

CNN
EN ESPAÑOL SM



CNN EN ESPAÑOL

CNN en Español is a 24-hour Spanish-language news network, gathered, written and produced from a Latin perspective. CNN en Español is not just the news in Spanish - it's the news for Spanish speaking people. Featuring first-hand coverage of the issues that matter most to U.S. Latinos -- and to Latin America, including comprehensive sports, business & personal finance programs, relevant lifestyle & feature segments: health, parenting, technology, fashion, show biz, movies, trends & travel. CNN en Español is breaking news and much more, because you always need to know.

NETWORK PROGRAM FORMAT

Local Avails:	2 minutes per hour
Times:	1 minute at 00:25 and 1-minute at 00:50
Insertion Hours:	24 hours per day

NETWORK INFORMATION

Subscribers:	N/A
Service Type:	Network is available for all carriage levels
Satellite Feed:	Single
Launch Date:	January 2001 (Domestic); March 1997 (International)
Ownership:	Turner Broadcasting System, Inc.

BENEFITS TO ADVERTISERS

1. **Credibility:** CNN en Español's continuous coverage of major world events, live breaking coverage and in depth analysis is second to none.
2. **Strong Brand Equity:** The network's history in the US and Latin America has established itself as the network of record for U.S. Hispanics.
3. **Compelling Programming:** From live news updates to targeted features programming, CNN en Español offers a rich variety of content to viewers.
4. **Reach:** Like its English-language counterpart, CNN en Español reaches an upscale, educated audience.



RESEARCH

VIEWER TARGETED

Persons: 18-54

VIEWER PROFILE

The CNN en Español audience is well traveled, educated and influential with a keen sense of world affairs.

VIEWER LIFESTYLE

Please contact CNN en Español directly for information.

DAYPART VIEWING

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PROGRAMMING

PROGRAMMING GENRES: Business/Personal Finance, News/Information, Sports, Health, Lifestyle
Ethnic: Hispanic

VIEWER TARGETED PROGRAMMING

Persons 18-54: *Directo Desde EE.UU.*, *Noticias México*, *Las Noticias*, *En Efectivo*, *Economía y Finanzas*, *Escenario*, *Detalles con Sasha*, *Deportes CNN*, *Consulta Médica*

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

Directo Desde EE.UU. - Viewers' direct link to top news events in the United States.

Noticias México - Reliable coverage of the most important news events originating in Mexico.

Las Noticias - A dynamic and comprehensive review of world events.

SPECIAL PROGRAMS

En Efectivo - Personal finance news that puts viewers in control, providing them the tools to make informed decisions about their economic health and future.

Economía y Finanzas - CNN en Español's flagship business program includes the most updated market information with up-to-the-minute reports and expert analysis.

Escenario - The latest buzz from the entertainment capital of the world, with a behind-the-scenes look at today's leading actors, artists, and trendsetters.

Detalles con Sasha - **New:** By looking at the business behind the world of design, *Detalles con Sasha*, takes fashion, industrial design and architecture and puts them in a whole new context.

Deportes CNN - All the scores and highlights of the sports that matter most to Latin Americans, with interviews and expert commentary.

Consulta Médica - Dispenses practical advice and timely information about personal health and fitness every week.

En Familia - Designed to help subscribers find solutions to the challenges of raising a happy and healthy family.



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LEADING NATIONAL ADVERTISERS

Please contact CNN en Español directly for information.

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WEBSITE INFORMATION

Consumer Website: www.cnn.com/espanol
Affiliate Website: www.turnerresources.com