

**FOX**  
**SPORTS**  
*en* **ESPAÑOL**®



# FOX SPORTS EN ESPAÑOL

**Fox Sports en Español** combines coverage of world-class sporting events with live game day action to bring Latino sports fans closer to their favorite players, teams and leagues. **Fox Sports en Español** is the exclusive home to four of the most important Latin American club soccer competitions and the FIFA Club World Cup. In addition to in-depth daily sports news shows, signature programming also includes baseball and combat sports, as well as coverage of the top international soccer leagues.

**Fox Sports en Español** is available through affiliated cable systems and through DIRECTV and Dish Network satellite providers. **Fox Sports en Español** is distributed by Fox Cable Networks Group and operated by FOX Pan American Sports LLC, an international sports programming and production entity jointly owned by Hicks, Muse, Tate & Furst; and News Corporation's (NYSE: NWS) FOX Sports International.

## NETWORK PROGRAM FORMAT

<b>Local Avails:</b>	2 minutes per hour
<b>Times:</b>	At the top of hour and at the half-hour
<b>Insertion Hours:</b>	24 hours per day

## NETWORK INFORMATION

<b>Subscribers:</b>	13.3 million (Total), 4.5 (Hispanic) <small>Source: Nielsen Media Research 2007 Hispanic Universe Estimates</small>
<b>Service Type:</b>	Basic, Digital
<b>Satellite Feed:</b>	Single
<b>Launch Date:</b>	November 1996
<b>Ownership:</b>	FOX Pan American Sports, LLC

## BENEFITS TO ADVERTISERS

- Nielsen Measurement** - Fully measured by Nielsen within the U.S. National Hispanic Television universe giving advertisers measurable, guaranteed delivery for their investment.
- Distribution** - Reaching 4.5+ million Hispanic television households, +50% of the total Hispanic Cable Universe. Fox Sports en Español is distributed on cable systems in over 175 DMA's throughout the U.S., the most of any Spanish-language television network, broadcast or cable.
- Targeted Reach** - Has the #1 composition of M18-34 and M18-49 of any network, broadcast or cable, in all of Spanish-language television on a total day basis.
- Great Content** - Featuring more than 1,500 hours of live, exclusive sports programming in Spanish and, with few exceptions, English SAP each year, including the Copa Santander Libertadores, Copa Nissan Sudamericana, CONCACAF Copa de Campeones, InterLiga and the FIFA Club World Cup soccer tournaments; the Major League Baseball regular season, All-Star Game post-season and World Series.
- Creativity** - Showcases your clients' message via; Product Integration and Immersion, Virtual Signage, Branded Programming and Program Entitlements, Custom Features, On-line and Wireless.



# FOX SPORTS EN ESPAÑOL

## RESEARCH

### VIEWER TARGETED

Persons: 18-49

Men: 18-49

### VIEWER PROFILE

#### Fox Sports en Español Nielsen Viewer Profiles M18+

<b>Age:</b>		<b>Household Country of Origin:</b>	
M18-34	33%	Mexican	55%
M18-49	66%	Central Amer. (Non-Mex)	8%
		Caribbean	21%
		South American	39%
		Spanish	5%
<b>Avg. Household Income:</b>	\$38K	<b>Home Ownership: Own</b>	40%
<b>Viewer Language:</b>		<b>Source of Viewing:</b>	
Spanish Dominant	66%	Analog Cable	31%
		Digital Cable	32%
		DBS	55%

Source: Nielsen Media Research Custom Viewer Profile Report October 2007

### VIEWER LIFESTYLE

#### Viewer Insights:

	<u>Index</u>
Bought New/Leased Car or Light Truck/Last 12 Months	162
Expect to Buy First Home in Next 12 Months	225
Last Cell Phone Bill Over \$200 Month	166
Attend Movies Opening Weekend	212
Expect to Make 1st Time Financial Investment in Next 12 Months	366
Expect to Make Last Mortgage Payment	350
Dine at Fast Food/Drive-In Restaurants 14 Times/Last 30 Days	143

Source: NCS/NHCS Spring 2006 Adult Full Year (May '05-June '06)

### DAYPART VIEWING

Fox Sports en Español has a strong male skew across all day parts and an all family viewing composition across during major event telecasts.



# FOX SPORTS EN ESPAÑOL

## PROGRAMMING

PROGRAMMING GENRES: Entertainment, News/Information, Sports: Baseball, Boxing, Soccer

### VIEWER TARGETED PROGRAMMING

Please contact Fox Sports en Español directly for information.

### NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

Fox Sports en Español offers comprehensive coverage of the most important sporting events year-round, including the biggest Latin American and international soccer competitions and leagues, baseball, combat sports, original productions and in-depth, daily sports news. Programming highlights include:

#### WORLD-CLASS SOCCER

Exclusive tournament competition from *InterLiga™*, *Copa Santander Libertadores*, *CONCACAF Champions' Cup (Copa de Campeones) Recopa*, *Copa Santander Sudamericana*, *Argentina's Torneo de Verano*, *the UEFA Cup Final*, *UEFA Super Cup*, and *FIFA Club World Cup*. Professional first-division soccer showcasing the leagues of Mexico, Argentina, Italy, the United States (*Major League Soccer*), and England (*Barclays Premier League*).

#### MAJOR LEAGUE BASEBALL

- Major League Baseball weekly regular season games, All-Star Game, post-season and World Series, LIVE and exclusively in Spanish.

#### FRIDAY NIGHT FIGHT BLOCK

Fox Sports en Español's newly created, two-hour "Friday Fight Night" block includes "Lucha Libre," "Boxeo de Campeones," "Kick Boxing" and UFC.

#### INTERNATIONAL SPORTS NEWS

- *Diario Fox Sports* from Mexico and *Fox Sports Noticias* from Argentina bring daily sports news directly from distinct regions that capture in-depth coverage of events that matter most to U.S. Hispanic sports fans.
- Weekly productions with updates, highlights and exclusive interviews with sports luminaries: *Minuto Cero*, and *A Primera Vista*.
- *Fox Gol Mexico* - a one-hour program featuring goals, highlights, news, and general analysis and debate from each week of the Mexican Soccer League
- *Palabra del Deporte* - a program that goes beyond the standard interview by reaching out for different points of view and getting into the minds of the biggest names in sports as well as spot light both active and retired athletes and sports experts from around Latin America.

#### PREMIOS FOX SPORTS

- The annual awards recognize the achievements of U.S. Hispanic and Latin American sportsmen, sportswomen and teams from the sports of soccer, baseball, basketball, boxing, motor sports, tennis and golf. *Premios Fox Sports* also seeks to generate greater public awareness of the achievements and diverse contributions made by Hispanic athletes throughout the Americas. The awards show is the first of its type to celebrate the excellence of Hispanic athletes, honoring both their athletic achievements and contributions to their sport and communities.

#### JORGE RAMOS EN VIVO

- This one-hour live interactive sports talk show broadcasts twice a week and brings one of the most recognized and knowledgeable sports personalities known today in a lively, interactive format, covering all the week's and weekend's most predominant soccer matches.



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## LEADING NATIONAL ADVERTISERS

Americatel  
Allstate Insurance  
Anheuser-Busch  
Burger King  
Coca-Cola  
DirecTV  
Ford  
Gatorade

General Motors  
Honda  
Home Depot  
McDonald's  
Nissan  
Sprint  
State Farm Insurance  
T-Mobile

Tecate Beer  
Toyota  
Verizon Wireless  
Visa  
Warner Brothers' Pictures  
Western Union  
Wrigley's

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