

SÍ TV

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Sí TV is America's first media company to reach the millions of 18-34-year-old Latinos who prefer their content in English and seek it across all platforms—including linear television, the Internet, video-on-demand and wireless devices. Sí TV offers authentic, relevant content and a 60% original programming slate that ranges from outrageous comedy to music, independent movies, lifestyle and talk.

NETWORK PROGRAM FORMAT

Local Avails: 2 minutes per hour

Times: Vary

Insertion Hours: 20 hours per day

NETWORK INFORMATION

Subscribers: 16.5 million
Source: Sí TV Internal Research

Service Type: Basic, Digital

Satellite Feed: Single

Launch Date: February 2004

Ownership: Privately Held

BENEFITS TO ADVERTISERS

1. Sí TV is the category leader in this highly desirable 18-34 demographic, fueling nearly 60% of all Hispanic spending.
2. Sí TV's audience represents the largest segment of the U.S. Hispanic population.
3. Sí TV is the leader in Latino and multicultural entertainment delivered in English.
4. National Coverage on Dish Network's America's Top 120.
5. Original programming shot in HDTV (High-Definition).

RESEARCH

VIEWER TARGETED

Persons:	18-24, 18-34, 18-49, 25-54
Men:	18-24, 18-34, 18-49, 25-54
Women:	18-24, 18-34, 18-49, 25-54

VIEWER PROFILE

Median HH Income:	\$55,000	Own Home	54%
HH Income \$60,000+:	46%	Attended College:	37%
HH Income \$75,000+:	34%	Average Vehicle/HH:	2.2
Married:	37%	Registered to Vote:	52%

Source: Simmons NCS/NHCS: Spring 2007 Full Year Survey 18-34 who view TV in English (May 06-June 07).

VIEWER LIFESTYLE

Sí TV Viewers Need High Tech Accessories & Love To Shop

	<u>Index</u>	<u>Comp%</u>		<u>Index</u>	<u>Comp %</u>
Purchased 20+ music downloads/last year	173	13%	Spent \$50+ on video games/last year	133	22%
Text message on cell phone	159	28%	Cell Phone has camera	128	49%
Made a purchase online/last month	158	18%	Electronic innovator	126	21%
Wireless Internet access	153	22%	Own Ipod or MP3 player	125	38%
Used online instant messaging/last month	151	22%	Own satellite radio	125	12%
Banked online/last month	150	30%	Love to buy new gadgets & appliances	123	41%
Recently bought/leased new vehicle	145	29%	Own video game console/handheld device	122	53%
Played online games/last month	144	17%	Own digital camera	122	47%
Own computer at home	143	66%	Cell phone has Internet access	119	79%
Broadband Internet access	143	57%	HH owns 3+ TV sets	117	59%
Attended movie at theater/last month	142	44%	HH owns HDTV set	115	37%
Visited any theme park/last year	142	40%	Own video camera	114	50%
Spent \$100+ cell phone bill/last month	137	25%	TV set has stereo sound	110	62%
Listen to Internet radio	136	19%	Shopped at mall/last month	110	62%
Next vehicle purchase will be new	135	43%	Shopped 10+ times at supermarket/last month	110	39%
Viewed VOD/last year	135	20%	Have DVR	109	18%
Own 32 inches or larger TV set	134	53%	Own DVD player	108	88%

Source: Simmons NCS/NHCS: Spring 2007 Full Year Survey among Latinos 18-34 who view TV in English (May 06-June 07), Base: Total Latinos 18-34.

DAYPART VIEWING

Sí TV Total Day Audience Composition & Median Age

Male	50%
Female	50%
A18-24	31%
A25-34	36%
A35-49	23%
A50+	9%
Median Age:	27

Source: Sí TV Consumer & Strategic Research, Base Adults 18+.

PROGRAMMING

PROGRAMMING GENRES: Comedy, Entertainment, General Variety, Lifestyle, Music, Reality, Fashion, Travel/Adventure, Extreme Sports, Movies, Drama **Ethnic:** Hispanic

VIEWER TARGETED PROGRAMMING

Si TV programming targets Latino and Multicultural Adults 18-34 with shows across all genres: *The Drop* (Music), *Styleyes Miami* (Fashion & Lifestyle), *The Dating Factory* (Game Shows), *Unacceptable Behavior* (Sketch Comedy), *The Rub* (Talk), *Model Latina* (Reality), *Latino Laugh Festival* (Stand Up Comedy), *Flow & Tell* (vlogging/Music); *Jammin* (Reality/Music), *Not So Foreign Filmmakers* (Feature Films), *Resurrection Blvd.* (Drama).

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

ORIGINAL PROGRAMS:

Jammin 2: Rock & Roll dreams come true on SiTV's *Jammin 2*, a reality series that gives up & coming bands the chance to play with influential rock & roll mentors on their way to surviving a "battle of the bands" competition from which only one band can emerge as the *Jammin 2* champion!

The Drop: Dance and music mix show with LIVE audience featuring hottest celebrities and musical artists today.

Model Latina: *Model Latina* is a reality series that pits 15 vibrant Latinas in a strategic battle of beauty, brains and *bravado!* More than a typical modeling competition, *Model Latina* is looking to showcase women with amazing talent who also happen to be gorgeous.

Flow & Tell: *Flow & Tell* opens up the mic to everyday people and lets them dish out whatever's on their mind. Whether you've got a gripe with your boss, heard a funny a** joke, or want to dedicate a shout out to someone you love, no topic is off limits. We're taking self expression to the next level, pairing honest confessionals with today's hottest music videos for a funky *Flow* you've got to see to believe.

Dating Factory: Hosted by actor and TV personality Mario Lopez, the series is a fast and fun half-hour where sexy contestants compete for the chance to win a date. Provocative side-kick, Carmen Palumbo, sets up four segments, ranging from Chemistry 101 to confess and undress, where we quickly learn who is naughty or nice.

Styleyes Miami: Take a bite out of this season's juiciest trends with the all-new *Styleyes Miami*. Culture and couture guru Jai Rodriguez and his sexy sidekick Stephanie Ortiz show off why this city continues to bring the heat! We're going inside the wildest clubs, hottest beaches, and chicest boutiques South Beach has to offer, and you're coming along for the ride.

Unacceptable Behavior: The all-Latino cast features nine improvisation-trained comedy actors take on all the sacred cows in our society today with hilarious and edgy humor. Produced before a live studio audience, Si TV's first fully scripted show brings together undiscovered, raw talent who deliver one-of-a-kind performances to original, irreverent sketches.

The Rub: Four young, sexy, vibrant personalities with divergent opinions lose all inhibitions as they discuss love, sex and relationships.

Breakfast, Lunch and Dinner: Taking the pulse of America one meal at a time, an inquiring comic host serves up hot topics by interviewing people at a variety of eateries around the country.

ACQUIRED PROGRAMS:

Adrenalina: Two outgoing hosts travel the world and test the limits of just how extreme sports can get.

American Latino/LatiNation: Weekly half-hour magazine television shows that captures the journey, culture and lifestyle of American Latinos.

Dark Angel: Created by Academy Award winner James Cameron (*Titanic*) and Emmy Award-winner Charles Eglee (*Murder One*), superstar Jessica Alba (*Fantastic Four*) stars as a genetically enhanced superhuman battling corruption in post-apocalyptic America.

American Family: Edward James Olmos and Raquel Welch star in *American Family*. A story that chronicles the lives of the Gonzales family, residents of East Los Angeles. Olmos plays a conservative patriarch who leads a family thru life choices and dreams.

Resurrection Blvd.: Tony Plana stars as a family patriarch and proud father of a family with a long history in the boxing world.



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LEADING NATIONAL ADVERTISERS

ENTERTAINMENT

20th Century FOX
 ABC Network
 Comedy Central
 CBS TV Network
 Disney/Touchstone
 Disney/Destination
 Discovery Networks
 ESPN
 First Look Films
 Focus Features
 FOX Film Entertainment
 Genius
 Interscope Records
 Lion's Gate Films
 New Line Cinema
 Paramount Pictures
 Picture House
 OCVB
 SONY Music
 SONY Pictures
 The CW Network
 Universal Music
 Universal Pictures
 Warner Bros.
 XM Satellite Radio
 Yari Film Group

FASHION/COSMETICS

Adidas
 L'Oreal
 Maybelline New York

GAMING

Activision
 Bodog
 Dell Computers
 EA Games
 Earthlink
 Nintendo
 X-BOX

RETAIL

Johnson & Johnson
 K-Mart
 Payless
 Sears
 Sunglass Hut
 Target
 Victoria's Secret
 Wal-Mart

TELECOM

Nokia
 Sprint

TELECOM

Verizon Wireless
 Verizon DSL
 Barrio Mobile
 Cellflirt

PACKAGED GOODS

Berlex
 Church and Dwight
 Colgate-Palmolive
 Frito Lay
 Garnier Fructis
 General Mills
 Hershey's
 Johnson & Johnson
 MasterFoods
 Nature's Cure
 Old Spice
 Parfums du Coeur
 Procter & Gamble

AUTOMOTIVE

Ford
 Geico
 General Motors
 Honda
 Kia
 Mercedes Benz

AUTOMOTIVE

Suzuki
 Toyota
 Volkswagen

GOV'T, NON-PROF./LEAGUES/TOURISM

Hilton Hotels
 Major Leagues Soccer
 ONDCP
 Truth
 Unipath
 U.S. Air Force
 U.S. Army
 U.S. Marines
 U.S. Navy

BEVERAGE & FAST FOODS

Burger King
 Coors
 Diageo
 Domino's Pizza
 El Pollo Loco
 Fanta
 Jack in the Box
 Hennessy
 Johnnie Walker
 McDonald's
 Snapple
 Tecate Beer

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www.entertainment.sitv.com
www.trends.sitv.com

National Ad Sales Website: www.sitv.com/mediakit
 Affiliate Sales Website: www.sitv.com/affiliatekit

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