



Atlanta

# 2010 HISPANIC PRESENTATION



On Air



Online



On Demand



Make a big impression.

# The U.S. Hispanic Population

Hispanics represent  
**15.4%** of the U.S. population



*A “Country  
within a  
Country”  
represents a  
tremendous  
opportunity*

...A population larger  
than the nation of  
Canada!



# Hispanic Statistics for Georgia

## Total Hispanic or Latino Population in Georgia

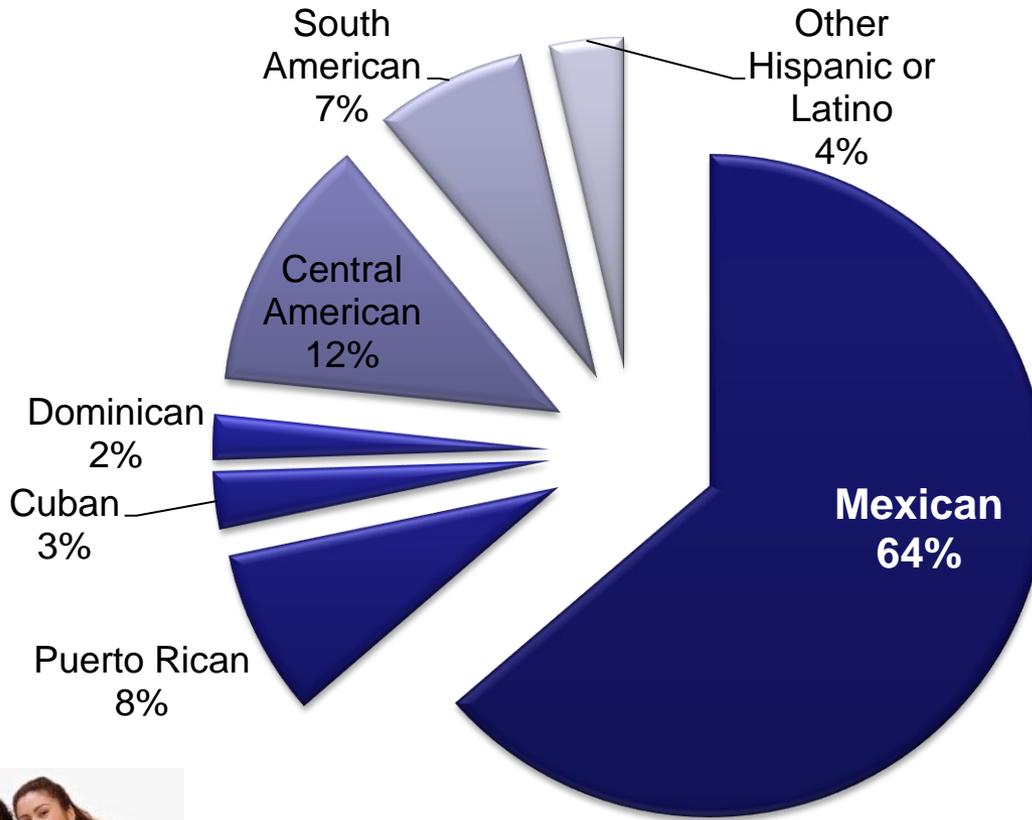
**769,982**

	Hispanic or Latino Population
Male	56.8%
Female	42.6%
Median Age	25.5
Under 18 yrs old	294,204
18 to 34 Years	240,975
35 to 64 Years	214,075
Avg Household Size	3.9
Avg Family Size	4.3
Married	51.7%
English Only	16.5%
Language other than English	83.5%

	Hispanic or Latino Population
In Labor Force	75.6%
Median HH Income (dollars)	\$39,585
Owens Residence	45.2%
Rents Residence	54.8%



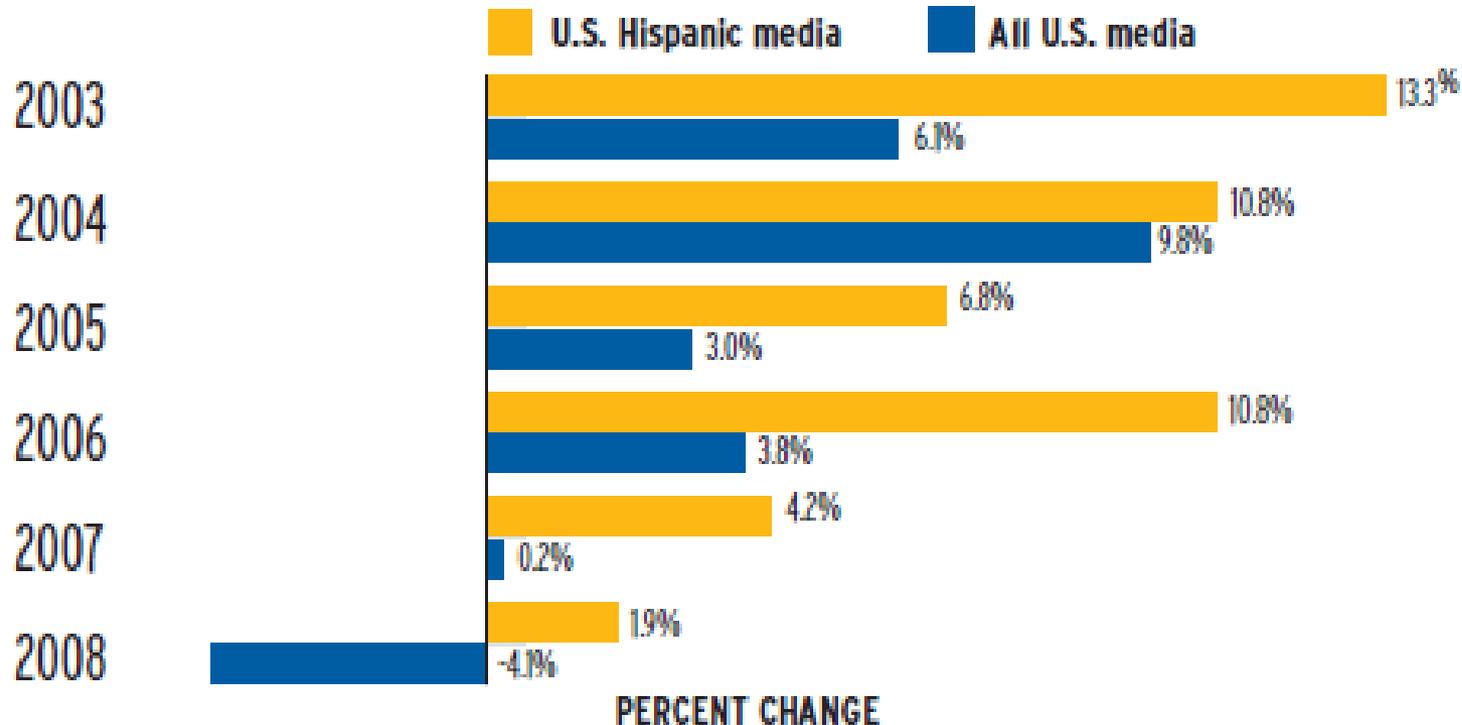
# Diverse Audiences, Diverse Networks



Other Latinos from:  
Brazil, Trinidad & Tobago, Roatan,  
Honduras, Belize, Galápagos

# HISPANIC MEDIA AD SPENDING GROWTH RATES

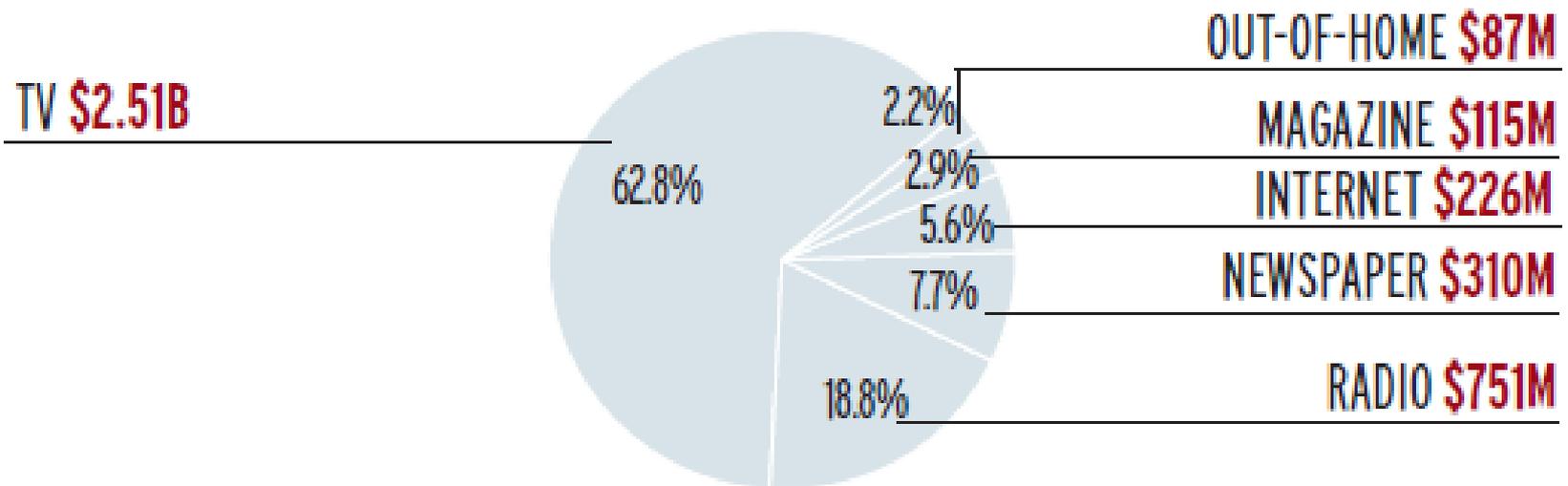
Versus all U.S. measured media ad spending growth, 2003 to 2008



Hispanic media data from HispanTelligence, research arm of Hispanic Business, based on input from TNS Media Intelligence, media industry experts, advertising agencies and public records. All U.S. media data from TNS Media Intelligence.

# HISPANIC MEDIA AD SPENDING

Net U.S. measured media ad spending



Dollars in millions. Data from HispanTelligence, the research arm of Hispanic Business. National totals based on input from TNS Media Intelligence, media industry experts, advertising agencies and public records. Figures are net (media-retained) ad expenditures.

# Reaching Young Demos

(Based off Hispanic TV Households)

***The Atlanta DMA is #21 in Hispanic TV Households.***



**Atlanta's Hispanic population is **Younger** than the national average.**

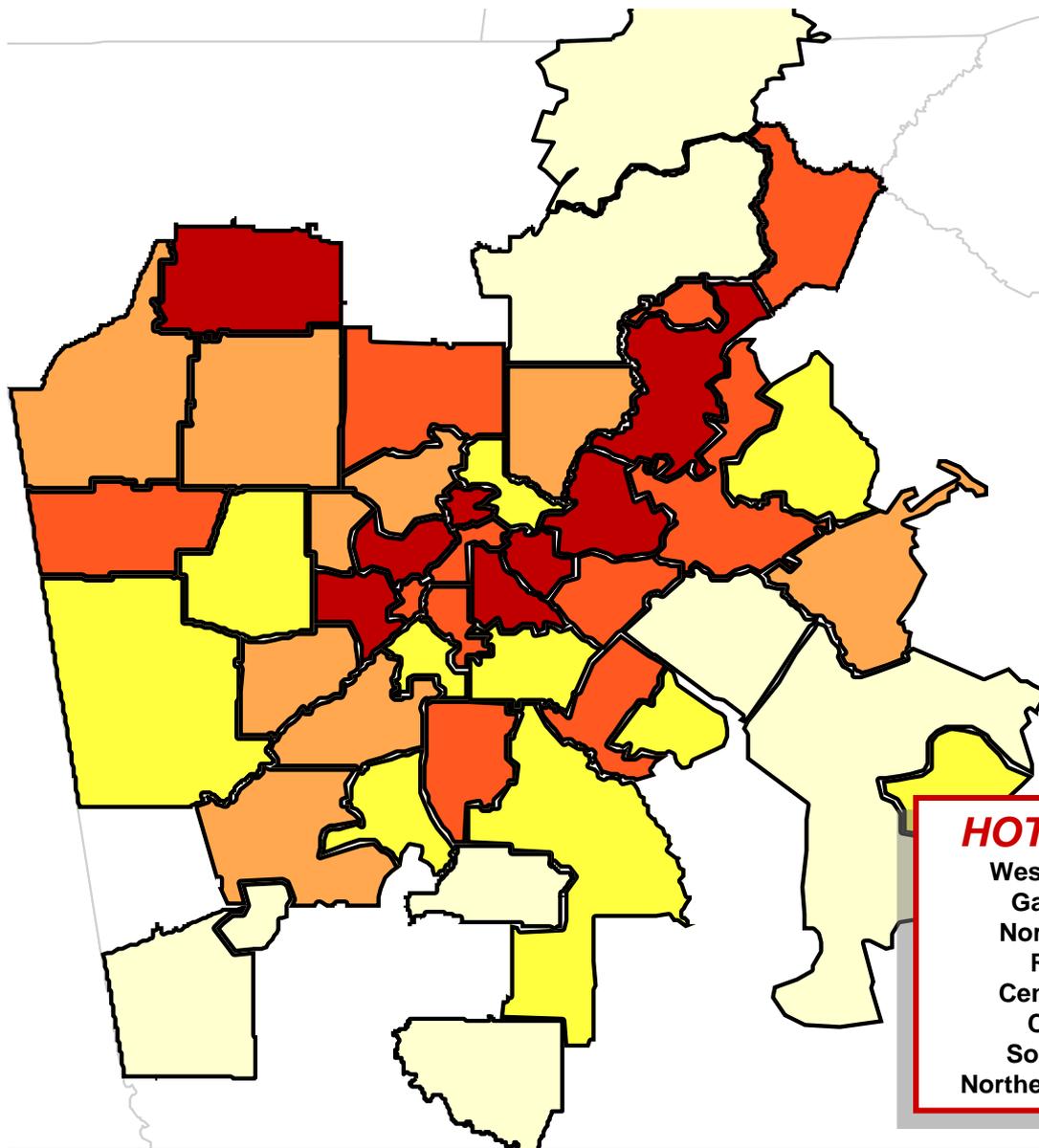
**Atlanta ranks #14 for Adults 18-34  
AND #16 for Adults 18-49**

**Atlanta ranks #10 for Men 18-34  
AND #12 for Men 18-49**

**Atlanta ranks #18 for Women 18-34**

# concentration map

## HISPANIC POPULATION



Comcast Spotlight Zones  
Allow You to  
Target Your  
Customers  
Where They Live

### **HOT ZONES**

West Gwinnett  
Gainesville  
North Dekalb  
Roswell  
Central Cobb  
Calhoun  
South Cobb  
Northeast Gwinnett

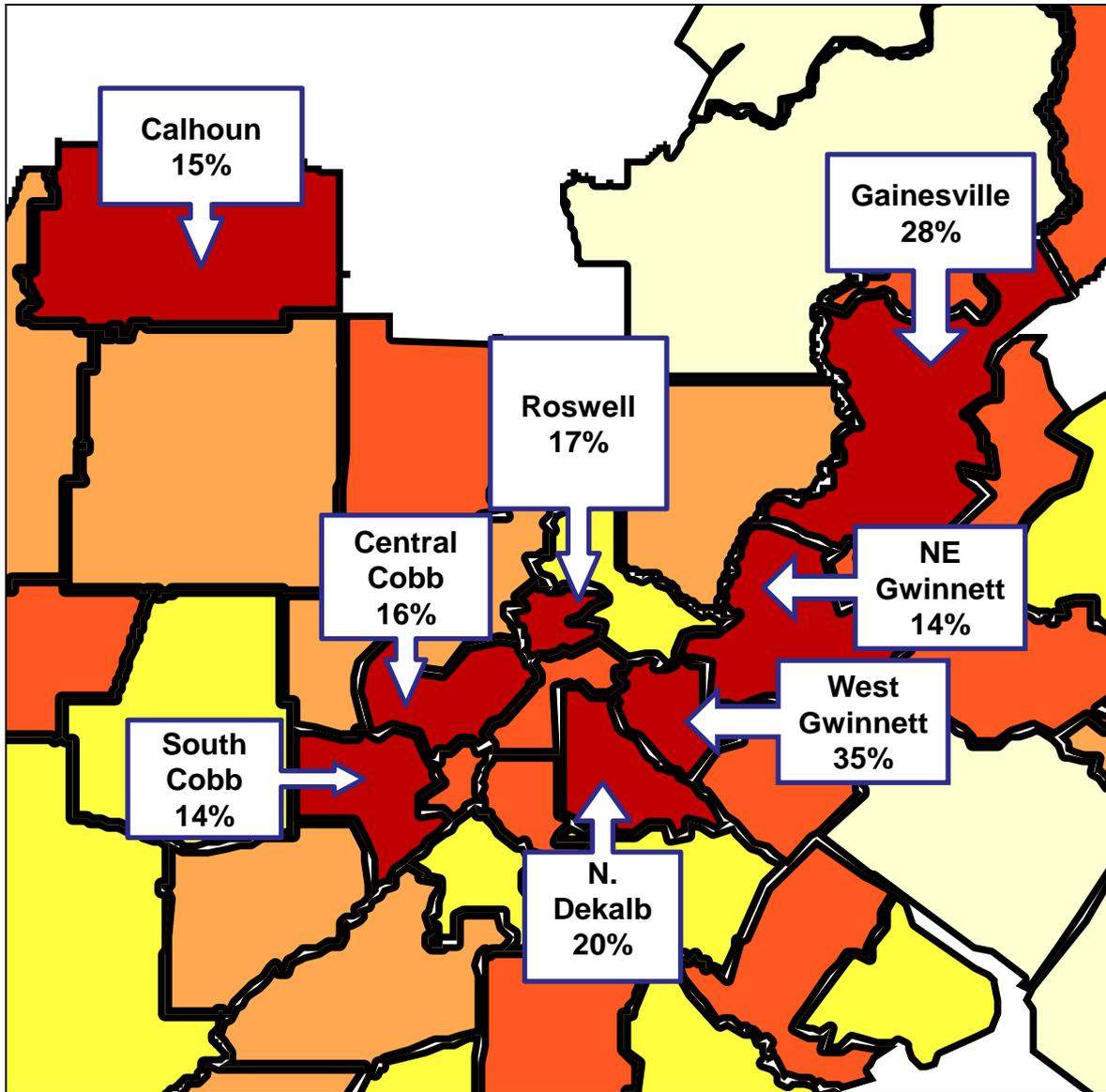
### Concentration Scale



Source: SpotKnowledge- AGS © 2009 By SRC © 2009 (%) 2009 Estimates based off 2000 U.S. Census. The number of cable homes receiving advertisements on any network is an estimate, and may vary by geographic areas and other factors.

# Hispanic Hot Zones

*The Red Zones Have The Highest Hispanic Populations*

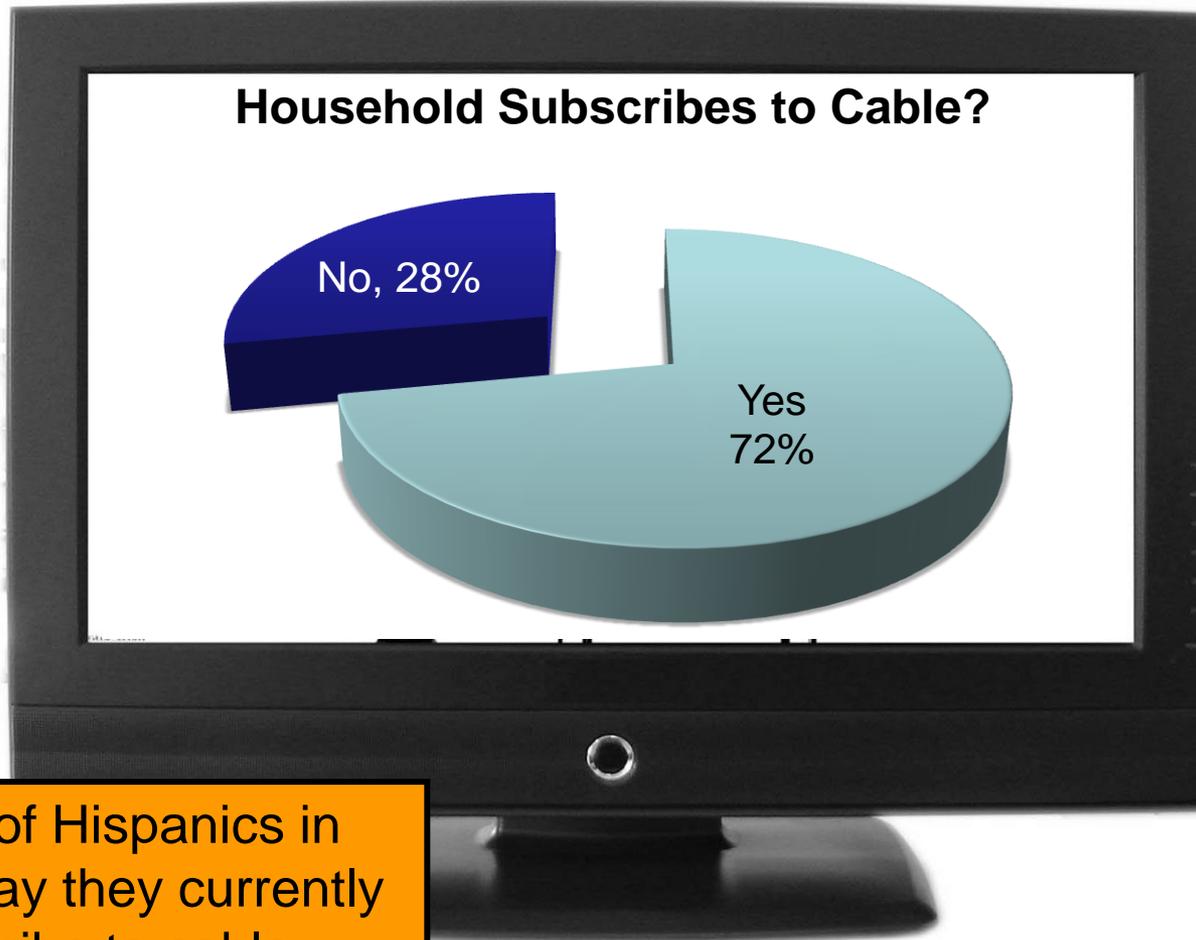


Rank	Zone	Hispanic %
1	West Gwinnett	34.80%
2	Gainesville	27.90%
3	North Dekalb	19.60%
4	Roswell	17.30%
5	Central Cobb	16.30%
6	Calhoun	14.70%
7	South Cobb	13.90%
8	Northeast Gwinnett	13.30%
9	Smyrna	12.00%
10	Sandy Springs	11.80%

**This Chart Shows Zones With the Highest Hispanic Penetration Levels**

Source: SpotKnowledge- AGS © 2009 By SRC © 2009 (%) 2009 Estimates based off 2000 U.S. Census. The number of cable homes receiving advertisements on any network is an estimate, and may vary by geographic areas and other factors.

# Hispanics are Watching Cable



71.8% of Hispanics in Atlanta say they currently subscribe to cable.

# COMCAST SPOTLIGHT NETWORKS

atlanta

Atlanta



# Comcast Spanish Networks



Telemundo, a U.S. Spanish-language television network, is the essential entertainment, news and sports source for Hispanics. Broadcasting unique national and local programming for the fastest-growing segment of the U.S. population, Telemundo reaches 92% of U.S. Hispanic viewers in 118 markets through its 15 owned-and-operated stations, 36 broadcast affiliates and nearly 684 cable affiliates. *(Only available in Charter Zones in Atlanta)*



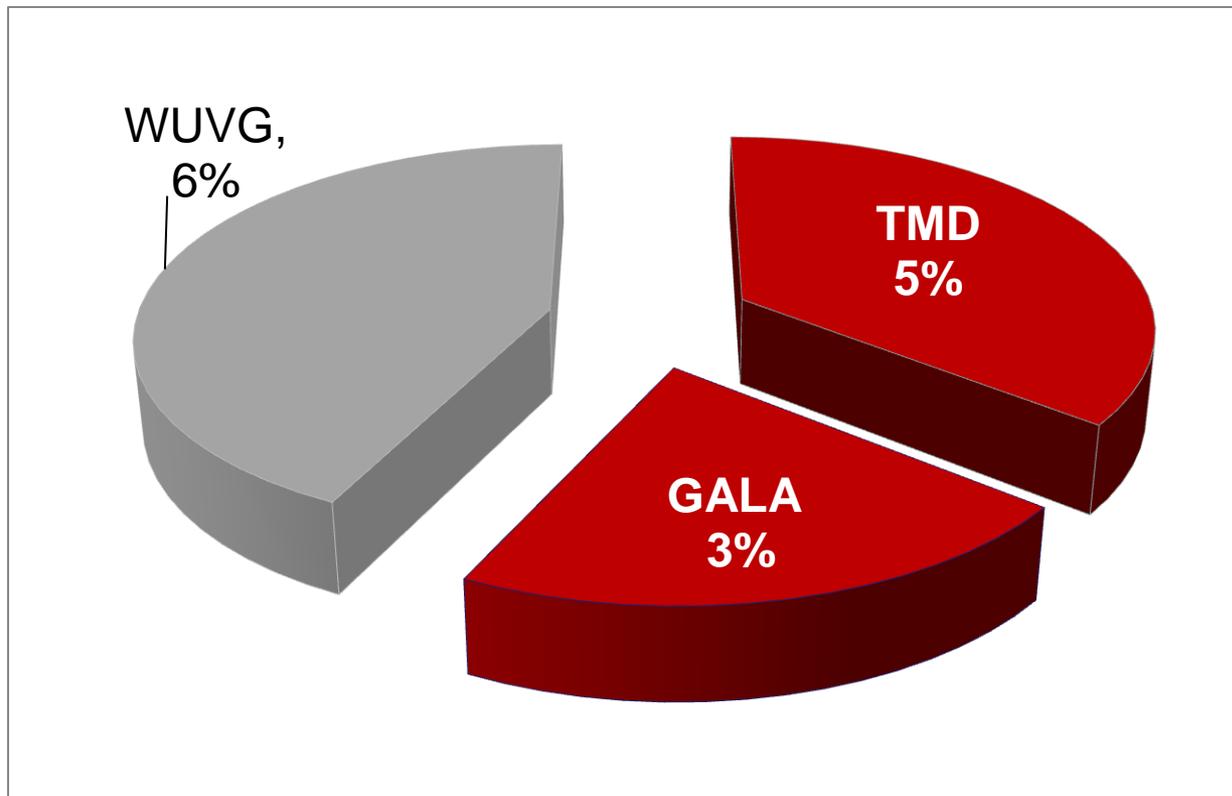
Galavisión delivers 24 hours of unique, first-run news, sports, and entertainment programming that appeals to Hispanics. The Network offers over 45 hours of live programming weekly – more than any other Hispanic Network!



CNN en Español is the only 24-hour Spanish-language global news network. Written and produced from a Latin perspective, CNNE features unsurpassed breaking news coverage, in-depth worldwide reporting as well as country specific programming on topics including the economy, the environment, sports, personal finance, technology, health, travel, lifestyles and politics.

# Galavision and Telemundo Combined Beat Univision in Total DMA Cume (Reach)

**Two Comcast Spotlight Nets = 8.0% Cume**



**November 2009 – ATLANTA DMA – TOTAL DAY**

**Data for CNNE is unavailable and cannot be represented in this graph.**

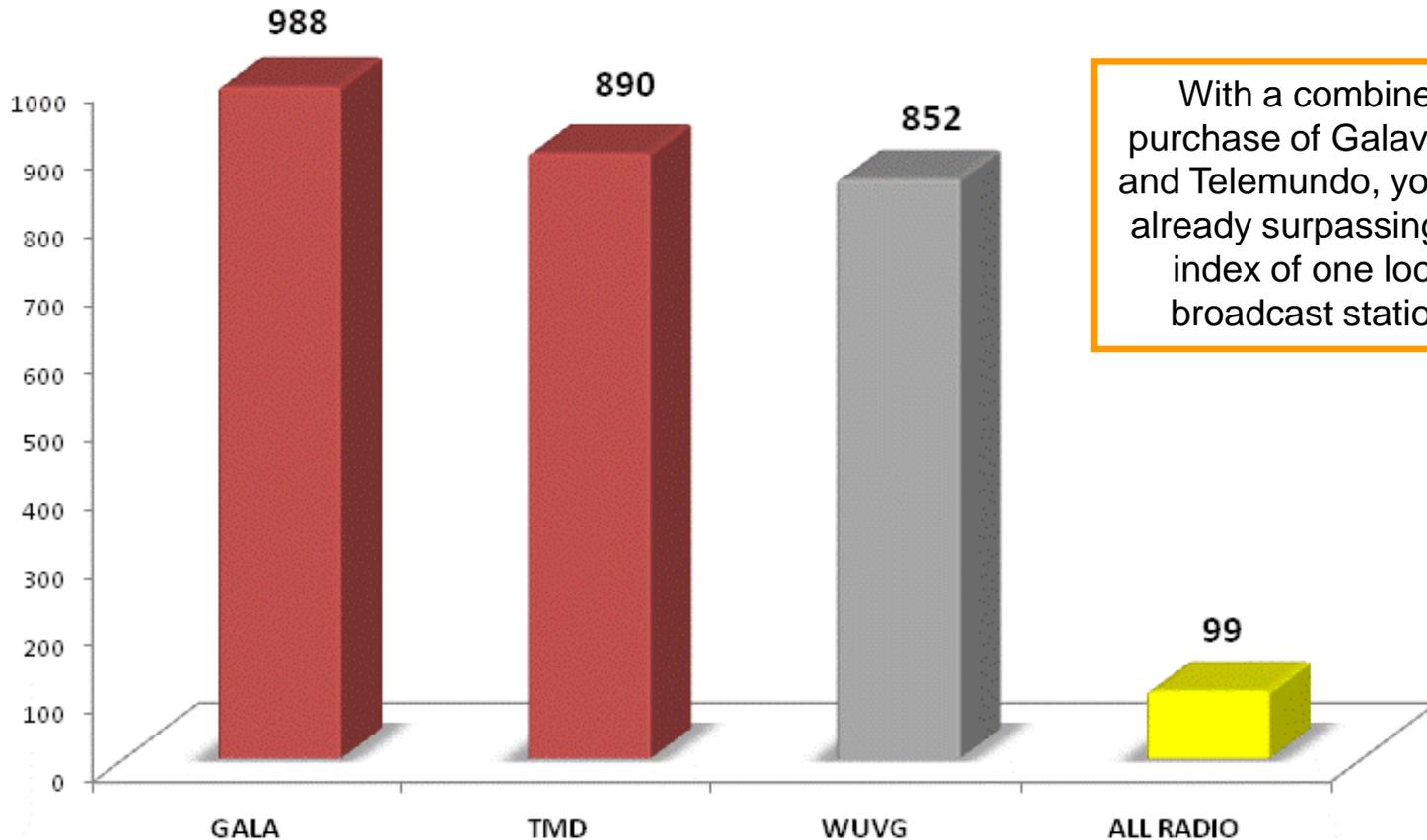
**\*Reach (cume) based upon Atlanta Total TV HH Universe – not Wired Cable Universe.**

Note: Reach, or cume, means unduplicated viewing.

Source: Nielsen Media Research, Net Weekly Circulation Report, Atlanta DMA, November 2009. Total Day = Sunday-Saturday 7:00A-1:00A (sign on to sign off). Total DMA cable ratings include viewing to cable networks via technologies we do not represent for sales purposes.

# HISPANICS ARE MORE LIKELY TO WATCH CABLE NETWORKS OVER UNIVISION AND RADIO

## Multi-Media Comparison by Index



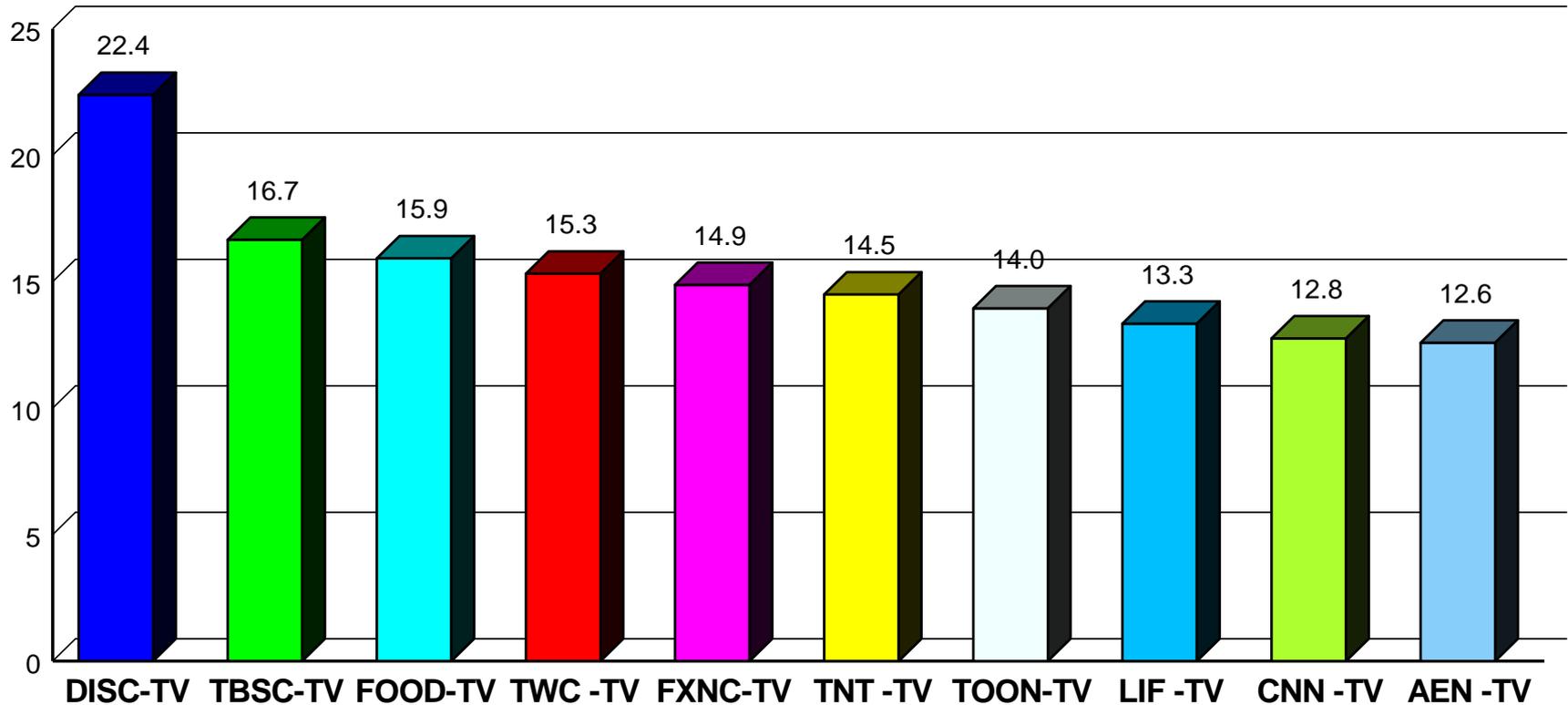
With a combined purchase of Galavision and Telemundo, you are already surpassing the index of one local broadcast station!

\*Note: Data for CNNE is unavailable and cannot be represented in this graph.

Source: Scarborough Survey, Feb09—Jan10, Atlanta DMA, Adults 18+. Spanish/Hispanic Origin/Descent: Yes. Total DMA cable data includes viewing to cable networks via technologies we do not represent for sales purposes.

# THESE ENGLISH-SPEAKING CABLE NETWORKS REACH THE MOST HISPANICS IN ATLANTA

% of Target



Source: Scarborough Survey, Feb09—Jan10, Atlanta DMA, Adults 18+. Spanish/Hispanic Origin/Descent: Yes. Total DMA cable data includes viewing to cable networks via technologies we do not represent for sales purposes.