

# ESPN Deportes Now Available in HD to DishLATINO Subscribers Ahead of Super Bowl 50

Beginning today, DishLATINO will deliver ESPN Deportes in high-definition, marking a significant shift toward increasing HD distribution to more Hispanic households nationwide. The launch comes days ahead of Super Bowl 50 on Sunday, Feb. 7 – the first Super Bowl telecast for ESPN Deportes.

“By offering ESPN Deportes in HD to DishLATINO customers, we are addressing demand to increase HD penetration of Spanish-language sports networks to a growing Hispanic fan base,” said [Sean Breen](#), Senior Vice President, Affiliate Sales, Disney & ESPN Media Networks. “Watching live sporting events in HD heightens and enhances the viewing experience for fans, and today’s launch is yet another example of how we are working closely with our distributors to add value to their customers’ pay TV subscriptions.”

“We are always looking for ways to enrich our customers’ experience, and the addition of ESPN Deportes in HD helps bring to life some of the biggest events in sports,” said Alfredo Rodriguez, vice president of DishLATINO. “The Super Bowl is the perfect way to kick-off this programming, delivering Spanish-language, HD coverage of American football’s biggest night.”

To complement the live Super Bowl 50 telecast, ESPN Deportes is presenting [comprehensive, week-long multimedia coverage](#). The lineup on Super Bowl Sunday will feature Spanish-language coverage leading up to the game, live from San Francisco, including a 90-minute pregame special at 4:30 p.m. ET and a postgame show. Other major events that will be telecast on ESPN Deportes in the year ahead include EURO 2016 and UEFA Champions League.

“Expanding ESPN Deportes’ HD distribution is essential in our effort to continue delivering topnotch sports content to our Spanish-language fans,” said [Freddy Rolón](#), Vice President, Programming & Business Initiatives, ESPN Deportes. “We are thrilled that our DishLATINO viewers will be able to watch our content in the highest quality available as we get ready to deliver a wide variety of great sports events this year including the anticipated Super Bowl 50, Serie del Caribe, Copa MX, Copa del Rey final, German Cup, Europa League, UEFA Champions League, NBA and The Finals, Wimbledon, EURO 2016, the Spanish Super Copa, the U.S. Open and much more.”

## About ESPN Deportes

ESPN Deportes is the leading multimedia, Spanish-language sports brand dedicated to providing the widest variety of sports to the U.S. Hispanic sports fan via television, online, print, radio and wireless. ESPN Deportes television, the highest rated and most watched Spanish-language sports cable network is currently available in 6.1 million Hispanic HHs. Sports media assets include ESPN Deportes and ESPN Deportes HD television, which offer unparalleled Spanish-language sports programming, featuring more than 2,500 live and/or original hours of sports programming presented annually---the network is also available on WatchESPN; ESPN Deportes Radio, the only around-the-clock national Spanish-language sports radio network in the U.S. and currently available in 10 of the top 25 U.S. Hispanic radio markets and also distributed on SIRIUS Satellite Radio; ESPNDeportes.com, the #1 Spanish-language sports website among Spanish-preferred fans in the U.S.; ESPN Deportes La Revista, the first general sports Spanish-language magazine in the U.S.; ESPN Deportes Mobile, the brand’s emerging business which offers Spanish-language sports content to fans via wireless devices; and ESPN Deportes+, a digital vertical

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available on ESPNDeportes.com that provides the most comprehensive offering of live sports in Spanish on a multi-screen network available on computers, smartphones, tablets and Xbox.

## **About DishLATINO**

DishLATINO is the market-leading suite of English and Spanish language programming packages in the United States. It offers its customers more than 40 Spanish-language news, entertainment, and sports channels in combination with DISH's broad English-language programming lineup of more than 200 channels. DishLATINO customers can receive the Hopper, the industry's most awarded DVR, and take advantage of in-language customer service as well as payment options such as FlexTV, a no-term contract, prepaid pay-TV product.

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