

mun2
you're on

mun2 (moon-dos) is the lifestyle cable network for today's culture connectors (C2s) – bicultural Latinos 18-34. As the bilingual network that amplifies the Latino experience, mun2 is culturally-grounded and reflects the best of both worlds – mun2 is uniquely American. From reality to music, on-air to digital, mun2 creates original content across a multi-screen platform. As the only nationally measured bilingual cable network by Nielsen NTI, mun2 has an increased distribution to 35.8 million households, and is a part of the Telemundo Communications Group, a division of NBC Universal.

Source: Nielsen UE; NHI & NH-H, Nov'10

NETWORK PROGRAM FORMAT

Local Avails:	2 minutes per hour
Times:	Breaks occurs within the program
Insertion Hours:	24 hours per day, 7 days a week (2011)

NETWORK INFORMATION

Subscribers:	35.8 million U.S.Homes; 6.9 million U.S. Hispanic Homes Source: Nielsen UE; NHI & NH-H, Nov'10
Service Type:	Digital
Satellite Feed:	Dual
Launch Date:	October 2001
Ownership:	Telemundo Communications Group/NBC Universal

BENEFITS TO ADVERTISERS

mun2 expands your reach and is your marketing partner for today's 18-34 U.S. Latino influencer segment.

1. **Measurement** - Only Nielsen-rated bilingual cable network targeting Latinos 18-34 with proven ratings performance and NTI Subscriber.
2. **Client** - Customized 360-degree advertiser integration opportunities targeting 18-34 Latinos.
3. **Distribution** - mun2 YTY distribution on NTI has grown by +9%.
Source: Nielsen UE: Nov'10 (35.8 million) vs. Nov'09 (32.8 million)
4. **Research** - Ongoing youth research studies to help advertisers define and understand Latino influencer segment.
5. **Content** - Lifestyle programming strategy captures today's bilingual Latinos' interest from music to reality to sports. Over 75% original content.
6. **Viewer** - Multi-screen engagement of viewers via holamun2.com, contests & events.
7. **Association/Affiliation** - Fully integrated within the NBC Universal family of networks.

RESEARCH

VIEWER TARGETED

Primary: 18-34 Bilingual Latino
Secondary: 12-34 Bilingual Latino

VIEWER PROFILE

Median Age:	24	Country of Origin	78% Mexican
Male:	61%	PC % Internet Subscribers:	40% Have PC/Internet Access
Female:	39%	Home Ownership:	38% Own Their Home
Median HH Income:	\$28K	Video Game Owner:	38% Own Video Games
High School Grad/College:	48%		

Source: Nielsen NPower; NHI-H 4Q'10TD (09/27/10-11/07/10); Mon-Sun 6a-2a. Base: P2+

VIEWER LIFESTYLE

mun2 Nielsen HH Sample Characteristics

Age of Head of Household

Less than 35	19.7%
35-54	43.9%
55+	36.5%

Household Size:

One or Two	52.4%
Three	18.0%
Four+	29.9%

Children in the Home:

No child under 18	63.4%
Any child under 18	36.6%

Hispanic Language Class:*

Only Spanish	17.1%
Mostly Spanish	25.8%
Spanish/English	28.7%
Mostly English	16.6%
Only English	11.8%

Territory:

Northeast	25.4%
Central	10.4%
Southeast	16.6%
Southwest	19.2%
Pacific	28.4%

Source: NHI HH Sample Characteristics, Sept'10. *NHI-H HH, Sept'10 for Hispanic Language Class.

DAYPART VIEWING

<u>Daypart</u>			<u>Demographic</u>
Morning	Mon-Fri	8a-12p	Teens, P18-34
Daytime	Mon-Fri	12p-4p	P18-24
Fringe	Mon-Fri	4p-7p	P18-34
Prime	Mon-Fri	7p-11p	P18-34, M18-34
Weekend	Sat-Sun	12p-4p	P18-34, F18-34
	Sat-Sun	4p-7p	P18-34, F18-34
	Sat-Sun	7p-11p	P18-34, M18-34

Source: Nielsen NHI 4Q'10TD (09/27/10-11/07/10).

PROGRAMMING

PROGRAMMING GENRES: Reality, Interactive Entertainment, Lifestyle, Music, Comedy, Sports, Ethnic: Hispanic

VIEWER TARGETED PROGRAMMING

Persons 18-34: *The mun2 Look*, *I Love Jenni*, *WWE Smackdown*, *WWE RAW*, *18 & Over*, *Reventon Countdown*, *Have You Cine*, *Made In 2011*

NEW PROGRAMS FOR 2011/POPULAR ESTABLISHED PROGRAMS

I Love Jenni - *Their Mama, lots of Drama!* Jenni Rivera presents an all-new reality show. Being Jenni Rivera is no easy feat. With 5 children and a new husband, *la diva de la banda* leads a life unlike any other. With her eldest daughter, Chiquis as her right-hand, Jenni's empire is unstoppable. Meet the family that's got the neighbors talking.

18 & Over - *18 & Over* is all-new for 2011! Guad and the crew go LIVE with more of what's hot each week! Crash and Pico join Guad for an upbeat, high energy look at what's happening on the charts and on the screen!

The mun2 Look - YOU make the look! *The mun2 Look* is back for a second season! Inspired by holamun2.com's successful Looks page, *The mun2 Look* celebrates U.S. Latino personal style from the ground up... your style... on air. Join host Paula Garces and renowned stylist, Jorge Ramon, for an interactive look at the hottest trends on and off the runway.

2RSLVJ - Handing over the VJ torch, one artist at a time. *2RSLVJ* (You are the VJ) gets you an inside look at your favorite artists' music hot list. From Daddy Yankee to Enrique Iglesias, find out what songs top their lists! Join guest hosts as they expose what makes them the stars they are today.

Have You Cine? Stay home Friday and make it "movie night" with mun2's *Have You Cine?* *Have You Cine?* is your ticket to some of the best movies from Hollywood and Latin America. From popular blockbusters to stylish indies, these Latino-relevant films will start the weekend right.

Reventón - *Reventón* is the only weekly, one-hour show that counts down the hottest videos of Mexican Regional pop music. Hosted by Yarel *Reventón* reviews your favorite videos of the week, plus special live performances and exclusive artists interviews.

WWE RAW - Pure WWE entertainment! *WWE RAW* is high-energy wrestling featuring the toughest superstars, addictive storylines, and over-the-top characters. Enter the world of WWE and get hooked, slammed and knocked around as *WWE RAW* stars battle it out.

WWE Smackdown - Watch as your favorite WWE wrestlers battle it out in the ring.

The Arena - mun2 brings U.S. Latinos an original and bilingual sports recap show, made for today's culture connectors - *The mun2 Arena*. Every Sunday night tune-in as the *The mun2 Arena* brings you a half-hour of the week's best plays, stories and personalities.

Made In 2011 - Join. Watch. Vote. All November-long, VOTE for the people and events that *MADE your 2011* unforgettable! Tune in all December-long to see what viewers voted as their favorite moments of 2011. This interactive year-in review spans across key mun2 shows like *Reventon Countdown* and *18 & Over*. What *Made* viewers "sweat" or "gossip"? Watch to find out!

Music Blocks

MORNING BREATH - *The hottest videos to start your day!* "Morning Breath" is your eclectic video playlist of the hottest hits! Artists include: Enrique Iglesias, Daddy Yankee, Black Eyed Peas, and Chayanne.

AL CIEN 100% - *Pura Música Regional*. Mexico's best música regional, for the U.S. bicultural audience, featuring established artists along with the street scenes' hottest new artists. Artists include: Gerardo Ortiz, Larry Hernandez, Banda el Recodo and Los Exterminadores.

L'CREME - *The Best of the Best*. The choicest English and Spanish urban hits make up this exclusive music block featuring the latest in reggaeton and hip hop. Artists include: Wisin y Yandel, Lady Gaga, Pitbull and Aventura.

MY 5 FAVORITOS - *The most requested list!* The top 5 most sought-after videos of the week, tallied on holamun2.com. The viewer decides!

UNWIND - *The day's coming to an end, but we're just getting started!* Late night music block featuring an ensemble mix of hits that'll keep you hopping till dawn. From Electronica to Rock, from Reggaeton and Hip-hop to Alternative.

URBAN TIP - *Hip Hoppers, represent!* Created for Hip Hop enthusiasts, it's the freshest mix of videos from la calle! Artists include: Rick Ross, Coscuella, Big Boi, Ludacris and Nicki Minaj.

LA BARBACOA - *Weekends are meant to sizzle!* The weekend's "most requested" videos along with the top selling hits. The newest club hits and anthems, from Reggaeton, Hip-hop, Pop and more. Artists include: Wisin y Yandel, Jay-z, Tito el Bambino, Bruno Mars and Don Omar.

BARBACOA CLASSICS - *All new things have a past!* Celebrating the last 5 years of music videos, it's a mix of the videos that had an impact and defined a generation. Artist's include: Gwen Stefani, Daddy Yankee, Justin Timberlake, Flex and Beyonce.

PARTY MIX - *Spinning hotter than ever!* Celebrating clubland djs with videos meant to make you dance Artists include: Enrique Iglesias, Far East Movement, Chino y Nacho, Usher and Don Omar.

DELICIOUS - *Top 40 Hits Made Sweeter!* Artists include: Justin Bieber, Belanova, Selena Gomez, Paulina Goto and Taylor Swift.

S.M.B. - *Salsa, Meregue, Bachata* mun2 gets tropical! Artists include: Prince Royce, 24 horas, Marc Anthony and Juan Luis Guerra.

Digital/Website Overview - mun2.tv

Social networking with a TV twist. Log on to mun2.tv and interact with friends, mun2 VJs and some of your favorite people. Featuring exclusive fan interviews, entertainment, news y muchas más. mun2.tv keeps YOU in the know and creating the new.



MUN2

LEADING NATIONAL ADVERTISERS

Please contact mun2 directly for information.

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WEBSITE INFORMATION

Consumer Website: www.mun2.tv