

'Premio' Scores Record Audience

Thursday Feb 23, 2006

- Univision's 18th annual *Premio Lo Nuestro* scored its second-largest audience ever Thursday night.
- *Premio Lo Nuestro* averaged 5.9 million viewers from 8p.m. to 11p.m.
- At 9 p.m., nearly 6.3 million people watched *Premio Lo Nuestro*
- Among men 18 to 34, *Premio* scored higher ratings than *Dancing*, the Olympics in the first hour of prime time, a repeat of Fox's *Skating With Celebrities* at 9 p.m., and a repeat of CBS's *Without a Trace* at 10 p.m.
- *Premio* tied with the Olympics among women 18 to 34 at 8 p.m. and outperformed CBS's *Without a Trace*.

Bailando por un Sueño Season Finale
Sunday Feb 26, 2006

"Bailando Por Un Sueño," ranked third (beating NBC and CBS) among Adults 18-34 from 8-11pm, the highest audience delivery for this demo (on a Sunday night), according to Nielsen Television Index. For the 10-11pm hour, during which the winning team was revealed, Univision was the second most-watched network among Adults 18-34 with 1.9 million viewers, beating out rivals NBC (Olympics finale) and CBS (CSI).

Source: Nielsen NTI

The New Cachet of Being Hispanic

Yankelovich Inc., a leading marketing research and consulting firm, emphasizes in its predictions for 2006 that the Hispanic market is "a main driving force" and "catalyst for growth" in the American economy, destined to receive heightened attention from marketers this year and beyond.

Hispanic Business asked Sonya Suarez-Hammond, Yankelovich's director of Multicultural Marketing, to expand on these predictions. Her response cites research-based findings and statistics reported in the 2005 Yankelovich MONITOR Multicultural Marketing Study.

Prediction: Hispanics are a main driving force in the American economy and will continue to be a catalyst for the growth in the U.S.

Ms. Suarez-Hammond: Life and consumerism in the U.S. is a dynamic phenomenon of constant change. And the multicultural segments are absolutely leading the way. The U.S. Hispanic community today recognizes its heightened social standing and the consumer power it wields. There is a new cachet associated with being Hispanic today. Consider that:

- "88 percent of Hispanics believe it is cool to be Hispanic."
- "80 percent of Hispanics, versus 67 percent of non-Hispanic whites, agree that 'as a shopper, I feel more in charge today than I used to.' And "42 percent of Hispanics, versus 27 percent of non-Hispanic whites, believe they will become rich in their lifetime."

But marketers need to support this Hispanic consumer power with consumer empowerment.

Source: Hispanic Business Magazine



Cellphone Industry's Best Customers Speak Spanish

Hispanics are outpacing others in navigating the newest horizons of the wireless world. They're placing greater importance on taking pictures with their phones and sending text messages far and wide, according to market research companies. They are more likely to have unplugged their land lines altogether. And compared with the general market, they shell out 10 percent more money for their wireless bills, according to some estimates. Telecommunications companies have taken note, rushing to capture the market of 40 million Hispanics in the US, from new immigrants to affluent Latin Americans who have been in the US for decades. The prepaid phone market has exploded, which draws those unable or

unwilling to sign a contract.

"Communication is extremely important to this particular group of individuals, who are coming from all parts of the world," says Alisa Joseph, Vice President of Advertiser Marketing Services of Scarborough Research, in New York. Her firm found that Hispanics pay an average of \$67 a month for cell phone bills, compared with \$60 for the general population.

"A wireless phone is an ideal mechanism for families to keep in touch with one another ... and wireless companies are morphing themselves to meet these needs," she adds.

Around the Cubicle



WVEA-TV Ch. 62 & WFTT-TV Ch. 50 would like to welcome the newest addition to our sales team

**Emeline Fines
Sales Coordinator**

On behalf of Univision and Telefutera Tampa

WELCOME!

Lilly M. González
General Manager

Nelson Castillo
General Sales Manager

Anibal Soto
National Sales Manager

Ileana Iturriaga
WVEA Sr. Account Executive
813-998-3606

Jason Calim
WVEA Account Executive
813-998-3605

Edward Jiménez
WVEA Account Executive
813-998-3609

Veronica Pearson
WVEA Account Executive
813-998-3608

Marcos Taméz
WFTT Account Executive
813-998-3607

Catalina Botero
Research Analyst
813-998-3603

Emeline Fines
Sales Coordinator
813-998-3602

Univision & Telefutura Tampa
2610 West Hillsborough Ave.
Tampa, FL 33614
(813) 872-6262

Committee Members
Nelson Castillo
Ileana Iturriaga
Catalina Botero

Contributing Member
Jason Calim



In March

Premios Furia Musical Sunday, March 5th, 2006 from 8p-11p



This year marks the 12th year of the music awards ceremony "Premios Furia Musical." This star-studded event honors musicians in the areas of regional Mexican music and tropical music.

Selena ¡Vive! & Así se Hizo Selena ¡Vive! Friday, March 31, 2006

Selena ¡Vive! was a historical spectacle in Hispanic television in the United States. On Friday, March 31st, Univision will replay this concert in Texas that hosted the largest gathering of international superstars of the recording industry to pay homage to the late Queen of the Tex-Mex music.

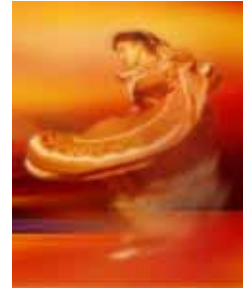


At midnight, "Asi se Hizo Selena" shows a behind the scenes of the concert Selena ¡Vive!, a very important event that took many hours of practice, production and preparation to make this night perfect.

Hispanic Cultural Festival of Tampa Saturday, April 15th, 2006

The non-profit cultural school TICH will host the 4th Annual Hispanic Cultural Festival of Tampa.

The festival will include diverse children's activities, exhibitor areas, cultural representations from over 15 counties, public school participation, and live stage with all the flavor of different countries with their music and art. Don't miss this great opportunity to reach the whole family, please see your local Account Executive for sponsorship details.



100 Days left



100 days left for the opening of the 2006 World Cup. At the end of this special edition of

OUTBOX, you can find the Univision/TeleFutura World Cup 2006 schedule. Contact your local Account Executive for remaining 2006 World Cup inventory.

NEWS *in the News*

Linea de Ayuda (Help Line)



Have you seen our website?

It is complete with informative U.S and local Hispanic market facts, the latest research, contact information and more!



www.wvea.entravision.com



Noticias Univision Tampa and La Nueva FM 92.5 aligned to inform the Hispanic community. With daily updates directly from our newsroom, Noticias Univision Tampa reports the most up-to-date weather information Monday through Friday from 6a.m. to 6p.m.

On Feb 22nd, Noticias Univision Tampa invited a team of income tax experts to our studio to answer questions live from our viewers. A favorite Linea De Ayuda segment among our viewers, callers kept the experts quite busy with hundreds of questions received during the local news special. Noticias Univision Tampa produces a number of Linea de Ayuda throughout the year concerning a variety of issues to help our community get information and answers they need. An extraordinary business traffic builder, Linea De Ayuda may be available for your company to sponsor. Your WVEA Account Executive can provide information on what topics are coming up and help you with the details.



Univision/TeleFutura World Cup 2006 Schedule



Day	Date	Match	Time	Network	Game #
Fri	9-Jun	Germany vs Costa Rica	11:30 AM	UVN	1
Fri	9-Jun	Poland vs Ecuador	2:30 PM	UVN	2
Sat	10-Jun	England vs Paraguay	8:30 AM	UVN	3
Sat	10-Jun	Trinidad vs Sweden	11:30 AM	UVN	4
Sat	10-Jun	Argentina vs Ivory Coast	2:30 PM	UVN	5
Sun	11-Jun	Serbia vs Netherlands	8:30 AM	UVN	6
Sun	11-Jun	Mexico vs Iran	11:30 AM	UVN	7
Sun	11-Jun	Angola vs Portugal	2:30 PM	UVN	8
Mon	12-Jun	Australia vs Japan	8:30 AM	UVN	9
Mon	12-Jun	USA vs Czech	11:30 AM	UVN	10
Mon	12-Jun	Italy vs Ghana	2:30 PM	UVN	11
Tue	13-Jun	So. Korea vs Togo	8:30 AM	UVN	12
Tue	13-Jun	France vs Switzerland	11:30 AM	UVN	13
Tue	13-Jun	Brazil vs Croatia	2:30 PM	UVN	14
Wed	14-Jun	Spain vs Ukraine	8:30 AM	UVN	15
Wed	14-Jun	Tunisia vs Saudi Arabia	11:30 AM	UVN	16
Wed	14-Jun	Germany vs Poland	2:30 PM	UVN	17
Thu	15-Jun	Ecuador vs Costa Rica	8:30 AM	UVN	18
Thu	15-Jun	England vs Trinidad	11:30 AM	UVN	19
Thu	15-Jun	Sweden vs Paraguay	2:30 PM	UVN	20
Fri	16-Jun	Argentina vs Serbia	8:30 AM	UVN	21
Fri	16-Jun	Netherlands vs Ivory Coast	11:30 AM	UVN	22
Fri	16-Jun	Mexico vs Angola	2:30 PM	UVN	23
Sat	17-Jun	Portugal vs Iran	8:30 AM	UVN	24
Sat	17-Jun	Czech vs Ghana	11:30 AM	UVN	25
Sat	17-Jun	Italy vs USA	2:30 PM	UVN	26
Sun	18-Jun	Japan vs Croatia	8:30 AM	UVN	27
Sun	18-Jun	Brazil vs Australia	11:30 AM	UVN	28
Sun	18-Jun	France vs So. Korea	2:30 PM	UVN	29
Mon	19-Jun	Togo vs Switzerland	8:30 AM	UVN	30
Mon	19-Jun	Saudi Arabia vs Ukraine	11:30 AM	UVN	31
Mon	19-Jun	Spain vs Tunisia	2:30 PM	UVN	32
Tue	20-Jun	Ecuador vs Germany	9:30 AM	UVN	33
Tue	20-Jun	Costa Rica vs Poland	9:30 AM	TFN	34
Tue	20-Jun	Sweden vs England	2:30 PM	UVN	35
Tue	20-Jun	Paraguay vs Trinidad	2:30 PM	TFN	36
Wed	21-Jun	Portugal vs Mexico	9:30 AM	UVN	37
Wed	21-Jun	Iran vs Angola	9:30 AM	TFN	38
Wed	21-Jun	Netherlands vs Argentina	2:30 PM	UVN	39
Wed	21-Jun	Ivory Coast vs Serbia	2:30 PM	TFN	40
Thu	22-Jun	Czech vs Italy	9:30 AM	TFN	41
Thu	22-Jun	Ghana vs USA	9:30 AM	UVN	42
Thu	22-Jun	Japan vs Brazil	2:30 PM	UVN	43
Thu	22-Jun	Croatia vs Australia	2:30 PM	TFN	44
Fri	23-Jun	Ukraine vs Tunisia	9:30 AM	TFN	45
Fri	23-Jun	Saudi Arabia vs Spain	9:30 AM	UVN	46
Fri	23-Jun	Togo vs France	2:30 PM	UVN	47
Fri	23-Jun	Switzerland vs So. Korea	2:30 PM	TFN	48
Sat	24-Jun	Round of 16, winner A, runner-up B (#49)	10:30 AM	UVN	49
Sat	24-Jun	Round of 16, winner C, runner-up D (#50)	2:30 PM	UVN	50
Sun	25-Jun	Round of 16, winner B, runner-up A (#51)	10:30 AM	UVN	51
Sun	25-Jun	Round of 16, winner D, runner up C (#52)	2:30 PM	UVN	52
Mon	26-Jun	Round of 16, winner E, runner-up F (#53)	10:30 AM	UVN	53
Mon	26-Jun	Round of 16, winner G, runner-up H (#54)	2:30 PM	UVN	54
Tue	27-Jun	Round of 16, winner F, runner-up E (#55)	10:30 AM	UVN	55
Tue	27-Jun	Round of 16, winner H, runner-up G (#56)	2:30 PM	UVN	56
Fri	30-Jun	Quarter Final, #49 vs. #50 (#57)	10:30 AM	UVN	57
Fri	30-Jun	Quarter Final, #53 vs. #54 (#58)	2:30 PM	UVN	58
Sat	1-Jul	Quarter Final, #51 vs. #52 (#59)	10:30 AM	UVN	59
Sat	1-Jul	Quarter Final, #55 vs. #56 (#60)	2:30 PM	UVN	60
Tue	4-Jul	Semifinal, #57 vs. #58	2:30 PM	UVN	61
Wed	5-Jul	Semifinal, #50 vs. #60	2:30 PM	UVN	62
Sat	8-Jul	Third Place	2:30 PM	UVN	63
Sun	9-Jul	World Cup Final	2:30 PM	UVN	64