



## \*\*\* Press Release \*\*\*

May 11, 2016

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### HITN-TV Reports Significant Ratings Boost in Q1 2016

(*Brooklyn, N.Y. – 05/11/2016*)- The Hispanic Information and Telecommunications Network (HITN) has announced a notable increase in its ratings in the first three months of this year. According to **Rentrak** figures, the network's ratings were up 23% in the first quarter of 2016 in prime time and late fringe viewing.

“Each new program we have added to our lineup since the beginning of the year has attracted additional viewers, which validates our programming shift in 2016,” said Eric Turpin, general manager of HITN.

**Rentrak** also reported that between fourth quarter 2015 and first quarter 2016 ratings grew 24% in two of the most attractive target markets for ad sales: men and women aged 18-49 with medium to high purchasing power. Both groups increased their prime time and late fringe viewership of the network.

The same source ranked HITN-TV among the top networks in urban centers with large Spanish-speaking populations, including Los Angeles, New York, Miami, Houston, Chicago, Dallas, Phoenix and San Francisco in prime time and late fringe viewing.

One of the factors for the significant ratings boost was the network's emphasis on updating its programming since the start of the year. Beginning in late 2015, HITN has signed a number of agreements with content providers including BBC, Discovery Channel, National Geographic, AccuWeather, and Chef Oropenza among others.

A renewed focus on educational programming has also resulted in a variety of factual and documentary programming popular with audiences, helping position HITN among the most-watched networks among US Spanish-speaking audiences.

Turpin said all the investments that HITN has made toward improving the quality of our content has produced strong viewership results in this first quarter, “HITN will continue to add targeted documentary, factual, lifestyle and original programming to build an even stronger audience in key Hispanic markets in the United States by the end of 2016.”

**What: HITN-TV Report Significant Ratings Boost in 1Q 2016**

**When: 1Q 2016 Network Performance**

**Where: HITN-TV( [www.hitn.org/donde-ver-hitn](http://www.hitn.org/donde-ver-hitn) )**

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