



**THE MARKET**

The fastest-growing community in the U.S. population. The fastest-growing market segment in the U.S. economy. The driver of one of the most profound demographic shifts in American history. This is the U.S. Hispanic community. And today Univision is the premier media company serving this community of more than 46.9 million Hispanics.

Over the past five decades, the Hispanic community has emerged as an increasingly vibrant and influential part of the nation's economic, political, and cultural landscape. Thriving Hispanic communities are now found in virtually every part of the country. Major urban centers from Los Angeles to New York City and from Atlanta to Denver are increasingly defined by their multicultural and bilingual populations.

Looking to the future, these growth patterns will only accelerate. Today the Hispanic community represents 15 percent of the U.S. population. By 2050, experts predict that Hispanics in the United States will be 133 million strong, representing roughly 30 percent of the total population.

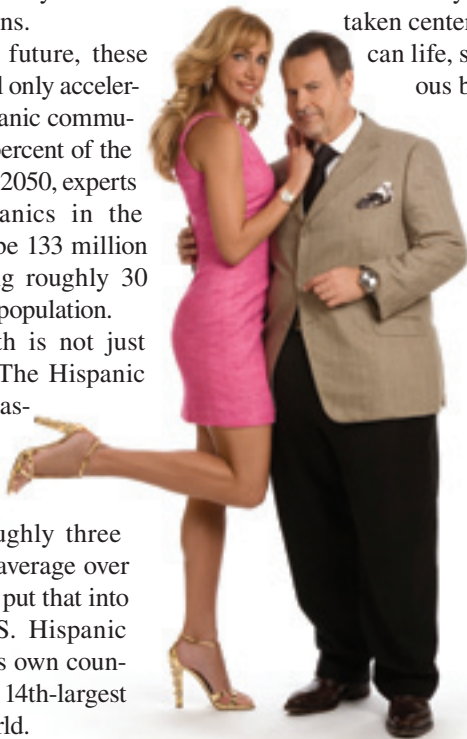
Hispanic growth is not just about population. The Hispanic community's purchasing power now tops \$1 trillion, thanks to growth rates that have been roughly three times the national average over the past decade. To put that into context, if the U.S. Hispanic community were its own country, it would be the 14th-largest economy in the world.



**ACHIEVEMENTS**

Univision's growth and success have been driven by the growth and success of the U.S. Hispanic community. As this community has increasingly taken center stage as a powerful force in American life, so, too, has Univision enjoyed numerous breakthroughs over the past decade.

KMEX, Univision's Los Angeles station, is the No. 1 most-watched station in America, regardless of language, among adults ages 18 to 34. Univision's early-evening local newscasts in New York and Los Angeles are the nation's No. 1 and No. 2 most-watched local evening newscasts in any language in that same 18-34 demographic. Nationally, Univision competes directly with ABC, CBS, NBC, and FOX. In fact, Univision was the No. 1 broadcast network in America on 65 nights over the course of 2009 among adults 18 to 34, and has been the No. 1 network on Friday nights among this demographic group for the past three years. Moreover, in September 2010 the



network made history when Univision ranked number one among the coveted adult 18-49 demographic for an entire week, outperforming every English-language broadcast network in the country.


The company has also been an active leader in the Hispanic community. Over the past three years, Univision has donated more than \$1 billion in cash and in-kind support to initiatives ranging from public health drives to education campaigns to voter registration efforts. Some of the leading philanthropic institutions in the nation have lauded these far-reaching community activities, which have garnered Univision two Peabody Awards.

These community-based activities are fundamental to the bond forged between Univision and its audience, which transcends the barriers of age, geography, socioeconomic background, and other factors that typically define media audiences. In an age of ever more fractured media, Univision stands out as a unifying force — a throwback to the days when entire families across the nation gathered to see the same newscasts, primetime shows, and special events. Today Univision is one of the few media companies that regularly brings together an entire community to share in a common experience.

**HISTORY**

The multiplatform national brand that Univision is today came from decidedly humble beginnings. The roots of the company trace back to KWEX-TV in San Antonio — the first full-time Spanish-language station in America and the first UHF station in the country.

By the 1970s the company had grown into a national network with unique product offerings, including being the only network in the United States to broadcast the World Cup soccer tournament. In 1979 Galavisión was launched as the first

1961	1978	1979	1987	1992	2000	2002
Spanish International Communications Corp. (SICC) starts the first Spanish-language UHF station (now KWEX) in the United States to serve the local Hispanic community in San Antonio, Texas.	Univision first televises the FIFA World Cup in the United States.	 <p>Galavisión Network is launched as the first Spanish-language cable network in the United States.</p>	SICC sells its TV stations to Hallmark Cards Inc. and its minority partner, First Chicago Venture Capital, which establishes Univision Holdings Inc. SIN is renamed the Univision Network ("Univision").	A. Jerrold Perenchio, Televisa, and Venevision acquire Univision from Hallmark Inc.	Univision.com is launched.	TeleFutura Network is launched. The acquisition of Hispanic Broadcasting Corporation (NYSE: HSP), the largest Spanish-language radio broadcasting company in the United States, is announced.

Spanish-language cable network in the United States. Univision Online launched in 2000.

Over the last decade Univision has continued to grow on multiple fronts. In 2002 Univision's second broadcast network, TeleFutura, was launched. Univision completed the acquisition of Hispanic Broadcasting Corporation in 2003 to form Univision Radio, the largest Spanish-language radio broadcasting company in the United States. In 2009 Univision Interactive Media was formed to house Univision.com, Univision Móvil, and an ever-expanding array of digital offerings. Univision On Demand also debuted in 2009, through distribution partners.

Univision announced in 2009 the creation of Univision Studios, a new production arm focused on producing and coproducing content for all of the company's platforms.

### THE PRODUCT

Univision offers its consumers a full multi-platform experience, providing news, information, and entertainment where and when the audience wants it. The flagship, Univision Television Network, is the most-watched Spanish-language broadcast television network in the United States, reaching 95 percent of U.S. Hispanic households. The TeleFutura Network now reaches 85 percent of U.S. Hispanic households, and Galavisión is the country's leading Spanish-language cable network.

In addition, Univision Television Group owns and operates 62 television stations in major U.S. Hispanic markets and Puerto Rico. Univision Radio is the leading Spanish-language radio group, with 68 radio stations in 16 of the top 25 U.S. Hispanic markets and five stations in Puerto Rico.

Finally, Univision Interactive Media is now the leading Spanish-language interactive content provider in the United States. Univision.com is the No. 1 most-visited Spanish-language website among U.S. Hispanics, and Univision Móvil has the industry's most comprehensive Spanish-language suite of mobile offerings.

### RECENT DEVELOPMENTS

The media industry has undergone a time of extraordinary change over the past few years, as has Univision. Throughout 2008 Univision was at the vanguard of preparing the U.S. Hispanic community for the government-mandated transition from analog to digital television. Thanks to an aggressive outreach effort, including public service announcements, 30-minute specials, in-person events, and town hall meetings, Univision was able to help its audience make the transition

smoothly. A similar process is currently under way as the networks transition to delivering content in high definition (HD).

Beyond these technological advances, Univision emerged as an increasingly recognized cultural force. This point was perhaps most clearly emphasized during the 2008 U.S. presidential election cycle, when for the first time both the Democratic and Republican parties held primary debates on Univision in Spanish — via simultaneous translation. Then, during the general election, both parties' nominated candidates participated in live interviews on Univision's public affairs programming. Since taking office, President Barack Obama has made a point of calling on Univision reporters at his live press conferences and participating in several sit-down interviews.

### PROMOTION

Univision regularly engages in an array of activities designed to raise awareness of the company's unique ability to connect with the fast-growing Hispanic community. As part of that effort, Univision launched a much-lauded business-to-business campaign titled Univision vs. Television in 2008.

This campaign cut to the heart of how Univision's connection with its audience fundamentally differs from other media companies. Comparing Univision to other media companies is an apples-to-oranges venture. For most TV viewers, radio listeners, and interactive users, the act of consuming media is generally a passive experience. With few exceptions, the media experience is a way to disconnect from the day-to-day grind. Univision, on the other hand, provides consumers with a connection point to their families and their culture — receiving news, information, and entertainment that they can't get elsewhere. It is an affirmative, engaged experience — the very opposite of the tune-out that so many other media companies offer.

Based on that insight, the Univision campaign expressed this core differentiation: "Television plugs into a wall. Univision plugs into a culture."

### BRAND VALUES

As the leading Spanish-language media company in the United States, Univision's brand is about more than simply providing the best in news,



information, and entertainment. It is also about serving the Hispanic community by connecting it to resources, culture, and the marketplace.


Univision fulfills these brand values in everything the company does on behalf of its audiences. Univision's industry-leading community-based initiatives deliver everything from health information to educational programs to civic-engagement support for Hispanic communities nationwide. The company's wide array of news, sports, and entertainment programming keeps the Hispanic community connected to its culture and keeps that culture vibrant. And through Univision's partnerships with the leading marketers in the nation, the company is able to create a bridge to today's marketplace.

Through this enduring commitment to serving as a connector, Univision has established a bond of trust that is unique in the media marketplace. Virtually every Univision station manager in the country has a story of families calling the station looking for information about where to find a good doctor or a lawyer or how to access some other social service. Building, sustaining, and earning that deep trust is at the core of the company's values.



### THINGS YOU DIDN'T KNOW ABOUT UNIVISION

- Univision's *Sábado Gigante* (Giant Saturday), America's No. 1 entertainment/variety show, is in the *Guinness Book of World Records* as the longest-running variety show in the world — on-air since 1962 and still going strong.
- Univision was the first network to air the World Cup in the United States, in 1978, and continues to bring the World Cup experience to America like no other network.
- While English-language newscast audiences have been in decline and getting older, Univision's nightly news has seen a growing audience that is a generation younger.
- In 2008, KMEX, Univision's Los Angeles station, became the No. 1 most watched station in the country regardless of language, among adults ages 18–49.

2003	2005	2007	2009	2009
Univision.com launches Univision Móvil.	Univision Networks joins the Nielsen Television Index, alongside the major English-language broadcast networks.	Univision goes on the market and is taken private by Broadcasting Media Partners Inc. Al Punto is launched.	 <p>Univision merges its online and mobile operations into the newly formed Univision Interactive Media (UIM).</p>	Univision launches Univision Studios.