CANAL METEO
24/7 Spanish-Language Weather Channel

CORE COMPETENCIES

▸ 24/7 Spanish-language weather broadcasting
▸ Real-time severe weather alerts & coverage
▸ Multi-platform content delivery (TV, Web, Mobile, Social)
▸ Custom weather visualization systems
▸ Hurricane & tropical storm tracking
▸ Bilingual meteorological consulting

DIFFERENTIATORS

▸ Emmy Award-Winning Meteorologist CEO Albert Martínez
▸ 15+ years national TV broadcast experience
▸ Proprietary weather technology (Borrasca, Tormenta)
▸ Only dedicated 24/7 Spanish weather channel in the US
▸ Direct reach to Hispanic community (96K+ followers)
▸ Proven viral content creation (5M+ views)

PERFORMANCE METRICS (January 2026)

9.3M+
YouTube Views
(Last 28 days)

111K+
Social Followers
(Instagram/Facebook)

5.1M+
Social Views
(+379% growth)

73K+
Watch Hours
(YouTube)

GEOGRAPHIC REACH

Primary: Dallas 38.7%, Houston 26.5%, Miami 7.5%
National: Big severe weather events
International: Mexico (18%), Latin America

AUDIENCE PROFILE

67.5% United States | 18.3% Mexico
Age 25-54: 80% of audience (key demographic)
Top Cities: Dallas, Fort Worth, Houston, Arlington
Engagement rate: +248% vs. industry average

YOUTUBE
Subscriptions 12.9K
Montly visits 1.9M
Hours watch 97K
Unique viewers: 975.8K

FACEBOOK
Followers 98K
Montly visits 7.2M
Growth +522%
Viral reach 70.4%

INSTAGRAM
Viewers: 1.53M
Reach: 309.7K

ENGAGEMENT

83.1%
Reels turn into followers
(Last 28 days)

70.4%
Viral reach
(Instagram/Facebook)

93.8%
Organic
(+379% growth)

+522%
Growth
(Facebook, Instagram, Youtube)