

Univision launches YouTube channel

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"This launch is a very important milestone for our Company, as it represents the first time that Univision programming is being made available anywhere on the Web beyond Univision.com in both short- and long-form format," Kevin Conroy, president of Univision Interactive Media, Inc., said in a statement

"The new Univision channel on [YouTube](https://www.youtube.com) extends our reach, enables us to bring Univision's quality programming to a broader audience, and reinforces our position as the leading Spanish-language video provider for US Hispanics."

Hispanics make up the fastest-growing segment of US minorities, accounting for nearly one in six residents -- 46.9 million people -- according to the US Census Bureau.

Kraft Foods will serve as the exclusive launch sponsor of the online channel, which features programming from Univision Interactive's three major networks -- Univision, TeleFutura and Galavision.

"We are excited to be offering current, high-caliber video programming from Univision to our US audience," said Chris Maxcy, director of content partnerships at YouTube.

"The Spanish-speaking American audience is a rapidly growing demographic in the online world. Being able to provide some of the best, premium Spanish-language shows to our users is a big win for both YouTube and Univision."

Among the featured shows are Univision's morning program "Despierta America" (Wake Up America), news magazine "Primer Impacto" (First Impact), weekly drama series "Mujeres Asesinas" (Killer Women) and talk show "Don Francisco Presenta" (Don Francisco Presents).

The YouTube channel also includes clips from TeleFutura's entertainment show "Escandalo TV" (ShowBiz TV) and Galavision's home decorating series "Decorando Contigo" (Decorating with You).

It will also include weekly show recaps with some of the best moments from top Univision shows, including "Noticiero Univision" (Univision Network News) and entertainment magazine "El Gordo y La Flaca" (The Scoop and the Skinny).

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