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HITN MEDIA WILL LAUNCH 'VIDA Y SALUD' AS A NEW NATIONAL AND INTERNATIONAL TELEVISION NETWORK

Puerto Rico will be the first market to receive the new channel through WIPR

Link to [images and video](#)

Cannes, France — October 13, 2026 — HITN MEDIA, the leading nonprofit Spanish-language public media company in the United States, announced today at MIPCOM the launch of **Vida y Salud** as a new linear television network available 24 hours a day, seven days a week.

Initially, the channel will be available through **HITN MEDIA's** digital platforms, **HITN-Go** and [VidaySalud.com](#). A few weeks later, **Vida y Salud** will launch in Puerto Rico on **WIPR's** channel 6.3, which is also carried by Liberty Cable. **WIPR** will thus become the new network's first local affiliate, with a potential reach of more than 1.3 million households. **HITN MEDIA** will subsequently announce additional affiliate stations in other U.S. markets.

The new network will offer trusted Spanish-language programming focused on preventive health, nutrition, physical activity, emotional well-being and healthy lifestyles, with practical, relevant information for Hispanic communities.

"Hispanic families deserve health information and services in their own language that are reliable and practical for their daily lives," said **Michael D. Nieves, president and CEO of HITN MEDIA**. "For several years, we have advanced **Vida y Salud's** mission through digital platforms, and now, with this new television network, we will be able to bring this guidance to more people. Launching first in Puerto Rico is a vital step in the brand's broader expansion—from providing information to our audience to connecting them with more resources and services that support their well-being."

The network's launch will strengthen **Vida y Salud's** media ecosystem, which currently includes its digital platform, newsletters, social media content, themed television programming blocks and live events.

The brand will also expand its offerings through new digital health tools, including a personal health management portal and access to live consultations with health and wellness specialists.



This expansion also creates new opportunities for advertisers and sponsors in health and wellness categories, including pharmaceuticals, insurance, personal care, nutrition, baby products, chronic disease management, and pets. **Vida y Salud** also plans to expand its offerings to include telehealth services and medical prescriptions, extending its mission beyond information and content.

Founded by Dr. Aliza Lifshitz—known to generations of viewers as **Doctora Aliza—Vida y Salud** was created to strengthen the relationship between Hispanic patients and healthcare professionals while promoting access to clear, reliable medical information in Spanish.

Dr. Lifshitz devoted much of her professional life to health education for Hispanic communities and, for more than two decades, was a recognized health expert on Spanish-language television.

Since 2018, **HITN MEDIA** has managed and expanded **Vida y Salud** as the flagship brand of its health and wellness initiatives, developing content, services and digital tools tailored to the needs of Hispanic audiences in the United States. In 2026, **HITN MEDIA** acquired the **Vida y Salud** brand and assumed full control of its assets, ushering in a new phase of growth and expansion.

With the launch of this new 24/7 network, **HITN MEDIA** reaffirms its commitment to making trusted health and wellness information increasingly accessible to Hispanic communities in their own language.

HITN MEDIA currently reaches more than 35 million households in the United States through its Spanish-language television channel.

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About HITN MEDIA

HITN MEDIA is the leading Spanish-language media company that offers educational and cultural programming for the whole family. It reaches more than 35 million homes in the United States and Puerto Rico through [DIRECTV](#), [DIRECTV NOW](#), [AT&T U-verse](#), [AT&T TV](#), [AT&T TV Now](#), [DISH Network](#), [Verizon FiOS TV](#), [Comcast Xfinity](#), [Charter Spectrum](#), [Mediacom](#), [CenturyLink Prism](#), and [Altice](#), [Liberty Cable](#) and [Claro \(Puerto Rico\)](#). Download the [HITN GO](#) app available on Apple, Android, Apple TV, and Roku® with a subscription.



For more information: Corporate Webpage: HITN.org

TV Webpage: hitn.tv

Linkedin: @HITN

Facebook: @HITNtv

X: @hitn

Instagram: @HITNtv

YouTube: @HITNTelevision

About Vida y Salud

Vida y Salud is a **HITN MEDIA** brand dedicated to providing Hispanic communities with reliable health and wellness information in Spanish. Founded by Dr. Aliza Lifshitz, **Vida y Salud** encompasses a national and international linear television network offering programming 24 hours a day, seven days a week, and a multiplatform ecosystem that includes VidaySalud.com, newsletters, social media, educational programming on **HITN TV**, live events, and an expanding range of digital health services. Its content spans five core health verticals—Pregnancy and Babies, Children and Teens, Women’s Health, Men’s Health, and Senior Health—as well as pet health, with a focus on preventive care, nutrition, physical activity, emotional well-being, and healthy lifestyles. Through its content, platforms, and services, **Vida y Salud** promotes healthy habits and informed decisions to support the overall well-being of Spanish-speaking families.

For more information:

Webpage: vidaysalud.com

Linkedin: @vidaysalud

Instagram: @vidaysalud_com

Facebook: @VidaySalud.com

YouTube: @HITN Vida y salud tv

X: @VidaySalud