



*Educa y Entretiene*

## **FOR IMMEDIATE RELEASE**

September XX, 2017

Contact: Angel Audiffred, (646) 483-0730 / [aaudiffred@hitn.org](mailto:aaudiffred@hitn.org)

---

# **HITN AND CNET JOIN FORCES TO PROMOTE INTEREST IN TECHNOLOGY AMONG HISPANIC YOUTH**

**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 ‘Mundo CNET,’ a new original production that explores advances in technology.

‘Mundo CNET’ (13x22) will air Tuesdays at 8:00 p.m. Eastern and Pacific starting September 26.

“In the United States, young Hispanics are not well represented in careers in technology, innovation and science in general. In response to this problem, we decided to partner with CNET, a leading consumer technology brand, to create a program to stimulate interest in technology and its applications among this demographic,” explained Guillermo Sierra, Head of Television and Digital Services at HITN. “‘Mundo CNET’ fits perfectly with HITN’s programming strategy to offer Hispanic audiences high-quality content about a broad range of practical issues that affect their lives on a daily basis.”

‘Mundo CNET’ is an entertainment program that examines the world of new technology. In the process, it traces the history of important technological discoveries and their evolution over time, showcasing some of the innovations that have shaped modern life. It explores the impact of technology on the lifestyle and habits of US Hispanics and the way it has changed communications and interactions in the workplace and at home.

“CNET en Español is the best Spanish-language technology website in the US,” Editorial Director Gabriel Sama affirmed. “It features new advances and information, including product analysis and the latest tech news. ‘Mundo CNET’ will give HITN audiences a better understanding of progress in this area, allowing them to be better informed about the devices and platforms they use every day.”

‘Mundo CNET’ will also present first-person biographies of Latinos whose talent and hard work have earned them prominent positions at world-class technology companies. In addition to highlighting the latest breakthroughs in technology, the program will review new applications, devices and accessories and see what’s trending in social media.

Veteran presenter Poncho de Anda will be the host of ‘Mundo CNET,’ with the collaboration of CNET en Español editors.

For more information about **HITN**, please visit: [www.hitn.tv](http://www.hitn.tv)



*Educa y Entretiene*

## **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](http://www.hitn.org).

## **ABOUT CNET**

**XXXXXX**

###