

DIRECTV strengthens its position in streaming: its show about Gran Hermano celebrated its audience success

The leading entertainment company in Latin America celebrated that its exclusive program about Gran Hermano has become one of the three most watched and followed shows in the country. It made a special broadcast with fans, former participants and celebrities.

Buenos Aires, March 12, 2024 – DIRECTV consolidated its position as a new major player in streaming in Argentina and South America and on Monday celebrated the success of ***All Access, Espiando la Casa (Spying the House)***, its exclusive show about the reality show Gran Hermano, in a big event.

To celebrate the success of being on the streaming podium for two months, ***All Access, Espiando la Casa*** had a special broadcast from DIRECTV's offices in Munro, Buenos Aires, in an event that gathered fans, former contestants, family members and celebrities, including El Conejo Quiroga, Romina Uhrig, Alfa and Nacho Castañares, from the last edition, and Agustina, Isabel, Licha, Lucía and Florencia, from the new season.

"Two months ago we proposed a multiplatform experience on Gran Hermano and hundreds of thousands of people choose us every day. We are doing very well, with a huge responsiveness among young audiences," commented Raúl Slonimsky, DIRECTV Latin America's Director of Entertainment Content.

Slonimsky added that the boost to streaming comes in the context of the diversification of DIRECTV's content offering in the face of changing consumption habits and for new audiences, with, for example, proposals on E-Sports, massive live concerts and the best sports agenda in Latin America, with its own content, licensed content and the most varied grid of channels.

All Access, Espiando la Casa is a multiplatform initiative available through DIRECTV and Telefé networks and platforms such as YouTube, Tik Tok, Twitch and Instagram that follows the day-to-day life of the most famous house since its launch on January 4.

The program, which airs Monday through Friday from 11 a.m. to 2 p.m. and became a ratings phenomenon, is hosted by Diego Poggi, with Sol Rivas and former participants of the successful reality show Lucía "La Tora" Villar and Ariel Ansaldo.

It can also be watched through channels 127 and 1127 HD of DIRECTV's satellite TV service and on its live TV and streaming platform [DGO](#).

All Access, Espiando la Casa complements the complete experience that DIRECTV and [DGO](#) offer for Gran Hermano, the most compelling reality TV show in the world, with an exclusive channel, open and free 24 hours a day, by registering in advance at



www.directvla.com, as well as additional programming and exclusive cameras for DIRECTV customers.

About DIRECTV Latin America

DIRECTV Latin America is the leading company in connectivity, entertainment and news content in the region. DIRECTV subscribers enjoy 100% digital quality and sound, industry-leading customer service, technological superiority, the most distinctive HD content including original and exclusive series, complete coverage of the most important events, leagues and sports packages, and the opportunity to enjoy programming on different screens wherever and whenever the user prefers. For more information, visit www.directvla.com