



**Embargoed:**

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## **5 Things To Know About Nuestra.TV, The Free Bilingual Connected Television Streaming Service**

[Press: Click [Here](#) to watch the video. Click [here](#) for the press kit]

### **What Is Nuestra.TV?**

Nuestra.TV is a free video-streaming service created to entertain, inform, and empower Hispanic audiences across cultural diversity, generations, languages, and devices. Launched on July 12, 2022, by Adsmovil, a leading pioneer in Hispanic mobile advertising and digital media, Nuestra.TV delivers over 40+ FAST channels and 15,000+ hours of premium video on demand (VOD) content reflecting the full breadth and diversity of the Latino community it serves.

### **Is Nuestra.TV Free?**

It doesn't cost anything to watch Nuestra.TV.

### **What's Available on Nuestra.TV?**

Nuestra.TV features top-performing movies and TV series from premier content providers including VIP 2000 TV, The Country Network, Planet EAT, Young Hollywood, Caracol, Mega Global Entertainment, RM Vistar, and Spanglish Films. The new platform will also offer popular novelas, from classics, to modern hits, starring the biggest novela stars.

Live news and live sports are also a part of Nuestra.TV's programming line-up, in addition to original bicultural content, including reality road trip "Latina Approved: Buen Provecho," docuSeries "Nuestro Stories" to tell the origins of Latino traditions, songs, sayings and more; animated children's series "MariVi: the Master Navigator" following a first-generation immigrant family, the Abascals, and their influential U.S. born daughter, MariVi; and financial educational video series "SUMA Wealth: Boot Camp" from industry pioneer and mitú founder, Beatriz Acevedo.

### **What's Unique About Nuestra.TV?**

Nuestra.TV (Our.TV) was created and customized for each member of *la familia*, as evidenced by its bilingual footprint. Its fully downloadable content library includes a wide range of premiere productions (both English and Spanish) from the U.S., Latin America, and Spain as well as compelling original content created for bilingual/bicultural consumers from some of the industry's most celebrated creators. Nuestra.TV will also offer educational programming with the goal of both entertaining and empowering its audiences. Additionally, gaming, podcasts, UGC, live news, and music events will be available to subscribers.

## How Do You Watch Nuestra.TV?

You can watch Nuestra.TV in a variety of ways. You can use your browser to watch on your computer or download the app on Mac and Windows platforms. The service is available on a number of devices like Roku, Apple, Apple TV +, XBOX, Google Play, Google TV, fireTV, and Samsung - among others. There is also a Nuestra.TV app on Android and Apple devices.

More information can be found at [www.nuestra.tv](http://www.nuestra.tv).

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### **Press Contacts:**

Santa Cruz Communications

Paola Marin

Tel. 305-592-4473

[paola@santacruzpr.com](mailto:paola@santacruzpr.com)

Claudia Santa Cruz

Tel. 786-218-3009

[claudia@santacruzpr.com](mailto:claudia@santacruzpr.com)