

The AzA Gazette



The Azteca America Monthly Newsletter for Clients, Friends and Associates

July 2007 • Number 56 • Year 5

Events & Features New Soccer Season Debuts Live on Azteca America Aug. 3 _____ 4

Coverage Update

On July 1st, 2007 Azteca America switched affiliates in five markets: Houston, San Francisco-Oakland-San Jose, Sacramento-Stockton-Modesto, Reno and Omaha. This is no small feat since these markets represent together almost 8% of the entire Hispanic population.

This is of course an accomplishment of a talented group of affiliates. For instance, Una Vez Más, our affiliate in 20 other markets is our new affiliate in Houston (please see Station Spotlight on page 2); while Bustos Media, a company with 25 radio stations is our new affiliate in Sacramento, Reno and Omaha. A profile of Bustos is included in our past edition of the AzA Gazette, but according to its website: "Bustos Media is a Spanish-language radio company which owns and operates radio stations in the mid-size, but high growth, markets throughout the United States.

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Dear Affiliates:

July has been an important month in the history of Azteca America. KAZA, our anchor station in LA started test transmissions in July, 2001. In July, 2003, we began to operate this affiliate through an LMA agreement. Last July 1st, we experienced the most important affiliate transition in our history: at midnight, we had new

affiliates in Houston, San Francisco, Sacramento, Reno and Omaha. Yakima will come soon. If we consider that we switched affiliates in five markets, and that today 60 DMAs receive our signal, we got 10 new stations in the short span of three months. Among the new markets where we have presence, we have, Yuma, Sherman-Ada, Chico-Redding, Tulsa and Toledo. This is remarkable, and speaks wonders, not about us, but about the great group of affiliates that integrate this network. We are proud to serve them, because they serve our great Hispanic Community. In this number of the AzA Gazette you will find a profile of our new affiliate in Houston, an introduction to the new Mexican soccer league season and you will get to know María Elena Jáuregui, the head of our news department. I hope that you enjoy this number of the AzA Gazette, and please save the date: next November 17 we will celebrate our first 'Vive Sin Drogas' tour in Phoenix.

Thank you for your interest on Azteca America,

Luis J. Echarte / Adrian Steckel

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Station Spotlight:

Houston
KUVM Channel 34

Nora Crosby



Houston is the fourth most important Hispanic market in the country and therefore a priority for our network. The market represents 4.2% of Hispanic television households, and has a high concentration of immigrants of Mexican descent.

Last July 1st, Una Vez Más (UVM), our most important station group, became the AzA Affiliate in the market. With this, UVM is well on its way of reaching its goal of covering all 19 DMAs in the Lonestar State.

Nora Crosby, UVM Chief Operating Officer, talked about this new and exciting challenge. Nora and indeed Azteca America expect that UVM's talent and decades of experience

applied to the Houston market will bring great benefits for the network and this group.

The main concern of our new affiliate is to not only maintain viewers, but also, advertisers and assure them that Azteca America's transmission values in Houston have not changed. For this reason, Una Vez Más has been carrying out extensive media campaigns in order to let people know that Azteca America has switched home.

UVM has reinforced its engagement with the Houston audience with anything from small actions such as responding to every single viewer's email to widespread campaigns like the "Back to school" effort, currently giving away backpacks and raffling computers among viewers who have called the station.

According to Frank Ernandes, Chief Engineer, Technically, as of July 1st, "the station has state of the art equipment, the new ERI (Andrew) Broadcast Antenna has been suc-



cessfully replaced and is working fantastically, as evidenced by a significant increase in field strength within the licensed coverage contour. We are operating at full authorized ERP. We also completed the installation of our new Master control, and traffic has already begun streaming content into the Adtec Duet Server". The station is currently being carried by both DirecTV and Comcast.

During the third quarter of 2008 UVM plans to launch a local newscast, adding a sense of community to better serve the Hispanic audience in the market.

Without a doubt the outlook for KUVM 34 is promising. UVM, has the expertise and passion along with the energy and innovative ideas that will make the Houston market more receptive than ever before.

Station Data

Market	Houston
Call Letters	KUVM
Channel	34

General Market

Market Rank	10
Population 2005*	5,557
Households*	1,945
Retail Sales (Million US\$)	83,516
% of Hispanic Origin	31.4%

Hispanic Market Info.

Hispanic TV HH Market Rank	4
Hispanic TV HH Market Coverage	4.2%
Hispanic TV HH Market *	492
Hispanic P ₂ + Coverage	4.2%
Hispanic P ₂ + *	1,635

* In thousands

Programming Highlights

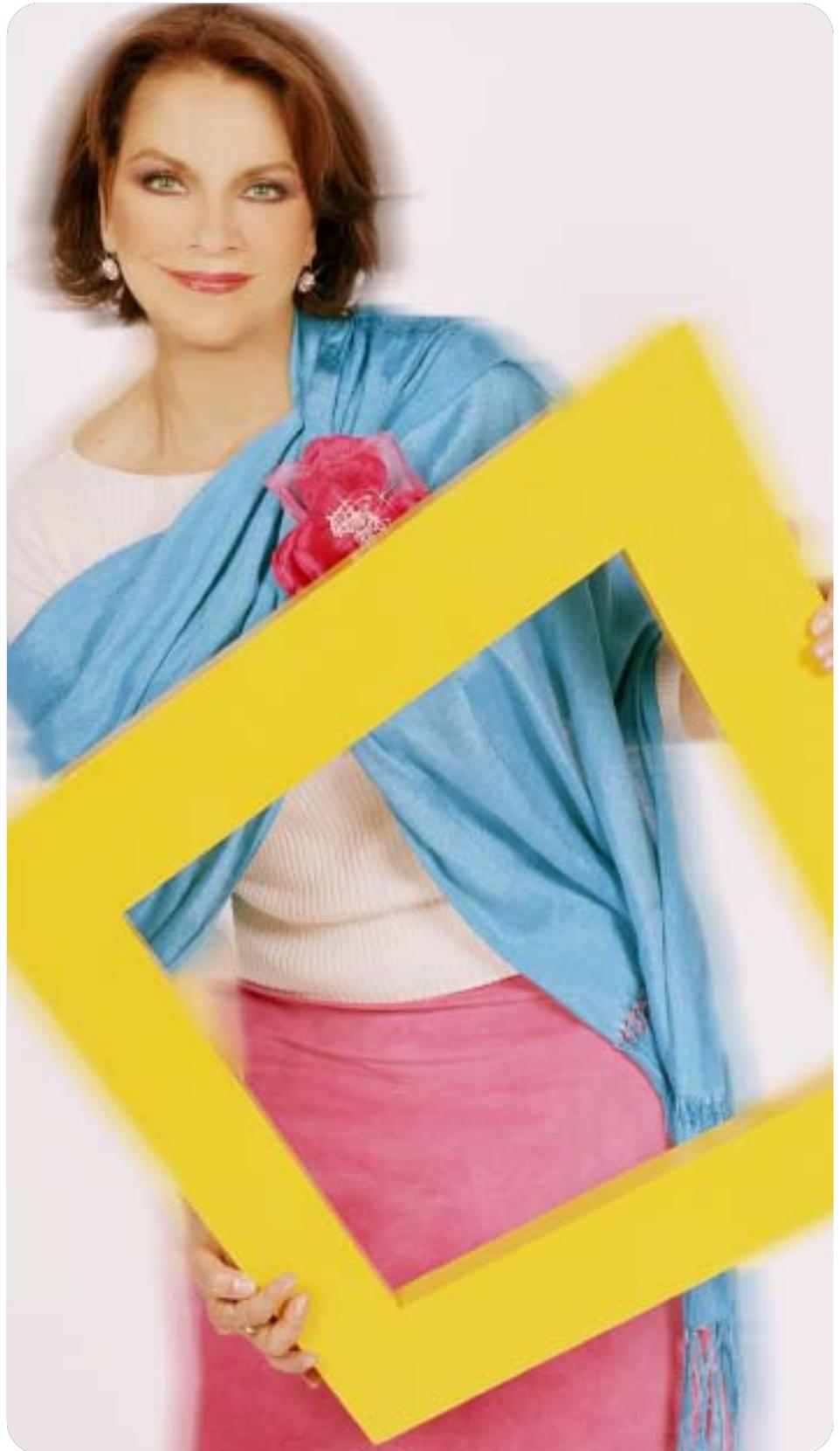
Ventaneando

Starting August 6th *Ventaneando*, our iconic entertainment show, will have a new segment fully produced in the U.S. In addition to the show's regular content, this section will feature fresh stories about our audience's favorite Latin celebrities. Three new reporters; Cindy Martínez, Soraya Menchaca and Raúl Arrieta, will be looking for exclusives all over the United States, chasing hot gossip stories from the Hispanic *farándula* world. *Ventaneando* is already one of the most popular entertainment shows among the Hispanic population in the U.S., and we're striving to make it the number one favorite.

Xica

Xica, the blockbuster novela that has captivated our audience is heading towards its final episodes. This passionate story based in colonial Brazil, narrates the life of a beautiful young woman sold to a brothel who uses her wit and powers of seduction to become Empress of Brazil. A brilliant combination of drama and humor, where love is met with intrigue and deceit. Starring Taís Araujo, Víctor Wagner, Drica Moraes, Carlos Alberto and an outstanding supporting cast, *Xica* still is a huge prime-time hit among our viewers.

Don't miss the last episodes of *Xica*
Weekdays at 10PM/ 9PM CST.



New Soccer Season Debuts Live on Azteca America Aug. 3rd.

League champion Pachuca will headline the live season opener soccer match against Guadalajara-based Tecos on Aug. 3rd.

This season will be the first time in recent history that the Mexican Soccer League plays official games on Fridays.

The Tuzos of Pachuca are looking to extend their league dominance as they square off against Tecos, who lost in the first round of the past-season playoffs to Cruz Azul.

The Friday match kicks off a weekend of strong soccer, as Saturday



games include Monarcas-Veracruz and Jaguares-Atlante. Sunday matchups include crowd favorites Santos-Cruz Azul and league newbie Puebla against last season's runner-up Club América.

Don't miss the 2007 *Apertura Season*, promising the best in live Mexican soccer action, starting Friday, Aug. 3 at 7 pm EST/ 6 pm CST and 4 pm PST.



The Best of AzA para la RAZA

For more information,
contact Tatiana Clasing:
bclasing@tvazteca.com.mx.



MYRIAM

BACK IN THE US WITH SIMPLEMENTE AMIGOS

Her tenderness, innocence and that great voice when she sang Mudanzas on the first season of La Academia are absolutely unforgettable. Five years later, with innumerable hits under her belt, Myriam is back in the United States with her sixth CD, *Simplemente amigos*, where she pays homage to that great vocalist, Ana Gabriel.

"I'm very happy and satisfied with the work we've done. This CD includes 12 songs like Soledad, Luna, Mar y arena, among others. I've always loved her songs and it was just the right time to pay homage to this great singer."

Simplemente amigos has already gone golden in Mexico and was launched in the US a couple of months ago. Myriam will soon be going there to promote it and enjoy her success in the Latino community.

A WOMAN'S DREAMS

This woman from Monterrey dreams, feels and does things like any 26-year-old. "Love is very important in life. I fall in and out of love really quickly, and that helps me sing these songs from the heart. I also think that it's time to settle down emotionally, find a man who loves me and understands my career."

She also told us that she sees herself ten years from now on stage, singing. That doesn't mean she's going to forget her personal life. "Of course, I dream of getting married! I'm from a big family; there are eight of us brothers and sisters. I wouldn't want to have that many children, but I would love to have more than two," she told us with a smile.

She says that, for now, she's content to enjoy all the opportunities life has to offer. "I love horseback riding and eating pizza. I fantasize about lots of things like continuing my career and giving my best to everybody around me."

cont. form p. 1
Coverage Update

Bustos also produces syndicated network formats, targeting U.S. Hispanics which are now being carried by dozens of affiliated radio operators across the nation".

To these switches, we have to add the recent incursion of Azteca America in: Yuma, Sherman-Ada, Chico-Redding, Tulsa and Toledo.

Altogether, this means that Azteca America has added 10 new affiliates in the short span of three months, and then some wonder if Azteca America is still the fastest growing network in the U.S. And yet, more market additions are soon to come, stay tuned!

Cox Carries
Network Signal
in Omaha

As part of our "white area" agreement, as of July 1st Azteca America is carried on channel 404 of Cox cable.

DirecTV Carriage
in Philadelphia
and Wichita

Congratulations go out to Una Vez Más for securing carriage on DirecTV for its WZPA station in Philadelphia this month. The station will be carried on DirecTV's channel 33.

Kudos are also in store for Phil Newmark for DirecTV carriage of his KSML-51 station, which is now carried on DirecTV's channel 51.

UVM Adds
Station in
Abilene, TX

Una Vez Más continues to advance with its Texas Network project, where it plans to soon have an Azteca America signal in every DMA of Texas, with the recent addition of Abilene. The market is added to existing Una Vez Más Texas stations in Houston, Dallas, San Antonio, McAllen-Brownsville, El Paso, Austin, Corpus Christi, Laredo, Odessa, Lubbock, Waco, Amarillo, Victoria and Sherman-Ada.

Names & Faces

Our News Director

María Elena Jáuregui

A Hispanic media veteran with over 15 years of experience in news production and management, María Elena got her start in Hispanic television at Telemundo's Los Angeles station, where she was a news producer. She later moved to Univision's L.A. station,

where she worked her way up the ranks to news director. She holds numerous industry awards, including three Emmys and three Golden Mike Awards. María Elena has also done Hispanic media consulting, specializing in public sector clients, where she coordinated the media strategy for a labor-religious-community-student coalition that supported the million-strong May 1st, 2006 demonstration in favor of immigrants' rights.





LA GIRA VIVE SIN DROGAS

Saturday, **November 17**, 2007, 9:30am-1:00pm



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www.fundacionaztecaamerica.org



Hispanic Facts: A Snapshot of the Market (Part II)

To continue with the aspects to consider when targeting the Hispanic market, let us discuss some other facts you should not miss:

TOP TEN SECONDARY HISPANIC MARKETS

Large media conglomerates are turning their attention towards the fast growing secondary Spanish-language markets. Even though the top 10 markets contain the majority of Hispanics, the 10 Secondary markets are growing to the point that they too should be targeted and included in any advertiser's radar. The Top 10 Secondary Hispanic Markets, by growth are:

1. Albuquerque (38% of Hispanic concentration; 6.4% growth from 2000-2004)
2. Atlanta (40.4% Hispanic concentration growth from 2000-2004)
3. El Paso (77% of Hispanic concentration-grew 7.7% from 2000-2004)

4. Greensboro, NC (40.3% increase in Hispanic concentration from 2000-2004)
5. Las Vegas (35.1% growth in Hispanic population from 2000-2004)
6. McAllen/Brownsville, TX (88.3% Hispanic concentration; grew 13.7% from 2000-2004)
7. Minneapolis-St. Paul (25.8% increase in Hispanic population from 2000-2004)
8. San Bernardino/Riverside (26.7% increase in Hispanic population)
9. Denver (19.7% increase in Hispanic population 2000-2004)
10. Washington D.C. (27.6% increase in Hispanic Population from 2000-2004).

HISPANIC TEENAGERS

Teens (12 to 19 year-olds) are considered to be loyal consumers as well as trend creators. Currently music has been one of the major market creators since several artists have been hitting top charts. Some of the industries that have been adapting their products to satisfy Hispanic tastes and needs are: per-

sonal care, beauty products, clothing and food/snacks.

According to several studies, the total U.S. teen population is estimated at 6.3 million; Hispanic teens accounting for approximately 20% of the segment. Additionally, on average, 43% of these teens live in the top 10 Hispanic markets; it is remarkable that in LA, 80% of the teen population is Hispanic.

THE NUMBERS IN THE HISPANIC ADVERTISING MARKET

It is estimated that in 2001, advertisers spent \$2.7 billion through Hispanic media companies. This amount nearly doubled reaching almost \$5 billion in 2005.

Still, Hispanics represent around 9% of the total U.S. purchasing power, while the advertising expenditures to the segment represent merely a 3% of the total, thus creating great opportunities for advertisers to reach this impressive market.

Other interesting statistics, according to TNS Media Intelligence:

Top 10 Advertising Categories	Hispanic Media			General Media		
	Rank	Dollars (millions)	Percent of Media Share	Rank	Dollars (millions)	Percent of Media Share
Government, Politics and Organizations	1	617.1	12.7%	13	3,790.0	2.9%
Automotive, Automotive Accessories and Equipment	2	502.9	10.4	1	13,709.7	10.4
Direct Response Companies	3	493.8	10.2	8	5,483.3	4.1
Communications	4	349.5	7.2	4	7,690.3	5.8
Audio and Video Equipment and Supplies	5	334.1	6.9	17	1,918.0	1.4
Retail	6	308.8	6.4	2	12,262.0	9.3
Restaurants	7	221.8	4.6	12	4,532.6	3.4
Miscellaneous Services and Amusements	8	187.4	3.9	7	6,579.2	5.0
Media and Advertising	9	165.1	3.4	3	8,858.4	6.7
Financial	10	132.8	2.7	5	7,507.9	5.7
Total of Top Ten Categories		3,313.3	68.3		72,331.5	54.7
Total of All Categories		4,851.9	100.0		132,277.3	100.0

Source: TNS Media Intelligence 2007. Hispanic media include Spanish language network TV (3 networks); and Spanish language cable (1 network), Spanish language spot TV (43 stations), Hispanic magazines (42 publications), and Hispanic newspapers (51 publications)

Source: Hispanic/Latino Market Profile, Mediemark Research Inc.,

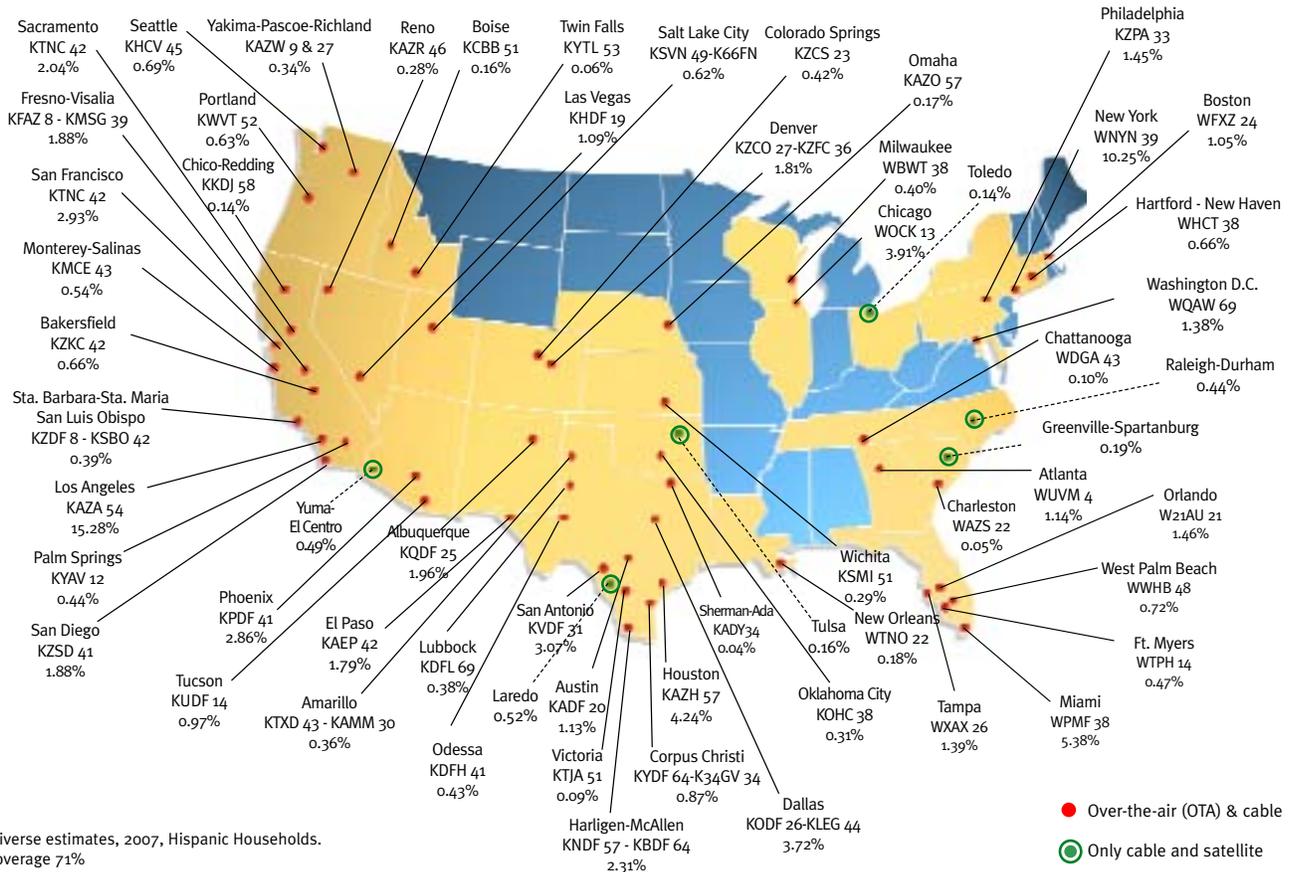


Monday-Friday • 5pm/4CST

Lo
que
callamos
las **mujeres**

The Fastest Growing Hispanic Network in the U.S.

60 Markets; Geographic coverage: 89%*



Nielsen Universe estimates, 2007, Hispanic Households.
*Nielsen coverage 71%

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About TV Azteca

TV Azteca, listed on the Mexican Bolsa and Spain's Latibex, is the second largest producer of Spanish-language programming in the world, and one of two nationwide broadcasters in Mexico.

TV Azteca broadcasts five networks: the family-driven Azteca 13, with 278 signals in Mexico; the youth-focused Azteca 7, with 270 signals in Mexico; Proyecto 40; Azteca International for 14 countries in Central and South America and Canada; and Azteca America the fastest growing network in the U.S.