



Educa y Entretiene

FOR IMMEDIATE DISTRIBUTION

November 30, 2017

Contact: Angel Audiffred (646) 483-0730 / audiffred@hitn.org

HITN PRESENTS *AVANZA*, A NEW VIDEO ON DEMAND SERVICE

The multiplatform service offers HITN subscribers free access to network content, with premium program available by subscription

Brooklyn, NY – HITN, the leading Spanish-language network that brings smart television to Hispanic families in more than 44 million households across the United States, announced the launch of **AVANZA**, a service that gives **HITN** subscribers free access to all of the network's content wherever and whenever they want, on the device of their choice. The new service also offers access to **AVANZA Kids**, the United States' first educational SVOD platform in Spanish that features Premium entertainment content.

"**AVANZA** puts our company at the forefront of the market with an innovative digital option that offers the quality content for which our network is known free to subscribers, as well as a subscription-based Premium service with educational children's programming, all on a top-level technological platform," says Mike Nieves, President and CEO of HITN. "The new service expands our mission by offering our viewers relevant programming designed to help improve their quality of life, available on any screen, anytime. At the same time, it strengthens the offering of our distributors and the Pay TV system as a whole," added Mr. Nieves.

"We created **AVANZA** in response to demand from Hispanic parents in the United States who are looking for smart programming for the entire family. Younger generations already consume most of their content on digital platforms, and HITN is staying in the vanguard by offering a service that allows users to access content from any device, wherever they are," added Maximiliano Vaccaro, HITN's Director of Digital Services.

AVANZA gives Hispanic audiences the option to enjoy a wide variety of HITN content, ranging from nature programming to science and technology, lifestyle and health, current events and preschool education. The service will be available initially as an app for IOS and Android phones and tablets, as well as Apple TV. **AVANZA** is a free service for HITN subscribers, pending authentication with their cable operators.

Once registered through their cable / satellite or provider, **AVANZA** users will have the option to add **AVANZA Kids**, the first SVOD service in the United States providing premium children's content for a monthly fee of \$3.99. The service will also feature articles and teaching guides, making **AVANZA** a powerful tool for parents and educators. Users will be able to share segments from their favorite programs in real time with their friends on social media such as Facebook, Twitter and Instagram.

For more information about **HITN**, 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 Universe TV, Verizon FiOS TV, Comcast, Charter Spectrum, Frontier Mediacom, CenturyLink Prism and Cablevision. For more information, please visit www.hitn.org

###