



A Juniper Content Company



# ¡SORPRESA!

¡Sorpresa! is the only Spanish language television network and digital community that targets children, teens and their families 24/7. ¡Sorpresa! is a fun, educational, entertaining and culturally relevant environment where young people can learn about themselves and the world around them while connecting with their Hispanic heritage. Programming includes animation, sports, comedy, games, music, talk, movies and special event programming.

## NETWORK PROGRAM FORMAT

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**Local Avails:** 3 minutes per hour  
**Times:** At the end of the hour  
**Insertion Hours:** 24 hours per day

## NETWORK INFORMATION

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**Subscribers:** In excess of one million Hispanic households  
Source: ¡Sorpresa! Internal Research Estimates, January 2008

**Service Type:** Digital, Basic, VOD

**Satellite Feed:** Dual

**Launch Date:** March 2003

**Ownership:** Juniper Content Corporation, a media and entertainment company focused on branded content services in high growth markets across multiple distributed channels.

## BENEFITS TO ADVERTISERS

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1. The first network dedicated to kids, teens and families in Spanish language. English language commercials accepted too.
2. ¡Sorpresa! delivers an exciting and entertaining in-culture, in-language experience.
3. Excellent environment to reach moms with children. 68% of Hispanic households have children and 85% include women 18-49.
4. ¡Sorpresa! brings exciting programming from around the world, as well as domestic production.
5. ¡Sorpresa! utilizes viewer generated content to develop special promotional opportunities that reach out to local communities.



# ¡SORPRESA!

## RESEARCH

### VIEWER TARGETED

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Kids: 2-11

Persons: 12-17

Women: 18-49

### VIEWER PROFILE

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Please contact ¡Sorpresa! directly for information.

### VIEWER LIFESTYLE

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Please contact ¡Sorpresa! directly for information.

### DAYPART VIEWING

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¡Sorpresa! targets pre-schoolers and moms in the early AM, kids during the day, kids and teens during early fringe and access and teens and families in the evening.



# ¡SORPRESA!

## PROGRAMMING

**PROGRAMMING GENRES:** Animation, Comedy, Games, Music, Educational, Entertainment and News

### VIEWER TARGETED PROGRAMMING

**Kids 2-11 & Persons 12-17:** *Rush, Arcandia, Nave de Tik Tak, The Slayers, Nuevos Cachuelos, ¿Qué Pasa?, ¡Sorpresa! Youth Film Competition: Hispanic Heritage Month Special, ¿Sabías Que?*

### NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

***Rush*** - An awesome extreme sports series, "*Rush*" combines music and great clips to keep you on the edge of your seat!

***Arcandia*** - A fun and educational series with a great message. We can all help to preserve the world's natural resources.

***Nave de Tik Tak*** - Captain Tik Tak and his adventures through space while having fun educating kids.

***The Slayers*** - The wrangling adventures of a teenage sorceress and her self-professed bodyguard.

***Nuevos Cachuelos*** - It's the battle for big prizes as kids of all ages compete in various obstacles to win!

***¿Qué Pasa?*** - Co-produced weekend news segment hosted by CNN en Español anchor Claudia Palacios. News tailored for Hispanic kids and teens.

***¡Sorpresa! Youth Film Competition: Hispanic Heritage Month Special*** - ¡Sorpresa! Network is proud to present the ¡Sorpresa! Youth Film Competition. Five short films will be selected along with a grand prize winner shown at the 16th Annual Hamptons International Film Festival and will be aired on ¡Sorpresa! throughout Hispanic Heritage Month. Open to participants 17 and younger

***¿Sabías Que?*** - A fun and dynamic interstitials created by ¡Sorpresa! that takes us to the past, present and future answering the many questions of things around us.

***Tukiti*** - As a hard working single mother, Mildred is faced with a problem, who will take care of young Pipo? Along with this unexpected announcement from her neighbor comes the arrival of Antonio's school report card with failure written all over...so the timing is perfect, two birds with one stone, she will solve a domestic problem while disciplining young Antonio at the same time. From now on, he will have to be home early as soon as school is over to take care of Pipo every afternoon. Through each story, kids understand the beauty of having siblings, the hard work a single mom faces, the magic around your first love, first kiss and how to overcome life's obstacles.

***Animated Movies*** - *Alice In Wonderland, Three Musketeers, Robin Hood, Kong, A Christmas Carol* and more.



# ¡SORPRESA!

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## LEADING NATIONAL ADVERTISERS

¡Sorpresal! attracts leading national advertisers. A list is available upon request.

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## NETWORK CONTACTS

### Corporate Headquarters

6125 Airport Freeway  
Fort Worth, TX 76117  
P: (817) 222-1234  
F: (817) 222-9809

### National Ad Sales

521 Fifth Avenue  
Suite 822  
New York, NY 10175

Mike Weiden  
Senior Vice President  
P:(212) 660-5942

[mweiden@sorpresatv.com](mailto:mweiden@sorpresatv.com)

### Affiliate Sales

Tim Kelly  
Vice President  
P:(303) 997-4949

[tkelly@sorpresatv.com](mailto:tkelly@sorpresatv.com)

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## WEBSITE INFORMATION

Consumer Website: [www.sorpresatv.com](http://www.sorpresatv.com)

Available on video aggregator mobiTV  
Available on AT&T Homezone and Microsoft MediaCenter through IPTV  
and VOD provider Akimbo