



CONTACT:

Rosemary Mercedes
 Univision Networks
 212-455-5335
marketingcomm@univision.net

TELEFUTURA'S JULY SWEEP SEES DOUBLE DIGIT GROWTH VERSUS LAST YEAR ACROSS KEY DEMOGRAPHICS

Beats Telemundo in Key Markets and Out-performs CW on Four Nights among Adults 18-34

MIAMI, FL, August 1, 2007 — With the 2007 July Sweep period nearly over, the TeleFutura Network has seen double digit growth in its primetime versus last year among key demographics.

TeleFutura Prime Time M-Sun 7pm-11pm Audience (000)

	<u>July '06</u>	<u>July '07</u>	<u>% Chng.</u>
Households	309	454	+47%
Persons 2+	478	723	+51%
Adults 18-34	153	249	+63%
Adults 18-49	275	455	+65%
Women 18-49	110	164	+49%
Men 18-49	165	291	+76%
Kids 2-11	78	97	+24%
Teens 12-17	32	53	+66%

Also, TeleFutura out-performed Telemundo's primetime audience among Men 18-34 and 18-49

Men 18-34

	<u>Broadcast</u> <u>Prime</u>	<u>M-Su/7-11p</u>
TF	178	159
TEL	146	140
% adv.	+22%	+14%

Men 18-49

	<u>Broadcast</u> <u>Prime</u>	<u>M-Su/7-11p</u>
TF	326	291
TEL	272	251
% adv.	+20%	+16%

In addition, TeleFutura beat the CW's broadcast primetime audience on four nights among Adults 18-34

	Adults 18-34 (000)	
	<u>TeleFutura</u>	<u>CW</u>
7/5/07	710	535
7/8/07	374	268
7/10/07	909	429
7/24/07	287	280

Program Highlights

- “Que Dice La Gente” (Family Feud) (M-F 7-8pm) has doubled its audience versus last year among Adults 18-34 (279,000 vs. 146,000), Adults 18-49 (247,000 vs. 121,000), Women 18-49 (123,000 vs. 65,000) and Men 18-49 (124,000 vs. 56,000)
- “Cine de Las Estrellas” (All-Star Cinema) (M-Th) posted double digit audience increases versus last year among key demographics: Persons 2+ (+11%), Adults 18-34 (23%), Adults 18-49 (23%), Men 18-34 (12%), Men 18-49 (11%), and Women 18-49 (46%)

In sports, TeleFutura's Copa America 2007 Brazil vs. Uruguay match on July 10th, 2007 was among the Top 10 Sports Events for the July 2007 Sweep, ranking #6 among Adults 18-49 and # 7 among Adults 18-34, Men 18-34, and Men 18-49.

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

Locally, TeleFutura stations enjoyed equally impressive July sweep results.

Primetime Highlights

- TeleFutura ranked as the #2 Spanish-language station in primetime, beating Telemundo in the following markets:
 - Total Adults 18-34 and 18-49, Viewers 2+: Los Angeles, Chicago
 - Total Men 18-49 and 18-34: Los Angeles, Chicago, San Francisco
 - Total Households: Los Angeles, Chicago, Sacramento
- TeleFutura in Los Angeles dominated Telemundo during primetime, which includes its signature movie block “Cine de las Estrellas” (M-Th 8p-10p ET/PT), averaging more viewers than the Spanish-language competitor in all key demos
- TeleFutura also posted viewership increases year-to-year during primetime among key demos: in Chicago (+14%) and Dallas (+38%) among total Adults 18-34 and in Los Angeles (+33%), Chicago (+17%) and Dallas (+50%) among total Adults 18-49
- TeleFutura posted viewership increases over last July in the majority of the markets among total Households: Los Angeles (+39%), Miami (+23%), Chicago (+14%), Houston (+15%), Dallas (+22%), Sacramento (+25%)
- “Que Dice La Gente” (M-F 7-8p ET/PT) experienced year-to-year viewership increases among key demos:
 - Total Households: Los Angeles (+150%), New York (+20%), Miami (+67%), Chicago (+167%), Dallas (+75%), San Antonio (+367%)

- Total Adults 18-49: Los Angeles (+200%), New York (+33%), San Francisco (+100%), Chicago (+100%), Dallas (+150%)
- Total Adults 18-49: Los Angeles (+200%), New York (+100%), Chicago (+100%), Dallas (+100%)
- Total Viewers 2+: Los Angeles (+150%), New York (+33%), Chicago (+150%), Dallas (+33%), San Francisco (+100%)

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

Total Day Highlights

- TeleFutura ranked as the #2 Spanish-language station in Total Day, beating Telemundo in the following markets:
 - Total Adults 18-34: Los Angeles, Chicago
 - Total Adults 18-49: Los Angeles, Dallas
 - Total Men 18-34: Los Angeles, Chicago, San Francisco
 - Total Viewers 2+: Los Angeles, Chicago, Dallas
 - Total Households: Los Angeles, Dallas, Houston, Sacramento
- TeleFutura also posted viewership increases year-to-year during total day in Los Angeles (+50%), Chicago (+33%) and Dallas (+50%) among total Adults 18-34; in Los Angeles (+75%) and Dallas (+67%) among total Adults 18-49; in Los Angeles (+100%), Chicago (+50%) and Dallas (+33%) among total viewers 2+

Total Day definition: M-Su 6am – 2am

Daytime Highlights

- TeleFutura’s popular Daytime program “Escandalo TV” (Showbiz TV) beat Telemundo in every single TeleFutura owned-and-operated Meter market among total Households (Los Angeles, New York, Miami, Chicago, Houston, Dallas, San Antonio, San Francisco, Phoenix and Sacramento)
- TeleFutura’s “Escandalo TV” also beat Telemundo among key demos: in Los Angeles, Chicago among total Adults 18-34 and in Los Angeles, New York, Chicago and Dallas among Adults 18-49

Daytime definition: M-F 11am – 2pm ET/PT, 10am – 1pm CT

Sports Highlights

- 2007 Copa America tournament, FIFA Under-20 World Cup and SuperLiga gave TeleFutura a competitive edge against English-language sports:
 - Among total Adults 18-34 and Men 18-34, TeleFutura posted 5 of the top 10 sporting events of the entire Sweep in Los Angeles, Dallas and San Francisco
 - In Los Angeles and Dallas, Copa America games (Brazil vs. Uruguay on 7/10/07 and Argentina vs. Paraguay on 7/5/07) and the U-20 World Cup (Argentina vs. Mexico 7/15/07) beat the MLB All Star game on Fox among total Adults 18-34 and Men 18-34

- TeleFutura's Copa America matches posted 2 out the top 5 sporting events of the entire Sweep in New York, beating all Yankee and Mets baseball games among total Adults and Men 18-49, regardless of language

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

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