



# OUTBOX

WVEA 62 & WFTT 50 Newsletter

Note from the Editor:  
After June's edition of  
OUTBOX, the release  
date will be the 15th of  
every month.

## In This Issue

### Page 1

- World Cup's Gooooolazo!!!
- Hispanic Owned Businesses are Booming!
- Did You Know?
- News in the News

### Page 2

- Que Pasa in June
- Pinta el Clima
- Premios Juventud
- National Breast Cancer Awareness Month
- Children's Cultural Festival
- New Study Reaffirms TV's Strongest Points

### Page 3

- World Cup Bracket

## Did You Know?

Sabado Gigante celebrated its 20 year anniversary on May 20th, 2006! Every Saturday 80 million people world wide tune in to see Don Francisco and his crew entertain Hispanic viewers.

The World Cup is the most watched sporting event in the world. 35 million total viewers watch it on Univision and 40% of these viewers are non-Hispanic.

Univision and Telefutera do not run repeats over the summer. The other networks mostly run repeats until the fall.

Volume 1, Issue 6

June 2006



## Goooooolazo!!!

By: Paul R. La Monica  
Sr. writer, CNNMoney.com

Forget the Super Bowl. Who really cares about the Winter Olympics?

The biggest sporting event of the year doesn't take place in February, but in June and July in Germany. That's right, the FIFA World Cup soccer tournament is expected to draw massive interest from sports fans around the globe.

Univision & TeleFutura has the rights to air the 2006 World Cup in Spanish in the U.S. And when the company reported its third quarter earnings in November, the company said that it had already secured a record \$180 million in advertising commitments for

the World Cup. That could add up to a big....get ready to scream it...  
GOOOOOOOOOOALLLLLLL for investors.

"Most people are unaware of how big an event the World Cup is, or of its ability to generate advertising revenue. What the World Cup does is help anchor a franchise and lock-in longer term advertisers," said David Bank, a media analyst with RBC Capital Markets. [...]

English speaking audiences are more likely to watch World Cup games on Univision than ABC simply because the Univision broadcasters are so passionate, and that makes the games a lot more fun to watch -- even if they don't understand what's being said.

"The World Cup is a big deal. For advertisers, the World Cup is exciting because it attracts English-language speaking Hispanics and English-language speakers who are not Hispanic. I will tune in to Univision to watch some of the games," said Brian Wieser, director of industry analysis with MAGNA Global USA, a media buying firm.

And even if it didn't have the World Cup, Univision, [...], is poised to benefit from the strong demand for Spanish-language content.

"It will be a 'GOOOOOOALL for all' this summer on Univision and TeleFutura. "

Source: CNNMoney.com, February 1, 2006

## Hispanic Owned Businesses Are Booming!

Just as the Hispanic consumer market makes rapid gains, Hispanic owned businesses are also growing at an incredible rate. Since 2002, while all U.S. companies grew by 10%, the Hispanic owned businesses grew by 31%, to nearly 1.6 million.

According to a recent report by the Brookings Institution, a Washington think tank, Hispanics have accounted for 50% of the nation's growth since the start of the decade. This rapidly growing consumer market is fueling the number of Hispanic owned businesses.

Hispanic consumers are currently spending \$700 billion a year, and expected to reach the \$1-trillion level by 2010, according to Michael Barrera, President and CEO of the

U.S. Hispanic Chamber of Commerce. "Who knows that consumer market best?" asks Mr. Barrera.

Hispanic owned businesses generated \$222 Billion in revenue in 2002, increasing revenues 19% over a 5 year period.

Although new businesses started by Hispanics face the same challenges as non-Hispanics, in Florida during 2002, nearly 73,000 new Hispanic owned businesses were started. Nationally, over the five year period of 1998-2002 the number of Hispanic owned businesses grew 3 times faster than non-Hispanics.

Source: St. Petersburg Times, March 22, 2006

## NEWS *In the News*

Noticias Univision Tampa is proud to debut new and improved graphics as well as new music in their segments as of May 15<sup>th</sup>, 2006.

Noticias Univision Tampa will air a Hurricane Special on May 29<sup>th</sup> at 6pm.

Lilly M. González  
General Manager  
Nelson Castillo  
General Sales Manager  
Anibal Soto  
National Sales Manager

 WVEA  
Account Executives

Ileana Iturriaga 813-998-3610  
Jason Calim 813-998-3605  
Edward Jiménez 813-998-3609  
Veronica Pearson 813-998-3608  
Mark Timpson 813-998-3612

 WFTT  
Account Executives

Marcos Taméz 813-998-3607  
Mario Vargas 813-998-3606

Catalina Botero 813-998-3603  
Research Analyst  
Emeline Fines 813-998-3602  
Sales Coordinator

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

**Committee Members**

Nelson Castillo  
Emeline Fines  
Catalina Botero

**Contributing Member**

Mark Timpson  
Marcos Taméz

# QUE PASA

In June



## Pinta el Clima (July)

Noticias Univision Tampa Channel 62 will invite children from the Tampa Bay area to "draw the weather." Children's drawings will be featured on a daily basis during Noticias Univision Tampa's weather segment between 6p-6:30p and 11p-11:30p M-F. During the final week of this promotion, three children and their drawings will be featured during Noticias Univision Tampa and report the weather live during the newscast. Each child that sends in a drawing will receive a personalized certificate of achievement signed by our news anchors. See your local Account Executive for this sponsorship opportunity.

## Premios Juventud July 13th, 2006 8p-11p

Premios Juventud is an award show created for and controlled by Hispanic youth. Univision invites fans to choose the hottest stars, most influential trend setters and the most intriguing personalities from the worlds Latin music, film, fashion, TV and sports. Limited inventory is available, please see your Account Executive for more information

**9 Days left**

## National Breast Cancer Awareness Month Oct 2006



Univision and TeleFutura Tampa recognize the importance of detecting breast cancer in its earliest stages through screening mammography. It is imperative for us to "Pass the Word" that mammograms at regular intervals are the best prevention against breast cancer. We hope you will join us this October during NBCAM as we reach out to all Hispanic women in the Bay area. See your local Account Executive for details on this sponsorship opportunity.

## Childrens Cultural Festival October 2006, 10a-8p

The non-profit cultural school TICH will host the 4th Annual Hispanic Cultural Festival of Tampa at Leto High School in Hillsborough County.

The festival will include diverse children's activities, exhibitor areas, cultural representations from over 15 countries, school's participation, and live stage with all the flavor of different countries with their music and art. Sponsorship package available.

**Gain an understanding of the diverse and rich culture of the Hispanic culture and reach out to new markets!**



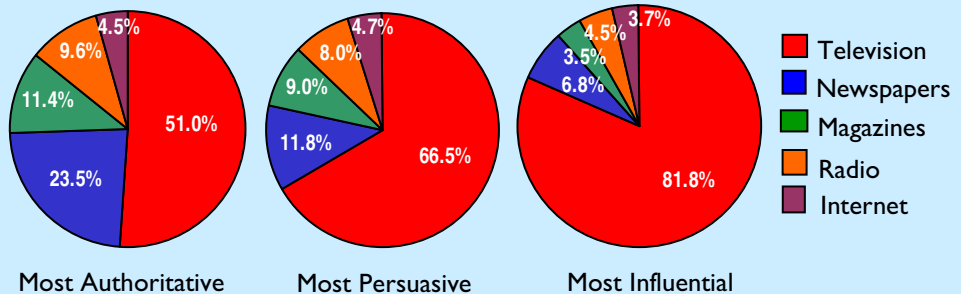
Just 9 days are left for the 2006 World Cup.



## New Study Reaffirms TV's Strongest Points

The Bruskin research firm used to conduct a study that TV salespeople have quoted for decades. It's now called the Media Comparisons Study, and was commissioned by the Television Bureau of Advertising. The new survey was done during January '06, with close to 1200 adults polled in a 3-week period. Fieldwork was done this time by Nielsen's Custom Survey Division.

### Perceptions About Advertising in each Medium



Source: TVB, Spotsndots, April 25, 2006

Broadcast TV was named the primary source of news by 43.5%, followed by cable news nets (23.8%), with just 11.2% for newspapers and 9.3% for radio.

52.5% said they learned the most about products and brands from television, compared to just 20.8% for magazines, 11.1% for newspapers, 11.0% for the internet, and just 5.0% for radio.

# MUNDIAL DE FUTBOL 2006

TODOS LOS PARTIDOS EN VIVO POR UNIVISION Y REPETICIONES POR TELEFUTURA



## PARTIDOS DE GRUPO

## RONDA 16

## CUARTOS DE FINAL

## SEMIFINAL

**A**

- ALEMANIA
- COSTA RICA
- POLONIA
- ECUADOR

Jun 24

1er Lugar Grupo A

2o Lugar Grupo B

Jun 30

1er Lugar Grupo A

2o Lugar Grupo B

Jul 04

1er Lugar Grupo A

2o Lugar Grupo B

**B**

- ARGENTINA
- PARAGUAY
- TRINIDAD Y TOBAGO
- SUECIA

Jun 24

1er Lugar Grupo B

2o Lugar Grupo C

Jun 30

1er Lugar Grupo B

2o Lugar Grupo C

Jul 08

1er Lugar Grupo B

2o Lugar Grupo C

**C**

- ARGENTINA
- COSTA DE MARFIL
- SERBIA Y MONTENEGRO
- HOLANDA

Jun 26

1er Lugar Grupo C

2o Lugar Grupo D

Jun 30

1er Lugar Grupo C

2o Lugar Grupo D

Jul 08

1er Lugar Grupo C

2o Lugar Grupo D

**D**

- MEXICO
- JAPAN
- INDONESIA
- PORTUGAL

Jun 26

1er Lugar Grupo D

2o Lugar Grupo E

Jun 30

1er Lugar Grupo D

2o Lugar Grupo E

Jul 08

1er Lugar Grupo D

2o Lugar Grupo E

**E**

- ITALIA
- GRANA
- ESTADOS UNIDOS
- REPUBLICA CHECA

Jun 25

1er Lugar Grupo E

2o Lugar Grupo F

Jul 01

1er Lugar Grupo E

2o Lugar Grupo F

Jul 05

1er Lugar Grupo E

2o Lugar Grupo F

**F**

- ESLOVAQUIA
- CROACIA
- AUSTRALIA
- JAPON

Jun 25

1er Lugar Grupo F

2o Lugar Grupo G

Jul 01

1er Lugar Grupo F

2o Lugar Grupo G

Jul 05

1er Lugar Grupo F

2o Lugar Grupo G

**G**

- FRANCIA
- SUECIA
- REPUBLICA DE COREA
- TURKIA

Jun 27

1er Lugar Grupo G

2o Lugar Grupo H

Jul 01

1er Lugar Grupo G

2o Lugar Grupo H

Jul 05

1er Lugar Grupo G

2o Lugar Grupo H

**H**

- ESPAÑA
- URUGUAY
- TUNIZ
- ARABIA SAUDITA

Jun 27

1er Lugar Grupo H

2o Lugar Grupo A

Jul 01

1er Lugar Grupo H

2o Lugar Grupo A

Jul 05

1er Lugar Grupo H

2o Lugar Grupo A



3er. LUGAR

CAMPEON

FINALISTA

FINALISTA

3ro. y 4o lugar

3ro. y 4o lugar

NOMBRE: \_\_\_\_\_

TELEFONO: \_\_\_\_\_

DIRECCION: \_\_\_\_\_

EQUIPO: \_\_\_\_\_