

# Entravision Announces Massive Expansion of Spanish-Language News Coverage

1/8/2024

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Entravision (NYSE: EVC), a global advertising solutions, media and technology company, is excited to introduce the addition of 38 new weekly newscasts on its Univision affiliated television stations. The expanded news coverage now delivers more than 300 hours of weekly news coverage, across 121 newscasts, to the influential Latino electorate.

"With 27 years of providing trusted local news to Latinos, we understand the vital role that local news plays as a lifeline to our communities," said Jeffery A. Liberman, President and Chief Operating Officer. "We are unveiling an unprecedented level of Spanish-language news coverage in anticipation of an unprecedented election year. Starting today, advertisers have even more opportunities to reach Latinos, the most influential voting electorate, through highly trusted news sources."

On Saturday, Entravision introduced early and late weekend newscasts to its Univision stations in Denver, Colorado Springs, Las Vegas, and San Diego. This expansion more than doubled Entravision's weekend news coverage. In addition, starting today, viewers in Entravision's 21 Univision markets nationwide will wake up to a new local morning show: "Despierta al Día." Entravision will also continue to deliver the midday local news show, "Al Día a Mediodía," in all of its markets, along with weekday early and late evening newscasts. All of the newscasts are 100% locally produced by Entravision's news organization of more than 200 people, including its trusted anchors and reporters.

"We are committed to providing knowledge-based content to empower our Latino community, and we strongly believe that Spanish-language media continues to be their main source of information," said Bertha Gonzalez, VP News Operations and Community Empowerment. "Our unique portfolio allows us to reach key demographics,

including our loyal adult viewers and new and younger consumers, through our broadcast and digital platforms.”

## About Entravision

Entravision (NYSE: EVC) is a global advertising solutions, media and technology company. Over the past three decades, we have strategically evolved into a digital powerhouse, expertly connecting brands to consumers in the U.S., Latin America, Europe, Asia and Africa. Our digital segment, the company’s largest by revenue, offers a full suite of end-to-end advertising services. We have commercial partnerships with Meta, X Corp. (formerly known as Twitter), TikTok, and Spotify, and marketers can use our Smadex and other platforms to deliver targeted advertising to audiences around the globe. In the U.S., we maintain a diversified portfolio of television and radio stations that target Hispanic audiences and complement our global digital services. Entravision remains the largest affiliate group of the Univision and UniMás television networks. Shares of Entravision Class A Common Stock trade on the NYSE under ticker: EVC. Learn more about our offerings at [entravision.com](https://www.entravision.com) or connect with us on [LinkedIn](#) and [Facebook](#).

For more information, please contact:

Christopher T. Young  
Chief Financial Officer  
Entravision  
310-447-3870

Kimberly Orlando  
Addo Investor Relations  
310-829-5400  
[evc@addo.com](mailto:evc@addo.com)

Source: Entravision