



LatinX Launches a New FAST Channel, Powered by Latin America's Most-Watched Family Entertainment Brand

LatinX Publisher of Record for LatinX Co-Viewing, Powered by Reino Infantil

MIAMI, FL, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- LatinX is bringing serious scale, trusted brand equity, and premium content context into the U.S. CTV market through LatinX Co-Viewing Powered by Reino Infantil.

As Publisher of Record, LatinX packages this opportunity as a cleaner, buyer-ready CTV environment for DSPs, SSPs, and agencies looking for high-quality Hispanic audience access with clearer provenance and stronger commercial context.

Why It Matters

Reino Infantil brings global brand recognition, deep family affinity, and massive digital reach. Public YouTube tracking currently places the brand at roughly 71M+ subscribers and 74B+ lifetime views, making it one of the largest Spanish-language kids and family ecosystems in the world.

What this gives the buy side:

A scaled Hispanic co-viewing environment with real brand familiarity



Premium family-safe content context with cross-generational relevance
A publisher-led CTV opportunity, not generic multicultural packaging
A stronger path for buyers who care about provenance, trust, and premium audience quality

If you are evaluating premium Hispanic CTV supply, LatinX would welcome a short conversation to show how this offering can fit direct, PMP, and broader programmatic planning conversations.

Isabelle 'Pampita' Presley
LatinX CTV LLC
pampita@latinxctv.com
Visit us on social media:
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Marcos Sosa Vivanco, LatinX CRO

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