americans." It is my guess that the same will be said about the other two networks as they launch.-MK

Network	Programming Highlights	Web site	Phone
Alterna TV	Family/variety shows Mexican demographic	www.alternatv.com.mx	770 396 7850
AYM Sports	Mexican sports	www.aymsports.tv	305 554 1876
Azteca America	General entertainment, 2nd largest Spanish language programmer in the world	www.aztecaamerica.com	212 207 8535
Bandamax	Regional Latin music		310 348 3373
Boomerang (SAP)	Classic cartoons	www.cartoonnetwork.com/boomerang	404 827 5335
Canal 22 Mexico	Mexican culture and art	www.22mexico.tv	770 396 7850
Canal 24 Horas	News	www.rtve.es	305 554 1876
Canal 52MX	General entertainment, music, children's Mexican pay network	www.condista.com	323 908 9697
Canal Sur	Programming from 15 Latin American countries	www.canalsur.com	305 554 1876
Caracol TV International	Programs from Colombia	www.caracoltvinternational.com	305 535 0848
Cartoon Network (SAP)	Cartoons	www.cartoonnetwork.com	404 827 5335
Casa Club TV	Lifestyle programming	www.casaclubtv.com	305 648 5225
Cine Latino	Spanish language films	www.condista.com	305 554 1876
Cine Mexicano	Mexican films		631 471 5846
CNC Colombia	Colombian Superstation	www.condista.com	305 554 1876
CNN en Espanol	World news and weather		212 591 9058
Condista	Aggregator of 16 networks of sports, music and news	www.condista.com	305 554 1876
De Pelicula	Contemporary and classic films		310 348 3373
Discovery Espanol	Science, kids, history and health	www.discovery.com	786 273 4096
ESPN Deportes	US and International sports	www.espn.com	212 456 0259
EWTN Espanol	Worldwide religious programs	www.ewtn.com/spanish	800 447 3986
Family Christian Television	Family programming		631 471 5846
Fox Sports en Espanol	24/7 Spanish language sports network	www.fse.terra.com	310 229 4949
Galavision	Entertainment, news and sports	www.univision.com	310 348 4865
Gol TV	Soccer from Latin America and Europe	www.goltv.com	305 864 9799
Grandes Documentaries	Documentaries, travel and biographies	www.rtve.es	305 554 1876
HBO Latino	Movies, events and original programming	www.hbolatino.com	212 512 1000
Hispanic Information and Telecommunications Network	Educational and cultural programs	www.hitn.tv	212 966 5660
HTV Musica	Latin pop for audiences 18-34	www.htv.com	305 554 1876
Infinito	Science fiction	www.condista.com	305 554 1876
La Familia	Family programming	www.inspnets.com	704 525 9800

## PROGRAMMING UPDATE

Network	Programming Highlights	Web site	Phone
Latin TV (LTV)	Entertainment for young bi-lingual Latinos	www.ltvbroadband.com	631 471 5846
LATV	Music and entertainment for young US Latinos	www.latv.com	310 943 5288
MTV Espanol	Music videos, concerts and original programs for Latin America	www.mtv.com	212 846 8686
mun2	Young adult entertainment	www.mun2tv.com	201 735 2822
Mundo Vision	Entertainment from a number of Latin American countries	www.mundovisiontv.com	305 554 1876
Olympusat Hispanic Pack	Group of culturally relevant Spanish language networks	www.olympusat.com	613 471 5846
Once Mexico	Educational programming covering politics, culture and travel	www.ocetvipn.mx	770 396 7850
Playboy en Espanol	Adult channel	www.playboytv.com	323 276 4000
Puma TV	Music videos	www.puma-tv.com	305 554 1876
Ritmoson Latino	Latin music		310 348 3373
Si TV	English language programming targeting Latinos	www.sitv.com	323 256 8900
Sopresa	Children's programs	www.sopresatv.com	817 222 1234
TBN Enlace USA	Inspirational Latino programming	www.tbnenlaceusa.com	972 313 9500
Telefe International	24/7 family entertainment from Argentina	www.condista.com	305 554 1876
TeleFutura	Talk and game shows, films, novelas, sports and news	www.univision.com	310 348 4865
Telehit	Spanish and English urban music		310 348 3373
Telemundo	General entertainment	www.telemundo.com	212 664 3599
The History Channel en Espanol	History	www.historychannel.com	212 210 1400
Toon Disney (SAP)	Animation, cartoon movies		818 569 7535
TuTv	Joint venture of Univision and Televisa	www.univision.com	310 348 3382
TV Chile	General entertainment, family programs from Chile	www.tvchile.cl	631 471 5846
TV Colombia	Entertainment, news and children's programming	www.tvColombia.com	631 471 5846
TVE International	General entertainment	www.rtve.es	305 554 1876
TyC Sports	Soccer, basketball, racing and other sports	www.tycsports.com	(011) 5411-4300-3499
Univision	General entertainment, news and sports	www.univision.com	310 348 4865
Utilissima	Women's programming	www.utilissima.com	305 554 1876
VHUno	Latin pop videos	www.vhuno.com	212 846 8686
Vida Vision	Variety programming for young Hispanic families	www.vidavision.com	631 471 5846
Video Rola	Regional Mexican music	www.videorola.com	305 554 1876
VOY Network	English language lifestyle network	www.voygroup.com	310 205 0300