



# OUTBOX

• WVEA 62 & WFTT 50 Newsletter •



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July 2007

## Did You Know?

Premios Juventud 2007  
Thursday, July 19th  
from 8-11pm

This is the fourth year Premios Juventud (Youth Awards) will be telecast, following the blockbuster ratings of the previous years.

The 2006 Premios Juventud delivered spectacular ratings among key demos:

Ratings of 4.2 in Adults 18-34, an increase of 56% over last year.

Ratings of 2.4 in Adults 18-49, an increase of 41%.

The greatest increase was in Adults 25-54 with a 2.2 ratings and an increase of 144% when compared to Premios Juventud 2005.

Source: NSI July 2006 and July 2005

## “The Customers Always Write”

“The advertising campaign you developed for us resulted in record-breaking results for both locations. We couldn’t have asked for a better opening weekend for these sites. We plan on opening more locations in the Tampa area and look forward to working with Univision Tampa to advertise again.”

Testimonial from  
Kampi Chaleunsouk, Impact  
Miami Public Relations/Pollo  
Tropical - Tampa, FL

## The Beautiful Ending of “La Fea más Bella”

The highly anticipated two-hour finale of one of Univision’s most popular novelas, “La Fea más Bella” (The Prettiest Ugly Girl), was a certifiable ratings smash hit reaching an estimated audience of over 9 million on Monday, June 25th and powering the network to the nation’s #1 ranking among all Adults 18-34 and 18-49, not just Hispanics, according to Nielsen NTI Fast Affiliate Ratings. For the time period (8-10pm), the program delivered an average audience of 6.8 million viewers.

Maintaining its dominance for the night, a special “La Fea más Bella” edition of Univision’s popular primetime program “El Show de Cristina” held onto the novela’s

devoted fans giving the network its #1 ranking for the entire evening among the industry’s two most coveted demographics.

Univision for the entire night was:

- #1 among Adults 18-34 (2,106,000)
- #1 among Adults 18-49 (3,610,000)
- #1 among Women 18-34 (1,187,000)
- #1 among Women 18-49 (2,008,000)
- #1 among Teens (602,000)
- #1 among Kids (1,071,000), delivering more Kids than ABC, CBS, NBC, and FOX combined (1,065,000)

In addition, Univision was the 2<sup>nd</sup> most watched network for the entire night among total viewers, Persons 2+ (6,472,000).

### Local highlights

According to the Nielsen Station Index (NSI) Preliminary Overnights, “La Fea más Bella” received a 2.5 ratings among Tampa Hispanic households; making it the sixth top rated novela finale for WVEA-TV within the past six years.

Source: Univision Networks Public Relations 6/27/07



## 2007 Copa América: The Championship of South America June 26 - July 15, 2007

The “Americas Cup” is one of the oldest, yet most contested tournaments in the world, predating even the World Cup. With live coverage from host country Venezuela, Univision and TeleFutura will bring all the excitement home to U.S. Hispanic soccer fans.

The 26 matches will be broadcasted live in primetime or late weekend afternoon time periods. These exciting match-ups feature all 10 teams from South America and two guest nations (in 2007, Mexico and the United States).

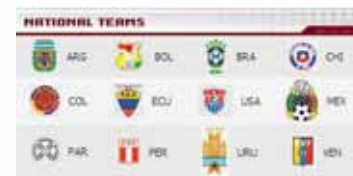
In 2004, the fierce competition resulted in record ratings on both Univision and TeleFutura. This is the one tournament that U.S. Hispanic soccer fans of every national background are anxiously awaiting.

Tournaments such as *Copa América*, *World Cup*, *Confederations Cup* and *Copa Oro (Gold Cup)* are the top national team competitions for the US Hispanic market.

These events stir the greatest passion in the same way general market viewers get excited about the Olympics -

it’s nation vs. nation, where flag-waving, chanting, even group-dynamics can come into play: it becomes an almost tribal, shared experience.

International and national team competitions are big-ticket, high-profile events, offering larger audiences, broader reach and the opportunity to attract greater audiences.



# QUE PASA

In July

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

Copa Univision Tampa  
8/25/07- 9/16/07



The resounding success of *COPA UNIVISION* soccer tournaments in San Diego, Las Vegas and Santa Barbara in recent years propelled interest in the Tampa Bay Area to launch a similar event in the Tampa-St. Petersburg DMA in 2005. This region is home to more than 450 amateur adult teams. Every weekend of the year, the Tampa Bay area is ablaze with amateur soccer at its best! Fans abound in every corner of the region. They attend games by the thousands and rely on WVEA-TV's NOTICIAS UNIVISION TAMPA to furnish extensive coverage of the various leagues in the DMA.



Sixteen of the best Latin amateur soccer teams will be invited to play in the tournament. Teams will represent points in Hillsborough, Pinellas and Manatee counties. The 2007 tournament play runs from August 18-September 8, culminates with semifinals played on September 15th. An All-Star, a women's game and championship game played on September 16 at Bright House Networks Field. There will be a children's playground and moonwalk at the championship game.

Copa Univision Tampa offers participating sponsors an exciting, desirable and



effective community involvement and promotion platform which will reach and touch thousands of Hispanic Bay Area residents. It includes ample measured media exposure, on-site event marketing, and also associates sponsors with the fastest-growing sport in the Tampa Bay area.



**Children's Cultural Festival**  
Saturday, November 3rd, 2007 from 10a-7p  
at Leto High School

Organized by the Hispanic American Inter-Cultural Workshop (TICH) and supported by Hillsborough County Schools, this annual cultural festival highlights the diverse Hispanic culture in the United States through the eyes of children. Admission is free.

**American Diabetes Association Expo/Walk**  
Saturday, October 6th, 2007  
Tampa Convention Center



This highly interactive event will host entertainment for people of all ages including a Youth Zone for children filled with exciting activities that promote healthy living, a screening area providing diabetes, cholesterol, blood pressure, obesity, and kidney disease screenings, cooking & fitness demonstrations, and expert speakers in diabetes care and healthy living.

## WVEA-TV Delivers Competitive May Nielsen Ratings

WVEA-TV delivered competitive ratings in May 2007, regardless of language. Here are some of the highlights:

- A 20% increase from **Sign on to Sign off** (M-S 7a-1a) in Adults 25-54.
- **Noticias Univision Tampa** (M-F 6-6:30p), remains the local news leader among Adults 18-34. It also enjoys a 20% increase in ratings in Adults 25-49 and a 25% increase in ratings in Adults 25-54.
- **Primetime** (M-F 7-11p) was a great success with increased ratings of 58% in Adults 18-34, 13% in Adults 18-49 and 8% in Adults 25-54.



- **"Duelo de Pasiones"** (M-F 7-8p) was the #1 rated show for the time period among Adults, Females and Males 18-34.



- The **Local Evening News**, (M-F 11-11:30p) has a 300% increase in ratings on Adults 18-34, from a 0.2 in May 2006 to a 0.8 in May 2007.

- **Sábado Gigante**, showed growth among the older demos. In Adults 25-49 the increase was of 17% and in Adults 25-54 a 20% increase in ratings.




Source: NSI May 2007

OUTBOX

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 Entravision  
Communication  
Corporation

## In the Community



Univision Tampa recognized the 2007 Hispanic Academic All-Stars along with the 2007 Scholarship winners at Busch Gardens for all their great achievements.