

JONES DAY ADVISED ENTRAVISION ON EXPANSION IN LATIN AMERICA

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Jones Day acted for media network Entravision on its acquisition of Headway, an Argentinean ad platform start-up.

Entravision Communications Corporation is a media company headquartered in Santa Monica, California, which focuses on the Spanish-speaking Hispanic community in the US. The company has 54 primary television stations and is the largest affiliate of Univisión and UniMás television networks. It also owns and operates 49 Spanish-language radio stations.

Headway was founded in 2010 in Argentina and it has 18 offices with 152 employees across the Americas. It is a data-driven media buying company for marketers worldwide, integrating proprietary technology and state-of-the-art partner platforms.

Partner Sanjiv K. Kapur led the Jones Day team which included lawyers in Sao Paulo, Madrid, Mexico,

Miami, Frankfurt, Chicago, San Diego, Irvine, Los Angeles and Cleveland.

Besides instructing Jones Day, the company also retained Allende & Brea in Argentina; L. O. Baptista Advogados in Brazil; Bergstein Abogados in Uruguay; Bofill Mir & Alvarez Jana in Chile and Valbuena, Gamboa, García, Cardona in Colombia.

Entravision also relied on Aguilar Castillo Love for counsel in Costa Rica and Panama; on AD Sosa & Soto for Guatemala; Orihuela Abogados for Peru and Fischer Behar Chen Well Orion & Co in Israel.

Headway instructed Estudio Levene in Argentina and Gaius in Uruguay.