



**MEDIAGENIX's WHATS'ON to optimize
program scheduling and channel curation for the
100+ FAST Channels of TelevisaUnivision's ViX**

Sunrise, Florida – April 6, 2022 — MEDIAGENIX, the world's leading Media Business Management Platform solution provider for the M&E industry, today announced that TelevisaUnivision Inc. will be leveraging WHATS'ON to manage, schedule and optimize programming for ViX, the first global large-scale streaming service created specifically for the Spanish-speaking world. WHATS'ON allows ViX to plan more than 50,000 hours of Spanish-language content across genres, including original series and movies, live sports, live news and current Televisa and Univision hits. ViX will leverage the automation and efficiency of WHATS'ON to curate its 100+ EPG channels, which just launched on March 31, enabling ViX to maximize its vast content library for the benefit of its Spanish-speaking market.

WHATS'ON is the Media Business Management Platform that orchestrates the content supply chain in an automated and intelligent way, empowering personnel to curate the best programming for television services.

MEDIAGENIX works with the largest SVOD groups in the world, many leading and worldwide television brands, and a growing number of free ad-supported television (FAST) channels. *"We are thrilled to add TelevisaUnivision's ViX to our portfolio of FAST channel groups,"* said Tim Waddingham, Senior Business Development Director for MEDIAGENIX Americas. *"This is the latest example of how our WHATS'ON platform is meeting the demand of the FAST market and another reminder that even as television continues its transition to digital consumption, programming executives need a proven and flexible platform to accommodate their integration, scheduling, and content supply chain needs."*



FAST channels continue to grow in the United States thanks to ubiquitous smart TVs and/or plug-in apps that enable customers to access digital content without hardware or subscriptions. But customers still prefer predictability in their content, and WHATS'ON allows FAST groups to offer consumers the nostalgic 24/7 linear schedule. *"WHATS'ON is the centerpiece of a television programming group's content supply chain,"* said Tim. *"In the end, WHATS'ON optimizes the content consumption experience of the end-user – the consumer everyone is fighting to gain and retain."*

ABOUT MEDIAGENIX

MEDIAGENIX ranks among the top tech vendors in the international media industry with M&E Business Management Platform WHATS'ON. Over 150 media companies across the globe rely on WHATS'ON to achieve a lean content supply chain with streamlined content, rights, and planning workflows that are unified for all delivery platforms, including VOD and Linear.

Clients include OTT streamers and VOD platforms, public and commercial radio & TV stations, telcos, live sports events rights holders, and video service providers. Together they manage and enable content curation for more than 2,500 channels and services worldwide. WHATS'ON enables them to offer the right content at the right time to the right audience on the right device through whichever platforms and delivery methods and with whatever mix of business models best suited to achieve their aims. The bottom line of continuous innovation is always to help clients engage target audiences, contain costs and maximize content ROI. More than 250 employees work at MEDIAGENIX from offices in Europe, America, Asia, and Australia.

More information about MEDIAGENIX at www.mediagenix.tv





Contact for the press:

Tim Waddingham, Senior Business Development Director for MEDIAGENIX
Americas

tim.waddingham@mediagenix.tv

