

# Hemisphere Media Group and Entravision Partner to Launch WAPA Orlando

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New broadcast station to bring news and entertainment programming from WAPA-TV to Orlando's large and rapidly-growing Puerto Rican community

MIAMI & ORLANDO, Fla.--(BUSINESS WIRE)-- Hemisphere Media Group and Entravision announced a strategic partnership to launch **WAPA Orlando**, a new full power broadcast television station with programming to serve the Orlando–Daytona Beach–Melbourne DMA. WAPA Orlando started broadcasting today on Entravision's WOTF (Channel 26).

Powered by Entravision's local broadcasting expertise, **WAPA Orlando** will be carried by multichannel video programming distributors throughout the Orlando–Daytona Beach–Melbourne region and broadcast programming from WAPA-TV, Puerto Rico's #1 TV network for 16 consecutive years. The station will be programmed for Central Florida's Latino population, with a particular focus on the region's large and rapidly growing Puerto Rican community. The Orlando area is now home to the second largest Puerto Rican population in the continental United States, driven by sustained population growth over the past decade.

**WAPA Orlando** will take advantage of WAPA-TV's unrivaled news and entertainment production infrastructure, which now produces 80 hours per week of original content, and will be the first station specifically serving Orlando's Puerto Rican community. Its programming will feature news and entertainment produced in WAPA's Puerto Rico studios, complemented by locally produced newscasts branded **NotiCentro Orlando** from Entravision's award-winning news organization. The station will initially launch with two daily locally-produced newscasts—morning and midday—with plans to expand to evening and late-night editions over time.

The partnership also establishes a collaborative news framework led by Entravision, leveraging its robust nationwide news resources from stations across 24 U.S. markets to drive expanded local news and editorial coverage for WAPA Orlando. This access to Entravision's extensive content and resources will complement WAPA Media's original programming and journalism, enhancing coverage of issues relevant to Latino communities locally and nationally.

"We are excited to bring WAPA's world class news and entertainment content and programming expertise to Orlando, which is often referred to as Puerto Rico's '79th municipality,'" said **Alan J. Sokol, President and Chief Executive Officer of Hemisphere Media Group**. "By combining WAPA's trusted programming and journalism with Entravision's broadcast infrastructure and market expertise, we are creating a compelling and completely unique local service custom made for the Orlando Hispanic community."

"The launch of WAPA Orlando reinforces our commitment to delivering relevant, community-focused media in key Latino markets," said **Jeffery Liberman, President and Chief Operating Officer of Entravision**. "This strategic collaboration leverages the complementary strengths of trusted brands to better serve our audiences, distributors, and advertisers throughout Central Florida. Our expertise in local media and news programming will be instrumental in driving WAPA Orlando's growth, especially as we develop and manage its new standalone digital platform to connect with the Orlando Latino audience."

**Entravision** will develop and manage **WAPA Orlando's** digital strategy, which includes a rollout of digital platform solutions, including a website. In addition, Entravision will fully handle the sales operations and maintain a dedicated sales team and production staff in the market. As part of its customary service to clients, Entravision will offer creative support, talent-driven integrations, and turn-key video production, alongside traditional commercial & digital buys.

## Station Details

- Station: WAPA Orlando
- Call Letters / Channel Position: WOTF-TV (Channel 26)
- Market: Orlando–Daytona Beach–Melbourne DMA
- Launch: February 2, 2026
- Distribution: MVPD systems throughout the DMA Including Xfinity, Spectrum, AT&T U-Verse, DirecTV, Dish and others

## About Hemisphere Media Group, Inc.:

Hemisphere Media Group, Inc. is the leading U.S. multi-platform media company targeting the high-growth U.S.

Hispanic and Latin American markets with industry-leading television and radio networks and digital offerings. Headquartered in Miami, Florida, Hemisphere owns and operates WAPA Media, a conglomerate that includes WAPA TV, the leading broadcast television network and preeminent content producer in Puerto Rico, WKAQ 580AM and KQ105 FM, the leading AM and FM radio stations in Puerto Rico, sports network WAPA Deportes, and WAPA Digital. Additionally, Hemisphere has five leading U.S. Hispanic cable networks (Cinelatino, Pasiones, WAPA América, CentroAméricaTV, and Televisión Dominicana), two Latin American cable networks (Cinelatino and Pasiones), rising FAST channels in the U.S. (WAPA+, TODOCINE, Todo Novelas, Más Pasiones, and ES24), and an international content distribution company.

## About Entravision:

Entravision (NYSE: EVC) is a media and advertising technology company. In the U.S., we provide video, audio, digital and creative marketing services to local and national advertisers through a portfolio of heritage television and radio stations plus digital advertising services that primarily target Latino audiences. Our advertising technology business provides programmatic advertising technology and services to advertisers and app developers on a global basis. Entravision is the largest affiliate group of the Univision and UniMás television networks. Shares of Entravision Class A Common Stock trade on the NYSE under the ticker: EVC. Learn more about us at [entravision.com](https://www.entravision.com).

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