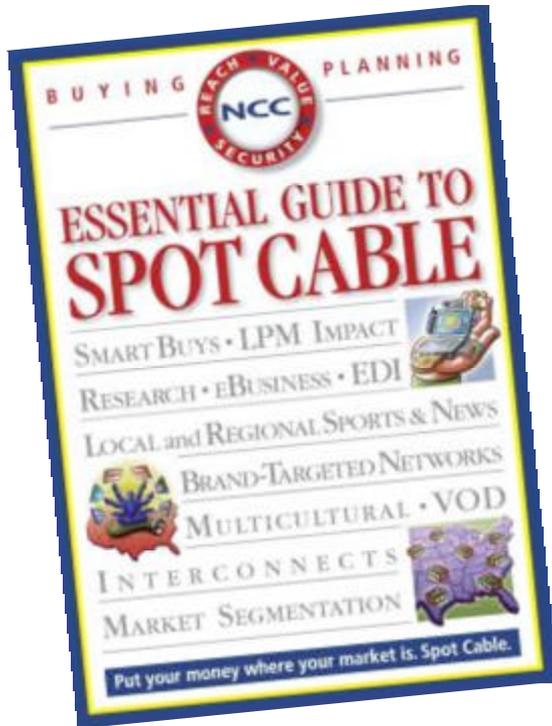


Targeting Hispanic Consumers with Spot Cable



NCC is National Spot Cable



- Used by all 100 leading national advertisers
- Representing virtually every television market in the country
- Delivering 68+ million cable homes
- Owned by the country's top three cable providers



- S** **Simple** Spot Cable is simple to plan and simple to buy.
- M** **Market Focused** Focused on local markets and the changing television landscape.
- A** **Adaptable** The right Spanish and English language Spot Cable networks, dayparts, and programs for your brand.
- R** **ROI Driven** Eliminate doubt and waste. Reach your best Hispanic prospects.
- T** **Targeted** Spot Cable offers a wide range of advanced engagement technologies

Spot Cable: Simple to Plan, Simple to Buy



One call to NCC puts you in touch with every Hispanic market where you need to make a difference.



From proposal to invoice, NCC's eBusiness platform makes planning and buying Spot Cable simple.

Reaching Hispanic Consumers, not just Hispanic Viewers

Reaching Hispanic Consumers with Spot Cable



The Hispanic Consumer Migration from Broadcast to Cable



Concentrated Hispanic Consumer Power Lives in Cable Homes



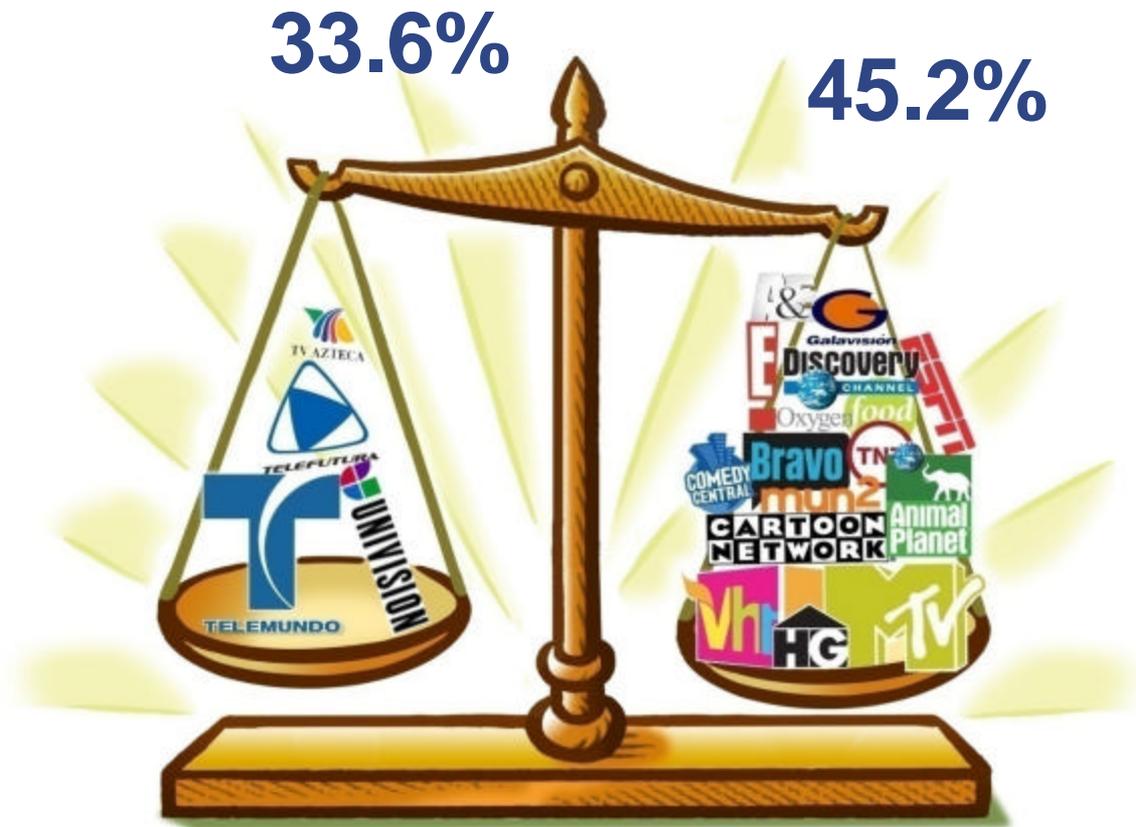
Targeting Dynamics- Reaching the right markets and neighborhoods via Hispanic Cable Interconnects

Your Media Plan is not Complete Without English and Spanish Language Spot Cable



Hispanic cable homes spend 45.2% of their viewing time with English or Spanish language cable.

That's more time than they spend with Univision, Telemundo, Telemundo and Azteca America combined.

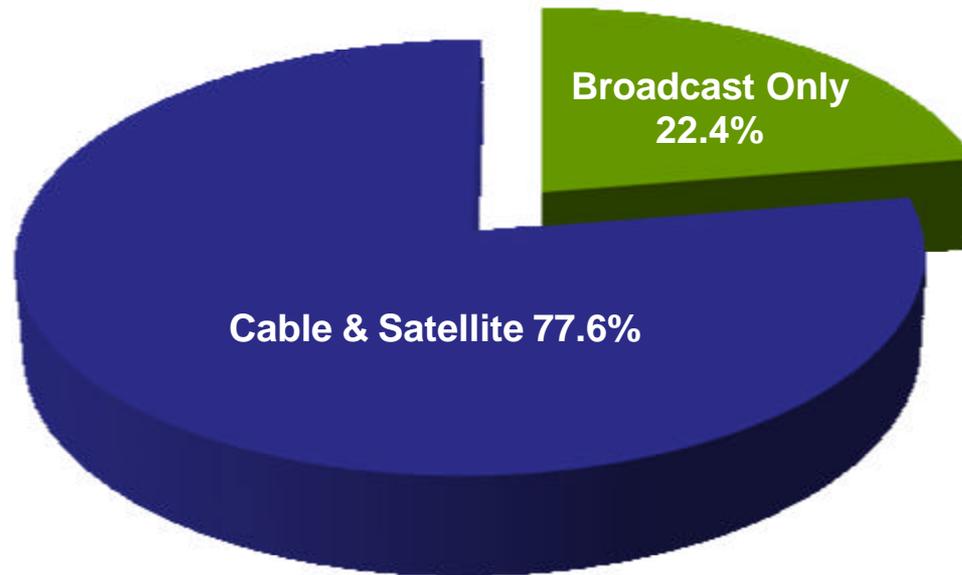


Source: Nielsen N-Power, 10/26/09-11-29/09 (M-Su 6a-12a), English Language Broadcast includes ABC, CBS, NBC, FOX, MyNetwork TV, CW. Spanish Language Broadcast includes Univision, Telemundo, Telemundo, TV Azteca. Spanish & English language Cable includes all Spanish & English language ad supported networks. N-Power combines cable & satellite viewing.

Measuring the Impact of the Hispanic “broadcast- only” Viewer on your Media Plan



1 out of 5 still receive their television signal via antenna— these are “**broadcast- only**” Hispanic viewers.



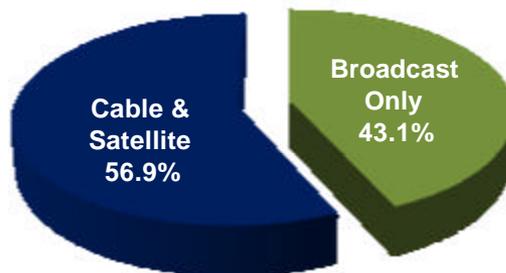
Total Hispanics A18-49 = 100%

Broadcast Networks Appeal Heavily to “broadcast- only” Viewers

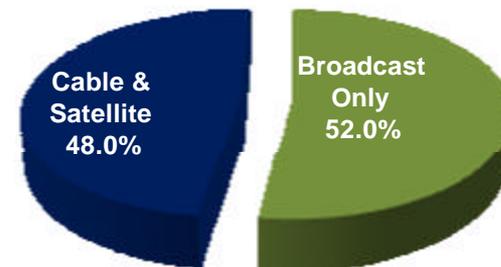
Since “broadcast-only” viewers have limited television choices, they spend more time with Spanish Language broadcast networks.

Roughly one-third of advertising dollars spent with Telemundo, Univision, Telefutura & Azteca end up chasing the “broadcast- only” viewer.

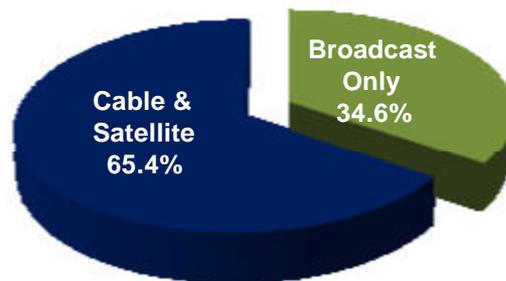
Why would that be a problem?



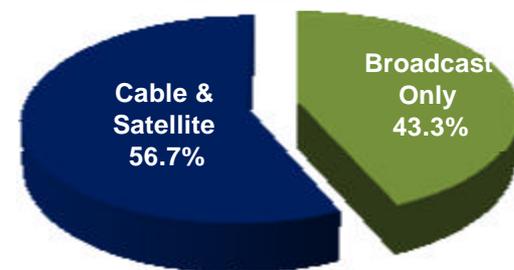
Total Univision Viewers A18-49 = 100%



Total Telefutura Viewers=100%

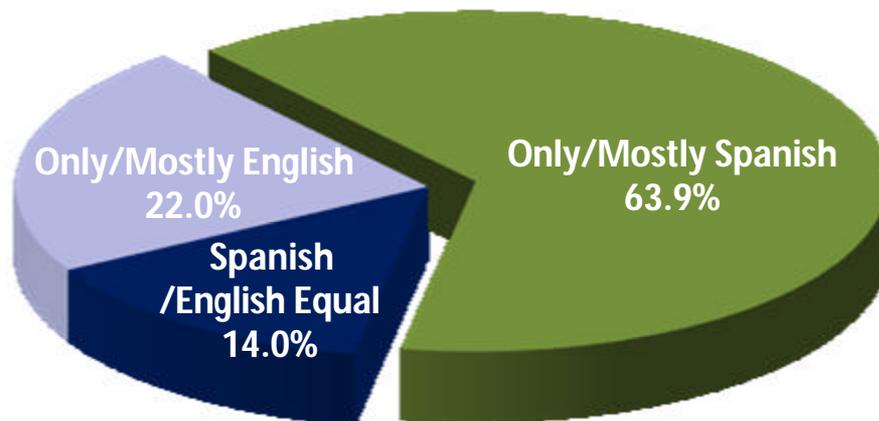
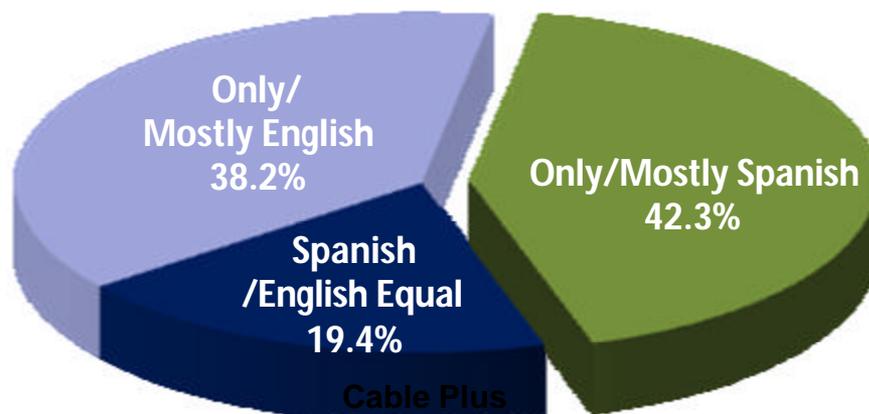


Total Telemundo Viewers=100%



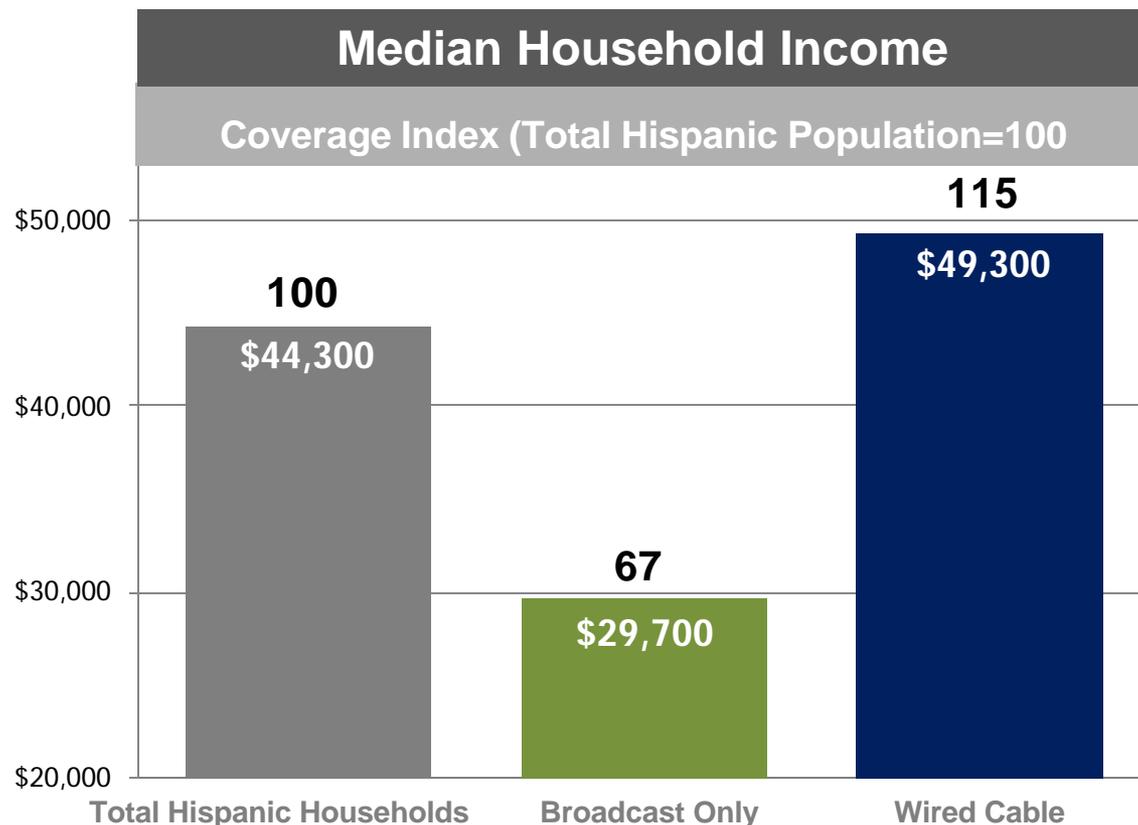
Total Azteca Viewers=100%

Hispanic Viewer Profile: Cable vs. the Broadcast-Only Home



Broadcast Only

“Broadcast-only” Homes Have Far Less Spending Power Than Wired Cable Homes

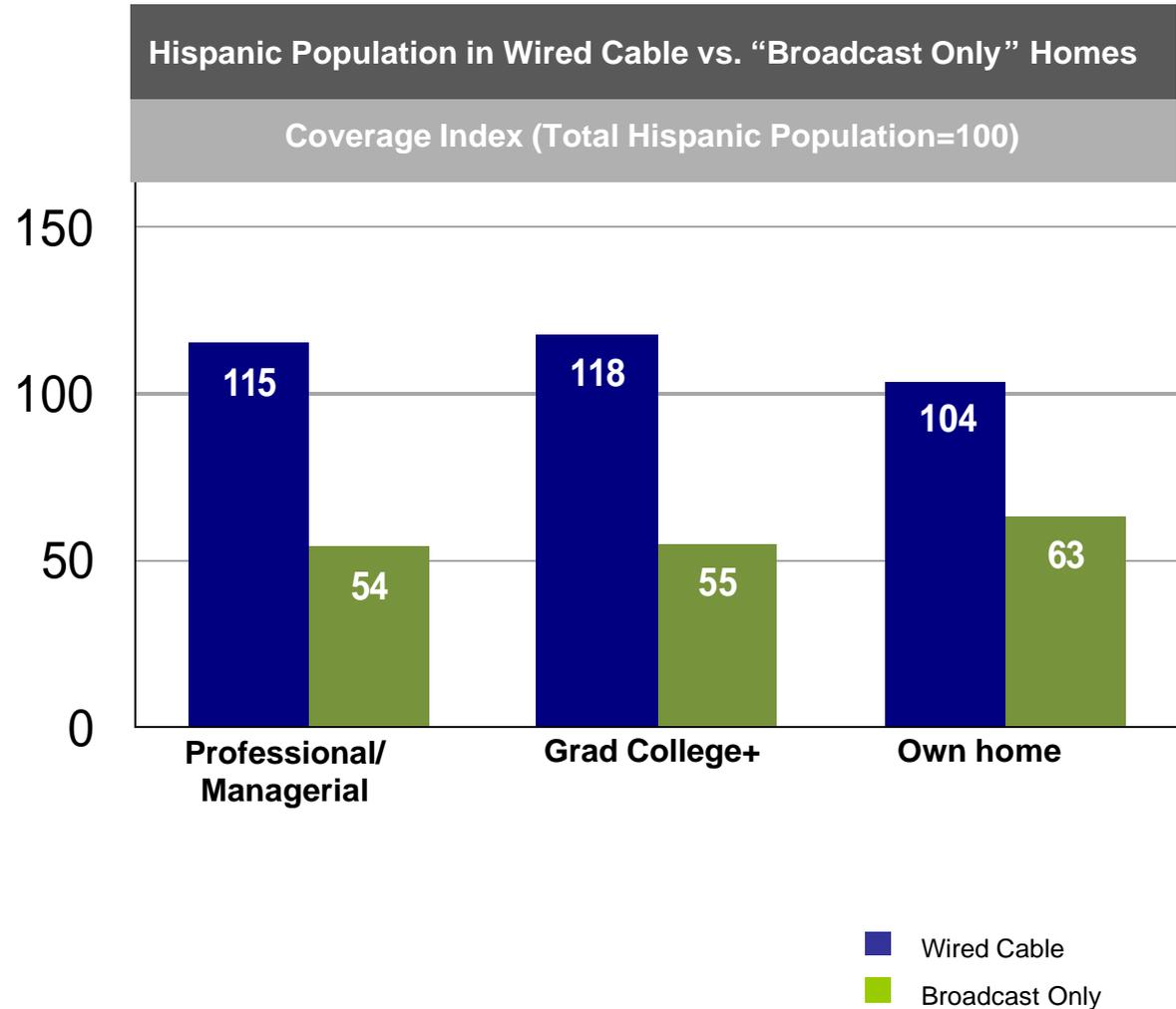


Your better Hispanic consumer prospects reside in wired-cable homes.

Target Your Best Multicultural Consumers with Spot Cable



Hispanic cable homes are far more educated and affluent than “**broadcast-only**” Hispanic homes, and buy more of virtually every product and service.



Source: MRI 2009 Doublebase

Market Focused: Wired Cable Reaches More Than Half of All Hispanics in the Top 19 Markets



HISPANIC TV HH PENETRATION IN TOP 19 DMAS

Rank	DMA Name	Total Hispanic TV HHs	Wired Cable Hispanic TV HHs	% Penetration
1	New York	1,251,460	995,760	79.6%
2	Los Angeles	1,868,200	724,250	38.8%
3	Miami-Ft. Lauderdale	666,230	436,580	65.5%
4	San Antonio	388,800	260,760	67.1%
5	Houston	561,390	246,800	44.0%
6	San Francisco-Oak-San Jose	382,460	228,400	59.7%
7	Dallas-Ft. Worth	506,020	223,370	44.1%
8	Chicago	492,170	216,400	44.0%
9	San Diego	239,520	175,970	73.5%
10	Phoenix (Prescott)	391,770	138,150	35.3%
11	Sacramnto-Stkton-Modesto	264,100	131,510	49.8%
12	Harlingen-Wslco-Brnsvl-McA	294,640	118,550	40.2%
13	Denver	234,750	111,130	47.3%
14	Albuquerque-Santa Fe	248,590	98,090	39.5%
15	Austin	154,210	82,500	53.5%
16	El Paso (Las Cruces)	222,800	79,460	35.7%
17	Corpus Christi	105,400	63,710	60.4%
18	Fresno-Visalia	240,950	61,190	25.4%
19	Tucson (Sierra Vista)	123,380	41,160	33.4%
		8,636,840	4,433,740	51.3%

Source: Nielsen Hispanic TV HHs Oct 09; Hispanic Cable HH Universe Estimates

Target Hyper-Growth Hispanic Markets by Metro Area



Hyper-Growth Markets

(among metros with at least 500,000 Hispanics in 2007)

CITY	Growth Rate (%) 2000-2007
Ft. Myers, FL	137.3%
West Palm Beach, FL	109.5%
Charlotte, NC	100.7%
Little Rock, AR	98.8%
Raleigh, NC	96.2%
Lakeland (Tampa), FL	92.4%
Nashville, TN	92.1%
Indianapolis, IN	85.9%
Atlanta, GA	80.4%
Daytona Beach, FL	74.9%

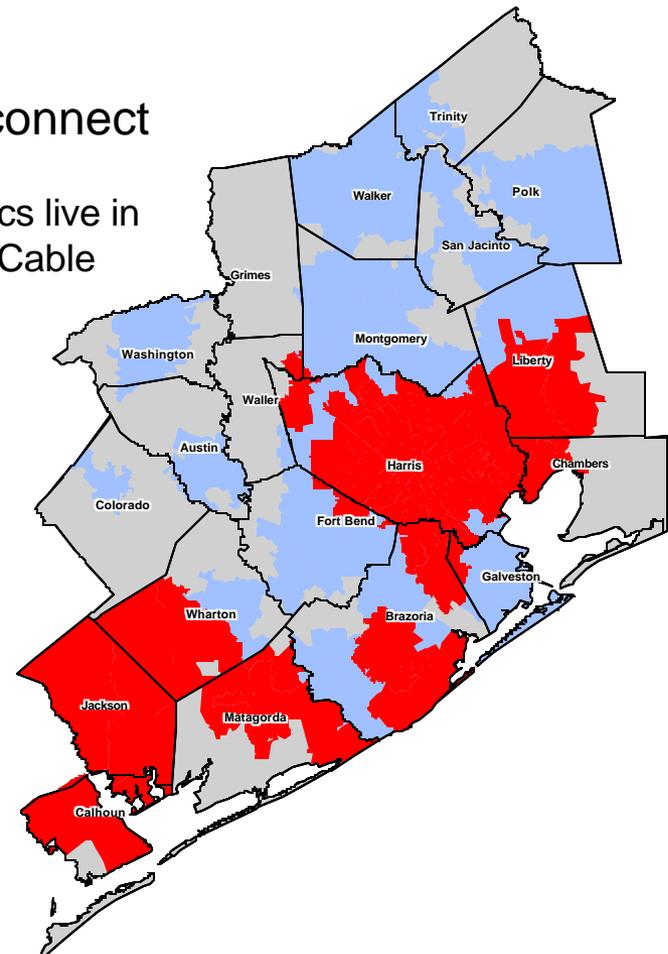
Hispanic Interconnects Target the Most Concentrated Hispanic Zones Within a DMA

Only Spot Cable can selectively place advertising on those systems with the **highest Hispanic concentration.**

Only NCC can deliver the Hispanic interconnect with ads in your choice of English or Spanish.

Example: Houston Hispanic Interconnect

-  80% of Houston Hispanics live in areas covered by these Cable Systems
-  Other cable
-  No cable coverage

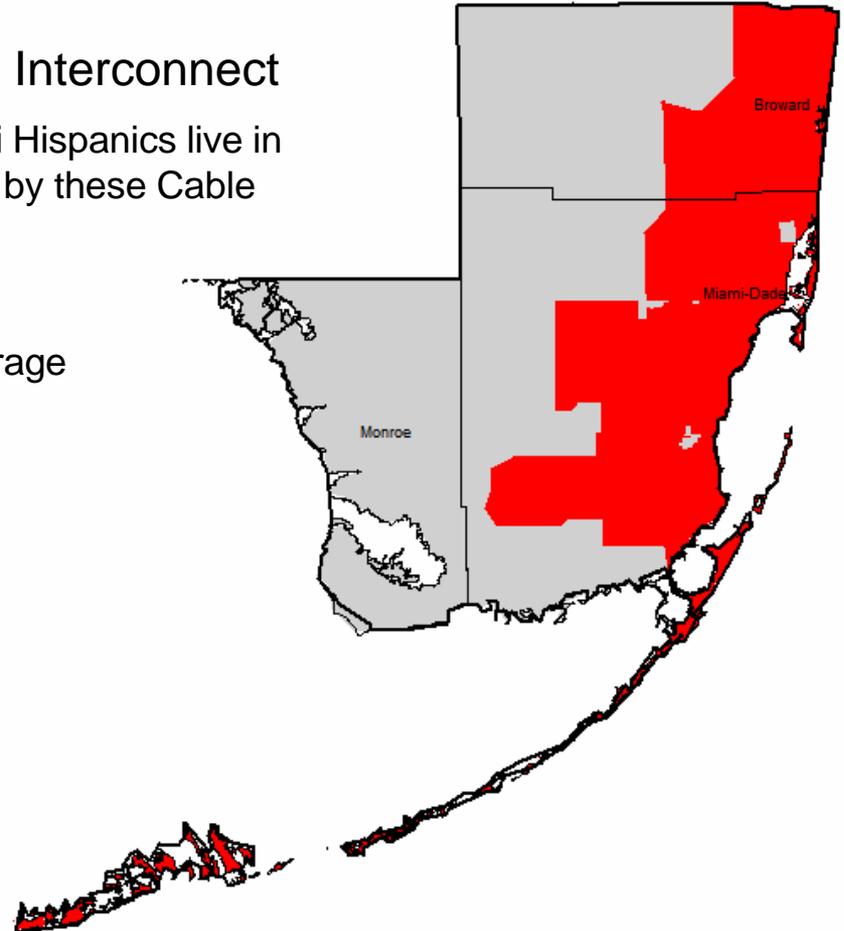


Or...You Can Target Hispanics Throughout an Entire DMA

Among those markets with uniformly high concentration throughout the DMA, advertisers can purchase the whole market.

Example: Miami Hispanic Interconnect

-  100% of Miami Hispanics live in areas covered by these Cable Systems
-  Other cable
-  No cable coverage



Source: Nielsen Univ Est, Jan09(DMA), Jul09(Cable); Claritas 2008; AMS/CableTrack; Hispanic Interconnect includes all cable systems containing 100% of Hispanic Population in Coverage Area and represents 100% of cable subscribers in the DMA; All data and geographic representation are subject to qualifications upon request.

Spot Cable

The Most Effective Way To Reach Your Best Hispanic Consumers in Every Market!



Review Spanish-Language Spot Cable Networks for Content in Markets Where Available



SMART Buy Steps to Select English-Language Networks



Step

1

It starts with your brand's consumer profile

Step

2

Select the right Networks

Step

3

Choose the right mix of dayparts

Step

4

Add all the right programming

Step

5

Use the SMART Buy plan to achieve reach, value, and security for your brand

English-Language Cable Networks

Currently
evaluating 46
networks



Hispanic SMART Buy: the Right Networks Dayparts, and Programs for Your Brand



Hispanic Profile for Lincoln Navigator

Primary	Hispanic A25-54
Secondary	HH Income \$75K+ Kids in Household
Qualitative	SUV Buyers Concern for safety of family



Select the Right English-Language Cable Networks with NCC's Hispanic Smart Buy



Network Performance Analysis for Lincoln Navigator

Cumulative Audience & Concentration Index

Networks reviewed on their ability to deliver on a variety of key target groups.

LEGEND	
Clear Choices	
Good Alternatives	
Daypart Value	
Index 100+	
Audience Cume 4,000+	
Network Unreportable	(blank)

Source: Nielsen Television Index (NTI) ppx data, May06; Nielsen Marketbreaks, May06; MRI 2006 Doublebase; index to median for all networks.

Spot Cable Nets	Hispanic A25-54 Monthly Cume	Hispanic A25-54	Hispanic A25-54 HHI 75K+	Hispanic A25-54 HH w/ Kids	Hispanic A25-54 and Most Recent Purchase/Lease: Sport/Utility Vehicle	Hispanic A25-54 Protecting the family, Safety for loved ones Very Important
	(NTI) (000)	(NTI) Index to Median	(MRI) Index to Median	(MRI) Index to Median	(MRI) Index to Median	(MRI) Index to Median
DISC	5194	132	110	138	133	126
ENT	4550	162	141	116	111	122
MTV	4159	110	131	153	150	138
SPK	4325	113	100	100	105	99
TLC	4666	130	114	107	120	111
VH1	4331	148	125	124	130	114
APL	3790	100	116	172	150	136
BRV	2938	126	109	107	121	114
COURT	2619	109	106	107	62	114
FX	5398	103	81	100	88	100
SCI	4523	102	85	112	101	104
TNT	6013	128	94	104	99	96
TRAV	2918	119	126	100	109	101
FOOD	3082	90	110	104	115	101
MTV2	1369	72	131	191	160	139
OXY	2083	102	119	104	123	102
TBS	5379	103	98	101	91	102
ADSM	1237	56				
AEN	4087	127	89	74	79	85
AMC	3772	87	88	72	88	89
BET	1869	71	111	125	115	98
CMDY	4535	101	98	87	98	94
CMT	2126	76	52	56		62
CNBC	879	33	103	88	84	96
CNN	3070	92	106	96	74	91
ESPCL	621	63	97	112		104
ESPN	4016	116	94	91	98	85
ESPN2	3430	133	93	88	83	79
FAM	4214	69	95	126	120	112
FOXN	2256	33	102	104	95	84
GLF	199	48	109	50		
HALL	1231	27	53	59	54	64
HGTV	3193	132	126	87	99	98
HIS	3971	113	94	96	110	85
HLN	2115	113	108	93	80	91
LIF	3616	100	88	97	100	102
MSNBC	1940	83	122	106	88	98
NAN	1747	76	71	137	96	112
NICK	4699	78	111	238	183	166
OLN	942	46	0	69		
SC	1007	84	70	68		65
TOON	3606	59	109	207	145	156
TVL	1902	47	69	82	74	84
TWC	2330	52	76	84	66	74
USA	4705	93	81	100	91	89
WE	2368	110	96	96	129	105

Selecting the Right Dayparts



Daypart Performance Analysis for Lincoln Navigator

Demo: Hispanic A25-54 Audience Concentration Index

	M-F 6a-9a	M-F9a-12n	M-F 12n-4p	M-F 4p-7p	M-SU7p-11p	M-SU11p-1a	SS9a-12n	SS12n-4p	SS4p-7p
DISC	0	149	135	141	119	138	171	147	111
ENT	198	128	124	172	147	150	180	235	193
MTV	80	143	105	93	117	112	128	92	115
SPIKE	0	106	57	85	106	129	149	157	194
TLC	39	89	82	116	154	147	123	131	124
VH1	214	195	123	123	151	125	175	166	150
APL	50	57	77	103	106	121	99	118	127
BRVO	0	77	105	159	113	125	132	183	139
COURT	0	168	148	172	97	112	0	66	79
FX	44	94	120	86	94	113	126	123	142
SCIFI	48	80	76	85	113	107	106	94	115
TNT	154	141	103	87	145	125	136	91	121
TRAV	155	117	112	152	103	162	104	114	104
FOOD	0	124	61	68	96	118	81	96	125
OXYG	64	142	90	85	117	69	97	129	112
MTV2	87	118	113	124	128	128	172	138	133
TBSC	92	122	89	71	105	115	129	80	115
ADSM	0	0	0	0	54	57	0	0	0
AEN	131	73	134	139	126	90	201	167	171
AMC	50	52	69	90	112	128	44	44	84
BET	91	46	76	101	74	64	55	53	46
CMDY	62	71	98	93	115	87	97	86	116
CMT	55	78	73	70	74	108	75	58	82
CNBC	54	12	14	17	63	84	0	0	0
CNN	74	82	109	105	81	143	70	72	92
ESPCL	44	22	53	42	82	52	58	53	73
ESPN	108	76	96	84	132	131	82	103	106
ESPN2	89	99	156	141	135	158	185	110	101
FAM	73	47	32	45	84	102	89	65	92
FOXNC	24	31	41	37	35	29	33	27	34
GOLF	13	28	38	119	50	57	13	45	20
HALL	16	10	9	5	32	26	57	63	63
HGTV	104	158	114	151	130	136	125	148	133
HIST	145	134	112	126	103	133	115	88	115
HLN	66	127	111	185	96	115	124	123	125
LIF	78	127	105	59	102	130	71	83	100
MSNBC	8	86	120	66	76	123	112	89	186
NAN	0	0	0	0	71	81	0	0	0
NICK	69	104	97	65	77	0	50	75	82
OLN	64	28	61	53	26	75	117	49	71
SC	104	127	72	30	85	152	84	100	65
TOON	28	66	60	65	61	78	57	54	66
TVL	30	55	40	58	44	69	42	40	40
TWC	34	51	53	43	47	104	58	45	45
USA	62	43	83	115	95	99	122	114	115
WE	0	138	58	77	99	183	156	133	77

LEGEND	
Clear Choices	
Good Alternatives	
Daypart Value	
Index 100+	
Not reported	(white)

Source: Nielsen Marketbreaks, May06; Index to median for all networks m-su 7a-1a.

SMART Buy: Localizing the Effort



Local Network Performance among Hispanic A25-54

Among the recommended networks, those indexing under a 65 should be reconsidered, as they may not be appropriate for that market.

Alternative networks should be considered for addition to the recommended list if they index over 135.

Hispanic Rank:	Albuquerque	Atlanta*	Austin	Bakersfield*	Boston*	Chicago	San Diego*	Colorado	Christi*	Corpus	Dallas	Denver	El Paso	Fresno	Fort Myers	Hartford	Houston	Laredo*	Las Vegas	Los Angeles	Miami
	12	21	22	29	24	5	40	26	6	15	16	13	36	10	30	4	34	23	1	3	
DISC	94	122	99	95	115	99	95	92	78	119	89	100	129	92	130	86	92	89	91	121	
ENT	68	92	126	94	107	131	69	85	104		83	109		85	163	79	85		97	100	
MTV	141	123	137	136	159	94	104	114	133	90	103	144	176	114	192	114	114	96	146	110	
SPIKE	92	103	124	77	88	86	82	94	96	71	65	103		94	157	86	94	88	66	86	
TLC	96	90	109	53	84	78	80	84	72	99	83	55		84	96	74	84		54	84	
VH1	111	117	137	115	154	102	89	109	146		105	115		109		84	109	112	124	108	
APL	121	119	135	112	94	84	86	101	105	101	79	94	145	101	159	103	101	63	113	135	
BRVO	66	101	127	80	88		79	85			88	63		85		95	85		83	126	
COURT	82	96	79	76	91	59	78	83			88	88		83	155	53	83	96	70	94	
FX	81	97		69	83	109	61	85	83		68	76		85		52	85		61	74	
SCIFI	95	103	134	92	106	63	81	98	40	95	93	88		98	177	67	98	99	75	84	
TNT	89	87	89	65	76	80	73	79	72	70	78	78		92	79	114	65	79	57	60	
TRAV	53	92	95	68	74		60	56			89	70		56	154	71	56	111	71	109	
FOOD	86	73	86	72	98	68	71	77	59	102	82	48		83	77	148	60	77	67	52	
MTV2		144			216		114														
OXYG		107	143	80	77	138	63	89			155	85		89				89	149	89	104
TBC	80	88	91	67	80	72	82	81	72	89	73	85	97	81	97	53	81	72	52	64	
Alternative Networks																					
AEN	81	77	80	62	78	66	72	59	58	67	49	59	62	59	116	44	59	57	53	53	
AMC	39	81	93	67	80	52	58	65	43	74	48	40	92	65	153	51	65		70	63	
BET		143		111	145		54	90			57	126		90	295	62	90		130	91	
CMDY	93	92	125	90	93	86	76	91	64	121	69	92		91	152	83	91	56	82	69	
CMT	136	70	119	39	46		70	72			55	58		72					29		
CNBC		77		47	76		69	55			54			55			55		48	74	
CNN	46	96	56	63	83	73	55	69	51	75	59	42	117	69	118	47	69	81	51	96	
ESPCL		95		79	96		62	112			105			112					90	76	
ESPN	47	84	74	62	75	71	60	62	59	55	64	64	96	62	103	42	62	48	58	67	
ESPN2	46	76	85	61	70	62	55	60	58		58	66		60	101	43	60		65	58	
FAM	89	105	71	89	108	54	63	88	55		97	89	177	88	169	70	88	61	85	80	
FOXNC	72	81	52	52	79	50	74	60	37	89	85	34	114	60	117	64	60	76	45	47	
GOLF		65		38	51		55	36						36			36		29		
HALL	99	63		40	37		53	45						45			45		26	63	
HGTV	89	81	61	50	56	85	63	58	66		65	59		58	96	44	58	49	46	67	
HIST	80	82	97	67	86	65	76	63	44	107	62	49	58	63	73	62	63	74	59	67	
HLN	72	99	81	62	63	65	67	64	39	65	55	49	102	64	97	54	64	57	45	83	
LIF	138	86	91	63	95	95	77	97	54		107	62		97	128	61	97		53	67	
MSNBC	76	79	84	47	65		68	58			54	33		58			58	84	47	70	
NAN	108	87		106	113		75	98			93	112		98	237	80	98		115	64	
NICK	97	119	64	133	118	137	101	127	117	112	113	130	171	127	156	93	127	109	122	108	
OLN		75		39	36		60	41						41			41		30		
SC		89		54	56		75	50						50			50		48		
TOON	123	153	143	145	163	135	129	158	169	107	132	132	177	158	190	134	158	148	141	145	
TVL	90	75	114	53	67		66	82			49	58		82			82		49	33	
TWC	54	82	65	35	69	59	44	68	53	59	50	36	124	68	125	47	68	41	21	63	
USA	99	82	94	61	73	58	79	90	72	73	82	95	94	90	108	62	90	66	48	63	
WE		82		77	94		40	106			129	116		106		103	106		83	81	

Under 65 Index Among Recommended Networks (Orange)
Over 135 Index Among Alternative Networks (Green)

* Regional data used for markets not reported by Scarborough and those with insufficient sample sizes

Source: Scarborough USA Plus, Feb05-Mar06;; Base is all respondents; Hispanic Market Rank based on total Hispanic households, Nielsen, NSI, Jan'07 (top 40 markets).

Add the Right Programming



The Smart Buy Brochure compiles the NCC Spot Cable recommendation into a custom, easy-to-read piece.

The brochure adds the right programs to the right networks and dayparts for your brand.



The Right Networks, Dayparts & Programs for Lincoln Navigator



Brochure for Hispanic A25-54 Dayparts

THE RIGHT NETWORKS	THE RIGHT DAYPARTS								THE RIGHT PROGRAMS					
	Mon-Fri				Mon-Sun		Weekends		Program	AA (000)	Program	AA (000)	Program	AA (000)
	6-9a	9a-12n	12n-4p	4-7p	7-11p	11p-1a	9a-12n	12n-4p						
									F.A.M.	19	APL SAFARI	10	CRUFTS DOG SHOW	8
									APL SHOWCASE	19	AMAZING ANIM VIDEOS	10	HEROES MON	8
									MUT OF OMAHA WLD KINGDM	16	MOST EXTREME	10		
									WHOA SUNDAY	15	PLANETS FUNN ANIM	10		
									ANIMAL CHAMPIONS	14	HEROES SAT	10		
									CROCODILE HUNTER	12	QUARTERLY FAMILY THEATER	10		
									BRAVO MOVIE	19	K GRIFFIN: D-LIST 2 PREV	11		
									REAL HOUSEWIVES OF OC	15	TOP CHEF	11		
									CIRQUE DU SOLIEL	14	100 FUNNIEST MOVIES	10		
									O & C VIRAL VIDEO	14	K GRIFFIN: MY LIFE D-LIST	9		
									LAW & ORDER: CRIMINAL INT	12	QUEER EYE/STRAIGHT GUY	9		
									SALON DIARIES	11	RESTAURANT. THE	9		
									VIDEO JUSTICE	34	WLDSCRIST POLICE SHOOTOUT	21	UNEXPECTED HEROES	17
									HOT PURSUIT	28	PARCO P.I.	20	LA FORENSICS	16
									ANATOMY OF CRIME	27	THE INVESTIGATORS	19	NORTH MISSION ROAD	15
									INSIDE	25	BODY EVIDENCE	18	MASTERMINDS	14
									COPS	23	PSYCHIC DETECTIVES	17	DOMINICK DUNNE	11
									HOLLYWOOD JUSTICE	21	FORENSIC FILES	17	CATHERINE CRIER LIVE	11
									DISCOVERY CLASSICS	51	DA VINCI EVENT	34	DISCOVERY FRINGE	30
									AMERICAN HOTROD	50	EDGE, THE	34	PRIME CUT	29
									DISC EXTRA (MON)	39	DISCOVERY SATURDAY	33	EXTREME DISCOVERY	26
									MONSTER GARAGE	38	WILD DISCOVERY	33	GREATS AT 8	26
									DISCOVERY SUNDAY	35	AMERICAN CHOPPER	32	MYTH BUSTERS	25
									DEADLIEST CATCH	35	EXTREME ENGINEERING	30	I SHOULDN'T BE ALIVE	24
									50 SHOCKING CONFESSIONS	24	GIRLS NEXT DOOR	17	E! NEWS	13
									CHILD STAR CONFIDENTIAL	21	50 CHILD STARS GROWN UP	16	THE SOUP	13
									DR. 90210	20	TRUE HOLLYWOOD STORY	15	DAILY 10	12
									SEXIEST	19	GONE BAD	14	SATURDAY NIGHT LIVE	9
									ON E!	18	PARTY AT THE PALMS	14	101 EVEN BIGGER OOPS	9
									SIMPLE LIFE	17	CHELSEA HANDLER SHOW	14		
									BBQ WITH BOBBY FLAY	38	HAM ON THE STREET	19	FOOD NETWORK CHALLENGE	18
									FOOD NETWORK SPECIALS	33	RACHAEL RAY TASTY TRAVELS	19	BEHIND THE BASH	18
									HEALTHY APPETITE W/ ELLIE	29	RESTAURANT MAKEOVER	19	PARTY LINE W/ HEARTY BOYS	17
									GOOD DEAL W/ D. LIEBERMAN	22	SUGAR RUSH	19	UNWRAPPED	17
									SECRET LIFE OF...	21	30 MINUTE MEALS	19	EASY ENTERTAIN-CHIARELLO	17
									RECIPE FOR SUCCESS	20	BAREFOOT CONTESSA	18	\$40 A DAY	17
									FX MOVIE PRIME	54	THAT 70S SHOW	24	DHARMA & GREG	11
									NEXTEL CUP RACE	49	FX MOVIE WKND MORNING	22	KING OF THE HILL	11
									DVD ON TV	39	FEAR FACTOR	21	SPIN CITY	9
									FX MOVIE WKND AFTERNOON	31	NASCAR BUSCH SERIES RACE	19	FX MOVIE AFTERNOON	8
									THIEF	30	MARRIED WITH CHILDREN	19		
									COPS	28	RESCUE ME	17		
									ONCE UPON A PROM	41	CRIBS BLOCK PARTY	30	DATE MY MOM	21
									DIARY	36	MTV CRIBS	27	ANDY MILONAKIS SHOW	21
									REAL WORLD XVII	34	ET ON MTV	24	TIARA GIRLS	21
									MY SUPER SWEET SIXTEEN	32	LAGUNA BEACH	24	NEXT	20
									8TH & OCEAN	31	SUPER SWEET 16 CELEBRITION	23	YO MOMMA	19
									PUNKD	31	PARENTAL CONTROL	22	S806 PRES ROOM RAIDERS	19

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