

## 2013 HISPANIC HH MEDIA PENETRATION AND 2008-13 GROWTH

YEAR	HISPANIC (2013)	HISPANIC % INCREASE 2008-2013
Cable Plus	84.4%	+5%
Wired Cable	52.1%	+1%
Digital Cable	44.7%	+57%
DBS	32.7%	+11%
Broadcast Only	15.6%	-20%

Source: Nielsen Media Universe Estimates, 2008-2013