

Billboard

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Mobile Network GoTV Links With Alltel For Latin Deal

Latin | Digital and Mobile

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Mobile media network GoTV Networks has struck a deal with wireless network Alltel Wireless to offer Alltel customers access to music channel ES Música and Univision Móvil content.

ES Música, which is programmed by GoTV, is a channel that features news and entertainment programming in different Latin genres. Univision Móvil's offerings will include clips from popular Univision shows, including newscasts, "El Gordo y la Flaca" and "Escándalo TV" as well as video clips and coverage of award shows and sporting events.