



## Did you know?

Hispanic DMA Rank [1]

**#18** Hispanic DMA  
(Ranking by TV HHs)

564,000 Hispanic Persons 2+  
13.5% of the DMA

3rd Fastest Growing Hispanic  
Market in the Nation

Hispanic Income & Consumer Spending [2]

Hispanic  
Disposable  
HH Income

**\$62,562**

Hispanic  
Consumer  
Spending

**\$11.1 Bil.**

### Hispanics

- 3.0 Persons per Household
- Median age: 30
- 46% of Hispanic TV Households have children

Hispanics % of Hispanics 2+

Persons 2-17	<b>27%</b>
Persons 18-34	<b>32%</b>
Persons 18-49	<b>52%</b>
Persons 35+	<b>41%</b>

Source: [1] 2009 Nielsen Universe Estimates; [2] Global Insight  
- 2007 Hispanic Market Monitor  
Source: 2009 Nielsen Universe Estimates

## Premio Lo Nuestro Reaches New Heights

March 26, 2009 marks the 21st year of "Premio Lo Nuestro" which is Univision's longest running, most prestigious and highest rated Latin music award ceremony on TV. It has recognized the very best in Hispanic pop, tropical, urban, and regional Mexican music for over the last two decades and has gained a worldwide reputation as the preeminent people's choice Latin music award.

While the most recent broadcasts of the Academy and Golden Globe awards saw significant audience declines ranging from -22% to -81%, last year Univision's telecast of the 20th Edition 2008 "Premio Lo Nuestro" Latin music awards increased in virtually every major demo. Reaching 12.3 million viewers 2+, the

highest ever for any "Premio Lo Nuestro" telecast, it made Univision the #2 network for the entire night among Adults 18-34. Versus the previous year's telecast, "Premio Lo Nuestro 2008" saw the following average audience gains:

- +11% among Adults 18-34
- +3% among Adults 18-49
- +6% among Adults 25-54
- +14% among Women 18-34
- +4% among Women 18-49
- +10% among Women 25-54
- +7% among Men 18-34
- +2% among Men 18-49.



It's a great combination that reaches out to the whole family and covers a huge spectrum

of different Hispanic cultures. In 2008, Premio Lo Nuestro featured some excellent performances by Los Super Reyes, Enrique Iglesias, Maná, Olga Tañón, Aventura, Jenni Rivera, and Vicente Fernandez. The highlights, though, were Pepe Aguilar's Mexican spectacular suite that included dancers and lasso tricks both on the stage and in the aisles and the high-tech 'Star Wars' version of "Pegao" with Wisin y Yandel. This year's Premio Lo Nuestro looks to reach new heights and continue its tradition by bringing the best of Latin music and entertainment.



Source: Hispanic PR Wire 2008

## Doctors to Reach Out to the Hispanic Community

According to a new study carried out by the Pew Hispanic Center and the Robert Wood Johnson Foundation, young Hispanics living in the U.S. are not likely to receive routine health care or pay regular visits to the doctors. About 45 million Hispanics currently live in the United States and that's projected to grow to 128 million by 2050. Of those, 564,000 live in the Tampa Bay



area. The study looked at the Hispanic population in the U.S., to try and check up on how they were handling their health. What they found was pretty alarming, as it is clear from the study that many of young Hispanics in the U.S. are not likely to see a doctor regularly.

This is persistent, even if they have health insurance, and have no problems in terms of language barriers. They found that 27% of Hispanics do not regularly see a doctor, even if there is nothing stopping them such as language, or health insurance.



They also found that 64% of Hispanics in the U.S. relied on media stories to change

how they exercise, and eat in terms of their diet. The figures demonstrate the continuing need for the health care practitioners to reach out to a Hispanic community that often puts more trust in Spanish-language television than the medical system.

Source: San Jose Mercury News August 2008



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## Around the Cubicle



Univision Tampa welcomes the birth of a baby boy. Noticias Univision Tampa's sports anchor, Alberto de la Torre and his wife, welcomed their first child, Jose Alberto, born on November 24th. Congratulations Alberto and Suzy!

# QUE PASA In January

Tampa Bay Downs  
Family Fiesta Days  
January 25,  
February 22,  
March 8, and March 29, 2009



Track side fun for the entire family hosted by Univision and TeleFutura Tampa. The equestrian-themed afternoon features Latin entertainment, local personalities, and free activities for children including pony rides, clowns, face painting, and more. Average attendance is 1000+ per event and admission is free

Fiesta Gigante  
February 15, 2009



What happens when you put the Florida State Fair, Univision's and TeleFutura's biggest stars, live music, and great family fun together? You get a *Fiesta Gigante* that Tampa Bay Hispanics just can't miss! It's one of the Bay area's premier events because of *Fiesta Gigante's* unique ability to bring families out to the Fair for a day of non-stop entertainment and star power. At *Fiesta Gigante*, stars from some of our television network's most popular stars host a line up of activities such as "Buscando Estrellitas," a children's talent contest and "Comercial en Vivo," a witty segment where teams create a "live commercial" for the sponsor, just to name a few. Invited for a repeat performance is "El Chacal" from "Sábado Gigante in an adult singing contest where contestants perform for the audience

Please contact your local Account Executive for more information on sponsorship opportunities for any of these events or on-air specials.

hoping not be disqualified by this masked jackal.

Audience participation and star power are key during every *Fiesta Gigante* segment, and every segment creates a unique connection between the sponsor and consumers. No other event can tie the sponsor with a large family of Hispanic consumers than *Fiesta Gigante*, winner of a Florida Festival and Events Association Award.

Valentine's Day  
Contest/Traffic Builder  
February 2008



For the most romantic holiday of the year, Univision and TeleFutura Tampa have created an exciting "Real Love Story" traffic builder promotion. Noticias Univision Tampa will feature one couple's engagement. Our news team will accompany the future fiancé to your jewelry store to choose the selected engagement ring (minimum value \$1,000). You will be featured in the segment thus creating publicity and recognition of your store in the Hispanic community. On Saturday, February 14th at your local restaurant, the big question will be asked... *Will you marry me?* Take advantage of this outstanding opportunity and ask your Account Executive early, due to limited availability.

## NEWS *In the News*

DTV Transition  
February 17, 2009

Throughout the month of January, Noticias Univision Tampa will continue its campaign to educate and prepare the community for the transition from analog to digital television signal. Univision Tampa will hold a helpline in January to assist the community with concerns they might have about the transition.

Carolina Serna in Uruguay

Uruguay is in the heart of South America. Noticias Univision Tampa's Carolina Serna will travel to this beautiful country, where she was raised, to take the viewers on a tour throughout Uruguay's most scenic locations, exciting nightlife, and converse with locals.

DTV Soft Tests

Noticias Univision Tampa will conduct a series of soft tests to aid the community in the transition to digital signal. The soft tests are scheduled to occur on:  
Tues, Jan 6 at 7am  
Mon, Jan 12 at 9am  
Sat, Jan 17 at 7pm  
Wed, Jan 21 at 1pm  
Fri, Feb 13 at 2pm  
Sun, Feb 15 at 8pm

