

FOXsports™ en español



FOX SPORTS EN ESPAÑOL

Fox Sports en Español is the most popular and most widely distributed Spanish-language sports brand in the United States. Synonymous with top-tier sports programming *en tu idioma*, Fox Sports en Español offers award-winning original programming and cutting-edge production values making it the standard bearer of high-quality sports programming in the U.S. Spanish-language television marketplace. Our lineup offers the U.S. Hispanic community more hours of live sports telecasts than any other network featuring live telecasts of the best soccer leagues in the world, exclusive coverage of the most important Latin American club soccer tournaments, alongside Major League Baseball and combat sports.

NETWORK PROGRAM FORMAT

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

NETWORK INFORMATION

Subscribers:	14.4 million (Total Homes), 5.53 million (Hispanic Homes) <small>Source: Nielsen Media Research 2009 Hispanic Universe Estimates</small>
Service Type:	Basic, Digital
Satellite Feed:	Live (Single)
Launch Date:	November 1996
Ownership:	FOX Pan American Sports, LLC

BENEFITS TO ADVERTISERS

1. **Nielsen Measurement** - Fully measured by Nielsen within the U.S. National Hispanic Television universe giving advertisers measurable, guaranteed delivery for their investment.
2. **Distribution** - Reaching 5.5+ million Hispanic television households, +51% of the total Hispanic Cable Universe. Fox Sports en Español is distributed on cable systems in over 175 DMA's and nationally on satellite and telecommunications providers.
3. **Targeted Reach** - Has one of the highest composition of M18-34 and M18-49 of any network, broadcast or cable, in all of Spanish-language television on a total day basis.
4. **Great Content** - Featuring more than 1,600 hours of live, exclusive sports programming in Spanish and, with few exceptions, English SAP each year, including the UEFA Championship League, Copa Santander Libertadores, Copa Nissan Sudamericana, InterLiga and the FIFA Club World Cup soccer tournaments; the Major League Baseball regular season, All-Star Game post-season and World Series.
5. **Creativity** - Showcases your clients' message via; Product Integration and Immersion, Virtual Signage, Branded Programming and Program Entitlements, Custom Features, On-line and Wireless.
6. **Digital Reach** - Custom extensions in the digital space are a brand forte. A pioneer of the three-screen approach to Spanish-language advertising, we offer a high traffic sports website and a mobile WAP presence.



FOX SPORTS EN ESPAÑOL

RESEARCH

VIEWER TARGETED

Persons: 18-49

Men: 18-49

Female: 18-49

VIEWER PROFILE

Fox Sports en Español Nielsen Viewer Profiles M18+

Age of Top Viewers:

M18-34	31%
M18-49	55%

Speak Spanish in the home:	96.8%
Median HH Income:	\$38K
Home Ownership:	45.3%

Household Country of Origin:

Mexican	54%
Central American (Non-Mexican)	10.4%
Caribbean	21.3%
South American	10.7%
Spanish	4%

Source of Viewing:

Analog Cable	4%
Digital Cable	29%
DBS	67%

Technology:

PC Ownership	63%
Video Game	45%
DVR	24%

Source: The Nielsen Company October 2009 Hispanic HHS; Total Day (M-Su 1PM-4AM) P18+ NPower , 1% Unification September 2009, Segmentation 6+ mins and daypart ratings, FSE Coverage area sample counts.

VIEWER LIFESTYLE

When compared to the Hispanic broadcast viewer Hispanic cable subscribers are:

- 5% more likely to pay any price for desirable electronics
- 3% more likely to watch television as main source of entertainment
- 17% more likely to have bought a new car
- 4% more likely to trust information on the internet
- 15% more likely to travel somewhere different every time
- 40% more likely to buy video games than music or movies
- 19% more likely to look for a new car every two or three years

Source: NCS/NHCS: Spring 2009 Internal Adults 2 Year Combined (April '07-June '09).

DAYPART VIEWING

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

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 2010/POPULAR ESTABLISHED PROGRAMS

International Fútbol:

Tournaments

- UEFA Champions League
- Copa Santander Libertadores
- Copa Nissan Sudamericana
- InterLiga
- FIFA Club World Cup

Leagues

- Mexican Primera Division
- Argentine Primera A
- Barclays Premier League
- Italian Serie A

Baseball:

Major League Baseball's "Game of the Week" every Saturday at 3:30pm EST
Major League Baseball's All-Star Game, American League Championship Series*,
National League Championship* and World Series

** The ALCS and NLCS Alternate Year-to-Year*

Fight Sports:

- Domestic and International Boxing
- Kickboxing
- Ultimate Fighting Championship (UFC)
- World Extreme Cagefighting (WEC)

Sports News:

Tribuna Fox Sports - This new original show from our studios in Mexico brings the best news, information and analysis from the world of soccer, in particular the Mexican League.

Diario Fox Sports - This news show is broadcast nightly from Mexico City and covers the latest happenings in sporting events from around the world.

Fox Sports Noticias - This daily program, produced in Argentina, is the longest running Spanish-language sports news show in America.



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LEADING NATIONAL ADVERTISERS

Allstate Insurance	Home Depot	State Farm Insurance
Anheuser-Busch	Honda	Subway
Burger King	Lowe's	T-Mobile
Coca-Cola	Mazda	Toyota
Farmers Insurance	McDonald's	Verizon Wireless
Ford Motors	Miller/Coors	Warner Brothers' Pictures
General Motors	Nissan	Western Union
Heineken	Sprint	Wrigley's

NETWORK CONTACTS

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