

Reaching Hispanics in Phoenix with Cox Media

Hispanic Profile – General Demographics



There are over 360,000 Hispanic adults who watch cable TV programming in the Phoenix market!

Who are these viewers?

Compared to the average adult, Hispanics who watch cable TV programming are:

- 137% more likely to go back to school next year
- 91% more likely to have 3+ children under 18 at home
- 61% more likely to have visited Texas in the past year
- 57% more likely to have remodeled their bathroom in the past year
- 44% more likely to spend 30+ minutes traveling to work (one way)

Hispanics who watch cable TV programming are:

(on average)

- Planning to pay \$14,399 for a new vehicle next year
- Planning to pay \$10,763 for a used vehicle next year
- Willing to travel 13 miles one-way to buy a used vehicle



Average Hispanic Cable TV Viewer:

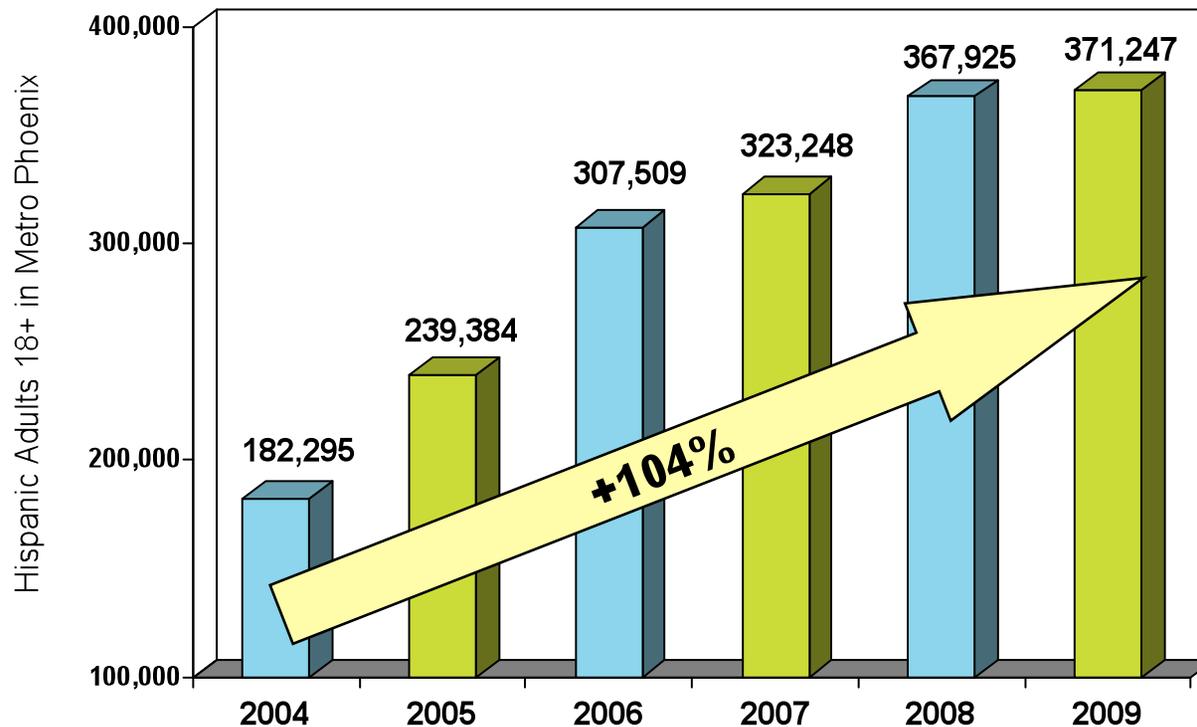
- Age – 34
- Income – \$44,880
- Home Value – \$199,200
- Vehicles HH Owns – 2
- Monthly Cellular Bill – \$88
- Weekly Groceries – \$124

Source: 2009 Scarborough – Phoenix DMA.
Hispanics who subscribe to cable and watched and non-premium cable programming in the past week.

Hispanic Cable Subscribers – Metro Phoenix



The number of Hispanic adults who subscribe to cable television has more than doubled in 6 years!



Source: 2004-2009 Scarborough – Metro Phoenix.

Targeting the Spanish-speaking Hispanic



Spanish is the primary language for 35% of the Hispanics in the Phoenix market and an additional 21% are bilingual. Use your specially-created Spanish-language commercial to target these consumers on the networks they watch:



The only 24-hour Spanish-language global news network. Featuring breaking news coverage, in-depth worldwide reporting, and innovative feature programming such as business news, personal finance, sports, entertainment, and health.

- Cox Digital Cable Channel 444



Galavisión offers 45+ hours of live programming each week – more than any other Hispanic network – and showcases sporting events such as Mexican League Soccer and the best in boxing & wrestling.

- Cox Cable Channel 55 & Digital Cable Channel 402



ESPN Deportes programming includes a separately produced version of SportsCenter and major sports such as MLB, NBA, IRL's Indy Racing Series, Major League Soccer, Wimbledon, The French Open and UEFA Champions League Fútbol.

- Cox Digital Cable Channel 438



Fox Sports en Español televises more hours of live action sports in Spanish than any other Spanish television network in the U.S. The network's offerings include top soccer competitions, the MLB postseason, and professional boxing.

- Cox Digital Cable Channel 439



History Channel en Español presents a wide range of Spanish-language programming that focuses on the great dramatic moments and events as well as the pivotal figures in history. The channel highlights both world and Latin American history.

- Cox Digital Cable Channel 417



Disney XD en Español is a complete simulcast of the Disney XD in Spanish, offering Disney's impressive library of 2,000+ titles and over 90% exclusive programming.

- Cox Digital Cable Channel 423

Cable Sports Programming



Cable sports programming is an excellent way to reach Hispanic males ages 18+. Research shows that 94% are sports fans; and half of those (50%) would describe themselves as “avid” soccer fans.

Research also shows that most Hispanic males prefer to watch sports telecasts in English rather than Spanish.

Hispanic Males 18+ Avid Fan Bases	
Sport	% in English
World Cup Soccer	50
Mexican Soccer	39
Boxing	34
Gold Cup Soccer	30
MLB	26
NBA	22
MLS	17

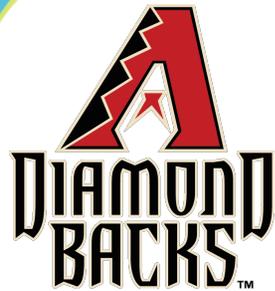
Sports & Hispanic Cable Networks



Hispanic Males 18+ Sports Preferred in English	
Sport	% in English
Football	71
Baseball	66
Basketball	69
Soccer	50
Boxing	59



Hispanic Audience Sports Viewing Profile



Sport	% Hispanic Audience	Preferred Language of Hispanic Audience Watching This Network				
		Spanish only	Mostly Spanish	Sp/Eng equally	Mostly English	English Only
Arizona Diamondbacks	17%	7%	12%	31%	37%	14%
College Football	19%	7%	8%	26%	40%	19%
MLB	18%	11%	11%	28%	38%	12%
NBA	19%	8%	14%	27%	36%	15%
NFL	22%	7%	13%	20%	44%	16%
Phoenix Suns	19%	8%	13%	27%	35%	17%



HI-DEFINITION · HIGH DRAMA™



To be read as follows: 20% of College Football's audience is of Hispanic origin. Of the 20% Hispanic audience, 35% prefer to speak mostly English.

Source: 2006-2008 Scarborough – Phoenix DMA. College Football includes ASU football, U of A Football, college bowl games, and other reg. season games. MLB includes AZ Diamondbacks, MLB playoffs, and other reg. season games. NBA includes Phx Suns, NBA playoffs, and other reg. season games. NFL includes AZ Cardinals, and other reg. season games.

Advanced Advertising Solutions

Advanced Advertising Media Usage



The media landscape has drastically changed over the past decade and Hispanics have embraced these changes!

Reach the Hispanic audience through a variety of Cox Media's Advanced Advertising products:

- Interactive
- Mobile Text Advertising
- Video on Demand

Advanced Advertising – Interactive



Reach 200,000 Hispanic Digital Cable Subscribers!

Interactive offers you the freedom to easily customize commercials to meet your advertising objectives. With Interactive, you can provide messages or offers to customers via graphic overlays that appear on your commercials.

According to a recent study, Hispanics:

- Frequently interact with television commercials using their remote control.
- 61% more likely than the general market to use coupons.

Overlay Options:

- **Lead Generation:** Drive in-store traffic with a coupon offer. The best part? You'll receive a list of names and addresses to add to your marketing database.
- **Polling/ Consumer Research:** Curious about a shopping habit of your customers? Ask them a question with an overlay!
- **Engagement:** Want to highlight a weekend sale that is not mentioned in your commercial? Engage your audience by adding an overlay with the information.



Hispanics are Texting! Reach them with Mobile Text Advertising

Mobile Text Advertising combines the power of television advertising with the immediacy and personal connection of text messaging to cell phones. It is extremely targeted and can drive consumers to specific locations or events to redeem specified offers. Once a customer opts-in to receive your special offer you can remarket to them over and over again.

Hispanics text their way to savings!

- According to Ping Mobile, 66% of Hispanics use text messaging on a daily basis, compared to 36% of the general market.
- According to a recent Nielsen study, 23% of Hispanic mobile subscribers engage with some form of text message advertising – higher than the nationwide average of 16%.
- Hispanics are 33% more likely than the market as a whole to use coupons once a month for products/services or groceries.
- Remember, 61% of Hispanics are more likely than the general market to use coupons. Mobile Text Advertising is an ideal medium for couponing!
- Latinos are more likely to use a mobile device as opposed to going online.



Advanced Advertising – Video on Demand



Take 200,000 Hispanic Digital Subscribers Beyond a :30 Commercial

Video on Demand provides a groundbreaking opportunity to speak directly to interested consumers with an unlimited amount of compelling, informative or entertaining content. Video on Demand allows you to deliver relevant content to an audience actively seeking out information about your product or service. Like Interactive advertising, Video on Demand is only available to Cox digital subscribers. You have the opportunity to reach over 200,000 Hispanic digital cable subscribers.

With Video on Demand you can:

- Engage interested viewers in informative, entertaining and educational long-form content with the simple click of a remote control.
- Create deeper relationships with your customers and prospects.
- Allow consumers the choice and control to interact with the your brand on their time.
- Measure the effectiveness of your campaign with in-depth reporting.



COMMERCIAL PRODUCTION SOLUTIONS

*Photo images to be supplied by the advertiser.



Voice Over Solution

- Simple
- Inexpensive
- Reaches all markets through dual visibility both English, English Speaking Hispanic and Spanish speaking Hispanic Market.
- Average cost is less than \$250



Basic Production Solution

Targets bi-lingual households through culturally sensitive production techniques.

- Casting
- Wardrobe
- Soundtrack
- Incorporation of Cultural Values

Cost is normal production budget \$1750-\$2500



Advanced Production Solution

Targets Spanish-only households with culturally sensitive production techniques.

- Language
- Casting
- Wardrobe
- Soundtrack
- Incorporation of Cultural Values
- Cost is advanced production budget \$2500-\$3500

Partial Client List



Advertisers who have used Cox Media to reach the Hispanic market:



American Family Insurance



Nationwide®
On Your Side

Nationwide Insurance



Fox Sports Espanol



Proctor & Gamble



H&R BLOCK®

HR Block



SC Johnson



Harvest Family Entertainment
Wet 'n' Wild Theme Park



Western Dental Services

Conclusion



Targeting today's Hispanic consumer does not mean using a cookie-cutter, one-size-fits-all solution.

Hispanics are a diverse group who consume media in both English and Spanish.

It's imperative to create a commercial message that will resonate with Hispanic cultural heritage and will result in attracting new and loyal customers to your business.

Cox Media can help you target English-speaking, Spanish-speaking and Bilingual Hispanics by using a combination of multi-media products.



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