Beat: Entertainment

NBCUNIVERSAL TELEMUNDO ENTERPRISES Expanding Its Leadership

Acquires Underground Producciones

PARIS - MIAMI, 19.08.2019, 07:22 Time

USPA NEWS - NBCUniversal Telemundo Enterprises, the leading media company serving Hispanics, announced on August 14, it acquired the internationally-renowned production boutique Underground Producciones based in Argentina. The new wholly-owned subsidiary will become an extension of the successful Telemundo Global Studios designed to super charge its growth and premium content production capabilities for prime time and digital platforms. This deal strengthens Telemundo's position as the largest producer of Spanish-language scripted content in the U.S. Financial terms were not disclosed.

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Underground Producciones is led by its successful Artistic Director Sebastian Ortega, who launched his career in 2001 at Argentinean broadcaster Telefe. He later was in charge of artistic direction at Ideas del Sur where he developed and produced critically acclaimed shows including "Tumberos," "Los Roldan," "Disputas," "Costumbres Argentinas" and the news format "Ser Urbano." In 2005, he founded Underground Producciones which has produced international successes including "Educando a Nina," "Los Exitosos Pells," "Graduados," "Historia de un Clan," "Un Gallo para Esculapio," "100 Días para Enamorarse," "Lalola," "El Marginal" and the box office hit "El Ã?ngel de Luis Ortega," a co-production with y Pedro Almodóvar's El Deseo, Telefé and K&S Films. Already in its third season, "El Marginal" has been a ratings phenomenon and was adapted by Telemundo International Studios last year under the title "El Recluso."

Telemundo continues to push the boundaries of traditional Hispanic media with contemporary original productions. The leading Hispanic network made history last season by ending as the number one Spanish-language network in weekday primetime for two consecutive years. Most recently, it successfully broadcast the runaway hit super series La Reina del Sur which dominated its time slot during its entire run and positioned Telemundo at 10pm as the #2 network, regardless of language, among adults 18-34 and the #3 network among adults 18-49. This summer, Telemundo was the first Spanish-language network to bring U.S. President Donald Trump's first sit-down interview with a Spanish-language outlet, as well as the first Democratic presidential primary debates. The network also recently completed its record-breaking broadcast of "Summer of Soccer," the biggest-ever coverage plan for FIFA Women's World Cup France 2019â„¢ and Copa America from Brazil.

Source : NBCUniversal Telemundo Enterprises

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Article online:
https://www.uspa24.com/bericht-15822/nbcuniversal-telemundo-enterprises-expanding-its-leadership.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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