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Did You Know?
Hispanic TV Watching

26 million

Over 26 million Hispanic adults are watching TV in an average week in the U.S. Virtually all Hispanics watch prime time TV (91% of Hispanic males and 93% of Hispanic females).

32.4 Hours

Hispanic females watch the most TV: 32.4 hours per week on average (compared to 28.6 hours per week among non-Hispanic females).

71% of Hispanic TV Time

Broadcast television continues to dominate Hispanic viewing to a greater degree than non-Hispanics, given the lower penetration of cable services among Hispanics. Almost three-quarters (71%) of Hispanic's TV time is spent watching broadcast networks compared to 58% of non-Hispanic males, and 62% of non-Hispanic female's TV time.

Source: Total TV Audience monitor (T-TAM)'s report.

2006 World Cup Equals World Viewing Record !



Univision's FIFA World Cup ratings, based on Nielsen's NTI Fast national

ratings, nearly tripled compared to the 2002 World Cup results. With an average of 2.6 million viewers nationwide during the first eight games, the World Cup on Univision has been a huge success.

Viewers 18-49 accounted for 1.7 million viewers

and also tripled the 2002 number of viewers. Even more impressive was the growth among teens 12-17 and kids 2-11, with a growth of nearly five times and three times respectively in these growing demographics.

The June 24th game between Argentina and Mexico resulted in an Argentinean victory. Locally, WVEA scored a 2.6 rating reaching 45,000 viewers in the Tampa Bay area. So far in the first round WVEA delivered 17% higher ratings with 64% more HH using television, and reached 44% more people than in the 2002

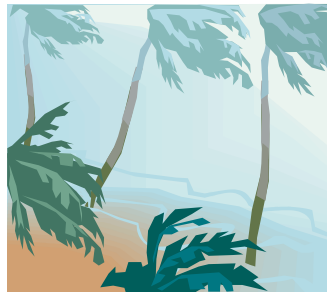
World Cup.

With more amenable game times than 2002, ratings for the Quarter Finals, Semi-Finals and Final are sure to be impressive.

With some local broadcast game packages still available, don't miss this opportunity to be involved in the WORLD's most watched sporting event!

See your Local Account Executive for remaining inventory.

Ernesto, Oscar, Rafael...
What do they have in common?
Possible names for the 2006 hurricane season!



The 2006 Hurricane season officially began on June 1 and will be with us until November 30th. Tropical Storm Alberto has already visited the Bay area and the prediction for this season is 17 named storms, 9 hurricanes, and 5 intense hurricanes (cat. 3 or higher). Who will Hispanics turn to for complete live coverage of all events and storm information? They will turn to the same source they have

always relied upon, Noticias Univision Tampa! Univision 62 and TeleFutura 50 are the only sources of broadcast media that can reach our entire 10 county DMA.

In addition to live news coverage, Univision 62 and TeleFutura 50 will also be airing a series of :25 second segments throughout the hurricane season that will include a variety of tips while displaying the sponsoring company's logo and adding a :05 audio mention as a sponsor.

What an amazing opportunity for companies to show they care about the well being of the Tampa Bay Hispanic community.

NEWS
In the News



Noticias Univision Tampa has a new face: Paola Vivas. She debuted as WVEA's weather anchor on June 1, 2006. Paola was a freelance reporter with Univision Tampa for 2 years and a reporter for Ecuador's Ecuavisa Channel before accepting her new position. Paola is excited to be able to inform and educate our viewers about the weather.

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QUE PASA

In July

2006 Hurricane Special Tuesday, July 4th, 2006, 6p & 11p

Noticias Univision Tampa will air a Hurricane Special on Tuesday, July 4th. This special prepares viewers for the hurricane season with safety information, effective evacuation routes, pet information, and much more.

Premios Juventud Thursday, July 13th, 2006, 8p

Premios Juventud is an award show created for and hosted by Hispanic youth. Univision invites fans to choose the hottest stars, most influential trend setters and the most intriguing personalities from the world's Latin Music, film, fashion, TV and sports.

Pinta El Clima July 2006



During the month of July, Noticias Univision Tampa will invite children from the Bay area to draw pictures of the weather. Many of the drawings will be featured during the 6 and 11p newscast. In addition, three lucky children will report the weather live during the newscast.

Please contact your local Account Executive for more information on sponsorship opportunities.

Premios TV y Novelas Friday, November 17th, 2006, 8p

The most popular actors, comedians, anchors and show hosts on Spanish-language TV throughout the Americas are honored once a year on Univision's TV y Novelas award ceremony. Readers of the International entertainment magazine TV y Novelas vote to nominate their favorite stars, and winners are selected by special jury.

The Latin Grammy Awards Thursday, November 2nd 2006, 8p

In 2005, more than 5 million tuned in to Univision's broadcast of the Latin Grammy's and it was a success increasing the total number of viewers to 5.1 million, up from 3.3 million in 2004 when the program aired on CBS. It's one of the most exciting, performance-packed nights on television all year. The biggest recording stars and most of Latin entertainment's most famous celebrities will be there. The Latin Grammy's are home where they belong on Hispanic America's Mega-Event network... Univision!



The 2006 World Cup Final is on Sunday, July 9th at 1pm on Univision 62!

Univision WVEA-TV Nielsen Ratings for May 2006

Highlights Many Success Stories For WVEA-TV



"Despierta America" M-F/ 7-10am, ranks #3 among Men 18-49.



"Mujer Casos de la Vida Real" M-F/ 11am-12n, ties #1 with WFTS's (ABC) "The View" among Women 18-34.



"El Gordo y La Flaca" M-F/ 4-5pm, ties #4 among Adults 18-49 with WTSP (CBS).



"Noticias Univision Tampa" M-F/ 6-6:30pm, is the #1 local newscast among Adults and Women 18-34 regardless of language.



"Noticiero Univision" M-F/ 6:30-7pm, is the #2 national

news source in the Tampa Bay area among Adults 18-49, second only to WFLA (NBC) and 33% higher than WTSP (CBS). It's also #2 among Men 18-49 and ties for second place among Men 25-54 with WFTS (ABC).



"Sabado Gigante" Sat/ 8-11pm, has increased in every demo when compared to May 2005.



"Bailando Por Un Sueño" Sun/ 8-11pm, is a hit scoring record-breaking ratings among Adults and Women 18-34.