

ED0, TelevisaUnivision Expand Convergent TV Partnership

An existing partnership between measurement platform ED0 and TelevisaUnivision is set to grow with the addition of consumer behavioral measurement of TV ads, which will be used on streaming platform ViX.

Due to its extensive library of Spanish-language content, ViX is attracting incremental audiences, reaching 28 million U.S. video viewers across platforms and increasing streaming hours per user by over 70% year-over-year.

ED0 continues to build on its already existing partnership with TelevisaUnivision in the convergent TV space, delivering data-driven TV insights designed to optimize advertiser return on investment across the media company's cross-platform campaigns, including on ViX.

"TelevisaUnivision's deep connection with the Hispanic audience and culture, along with a growing content portfolio, makes it an ideal partner in today's convergent TV landscape," said Kevin Krim, president and CEO of ED0, in a statement. "With ED0's predictive outcome measurement, it can demonstrate the powerful consumer response its linear and streaming platforms drive and help brands immediately optimize for TV outcomes across campaigns."

The continued partnership between the two entities has also made available to TelevisaUnivision ED0's TV intelligence, which demonstrates the impact of a fast-growing, highly engaged Hispanic audience.

According to ED0, ads aired on Spanish-language TV versus

those aired on English-language TV resulted in a 31% increase in effectiveness, resulting in measurable engagement lifts, especially when authentically integrating cultural relevance into their brands.

During the second quarter of 2024, Miracle-Gro's standard ads were 2.4 times more effective on TelevisaUnivision than on English-language TV. Additionally, EDO reported that there was a likely 46% increase in consumer engagement with Doritos Dinamita TV ads during primetime on TelevisaUnivision networks—including the Latin American Music Awards on Univision—compared with English-language TV.

Dan Riess, chief operating officer of U.S. advertising sales and marketing at TelevisaUnivision, said in a statement, "With EDO's outcomes data, we can quantify and optimize audience engagement across our portfolio and, most important, help brands understand the impact of investing in Hispanic audiences."

ViX, launched in 2022, is the largest Spanish-language streaming platform in the world.

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