

TelevisaUnivision and Disney Score New Distribution Partnership

Ahead of marquee soccer coverage, TelevisaUnivision and Disney are scoring distribution goals.

This week, TelevisaUnivision and Disney Entertainment announced a new multi-region distribution partnership. With the deal, TelevisaUnivision's U.S. networks—including Univision, UniMás, TUDN, and Galavisión—will launch on the Hulu + Live TV line-up on June 3, coming in ahead of the FIFA Club World Cup and Concacaf Gold Cup.

"We're thrilled to enter into this new partnership with Disney that puts our community at the center," Rafael Urbina, president of streaming and digital at TelevisaUnivision, said in a statement.

According to the companies, more channels, including N+FORO, TLNovelas, Bandamax, De Película, De Película Clásico, Telehit, and Telehit Música, will be added to the Español add-on for Hulu + Live TV subscribers at a later time.

Beyond the channels, beginning in early June, Disney+ and ViX will be available as a combined offering in Mexico. This will give ViX users access to Disney+ as part of their subscription.

"This new partnership allows us to strategically build upon our current channel offering and Spanish-language content available on Hulu + Live TV, while providing subscribers in Mexico with a meaningful opportunity to access the very best of Disney's blockbuster films, award-winning originals, and iconic franchises alongside TelevisaUnivision's industry-

leading Spanish-language content, including news, novelas, sports, and more in one subscription,” said Lauren Tempest, general manager, Hulu, and evp, DTC content partnerships.



TelevisaUnivision’s upfront presentation was all about connecting brands with Spanish-speaking consumers, and the new distribution deal gives the company even more reach to do that.

Speaking with ADWEEK following the company’s upfront presentation, TelevisaUnivision ad sales chief Donna Speciale noted that her company would be back in the annual advertising event next year, especially considering the Hispanic population’s growth in the U.S.

“We are now 20% of the population, but the next few years is going to be even more,” Speciale said, adding, “We’re not going to stop until we have every single advertiser that is advertising to an English language that is now going to be leaning into Hispanic as well.”

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