



HISPANIC FACTS IN A FLASH

A comprehensive resource for connecting with Hispanic Consumers using cable television.

“Hispanic Facts in a Flash” is a comprehensive resource containing the latest research trends, Hispanic Cable network programming information as well as timely spot cable snapshots from key local markets. This easy to use portable flash drive is designed to assist you in making informed decisions about how cable can help achieve your marketing goals, this product is reflective of how cable effectively delivers consumers across the full spectrum of the Hispanic population - nationally and locally.

HISPANIC RESEARCH INCLUDING:

- Audience Growth
- Cable Impression Trends
- Distribution Trends
- Exclusivity
- Hispanic Cable Reach
- Individualized Viewing
- Network Viewer Comparisons
- Penetration
- Time Spent With Cable
- Viewer Snapshots
- Viewing Trends by Daypart

HISPANIC TARGETED NETWORKS PROGRAMMING INFORMATION:

- CNN en Espanol
- Discovery en Espanol
- Discovery Familia
- ESPN Deportes
- Fox Sports en Espanol
- Gol TV
- mun2
- SiTV
- tr3s

LOCAL CABLE MARKET SNAPSHOTS:

- Atlanta
- Central Florida
- Fresno
- Las Vegas
- Los Angeles
- Miami
- Monterrey Bay
- New York
- Phoenix
- Sacramento
- San Francisco
- West Palm Beach
- NCC

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HISPANIC FACTS IN A FLASH ORDER FORM

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