



## P R E S S   R E L E A S E

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### **Advertising on Hispanic Cable Networks Available to Bright House Advertisers**

#### **Bright House Advertising's Hispanic Combo launched recently**

Advertisers targeting the Hispanic community have more TV choices. Advertisers have been successfully using Bay News 9 en Español to target the Tampa Hispanic community since 2002. They are now able to place their commercial messages on the popular Hispanic cable networks, ESPN Deportes, and Galavisión.

The three channels, Bright House Advertising's HISPANIC COMBO, can be found sequentially on digital channels 153 (ESPN Deportes), 154 (Bay News 9 en Español), and 155 (Galavisión).

ESPN Deportes is a 24-hr, Spanish-language sports network serving the U.S Hispanic sports fan. Hispanic commentators provide a culturally-relevant perspective for NFL, NBA, MLB, Soccer, Boxing and more.

Galavisión provides additional viewing options for the ever-growing and diverse U.S. Hispanic population. News, Sports, Novellas, and Galavisión is home to some of the most beloved comedies in Spanish-language television like [Chespirito](#), [El Chapulín Colorado](#) and [El Chavo](#) which are favorites among Hispanics of all ages and nationalities.

The first in the nation, Bay News 9 en Español is Tampa-St. Petersburg DMA's only Hispanic News Network and is the only source for Hispanic families to watch local news spoken in their language to their community...24 hours a day and 7 days a week.

Local advertisers interested in learning more about advertising on Bright House Advertising's HISPANIC COMBO may call 1-727-329-2554 for further information.

#### **About Bright House Networks**

Bright House Networks is a leading provider of entertainment and information services, with over 2 million customers in several large markets including Bakersfield, California; Birmingham, Alabama; Detroit, Michigan; Indianapolis, Indiana; Orlando, Florida (Central Florida Division) and Tampa Bay, Florida along with several other smaller systems in Alabama and the Florida Panhandle. The company's fiber-optic network offers customers the latest technology available in home phone, cable and Internet services.

Exceptional customer service is the company's cornerstone of its business. Bright House Networks local Customer Care is available 24 hours per day, seven days per week, including holidays. Public affairs, social responsibility and community involvement continue as major initiatives for the company as an ongoing commitment to the families and communities Bright House Networks serves.

Bright House Networks also owns and operates two 24-hour local news operations; Bay News 9, Bay News 9 En Español, Catch 47 Tampa Bay Sports Channel, Travel Weather Now, Tampa Bay on Demand and Baynews9.com serving the Tampa market and serving the Orlando area; Central Florida News 13, News 13 Weather NOW, Central Florida on Demand, and cfnews13.com.

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