

News about Pay TV



Telefónica teams up Viacom to offer its channels in Latin America

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The contents will be integrated in Movistar Play

Viacom has announced today having agreed a deal with Telefónica for the distribution of the contents of the American group in Latin America. Its contents will be available on streaming for the clients of the platform Movistar Play.

In the announcement, Viacom has explained that Movistar Play will include channels like MTV, Nickelodeon, Nick Jr., Comedy Central and Paramount Channel TV, among others. These contents will be available during this first semester.

Besides, different apps of these channels will be included in Movistar Play to allow the access to other contents of Viacom under the modality of video on demand.

Both groups have kept different relations all throughout the last years. By the end of 2016, Telefónica made a deal with Viacom for the sale of the Argentinian channel Televisión Federal (Telefe), at around 322 millions of euros.

With the new deal with Viacom, the Spanish operator seeks to strengthen the TV offer in Latin America. By the end of the third trimester, Telefónica had more than 4.5 millions of Pay TV clients in the region.