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NUESTRA.TV, A NEW FREE BILINGUAL ON-DEMAND VIDEO-STREAMING PLATFORM FROM ADSMOVIL, LAUNCHES TO ENTERTAIN AND EMPOWER HISPANICS ACROSS GENERATIONS AND LANGUAGE

Verizon to Serve as Official Launch Sponsor

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Miami, FL - September 7, 2022 – Adsmovil USA, a minority-owned and certified leading pioneer in Hispanic mobile advertising and digital media today announced the launch of **Nuestra.TV**, a free video-streaming service created to entertain, inform, and empower Hispanic audiences across cultural diversity, generations, languages, and devices. Verizon, one of the world’s leading providers of technology and communications services, will serve as an official sponsor of Nuestra.TV’s launch.

Launched with more than 40+ FAST channels and 15,000+ hours of premium video on demand (VOD) content reflecting the full breadth and diversity of the Hispanic community, **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.

Nuestra.TV will feature 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.

Additionally, live news and live sports will be part of **Nuestra.TV**’s programming line-up, as well as 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.

Headquartered in Miami, Florida, **Nuestra.TV** was created by Adsmovil CEO Alberto Pardo, a digital media pioneer, to both meet the high demand for premium streaming content and better serve the wide range of audiences that make up the Hispanic community.

“We have over a decade of experience creating content and reaching Hispanics, across generations, cultural origins, and languages, and with **Nuestra.TV** we are uniquely positioned to provide Hispanic cord cutters with a platform that is inclusive and authentic, and informed by content that is culturally and linguistically relevant, informative, and engaging,” said Alberto Pardo, President, and CEO, **Nuestra.TV**. “We are thrilled to partner with Verizon to expand our reach and capability of providing viewers with culturally resonant, authentic and engaging programming, including bilingual and bicultural options that are designed for each member of la familia,” he added

About Nuestra.TV

Nuestra.TV, an offering from Adsmovil USA, a minority-owned and certified leading pioneer in the Hispanic mobile advertising and digital media arena, is a free AVOD solution specifically created for the holistic Hispanic market, across cultures, languages, and generations. The on-demand video streaming service has unmatched breadth and depth, offering Hispanic consumers 15k+ hours of entertaining, informative and empowering programming from the U.S., Latin America, and Spain, along with 40+ FAST channels. The service has a bilingual footprint supporting a vast array of existing and original productions, short/long-form and user-generated content, podcasts, live news broadcasts from Latin America, and gaming. Created in 2020 by Adsmovil CEO Alberto Pardo, Nuestra.TV’s headquarters are in Miami, FL. More information can be found at www.nuestra.tv.

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