

Remezcla Adds Streaming Service Aimed at Hispanic Gen Z and Millennials

Remezcla is expanding from digital publishing into streaming.

The Hispanic culture brand, owned by multicultural media company My Code, is launching Remezcla Más—a bilingual ad-supported platform designed for Hispanic Gen Z and millennial audiences in the U.S.

Debuting today across Roku, Fire TV, Apple TV, and Android, the service offers more than 10,000 hours of content spanning music, sports, and movies, making it My Code's most ambitious video investment to date, according to chief strategy officer Edgar Hernandez.

"What we've seen is that there are a lack of destinations that offer compelling content to these audiences, and we felt like that was an opportunity," Hernandez said. "That is the foundational premise of Remezcla Más."

My Code first took a stake in Remezcla in early 2023, adding the publisher's cultural credibility to its portfolio of media assets that now reach 60% of U.S. Hispanics each month, according to comScore.

Since then, Remezcla has expanded its commercial footprint through partnerships like its 2024 collaboration with the NFL to help grow the league's Hispanic audience. That relationship underscored Remezcla's evolution from a niche culture site to a national media brand with substantive advertiser demand—a foundation the company now hopes to extend into streaming.

Building a cultural home in streaming

The idea behind Remezcla Más is straightforward: While Hispanic creators dominate social platforms and music charts, few streaming services have catered directly to bilingual, bicultural viewers.

My Code has spent the past few years building a presence in connected television through its ownership of FAST and AVOD properties such as Butaca TV and Remezcla TV, according to Pablo Rebolledo, the director of CTV operations at My Code.

That experience, combined with its existing data and sales infrastructure, positioned the company to launch a dedicated service for this audience rather than rely solely on distribution partners.

The platform combines an ad-supported VOD library with live FAST channels, offering content in both English and Spanish. Its content mix will include both original programming and licensed work, though it will be primarily original content, according to Rebolledo.

Its slate of originals will include Nuevo Noise, a showcase of emerging Latin musicians; Catching Up, profiling artists and athletes; and Spotlight Sessions, archival and recent interviews with performers like Bad Bunny and Karol G. Additional channels such as Susto TV, timed to Día de los Muertos, and Judge Faith round out the launch slate.

Monetizing a growing video engine

Video is already an eight-figure business for My Code, and Remezcla Más is meant to deepen that growth, according to Hernandez.

The company will sell inventory across the platform and its other properties, offering advertisers incremental reach among U.S. Hispanics while using iSpot TV measurement to demonstrate

results. By centralizing its AVOD and FAST assets under one umbrella, My Code can deliver both premium sponsorship opportunities and scaled audience buying for brands seeking bilingual consumers.

For Remezcla, the streamer also provides a new outlet for its live events and creator partnerships, which have become a key part of its brand strategy. Programming tied to the 2026 FIFA World Cup and other cultural tentpoles is already in development.

Even with clear audience demand, the challenge will be standing out in a saturated CTV landscape, according to media analyst Evan Shapiro. Independent apps face high acquisition costs, and users are reluctant to download new services, even free ones.

“There is no question that Hispanic-focused content is underrepresented on streaming,” Shapiro said. “But it remains to be seen how many programming apps consumers will download—even if they are targeted and free.”

While competitors such as ViX, Canela Media, and Fuse+ have pursued similar bilingual strategies, Remezcla Más enters the market with a few advantages: a built-in network that already reaches tens of millions of viewers, a deep bench of creator relationships, and a recognizable brand that has long served as a tastemaker in Latin culture.

By translating that influence into streaming, My Code and Remezcla are betting that cultural specificity—and an existing audience ecosystem—can overcome the industry’s fragmentation.

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