

mun2

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mun2 is the preeminent voice for Latino youth in America. Launched in 2001 as the first national cable network to offer bilingual programming for young U.S. Latinos, the multiplatform youth entertainment network offers authentic content that reflects the lifestyle of this fast-growing segment of the population with original, relevant and cutting-edge programs in proven genres including music, movies, sports, fashion, and social activism. The network, which reflects emerging trends in all areas of pop and youth culture that are endorsed by its bicultural audience, is available nationwide on digital and analog cable, and satellite and free television. **mun2** is distributed to 17.2 million U.S. TV households and is the first-ever Latino youth-oriented cable network to have full subscription to the Nielsen Hispanic Household Index measurement service. The network is part of Telemundo Cable Networks, a division of NBC Universal Cable Networks.*

*Source: Nielsen Media Research NHI Sep '07

NETWORK PROGRAM FORMAT

Local Avails: 2 minutes per hour

Times: :60 floating break between :10-:20
:60 floating break between :40-:50

Insertion Hours: 24 hours per day/7 days per week

NETWORK INFORMATION

Subscribers: 17.2 million HH
Source: Nielsen Media Research, NHI Sep '07

Service Type: Digital

Satellite Feed: Dual

Launch Date: October 2001

Ownership: NBC Universal Cable Networks

BENEFITS TO ADVERTISERS

mun2 expands your reach into the often ignored OTHER half of the Hispanic market.

1. Only Nielsen rated Latino Youth network with proven ratings performance.
2. Customized advertiser integration opportunities targeting P12-34 Latinos.
3. Full 360 degree engagement of viewers via Holamun2.com, Contests & Events.
4. Ongoing youth research studies to help advertisers define and understand Latino youth market.

RESEARCH

VIEWER TARGETED

Persons: 12-34 Bilingual Latino Youth

VIEWER PROFILE

Base: P2+

Male:	45%	Satellite Subscription:	69% Penetration
Female:	55%	PC% Internet Subscribers:	45% Have PC access
Median HH Income:	\$33,000	(with 28% that have PC and Internet)	
HH Income \$50,000+:	23%	Video Game Owner:	59%
Country of Origin:	81% Mexicans	Hispanic Viewers:	93%
Education:			
High School/College Graduate	31%		

Source: mun2 Nielsen NHI Sept.-Oct. '07

VIEWER LIFESTYLE

Age of Head of Household

Less than 35	21.0%
35-54	43.8%
55+	35.3%

Hispanic Language Class:*

Only Spanish	25.4%
Mostly Spanish	29.8%
Spanish/English	21.4%
Mostly English	15.9%
Only English	7.5%

Household Size:

One or Two	48.1%
Three	16.5%
Four+	35.5%

Territory:

Northeast	31.9%
Central	16.3%
Southeast	16.6%
Southwest	16.8%
Pacific	18.4%

Children in the Home:

No child under	57.8%
Any child under	42.2%

Source: Nielsen Media Research; NHI HH Sample Characteristics, Sept. '07; * NHI-H HH, Sept. '07 for Hispanic Language Class.

DAYPART VIEWING

<u>Daypart</u>			<u>Demographic</u>
Morning	Mon-Fri	9a-12p	Teens, F18-24
Daytime	Mon-Fri	12p-4p	Teens, F18-34
	Sat-Sun	12p-4p	Teens, F18-34
Fringe	Mon-Fri	4p-7p	Teens, P18-24
	Sat-Sun	4p-7p	P12-24, M18-34
Prime	Mon-Fri	7p-11p	P12-17, P18-34
	Sat-Sun	7p-11p	P12-24, P25-34

Source: Nielsen NHI mun2, (Sept.-Oct. '07)

PROGRAMMING

PROGRAMMING GENRES: Entertainment, Lifestyle, Music, Comedy, **Sports:** Wrestling, **Ethnic:** Hispanic

VIEWER TARGETED PROGRAMMING

Persons 12-34: *The mun2 Hook Up, Holamun2.com El Show, The Chica's Project-Season 3, One Nation Under Hip Hop, Vivo*

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

ORIGINAL

The mun2 Hook Up

The "*The mun2 Hook Up*" is a weekly 30-minute reality show where young Latinos get the chance of a lifetime when they get to live a day in the shoes of their heroes. With Los Angeles, the entertainment capital of the country, as a backdrop, youth who yearn to be the next big thing will have the opportunity to put their commitment to the test. Featuring Hispanic industry leaders and professionals in their respective areas, ambitious fans will be taken through the basics of what it takes to make their dreams come true, whether it's a making it big as a fashion designer, athlete, music producer or industry titan. After power lunches and one-on-one time with leaders in the field, teens will walk away with a new appreciation for what success truly means and the tools to start their own journey.

Holamun2.com El Show

"*Holamun2.com: El Show*," a 30-minute weekly magazine program, brings the best of the web to the television screen. Featuring the innovative, award-winning and hilarious content of mun2's irreverent website, the show will highlight the site's current features including a daily news section; video profiles of mun2 viewers; media, celebrity and music reviews; and user-generated content including comments, photos and audio and video clips. In addition, the show will include original and exclusive made-for-web videos and sketches featuring today's most popular celebrities like they've never been seen before, including *Calle 13, the Kumbia All Stars, Snoop Dogg, RBD, Paulina Rubio* and many more.

ACQUIRED

Acquired movies for the remainder of 2007 include *Devil's Backbone* (October 27), *Girl Fight* (November 17) and *Ladies Night* (December 8).

RETURNING SERIES

The Chica's Project - Season 3, One Nation Under Hip Hop, Vivo

Specials for 07/08 (thru 3Q 2008)

News Special: Environment

Toxic City: This is Where I Live

The next Mun2 news special focuses on highly polluted environments and the disproportionate effect on Latino communities. Following young activist environmental leaders, talking to environmental experts and politicians, we will explore current environmental topics and how young Latinos are getting their voices heard. Airs November 10 at 6 PM only on mun2.

Website: www.holamun2.com

Affiliate website: www.nbcunetworks.com

Multiplatform Opportunities - The three screens of mun2 are on television, on the web and on the phone. Content is published daily three ways. Contact Joe Bernard in Ad Sales or Luis Romero in Digital Media for new multiplatform opportunities with mun2.

Product Integration Opportunities - Product integration opportunities exist with new original programs launching in 2008 as well as returning mun2 series. Contact Joe Bernard in Ad Sales for new product integration opportunities with mun2.



MUN2

LEADING NATIONAL ADVERTISERS

Please contact mun2 directly for information.

NETWORK CONTACTS

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WEBSITE INFORMATION

Consumer Website: www.holamun2.com

Affiliate Website: www.nbcunetworks.com

National Ad Sales Website: www.nbcumarketplace.com

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