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## News



December 4, 2018

## Hemisphere Media Group Acquires Latin America-based Snap TV

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Nelson Mullins' John F. Haley, Kathleen Deutsch, Franco Furmanski and Gisela Fasco represented Snap TV in connection with its recent sale of a 75 percent equity interest to Hemisphere Media Group (NASDAQ: HMTV).

Sheppard Mullin's Robert Darwell and Jennifer Lee, along with Hemisphere Media Group's EVP, General Counsel and Corporate Secretary, Alex Tolston, led the team for Hemisphere, the only publicly traded pure-play U.S. media company targeting the high growth U.S. Hispanic and Latin American markets with leading broadcast and cable television and digital content platforms. Snap TV is a leading player in the Latin American media production industry. Founded in 2009 in association with MarVista Entertainment, Snap TV tripled the company's distribution business in Latin America. Their movies have aired in every Latin American country and they have also produced content for National Geographic and the History Channel.

Snap TV founder Ariel Tobi has joined Hemisphere as Senior Vice President of Content Distribution and Production. In his role, Tobi will oversee content licensing and the expansion of Hemisphere's content distribution business. Tobi will also oversee Hemisphere and MarVista Entertainment's new production joint venture committed to producing top-quality international television content. The joint operation will allow the two companies to apply their specific knowledge and expertise to address the growing international demand for world-class content.

Hemisphere president and CEO Alan Sokol said in a statement that Ariel and his team will bring "vast expertise in distribution and production" to the company, helping them in their international business goals. Hemisphere is headquartered in Miami and targets the U.S. Hispanic and Latin American markets in terms of media content, producing shows for broadcast, cable, and digital content platforms.

Haley from Nelson Mullins commented, "This was a complex execution covering multiple Latin American jurisdictions and represents an important transaction for SNAP TV's continued and successful development in the Latin American content production market. The combination of SNAP TV's and Hemisphere's forces also reaffirms that Miami has matured to be the critical center for Latin America audiovisual media content production and distribution for broadcast, cable, and digital content platforms."

Darwell of Sheppard Mullin indicated that "We are very pleased to have assisted in bringing Snap into Hemisphere's portfolio, which includes five leading U.S. Hispanic cable networks, two Latin American cable networks, and the leading broadcast network in Puerto Rico, among other assets and interests."

Tolston commented, "We look forward integrating SNAP TV into our portfolio and executing on our growth initiative into international distribution as well as content development and production."

Established in 1897, Nelson Mullins has more than 750 attorneys and government relations professionals with offices in 11 states and Washington, DC. Nelson Mullins and Broad and Cassel LLP combined effective August 1, 2018 and does business in Florida as Nelson Mullins Broad and Cassel.

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