

Multicultural Sales Hispanic

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Cablevision's Multicultural Sales unit can help you reach the Hispanic audience you need to reach.

iO en Español is a paid subscription service providing Cablevision viewers with a tier of premium Spanish-language networks.

2007 through 2010 saw a 76% increase in subscribers.

Now, there is a unique opportunity to make your advertising dollars work harder -- with less media waste and on-the-mark targeting.





The Hispanic Marketplace

The New York Hispanic Marketplace

The Hispanic population in New York currently represents 4.32 million people, 21% of the total market.

**And that number continues to grow ...
In 2014, the population is projected to be 5 million!**

Source: MapInfo-TargetPro 2000 & 2009 Estimate, 2014 Projection

Hispanics account for 65% of the total population growth in the New York DMA

(% of Total Growth for the New York DMA - 2009 Estimate vs 2000)

Total population growth: 875,934

Non-Hispanic population: 305,762 – 35%

Hispanic population: 570,172 – 65%

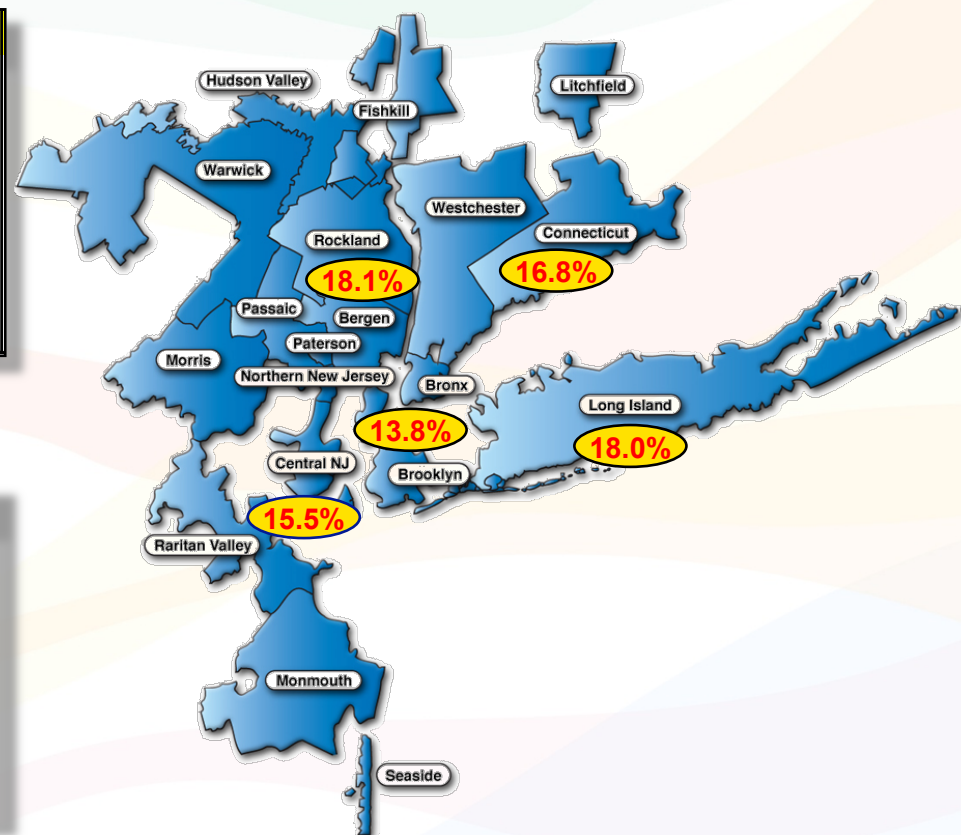
Source: MapInfo-TargetPro 2000 & 2009 Estimates



**The growth in the Hispanic population is not just in the city –
it's throughout the DMA.**

Hispanic Population Change

Region	2009 Est	2014 Proj	Growth
Metro	2,310,915	2,630,496	13.8%
New Jersey	1,158,383	1,337,866	15.5%
Long Island	369,587	436,083	18.0%
Remaining NY/PA	347,097	410,000	18.1%
Connecticut	134,926	157,619	16.8%



Non-Hispanic Population Change

Region	2009 Est	2014 Proj	Growth
Metro	8,420,025	8,734,983	3.7%
New Jersey	6,504,286	6,688,893	2.8%
Long Island	2,864,347	2,918,517	1.9%
Remaining NY/PA	2,361,705	2,425,632	2.7%
Connecticut	906,802	917,815	1.2%

Source: MapInfo-TargetPro 2009 Estimates, 2014 Projections

**From 2000-2014, the Hispanic population will boom nationwide.
In New York, the total Hispanic population will increase more than 32%.**

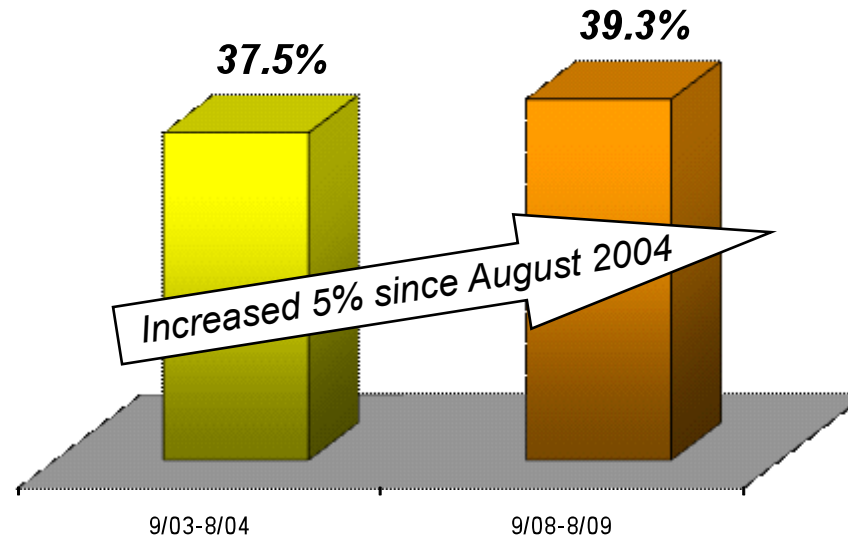
Market	2000	2009	2014
Los Angeles	6,466,969	7,656,011	8,615,150
New York	3,750,750	4,320,922	4,972,080
Miami	1,577,335	1,959,139	2,083,236
Chicago	1,498,099	1,871,545	2,230,997
Houston	1,413,961	1,977,617	2,217,487
San Francisco	1,289,812	1,528,298	1,783,353
Dallas	1,175,616	1,785,559	2,188,021
San Antonio	1,031,622	1,272,308	1,485,939
Phoenix	899,581	1,446,245	1,788,685
Harlingen-Weslaco-Brwns	855,323	1,080,234	1,221,285
Fresno	762,214	991,414	1,132,406
San Diego	751,210	920,213	1,077,103
Sacramento	685,147	969,599	1,125,449
El Paso	646,977	752,756	833,556
Albuquerque	635,155	734,495	852,650
Denver	583,089	801,111	1,005,605
Philadelphia	470,891	639,005	759,917
Washington DC	441,088	676,065	799,385
Tampa-St Pete	356,518	600,670	696,255
Boston	350,803	446,439	541,768
Austin	344,703	526,849	670,394
Orlando-Daytona	344,246	614,806	710,400
Total Hispanic Pop	19,864,140	33,571,300	38,791,121
% Growth from 2000		69.0%	95.3

Source: MapInfo-TargetPro 2009 & 2014 estimates based on updates to 2000 Census data



Spanish As A Dominant Language Among New York Hispanic Adults Continues To Trend Upward.

Hispanic A18+ Dominant Language: Primary Spanish



Source: Scarborough, New York DMA. Base: Hispanic Adults 18+.

43% of New York Hispanics speak some Spanish at home.

English Dominant: 22%
Spanish/English Equal: 4%
Spanish Dominant: 39%

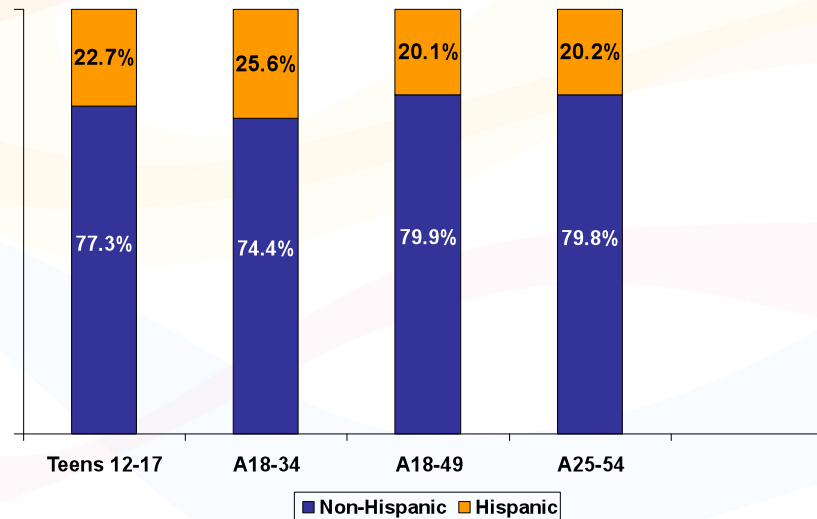
Source: Scarborough Sept'08-Aug'09, New York DMA. Base: Hispanic Adults 18+.



New York Hispanics are younger and have larger households than non-Hispanics.
Why not reach these younger households before they begin to establish buying habits?

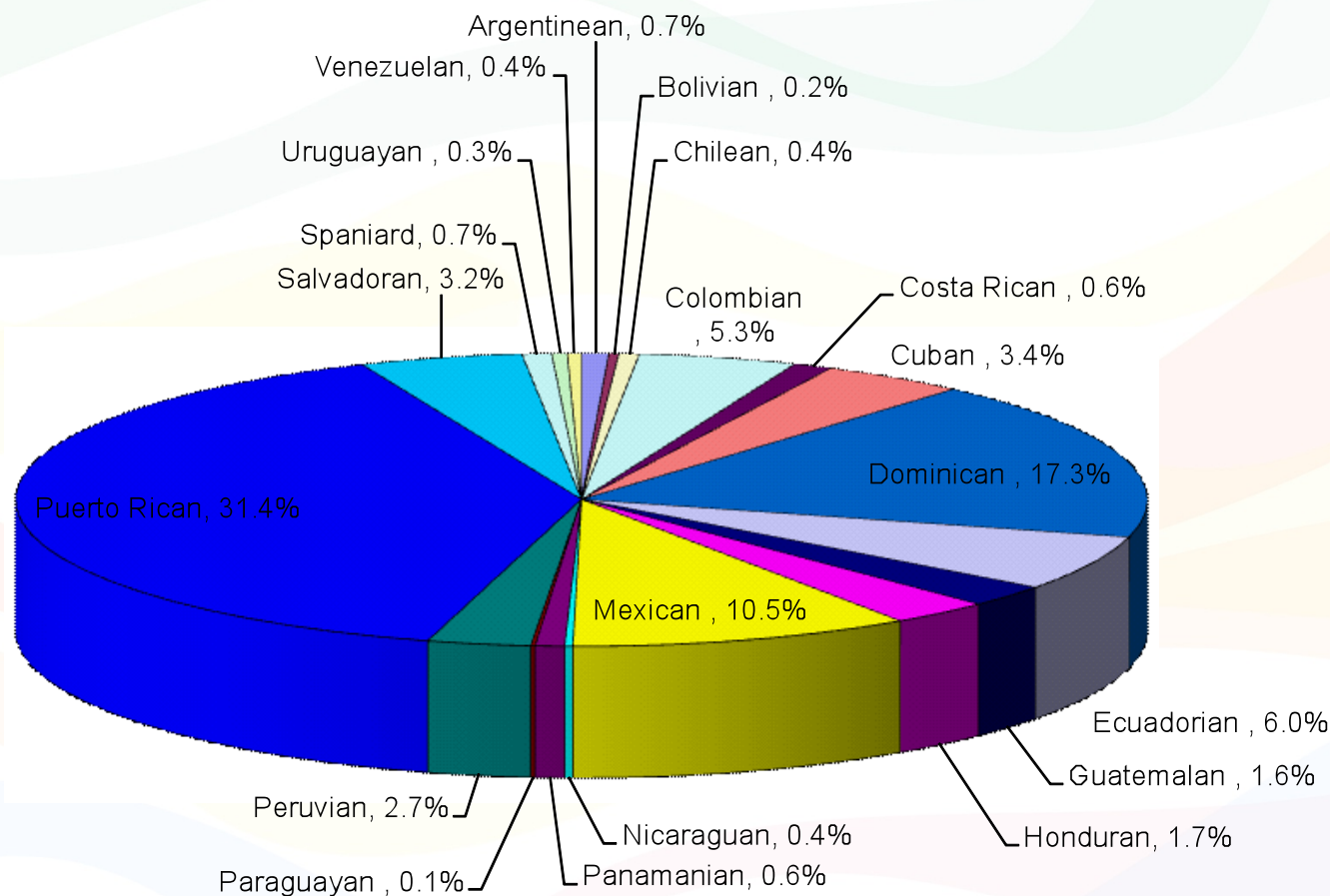
New York	Median Age	HH Size
Hispanics	30.1	3.2
Non-Hispanics	39.0	2.6

With a younger-skewing population, Hispanics represent significant shares of key target demos.



Source: Nielsen Media Research NY Universe Estimates 2007

Share of Hispanic Population by Origin



Cablevision Coverage Area
NY D.M.A.

Source: MapInfo 2010. Data is from 2009 Cultural Background study.





**Where Can You Reach The
Market?**

Cable Viewers Are More of A Premium Audience Than Spanish Broadcast Viewers

- ◆ More educated
- ◆ Higher income
- ◆ More white collar
- ◆ More likely to own their home

		Spanish Broadcast Viewer	Cable Viewer
Education	High School or Less	62%	61%
	Some College +	38%	39%
HH Income	<\$40K	48%	45%
	\$40K+	52%	55%
Occupation	White Collar	29%	31%
	Blue Collar	33%	32%
	Not in Labor Force	38%	37%
Housing	Renter	67%	64%
	Owner	28%	29%

Don't miss your chance to be where your target audience is... **Cable TV!**

Source: Scarborough Mar'09-Feb'10, New York DMA. Base: Adults 18+. Spanish and Hispanic origin



**With increases in cable penetration among Hispanics,
Spanish language TV viewership in New York is shifting.**

Impressions Continue To Move To Spanish-language Cable!

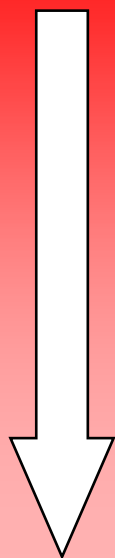
% Change in HH Impressions

2%



Spanish Language Cable

Spanish Language Broadcast



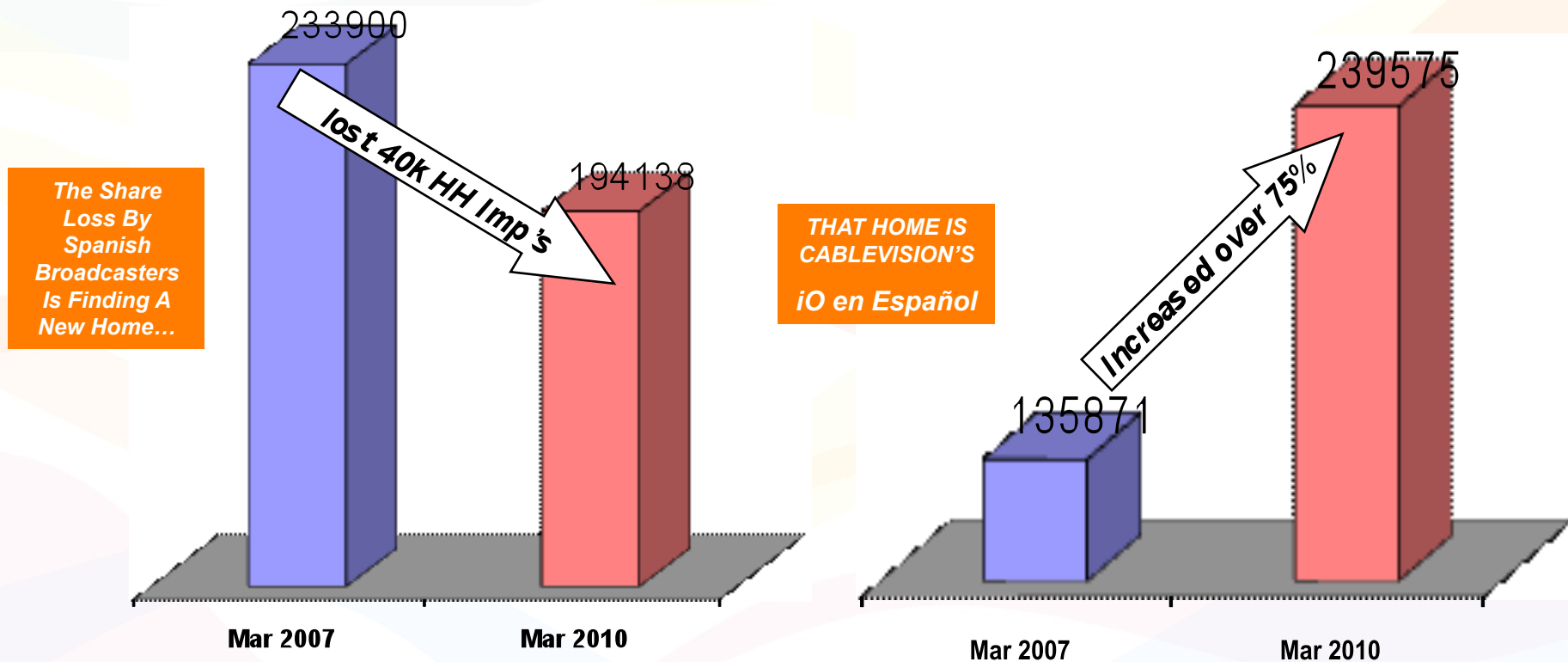
-20%



**Hispanics are embracing the choice that cable offers.
And iO continues to grow.**

Total Spanish Broadcast NY DMA Share

Total iO en Español Subscribers



**Spanish Language TV
Spanish Broadcast v. Cablevision's iO en Español**



Regional Networks



Canal Sur - Channel 208

A Latin American network retransmitting live daily newscasts and the most popular shows from the leading broadcasting networks of Argentina, Chile, Bolivia, Brazil, Peru, Ecuador, Colombia, Venezuela, Panama, and the Dominican Republic.



Casa Club TV - 221

A Spanish-language news network that focuses on women of the household. Programming includes the kitchen, the home, beauty and style.



CNN en Español - Channel 202

The only 24-hour, Spanish-language, global news network. Hourly newscasts plus sports, business, entertainment and lifestyle programs. News in Spanish for Hispanic viewers with the quality and credibility that have made CNN the most trusted name in news.



Discovery en Español - Channel 212

The premiere Spanish-language network dedicated to offering the finest in quality programming in the areas of science & technology, world culture & history, nature & wildlife and real-life dramas. With original shows made specifically for U.S. Hispanics and the best programming from Latin America, Discovery en Español is entertainment that stimulates, informs and empowers, giving viewers a fascinating look at the incredible, varied and always surprising real world.



ESPN Deportes - 220

Enjoy all The only 24/7 Spanish language network dedicated to 100% sports programming. A brand that celebrates the Hispanic fan and the sports they are passionate about; ESPN Deportes engages fans with original content and top programming.



Regional Networks



Gol TV - Channel 224

Original programming dedicated to the world's most popular sport – soccer. With more than 800 games per year, find exclusive coverage of La Liga from Spain, Calcio A from Italy and premier leagues from Colombia, Peru, Uruguay, Honduras, Guatemala, Ecuador, Bolivia and El Salvador. Programming includes news coverage, amateur league reviews, and variety shows covering the world of soccer.



History Channel en Español - Channel 207

A premier channel dedicated to Spanish language programming of interest to all Latinos, including special features that focus on Latino heritage and achievements, as well as the Spanish language versions of signature series from The History Channel.



HTV música - Channel 229

The best and most dynamic Latin music of today, 24 hours a day. A mix of Latin genres including pop, rock, tropical, plus special programs, exclusive interviews and the most requested videos from the hottest Latin stars like Shakira, Mana, Paulina Rubio and Juanes.



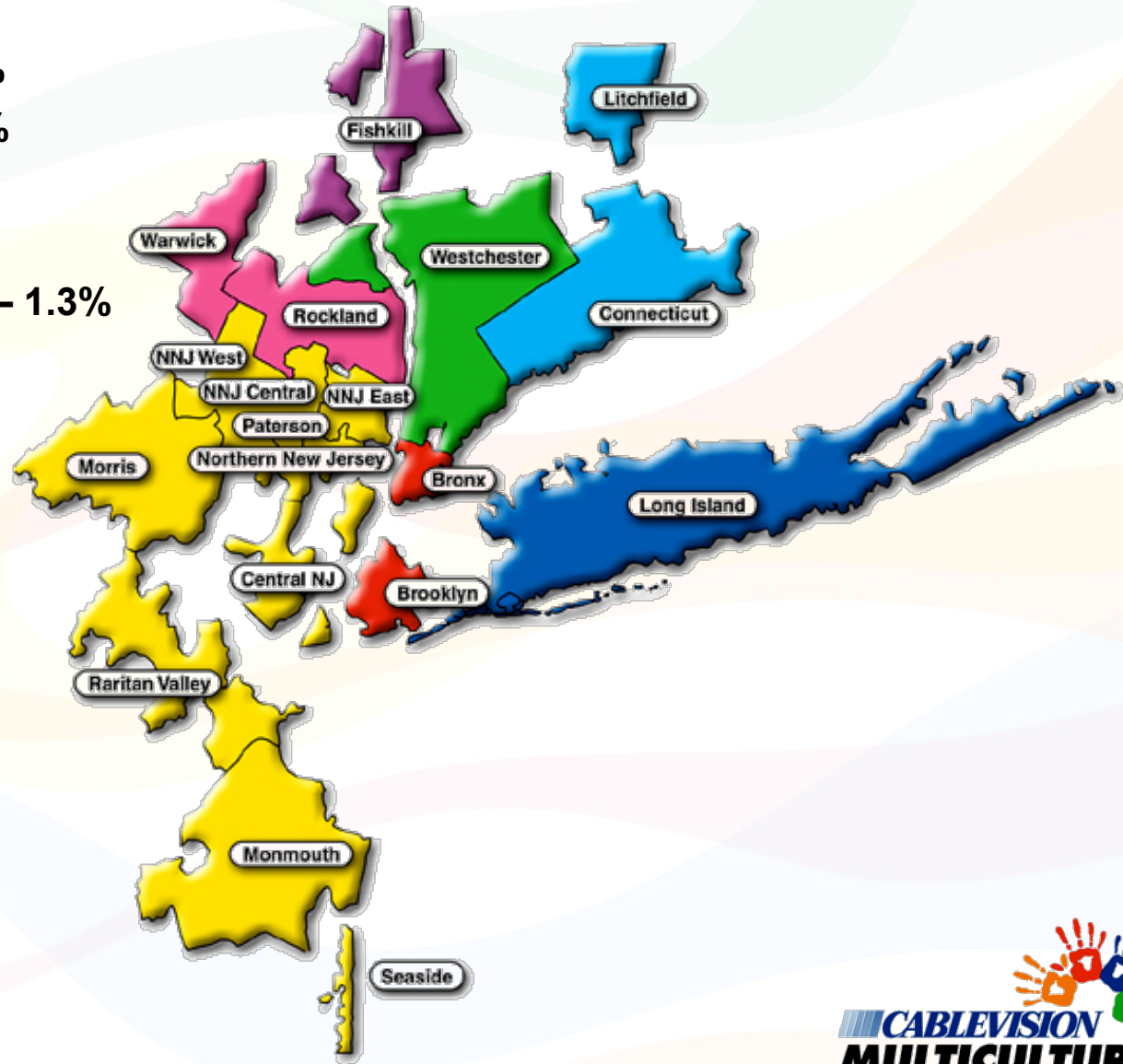
WAPA America - 237

This network features current Puerto Rican news and entertainment shows, as well as classic programming from WAPA's extensive prime time library.



Percentage % of iO en Español subscribers

- ◆ NYC – 43.3%
- ◆ New Jersey – 29.5%
- ◆ Long Island – 14.2%
- ◆ Westchester – 6.5%
- ◆ Connecticut – 4.6%
- ◆ Rockland/Warwick – 1.3%
- ◆ Fishkill – 0.5%



With iO en Español....

There's no waste... choose the networks that work for you and target your audience with a message that will reach the viewers you want, and need, to reach.

Have your brand associated with some of the highest quality, most popular Hispanic programming on television today.

Don't miss your chance to maximize your spending by taking advantage of the power of cable TV.

