





CNN EN ESPAÑOL

CNN en Español, CNN's independently produced 24-hour network in Spanish, provides continuous news coverage of major world events, live breaking coverage supported by context and in-depth analysis, worldwide business and financial news, global weather updates, sports and feature programming on such topics as health, technology and entertainment. It is currently available in 25 million cable and DTH households throughout Latin America, and 5 million households across the United States. In its 13 years, the network has set the standard for credible, timely and relevant news coverage that offers viewers a unique way to engage with their world, providing them with all the news, information and actuality they need to stay informed and make smart decisions to secure their futures.

NETWORK PROGRAM FORMAT

Local Avails:	2 minutes per hour
Times:	2 - 60 seconds floating breaks per hour
Insertion Hours:	24 hours per day

NETWORK INFORMATION

Subscribers:	N/A
Service Type:	Network is available for all carriage levels
Satellite Feed:	Live (Single)
Launch Date:	January 2001 (Domestic); March 1997 (International)
Ownership:	Turner Broadcasting System, Inc.

BENEFITS TO ADVERTISERS

1. **Credibility:** CNN en Español's continuous coverage of major world events, live breaking news and in depth analysis is second to none.
2. **Strong Brand Equity:** The network's history in the US and Latin America has established itself as the network of record for U.S. Hispanics.
3. **Compelling Programming:** From live news updates to targeted features programming, CNN en Español offers a rich variety of content to viewers.
4. **Reach:** Like its English-language counterpart, CNN en Español reaches an upscale, educated audience.



RESEARCH

VIEWER TARGETED

Persons: 18-54

VIEWER PROFILE

CNN en Español Adults 18+

	<u>% Comp</u>	<u>Country of Origin</u>	
Median Age:	42	Mexican	52%
Median HH Income:	\$39K	Puerto Rican	7%
HH Income 100K+	10%	Cuban	6%
Speak Spanish in the Home:	80%	South American (not Mexican)	14%
Education: Graduated College +	11%	Central American	12%
Occupation Type: Professional/Managerial:	14%		
Home Ownership:	44%		

Source: Simmons NCS/NCHS Spring 2010, 2 Year-Combined; Base = Adults 18+

VIEWER LIFESTYLE

Indices

- 13% more likely to agree it's important to be well insured-life insurance
- 28% more likely to travel aboard
- 32% more likely to purchase a new car every two or three years
- 44% more likely to try new food products
- 47% more likely to keep up with the latest fashions
- 61% more likely to enjoy shopping of any kind
- 71% more likely to pay more for environmentally friendly products
- 77% more likely to pay anything when it concerns my health
- 110% more likely to try a new diet
- 111% more likely to pay anything for electronic product I want
- 134% more likely to pay anything for good financial advice

Source: Simmons NCS/NCHS Spring 2010 2 Year-Combined. Base + Adults 18+.

DAYPART VIEWING

Please contact CNN en Español directly for information.



PROGRAMMING

PROGRAMMING GENRES: News/Information, Business/Personal Finance, Sports, Health, Lifestyle

VIEWER TARGETED PROGRAMMING

Persons 18-54: *Directo USA*, *CNN México: Perspectivas*, *Aristegui*, *Escenario*, *CLIX*, *Panorama Mundial*, *Mirador Mundial*, *Cala*, *Encuentro*, *NotiMujer*, *Showbiz*, *Documentales*, *Choque de Opiniones*

NEW PROGRAMS FOR 2011/POPULAR ESTABLISHED PROGRAMS

Directo USA - Viewers' direct link to top news events in the United States.

CNN México: Perspectivas - In-depth coverage of the most important news events originating in Mexico.

Aristegui - One on one, in-depth conversations with Mexican and Latin American newsmakers in the fields of politics, government, business, literature and entertainment.

Escenario - The latest buzz from the entertainment capital of the world, with a behind-the-scenes look at today's leading actors, artists, and trendsetters.

CLIX - A fast-paced, cutting edge, trend-tracking exploration of the very latest from the digital world, *Clix* features the latest in technological advances.

NEW PROGRAMS

Panorama Mundial - Global news is front and center in this newscast, which serves as a window on the world for viewers throughout the Americas.

Mirador Mundial - On weekends, *Mirador Mundial* monitors global events, tracking breaking news and covering the elections and other popular movements that change the face of politics around the world.

Cala - What happens when CNN's Ismael Cala sits down with the region's most powerful and provocative newsmaker? People start talking! *Cala* is engaging and entertaining, and he's going to be posing all the questions viewers want to ask.

Encuentro - Hosted by Claudia Palacios, *Encuentro* provides an in-depth look at the issues that affect Latin America and an encounter with the rich traditions, people and culture that make this the region of the future.

NotiMujer - Destination programming for women.

Showbiz - The daily dish on all the celebs and stars.

Documentales - Captivating characters and compelling stories.

Choque de Opiniones - This show brings together opposing viewpoints regarding key issues the U.S. faces in the region. Step into the crossfire as our weekly guests spar in dynamic discussions that are both informative and interesting.



LEADING NATIONAL ADVERTISERS

Please contact CNN en Español directly for information.

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WEBSITE INFORMATION

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Affiliate Website: www.turnerresources.com