

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

Filling the Gap: Comercio TV Ready for Spectrum Rollout

Spanish-language media and the audiences that they serve are becoming more substantial pieces of the overall TV landscape, but there are still gaps in the different types of content those viewers receive. That's why **Comercio TV** went live in August to address the craving for financial news tailored for Spanish-speaking viewers, especially at a time when economic uncertainty extends to all corners of the globe.

While plenty of novelas, sports and news programs exist in Spanish across the U.S., a **Horowitz Research** survey illustrated that 73% of Spanish-language viewers feel that financial education is a key challenge in the Hispanic community. Comercio TV wanted wide-ranging distribution upon first rolling out so it could tackle those worries for as many groups in a quick fashion. The network initially debuted in the U.S. on **Roku** and **Viva Live TV** in addition to being carried by **Altice Dominicana** and **Wind Telecom** in the Dominican Republic and having a **YouTube** stream available worldwide. Since then, the network inked deals with Latin American distributor **Claro** to go live in Puerto Rico and soon for Claro's customers in the D.R. It's also made agreements with digital players like **FreeCast** and **Freebie TV**.

"Unfortunately, I think that the traditional medium perhaps doesn't go into so much depth when it comes to financial information, financial news and how that really impacts a bottom line," Comercio TV Director of Content Strategy **Freddy Arias**

told **CFX**. "It's different than saying, 'Hey, inflation went up 25% and gasoline or milk is going to be more expensive.' We try to really break it down and give people tips, suggestions and giving them a more holistic approach to understanding the global perspective of what's going on in the U.S."

One of Comercio TV's primary goals in the short term is to achieve more global distribution through deals with major players. The network is set to get its biggest boost yet once its deal with **Charter** kicks in next month. Come April 15, Comercio TV will become available nationwide through Spectrum's Spanish TV tiers including TV Stream Latino and Mi Plan Latino, which cost \$25/month and \$70/month, respectively.

Arias said the move not only builds on the network's goal of making its content as accessible as possible for viewers, but it follows a period of audience growth that's carried into the new year. Plus, it helps when negotiating with other potential partners. Arias noted there's a good level of interest coming from folks both in the U.S. and abroad.

Comercio TV saw its audience increase in size by 45% during the three-month period of Dec. 1 to Feb. 28. Arias credited its streaming channel and social media presence for generating organic growth. But with talks of tariffs, inflation and the possibility of a recession filling headlines, Arias thinks the feeling of uncertainty has pushed people to remain informed to prepare for what could come.

"We want to become a trusted source. Non-biased, it's not political, it's not any of that stuff. It's very balanced in the

Media and broadband executives'
NUMBER 1
TRUSTED SOURCE
for the industry's most
important developments

1 Cablefax
Daily

PARTNER WITH US TODAY: Amy Abbey • 410.979.0171 • aabbey@accessintel.com

information, factual and really just plain facts,” Arias said.

In the past, Arias said Hispanic communities were primarily served coverage of the financial world through headlines or short, 30-second videos that didn’t dive beyond surface-level information. It’s why Comercio TV invites economic analysts, finance professors and others to break down current events and overarching trends in the financial world. Additionally, Comercio TV was on hand in Miami covering FinTech Americas last week, and it simulcasts Federal Reserve speeches in Spanish as well. The network extends that expertise to educational capsules that are included online and throughout programming, focusing on specific topics like interest rates, mortgages or retirement plans.

Comercio TV also sits in a position to capitalize on an advertising market that hasn’t tapped into Spanish-speaking audiences as much as it could. However, there’s still hesitancy due to there being few major players in the Hispanic market other than **Telemundo** and **TelevisaUnivision**, making it crucial for Comercio TV to inform partners about what it is and the space it’s filling in the TV marketplace.

“There’s only been very, very few major players... Separately from that, there’s many more, but I think that there’s a lack of knowledge as to who these other media outlets are,” Arias said. “What we’re actively doing is really approaching new advertisers every single day, catering to them in terms of speaking to them, giving them statistics of the type of group that is watching Comercio TV and really bringing them up to speed ... so that they know that there’s something else out there versus the traditional Telemundos and Univisions.”

Though it’s still early days, Arias and Comercio TV want to be the authoritative figure of financial information across Spanish-language audiences. “Our long-term vision is to become that authority in the space where people recognize the brand—much more than just a channel, but the brand itself. We don’t know what that’s going to look like in five to 10 years in terms of media, but whatever people are consuming, we want to be at the forefront of that,” Arias said.

FINDING THE LINE IN CARR’S DEI POLICY DIVIDE

FCC Chair *Brendan Carr* has made it clear in recent days that he won’t support mergers of companies that he deems as being involved in “invidious” DEI practices. That confirmation has come through interviews and comments on his own **X** page. While there was initial excitement around the potential for more M&A activity under the *Trump* administration, these new comments have brought a level of uncertainty that could chill that enthusiasm. In a note to clients Monday, **New Street**

Research noted that Carr has not yet defined what DEI or invidious discrimination mean, nor has he referenced any law that he believes is being broken. The firm is skeptical that clarifications will come on that or the standard for blocking a merger on those terms as any definitions are likely to limit Carr’s ability to act in situations where he’d like to step in. The question **New Street Research** has is just how far Carr will go on this front, including if he would find actions by companies to reach diverse customer bases problematic. “The communications companies (cable, telco and satellite) also seek to gain customers among a diverse constituency, for example advertising in Spanish in areas where Spanish is broadly spoken,” NSR said. “Would Carr view such efforts, or, for example, prioritizing Spanish as a job requirement in stores in Spanish speaking areas as invidious discrimination? We don’t know but until Carr clarifies what he means by DEI and invidious discrimination, we have to entertain the possibility that such efforts could be subject to Carr’s scrutiny.” Current deals sitting before the FCC include the **Paramount/Skydance** merger and **T-Mobile’s** acquisition of much of **UScellular**.

COMCAST INVESTING MORE IN AI

Comcast is committing further to its investment into artificial intelligence through an agreement with network solutions provider **DriveNets**. Comcast will use DriveNets’ Network Cloud solution to expand its trial of Janus, an initiative to virtualize and embed AI through the core of its network. The first Janus trial came in September, and DriveNets’ capabilities will give Comcast the ability to independently manage the hardware and software that composes the network. The hope is that Janus will enhance network reliability through greater visibility, reduce Comcast’s energy footprint and enable the network to scale.

MARINERS LAUNCH DTC OPTION

The **Seattle Mariners** have released a direct-to-consumer option ahead of the start of the **MLB** season, launching the **ROOT SPORTS** Stream app for the team. **ViewLift** is providing the streaming technology backbone of the service, which will be available on iOS and Android mobile devices, Apple TV, Android TV and Amazon Fire TV. The offering, priced at \$19.99/month, will also be coming soon to Roku. The app will offer live and on-demand Mariners baseball, the full **ROOT SPORTS** programming lineup and seamless authentication for existing **ROOT SPORTS** subscribers.

FANDUEL SPORTS NETWORK STRIKES PROMOTION DEALS

FanDuel Sports Network struck two new deals with **SB Nation** and **Yahoo Sports** with the hope of driving subscriber growth and awareness of its DTC offerings before the 2025 **MLB** season. The SB Nation partnership will see affiliate links and tune-in messaging integrated into the brand's editorial content. As for Yahoo Sports, there will be a joint effort tied into the Yahoo Fantasy Plus subscription service known for its fantasy sports data, research and tools. FanDuel Sports Network and Yahoo Sports will promote reciprocal extended trial offers to their respective customer bases.

AD MARKET FORECAST WORSENS

Although **Madison and Wall's** forecasts on the advertising market for 2025 and beyond weren't entirely optimistic, it's once again downgrading its expectations. Now that the advisory and consulting firm has had some time to digest the moves made by the *Trump* administration and the subsequent trade wars that ensued, it sees that volatility regarding trade policies and threats to supply chains as bigger adversaries to the overall ad environment. For 2025, M&W's new readings predict 3.6% growth excluding political advertising, down from its previous guideline of 4.5%. Growth in 1Q25 is set for 4% excluding political advertising, however, M&W flagged that it'd be tough to compare to the 10.5% growth rate (excluding political) seen in the same quarter the year prior. Growth in 1H25 is expected to be slightly stronger than 2H25 in part because of the full consequences stemming from federal policy changes. **MoffettNathanson** is of the same line of thinking, taking a "softly pessimistic" stance on what ad spending could look like in 2025. It's dropping its expected U.S. ad growth rate from 6.9% to 5.8%, citing that it's seen early signs of strain from both public consumer companies and ad channel decks, with the latter seeing clients becoming more hesitant to spend during times of uncertainty.

REACHING LGBTQIA+ AUDIENCES

Targeted campaigns can pay dividends for companies, and **Horowitz Research's** annual "State of Media, Entertainment, and Tech: Focus LGBTQIA+" study showed that LGBTQIA+ consumers are among those more likely to engage with interactive and targeted ads. Around 52% of survey participants said they've clicked on an ad from a brand that appears on their media feed, compared to 44% of consumers overall. Half of LGBTQIA+ consumers indicate they've researched a product or service after seeing an ad for it, and 39% of folks have interacted with social media ads by liking, sharing or commenting on them. Additionally, 33% followed a brand on social media after being impressed by their ads, and that segment of respondents also purchased products from an influencer's social

media page (32%) and directly through Facebook Marketplace (40%), TikTok Shop (26%) and Instagram Shop (26%). More than half of LGBTQIA+ consumers are more likely to feel that social media is better designed for people like themselves as compared to traditional media

ADAPTIVE SPIRIT CELEBRATES 30 YEARS WITH DONATION DRIVE

Adaptive Spirit has been alive and well for three decades, and it is celebrating its 30th anniversary with a special giving [campaign](#) directly supporting **U.S. Paralympic Ski & Snowboard**. The campaign will provide resources for current and future athletes through an endowment fund that would give those individuals access to training, equipment, coaching and more to ensure they can compete at a high level.

ON THE HILL

The **Consumer Technology Association** is bringing a taste of CES to Capitol Hill. It is hosting CES on the Hill, an invite-only event on April 9 bringing policymakers together with innovators for exclusive looks at the next steps forward in artificial intelligence, digital health and more. Exhibitors will include **Amazon** (who will be showing off technology from satellite connectivity brand Project Kuiper), **Dell Technologies**, **Google**, **IBM**, **Meta** and **Qualcomm**.

CARRIAGE

Curiosity University is now available on **The Roku Channel**. Those interested will be able to purchase it as an add-on for \$8.99/month or \$89.99 annually.

PEOPLE

Sinclair EVP/CFO *Lucy Rutishauser* announced her plans to retire. A search for her replacement, to include both internal and external candidates, will kick off soon, and she plans to stay with the company until her successor is securely in the role. Upon her retirement, Rutishauser will serve as a senior advisor to Sinclair. Rutishauser has been with Sinclair since 1998, rising through the ranks until she was appointed to her current role in 2017. – **Morgan Murphy Media** President/CEO *Elizabeth Murphy Burns* is retiring from day-to-day leadership after 43 years at the company. She will now become Chair of the company's board. Current EVP/COO *Brian Burns* will succeed her, meaning the company will continue to be led by a family member as it has since its founding in 1890. Murphy Burns' professional accomplishments include being the first woman elected to the **CBS** affiliates advisory board, being inducted into the Wisconsin Broadcasters Hall of Fame in 2005 and among the first women elected to **NAB's** board.