



Galavisión



GALAVISIÓN

Galavisión, today's leading Spanish-language U.S. cable network in ratings and distribution, is committed to providing a live, direct connection to the people, places and events that matter most to Hispanic America. Currently available in 47.7 million U.S. cable and satellite homes, of which 7.4 million are Hispanic, Galavisión delivers 24 hours of unique, first-run news, sports and entertainment programming that appeals to Hispanics of all ages. Galavisión also offers over 50 hours of live programming weekly - more than any other Hispanic Network.

NETWORK PROGRAM FORMAT

Local Avails:	2-one minute breaks per hour
Times:	Between the first and third quarter of every hour*
	<small>*Note: This is subject to network formatting requirements</small>
Insertion Hours:	24 hours per day

NETWORK INFORMATION

Subscribers:	47.7 million Total U.S. Subscribers <small>Source: Nielsen Media Research, 4Q 2006</small>
Service Type:	Basic
Satellite Feed:	Dual
Launch Date:	October 1979
Ownership:	Univision Communications, Inc.

BENEFITS TO ADVERTISERS

1. Most widely distributed Spanish-Language cable network reaching 84% of Hispanic HHs.¹
2. In primetime, Galavisión is the #1 network in all of cable among Hispanic Adults 18-49.²
3. Galavisión continues to achieve record viewership levels increasing its Adult 18-49 audience by 27% in primetime and 8% in Total Day versus the 04/05 season.³
4. Galavisión has loyal news and sports viewers who do not watch other English-Language cable networks.
 - 70% of Galavisión news viewers did not watch any other English-Language cable news network (CNN, MSNBC, CNBC, FOXNC & HLN).⁴
 - 66% of Galavisión sports viewers did not watch ESPN, ESPN2, ESPNEWS, and ESPN Classic.⁴
5. Reaching a youthful audience.
 - Galavisión is the 8th youngest primetime cable network - younger than Spike, FX and ABC Family.⁵
 - Galavisión was the first full service Spanish-Language cable network Nielsen subscriber since 1996.

Sources: 1 NHTI Nielsen Media Research, NHPM Nielsen Hispanic People Meter Count - 4Q 2006
2 NHTI - Nielsen Media Research 05-06 (09/19/2005-09/17/2006)
3 NHTI Nielsen Media Research/ Galavisión 04/05 (9/20/04-9/18/05) vs. 05/06 (9/19/05-9/17/06).
4 NHTI - Nielsen Media Research Exclusivity Analyses. 4Q06 Gala News vs. EL cable News CNN, CNBC, MSNBC, FOXNC, HLN. Gala Sports vs. ESPN, ESPN 2, ESPNEWS and ESPN Classic, P2+
5 NHTI - Nielsen Media Research 05-06 (9/19/05-9/17/06). Gala based on NHTI - excludes NKTNS, TOON, NICK, TDSNY, NOGTN, ADSW, NAN



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RESEARCH INFORMATION

VIEWER TARGETED

Persons: 18-34, 18-49

Women: 18-34, 18-49

Men: 18-34, 18-49

VIEWER PROFILE

Male/Female split:	57% / 43%
Median Age	30.3
HH with Children	73%
A/B Counties	91%

Source: NHTI - Nielsen Media Research 05-06 (9/19/05-9/17/06). Total Day M-Sun 7a-2a. P2+. Nielsen Galaxy Explorer: Estimated median age & gender skew, Nielsen NPower Profile Analysis Report.

VIEWER LIFESTYLE

Base: Hispanic Cable Viewers Indexed to Non-Cable Viewers (18+)

<u>Category</u>	<u>Index</u>	<u>Category</u>	<u>Index</u>
Financial		Electronics	
IRA	197	HDTV	136
401K	157	Make online purchase	135
Any banking investments - checking	153	Personal computer	122
Any banking investments - savings	132	Camcorder & video camera	118
Credit card	136	DVD Player	115
Mutual funds	109	Cellular phone	114
Debit card	109		
Insurance		Automotive	
Life insurance	134	Own/lease car, pickup, SUV	109
Property & vehicle insurance	121	Travel	
Home		Domestic travel - last 12 months	113
Household furnishing bought/last 12 months	111		
Bedding, bath & linens bought/last 12 months	102		

Source: Simmons NCS/NHCS Full Year Spring 2006 POP/A18+

DAYPART VIEWING

<u>DAYPART</u>			<u>A18-49</u>	<u>M18-49</u>	<u>W18-49</u>
Total Day	Mon-Sun	7a-2a	62%	36%	26%
Daytime	Mon-Fri	10a-4p	56%	23%	33%
Early Fringe	Mon-Fri	4p-7p	61%	35%	26%
Primetime	Mon-Sun	7p-11p	65%	39%	26%
Late Night	Mon-Sun	11p-2a	67%	43%	24%
Weekend Day	Sat-Sun	12p-7p	64%	44%	20%
Weekend Prime	Sat-Sun	7p-12am	71%	47%	24%

Source: NHTI-Nielsen Media Research (9/19/05 - 9/17/06), base: P2+



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PROGRAMMING INFORMATION

PROGRAMMING GENRES: Comedy, Drama (General), Entertainment, Family, Food/Cooking, General Variety, Health, Home/How-To, Investigative, Lifestyle, Music, Mysteries, News/Information, Quiz/Audience Participation, Reality, Science Fiction, Travel/Adventure, **Sports:** Boxing, Soccer, Wrestling, **Ethnic:** Hispanic

VIEWER TARGETED PROGRAMMING

Adults: *Noticiero con Paola Rojas, Noticiero con Lolita Ayala, Noticiero con Joaquín Lopez Dóriga Primero Noticias, Las Noticias por Adela, Los Reporteros, Vida Total, Archivos del Más Allá, Enigmas del Más Allá, En Profundidad, El Rastro del Crimen, Misión: Reportar, Un Destino, Decorando Contigo*

Men: *Mexican League Soccer, Boxing, Luch Libre - Mexican Wrestling, Sports News*

Women: *Hoy, Vida TV, Nuestra Casa, Delicioso, Dramatic Series*

Family: *Classic Comedies, Holiday Specials, Acafest, Fiesta Mexicana/El Grito*

Youth: *Acceso Máximo, Furia Musical, Sin Rodeo*

NEW PROGRAMS FOR 2007/POPULAR ESTABLISHED PROGRAMS

New Shows

Misión: Reportar: Galavisión's first-ever reality show gives candidates a chance to win the job of a lifetime as a reporter for the most popular programs on Univision Networks.

Decorando Contigo: Is a new home makeover show where professional decorators offer easy and practical ideas all on a modest budget.

Un Destino: Takes viewers on exciting adventures from the biggest and most bustling cities to remote getaways around the world.

News

Galavisión delivers the most important stories and headlines around the world. *Noticiero con Paola Rojas* and *Noticiero con Joaquín López Dóriga* captivate audiences with nightly news reports on the most important events of the day.

Sports

Sports fan enjoy round-the-clock sports like *Mexican League Soccer, Women's World Cup* and *Lucha Libre*.

Entertainment & Variety

From the best in entertainment from talk and lifestyle to music and variety, Galavisión offers programs like cooking show *Delicioso* and music video show *Acceso Máximo*.

Drama & Mystery

Viewers are kept on the edge of their seats with Galavisión's mystery line-up of *El Rastro del Crimen* and *Archivos del Más Allá*.

Comedy

Classic comedies like *El Chapulin Colorado* and *Chespirito* along with Galavisión's more contemporary hits such as *Bienvenidos* and *La Co-media Hora* are hilarious programs for the entire family.



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LEADING NATIONAL ADVERTISERS

Allstate	General Motors	Nissan	Toys 'R' Us
American Express	Johnson & Johnson	Paramount Pictures	Unilever
AT&T	Kellogg's	Pepsi	Universal Pictures
Best Buy	L'Oreal Paris	Phillips Morris Companies	Verizon Wireless
Burger King	Lion's Gate	Procter & Gamble	Visa
Chase Bank	Macy's	Quaker Oats Company	Walgreen's Co.
Cingular	Merck Pharmaceutical	SC Johnson	Walmart
Colgate-Palmolive	Microsoft	State Farm	Warner Brothers
Ford Motor Corp.	Motorola	Target	Washington Mutual
Fruit of the Loom	Nestlé	The Home Depot	Wendy's
General Mills	New Line Cinema	Toyota	Western Union

NETWORK CONTACTS

New York

605 Third Avenue
12th Floor
New York, NY 10158

Joanne Lynch
SVP/General Manager
jlynch@univision.net

David Grossman
Manager, NY Sales
dgrossman@univision.net

Miami

9405 NW 41st Street
Miami, FL 33178
P:(305) 471-1570
F:(305) 471-4027

Christian Martinez
Account Executive
cmartinez@univision.net

Dallas

2323 Bryan Street
Suite 1900
Dallas, TX 75201

Nancy Lopez
Account Executive
nlopez@univision.net

Odis Rodriguez
Account Executive
orodriguez@univision.net

Chicago

541 N. Fairbanks Ct.
Suite 1240
Chicago, IL 60611
P:(312) 494-5100
F:(312) 494-5115

Tamara Sula
Account Executive
tsula@univision.net

Los Angeles

5999 Center Drive
Los Angeles, CA 90045

John Swartz
Account Executive
jswartz@univision.net

Sonia Gonzalez
Account Executive
sgonzalez@univision.net

Galavisión Affiliate Relations

New York

P:(212) 455-5455
F:(212) 953-0198

John Heffron
Regional VP/Eastern Region
jheffron@univision.net

Dallas

P:(214) 758-2465
F:(214) 758-2395

Deanna C. Andaverde
Regional VP/Central Region
dandaverde@univision.net

Los Angeles

P:(310) 348-3351
F:(310) 348-3643

Tim Krass
EVP/Affiliate Relations
tkrass@univision.net

Tim Spillane
Regional VP/Affiliate Affairs
tspillane@univision.net

Jasmine Rezaei
VP, Affiliate Marketing
jrezaei@univision.net

WEBSITE INFORMATION

Consumer Website: www.univision.com
Corporate Website: www.univision.net