



CONTACT: Rosemary Mercedes
Univision Network
(212) 455-5335
rmercedes@univision.net

UNIVISION #2 NETWORK AMONG ALL ADULTS 18-34 DURING JULY SWEEP

Beats ABC, CBS, NBC, or FOX on 9 Out Of Every 10 Nights during Sweep

MIAMI, FL, AUGUST 1, 2007– With the July Sweep period nearly over, Univision captured the #2 network ranking among all Adults 18-34, not just Hispanics, and outdelivered ABC, CBS, NBC, or FOX on 23 out of 26 primetime nights, or 89% of the sweep period.

According to the Nielsen Television Index (NTI), for the seventh consecutive sweep Univision ranked as the 5th broadcast network after FOX, ABC, CBS, and NBC and ahead of CW and MNT in primetime – that’s for all Adults 18-49, not just Hispanics.

Sweep Overview - During the July 2007 Sweep

- Univision was the # 2 broadcast network in primetime behind FOX among Adults 18-34 (1,040,000), Persons 12-34 (1,255,000), and Kids 2-11 (420,000) beating ABC, CBS, NBC and CW
- Univision was the #1 broadcast network in primetime among Adults 18-34 on five nights during the July 2007 Sweep
- Univision was the #1 broadcast network in primetime among Adults 18-49, on two nights during the July 2007 Sweep
- Univision had 2 of the top 20 shows of the July Sweep among Adults 18-34, the Copa America 2007 Mexico vs. Argentina match (#3) and Univision’s annual youth awards show “Premios Juventud” (#17)
- Univision and its sister network TeleFutura were the youngest broadcast networks in primetime with an estimated median age of 33 in the July 2007 Sweep

Network	Median Age
TELEFUTURA	33
UNIVISION	33
CW	36
FOX	43

MNT	46
ABC	48
NBC	50
CBS	54

- Univision delivered three times more Total Viewers 2+ (3,075,000 vs. 1,037,000), Adults 18-34 (1,040,000 vs. 319,000) and Adults 18-49 (1,777,000 vs. 594,000) than Telemundo in primetime

Program Highlights - During the July 2007 Sweep

- Univision's 4th annual airing of "Premios Juventud 2007" (The Youth Awards) on Thursday, July 19th from 8-11pm:
 - *Premios Juventud 2007* delivered impressive audiences across key demographics:
 - Persons 2+ 4,903,000
 - Adults 18-34 1,755,000
 - Adults 18-49 2,773,000
 - Teens 12-17 533,000
 - Kids 2-11 881,000
 - Persons 12-34 2,288,000
 - For the entire night from 8pm to 11pm on Thursday, Univision ranked:
 - #1 among Persons 12-34, Teens 12-17 and Kids 2-11
 - #2 among Adults 18-34
 - #3 among Total Viewers and Adults 18-49
 - *Premios Juventud 2007* was the #1 program of the entire night out-delivering every English-language program among Teens 12-17 and Kids 2-11 including the first-run programs "Don't Forget The Lyrics," "So You Think You Can Dance" and "Are You Smarter Than a 5th Grader?"
- Univision's Copa America 2007 Mexico vs. Argentina match on July 11, 2007 was among the Top 5 programs on all networks for the July 2007 Sweep among Adults 18-34, beating the MLB All-Star Game, and among Men 18-34
- Univision's Copa America Mexico vs. Argentina (7/11/07) match ranks #6 among all networks among Adults 18-49

Source: NTI, 7/5/07-7/30/07

Locally, Univision stations enjoyed equally impressive July 2007 Sweep results:

- Among total Adults 18-34 in all of Univision's owned-and-operated People Meter markets (Los Angeles, New York, Chicago, Dallas and San Francisco), **the top 2 programs of the entire July Sweep** belonged to Univision's Copa America matches/post-match shows

Primetime Highlights

- Univision stations ranked **#1 during primetime** in Los Angeles, New York, Dallas and San Francisco among total Adults 18-34. Univision also over-delivered its competitors in Primetime among total Adults 18-49 in Los Angeles and Dallas, and among total Households in Los Angeles and Miami
- Univision also enjoyed viewership increases year-to-year during primetime among total Adults 18-34 in Chicago (+25%), Dallas (+11%) and San Francisco (+19%)

Broadcast Primetime definition: ABC/CBS/NBC/IND/SLTV Mon-Sat 8P-11P/Sun 7P-11P ET/PT; Mon-Sat 7P-10P/Sun 6P-10P CT and FOX/MNT/CW Mon-Sat 8P-10P/Sun 7P-10P ET/PT; Mon-Sat 7P-9P/Sun 6P-9P CT

Local News Highlights

- Univision stations posted the **#1 Early and Late Local News** among total Adults 18-34 in Los Angeles, New York, Dallas and San Francisco. Also among total Adults 18-49 Univision claimed the **#1 Early and Late News** position in Los Angeles, Dallas and San Francisco
- Univision's Early Local News enjoyed viewership increases year-to-year among total Adults 18-34 in New York (+31%), Chicago (+60%), Dallas (+29%) and San Francisco (+80%); among total Adults 18-49 in Chicago (+11%), Dallas (+21%), San Francisco (+40%); among total Households in Houston (+6%), Chicago (+15%) and San Antonio (+36%)
- Univision's Late Local News enjoyed viewership increases year-to-year among total Adults 18-34 in New York (+21%), Chicago (+50%), Dallas (+35%) and San Francisco (+36%); among total Adults 18-49 in New York (+7%), Chicago (+14%), Dallas (+18%), San Francisco (+8%); among total Households in Los Angeles (+11%), New York (+19%), Chicago (+17%) and San Antonio (+42%)

Local news definition: Early – M-F 6-6:30pm ET/PT, 5-5:30pm CT; Late – M-F 11-11:30pm ET/PT, 10-10:30pm CT

Source: NSI (7/5/07-7/30/07)

Univision Communications Inc. is the premier Spanish-language media company in the United States. Its operations include Univision Network, the most-watched Spanish-language broadcast television network in the U.S. reaching 99% of U.S. Hispanic Households; TeleFutura Network, a general-interest Spanish-language broadcast television network, which was launched in 2002 and now reaches 89% of U.S. Hispanic Households; Galavisión, the country's leading Spanish-language cable network; Univision Television Group, which owns and operates 62 television stations in major U.S. Hispanic markets and Puerto Rico; Univision Radio, the leading Spanish-language radio group which owns and/or operates 70 radio stations in 16 of the top 25 U.S. Hispanic markets and 5 stations in Puerto Rico; Univision Music Group, which includes Univision Records, Fonovisa Records, La Calle Records and Mexico-based Disa Records as well as Fonomusic and America Musical Publishing companies; and Univision Online, the premier Spanish-language Internet destination in the U.S. located at www.univision.com. Univision Communications also has a 50% interest in TuTv, a joint venture formed to broadcast Televisa's pay television channels in the U.S., and a non-voting 14.9% interest in Entravision Communications Corporation, a public Spanish-language media company. Univision Communications has television network operations in Miami and television and radio stations and sales offices in major cities throughout the United States.

For more information, please visit www.univision.net.

#