



## **Cinelatino's Exclusive U.S. TV Premiere of Box Office Hit 'No Manches Frida' Propels the Network to the Number One Spot Among Spanish-Language Entertainment Cable Networks on Sunday, May 26**

June 3, 2019

### ***Cinelatino Outperforms Programming on All U.S. Hispanic Non-Sports Cable Nets***

MIAMI, FL—Monday, June 3, 2019—Cinelatino's exclusive U.S. television premiere of Mexican blockbuster *No Manches Frida* on Sunday, May 26, 2019, garnered the network the number one spot among all Spanish-language entertainment cable networks for that date.

According to data from Nielsen, the *No Manches Frida* premiere was the highest-rated Spanish-language non-sports cable program at 9 p.m. and 11 p.m., as well as for the entire day among Adults 18-49. The movie garnered 100k viewers among P18-49 during the 11 p.m. ET timeslot (live + SD) on May 26, outperforming every other Hispanic cable network aside from Univision Deportes, including Galavisión, Discovery en Español, beIN SPORTS, ESPN Deportes, and Fox Deportes, as well as several broadcast networks like Estrella and Azteca. Among Persons 2+, the film grossed 302k total viewers during the 9 p.m. & 11 p.m. airings.

"Cinelatino has made a significant investment in programming, which is yielding huge ratings returns," said Alan J. Sokol, President and CEO of Hemisphere Media Group, the network's parent company. "Reaching this level of viewership is a major accomplishment, and our ability to outperform networks with subscriber bases ten times larger than our own comes from a deep understanding of our audience and their viewing preferences. We know that offering exclusive access to box office hits on weekends and holidays, when Latino families gather together, draws huge audiences, and we are committed to continuing to provide our audiences with a unique and premium viewing experience not available on any other network or streaming service."

Produced by Lionsgate, *No Manches Frida* is one of the most successful and highest-grossing Mexican films of all time. The film features an all-star cast, including cherished Mexican comedian **Omar Chaparro** alongside the country's beloved sweetheart **Martha Higareda**.

Cinelatino is distributed by the largest cable, satellite and telecommunications providers in the country. Cinelatino is a subsidiary of Hemisphere Media Group, Inc., the only publicly traded, pure-play U.S. Hispanic TV/cable networks and content platform. For more information, viewers can visit [www.cinelatino.com](http://www.cinelatino.com).

**About Cinelatino:** Cinelatino is the leading Spanish-language movie channel, featuring the largest selection of contemporary Spanish-language blockbusters and critically-acclaimed titles from Mexico, Latin America, Spain and the Caribbean. Cinelatino is a subsidiary of Hemisphere Media Group, Inc. (HMTV), the only publicly traded pure-play U.S. media company targeting the high-growth U.S. Hispanic and Latin American markets with leading television and digital content platforms. Headquartered in Miami, Florida, Hemisphere owns and operates five leading U.S. Hispanic cable networks, two Latin American cable networks, the leading broadcast television network in Puerto Rico, and has ownership interests in a leading broadcast television network in Colombia, a Spanish-language content distribution company, and a Spanish-language OTT service in the U.S.

**Contact Cinelatino:** Katie Melenbrink / [kmelenbrink@hemispheretv.com](mailto:kmelenbrink@hemispheretv.com)

###