

## New Television Package in US Includes Brazil's Globo TV

Contributed by Newsroom  
Tuesday, 13 December 2005

DirectTV and Alterna'TV, one of the nation's leading distributors of Hispanic channels, announced today the debut of Latinoamerica Television (LTV) on the DirectTV Para Todos programming platform.

Launching in January, LTV will be the first channel specifically designed for the South American population currently living in the U.S.

LTV integrates programming from the most relevant South American television companies, such as Rede Globo from Brazil, Channel 13 from the Pontifical Catholic University of Chile, Channel 4 Telefuturo from Paraguay, and Channel Teledoce from Uruguay.

LTV also complements its programming with content from Venezuela's RCTV, Colombia's Televideo, Chile's Canal de Futbol and Nueva Imagen, Accuweather from the U.S., and the TV debut of the prestigious America Economia magazine.

"DirectTV Para Todos continues to change the Spanish-language television landscape, bringing the best content from all Latin America," said Mark Ryan, senior director, Marketing, DirectTV, Inc.

"Latinoamerica Television is available only to our DirectTV Para Todos customers and will provide the widest variety of channels of interest to the large number of South Americans living in our country."

"The launch of this channel is the result of many years of research and development," said Ismael Saldivia, CEO, Latinoamerica Television. "Latinoamerica Television is a great opportunity for our countries to come closer to their people. Our viewers will feel proud of the image that we bring to them from their countries."

"Latinoamerica Television offers a new programming alternative to Hispanics in the U.S., particularly to those from Uruguay, Paraguay, Chile, Venezuela and Brazil," said Maria Urquiaga, senior programming consultant, Alterna'TV. "I am sure they will welcome this new channel, which clearly strengthens the DirectTV Para Todos offer in the U.S."

Latinoamerica Television will be available on Channel 430 to all DirectTV Para Todos customers.

DirectTV is the United States's leading digital television service with more than 15 million customers. Launched in October 1999, the DirectTV Para Todos service offers a comprehensive Spanish- and English-language programming.

The service provides access to more than 50 Spanish-language channels including sports, movies, music, news and educational networks and 210 English-language channels of DirectTV programming,

Latinoamerica Television offers what they say is the best South American programming with strong emphasis on Chile, Paraguay, Brazil and Uruguay content.

LTV produces almost 20% of its programming including Latinoamerica Noticias, the channel's top news program, and Punto Show, its entertainment business news program.

With almost 10 hours of daily premier programming, LTV's offering includes 2005 Emmy nominated programs Pirlimpimpim (Sítio do Pica Pau Amarelo) of Rede Globo and Contacto of Channel 13 from Chile. For more information visit [www.latele.tv](http://www.latele.tv).