

LOS ANGELES, Sept. 12, 2013 /PRNewswire/ -- [NUVOtv](#), the first and only English-language network created for Modern Latinos, announced today that NUVOtv is delivering the highest Hispanic audience composition, ranking as the #1 English-language network, in key prime and late fringe dayparts.

During the network's premiere weekend, NUVOtv original shows - Jennifer Lopez: Her Life. Her Journey., A Step Away, House of Joy, Mario Lopez : One-on-One and The Anjelah Johnson Homecoming Special, ranked #1 in their time periods with Hispanic audience comps, with original series delivering between 70% and 94%.

"The launch of NUVOtv's new slate of [programming](#) was a big success for the network, but more significant was the Hispanic comp of the audience tuning in," said Michael Schwimmer, CEO of NUVOtv. "For years we heard the doubts about whether – given their many viewing options - English-speaking Latinos really wanted culturally-relevant Latino themed content. Now the jury is in, and we have real numbers. The network's high Hispanic audience comp proves that if you deliver high quality, culturally relevant programming for Latinos, and it's well marketed, then this important audience will respond by tuning in."

Schwimmer went on to add, "Cable and satellite operators, as well as [advertisers](#), who take a moment to understand the implications of our audience composition, will be thrilled to see that there is an exciting new strategy to reach high value Latino consumers, and marketers are not limited to relying upon the same old Spanish broadcast and cable network options."

About NUVOtvNUVOtv (www.myNUVOtv.com) is the first and only English-language television network created for modern Latinos, embodying the spirit and multi-dimensional lifestyle of the modern Latino audience.

NUVOtv Delivers Highest Hispanic Comp Among English-Language Networks

Written by Australian Business

In 2012, iconic superstar and entrepreneur Jennifer Lopez announced an exclusive creative, production and marketing partnership with NUVOtv to bolster the network's mission to deliver entertainment for the Modern Latino audience. Lopez and her production company, Nuyorican Productions, are collaborating closely with NUVOtv on all creative elements, including programming strategy, production and marketing. On

May 15, 2013

, Lopez was appointed Chief Creative Officer.

NUVOtv is currently available in more than 32 million homes nationwide with major [distribution](#) partners: AT&T U-verse, Comcast, Cox, Dish Network, Time Warner Cable and Verizon FIOS. The network is widely available in the top Hispanic DMA's and most major US markets including

Los Angeles

,
San Francisco

,
Miami

,
Chicago

and
New York

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Source: Nielsen L+SD, 1- Hispanic comp prime and late fringe = M-Su/6p-3am, 7/18-8/25/13 (excludes kids nets). 2- #1 time period ranks = 7/18 Thu 8-9p (excludes kids/sports nets), 9-10p, 10-11p, 7/20 Sat 12m-1a, 1-2a. Hispanic comp

7/18-7/21/13

8p-

2am

. 3-Total Day=M-Su/

8am-4am

; Prime=M-Su/

6pm-12am

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SOURCE NUVOtv

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