

acv

NETWORK



2014 Media Kit

Miami - Ft. Lauderdale DMA

About The Company

America CV Network LLC is a private independent company based in Hialeah Gardens, FL. America CV Network utilizes a combination of television and digital operations to reach Hispanic consumers in the United States. The company owns and operates 5 broadcast television stations in 3 markets. In 2014, America CV Network produces and broadcasts six local newscasts, seven entertainment programs and four programs of current affairs and opinion.



América CV Network's 85,000 Sq. Ft. headquarters in Hialeah Gardens, FL

The company's flagship station, **América Tevé**, was founded in 1999 by Omar Romay, its current CEO and President. Romay arrived in Miami with the hopes of building a station that would respond to the needs of the Hispanic community in the United States. Today, that dream is a reality and América Tevé is South Florida's #1 independent Spanish station. Thanks to its cable and satellite distribution and HD capability in its signal via antenna, América Tevé maintains constant levels of audience growth, even surpassing established English and Spanish national networks in several demographic segments, according to The Nielsen Company.

Additionally, America CV Network owns the affiliate stations of **MundoFox** network in New York and Puerto Rico and launched its new station **Teveo** in Miami on January 28th 2013.

Most recently, América CV Network was recognized by the Suncoast Regional Chapter of the National Academy of Television with **twenty-two Emmy Awards®** in eleven categories, becoming the station with the most awards in the region. When it comes to the number of statuettes, America Teve has achieved a solid growth throughout the latest editions of the awards. In 2012, America Teve received 16 statuettes in 9 categories and in 2011, 11 statuettes in 4 categories. The Suncoast Chapter of the National Academy of Television Arts and Sciences comprises the television markets in the entire State of Florida; Alexandria, Baton Rouge, Lafayette, Lake Charles and New Orleans, Louisiana; Mobile, Alabama; Thomasville, Georgia and Puerto Rico.



Mr. Omar Romay celebrates the inauguration of the facilities in Hialeah Gardens with friends, family and employees. [2005]



Demographics

Miami-Ft. Lauderdale DMA

Hispanic Market Rank (DMA)	#3
Hispanic Population	2,077,177
Hispanic Households	699,868
TV Household Penetration	98%
Median Hispanic Household Income	\$45,127

- Miami/Fort Lauderdale is the **third largest Hispanic Market** in population and is ranked **#1** in household income, making it the **most affluent Hispanic Market** in the country.

2010 Hispanic Population %

Hispanic Population (DMA)	48%
Miami-Dade County	65%
Broward County	25%
Monroe County	21%

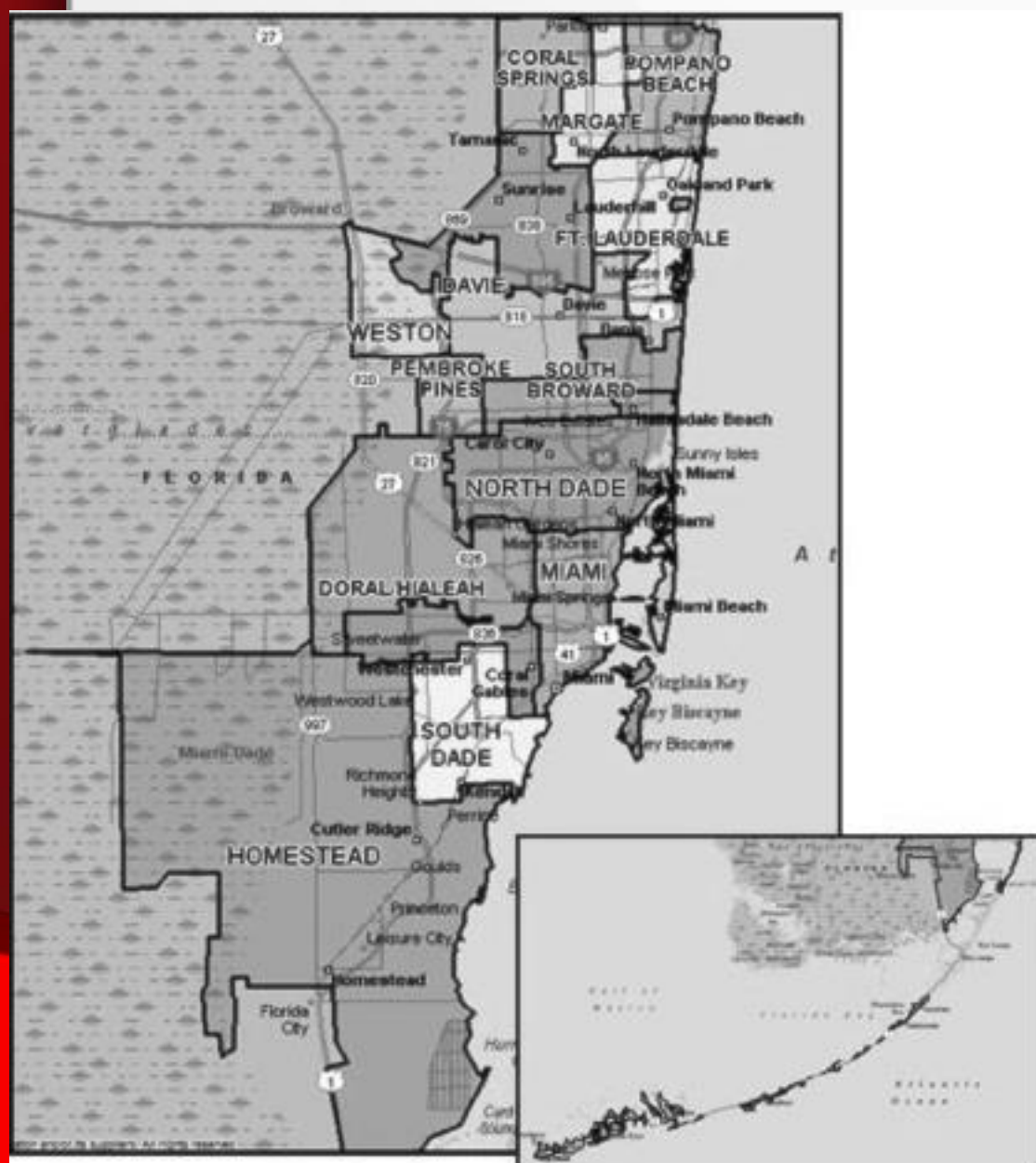
Country of Origin

Cuban	840,147	45.2%
Puerto Rican	159,211	8.6%
Colombian	154,856	8.3%
Nicaraguan	106,080	5.7%
Dominican	78,042	4.2%
Mexican	74,392	4.0%
Other Hispanic	445,878	24.0%

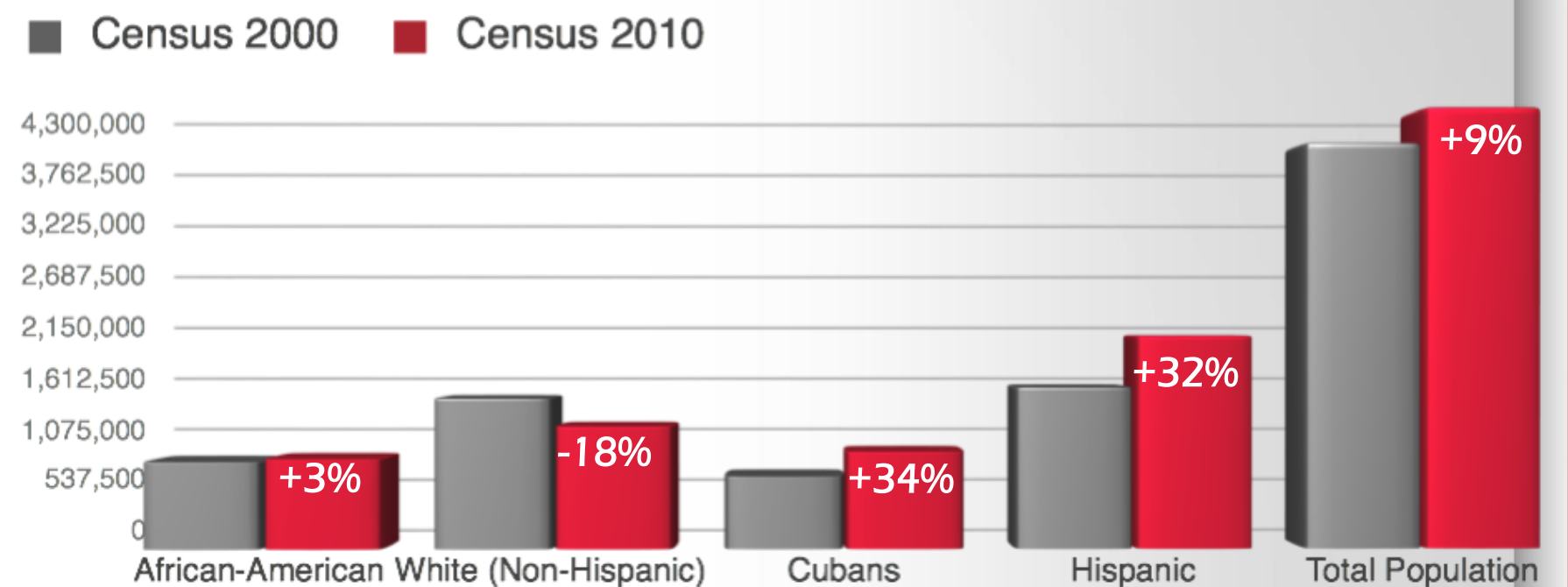
- More than half** of the 2 million Hispanics living in the Dade & Broward Counties are from countries in South and Central America and the Caribbean, with only 4% coming from Mexico.

Source: Census 2010 vs. 2000 | American Fact Finder | U.S. Census Bureau.

America CV Network | Coverage Area



In 2010, Hispanics grew +32% and broke the 2 Million mark!



Cubans registered the highest growth: +34%

- 44,000 Cuban migrants** arrived in the United States in the fiscal year that ended **September 30, 2013** - the **highest total since 1994** and 10% more than the estimated 40,000 arrivals in the previous year.
- Cuban refugee arrivals** recorded by Florida Department of Health clinics in Miami-Dade increased **20% in June 2013**, compared to that month's average over the previous three years.
- 29,927** Received **U.S. visitor visas** during FY13, compared to 14,362 in FY12.
- 226,877** traveled abroad in the first 10 months after the January 14 migration reforms in Cuba, compared to 167,684 in the same period in 2012.

Source: Miami Herald Dec 9, 2013 "A sudden surge in Cuban migrants"

America CV Network | Miami DMA Media Properties & Distribution



WFUN 48.1 North Miami
WJAN 41.1 South Miami
Comcast Dade 12
Comcast Broward 15
Atlantic Broadband 17
At&t Uverse 48
Direct TV 41
Dish 41



WFUN 48.2 Miami North Miami
WJAN 41.2 Miami South Miami
Comcast 82
Atlantic Broadband 3
At&t Uverse 41

america **tevé**.com

Reach & Viewership Summary

The Miami-Ft. Lauderdale Market

The New "General Market" Miami - Ft. Lauderdale DMA



● Top 6 Spanish Stations

50%



● Top 6 English Stations

50%

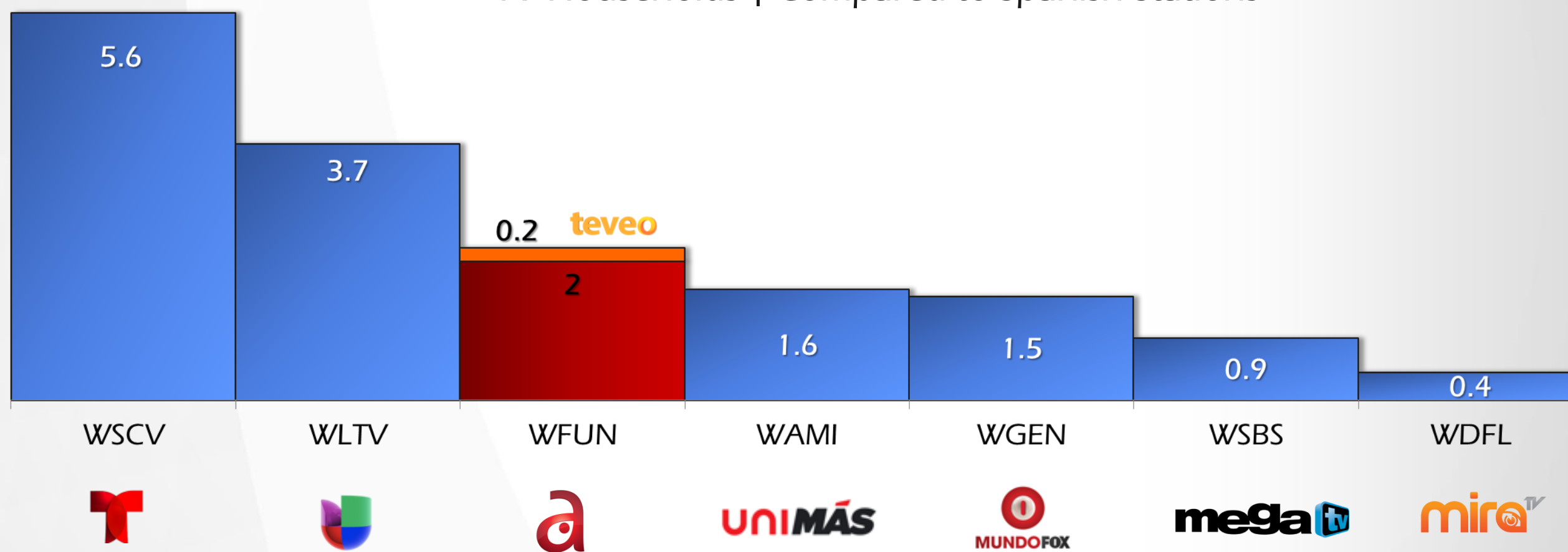


Are your advertising dollars following the audience?

Source: NSI May, 2014 | M-F/ 5PM -11PM | TVHH

America CV Network

Book after book, among the top three! TV Households | Compared to Spanish Stations



Source: NSI Sept, 2014 | M-F/ 7PM -11PM | TVHH

Solid Prime Time Ratings!

TV Households | Compared to English Stations.



Source: NSI Sept, 2014 | M-F/ 7PM -11PM | TVHH

Entertainment Shows

Coming This January!

Café America

Monday - Friday 8AM | 120 Min



As if Miami's sun isn't bright enough, a new morning show comes to illuminate your mornings. Café America will bring news, advice and best of all humor to start your day in a positive light. Focusing on the needs of the Miami community, Café America provides the right mix, clarito o oscuro?



Agárrese Quién Pueda [Hold On If You Can]

Hosts: Carolina Laursen, Kary Bernal and Javier Ceriani.

Monday - Friday 3PM | 60 Min



Controversy, daring topics, polemic gossip and the latest news from A list celebrities! Agárrese Quién Pueda is the new hot program from América Tevé, where gossip and the hottest stories will be analyzed and commented by our panel of experienced entertainment journalists.



Minuto de Fama [Minute of Fame]

Hosts: Ari Pinelli, Juan de Alba, and Kary Bernal

Monday - Friday 6:30PM | 30 Min



Minuto de Fama will give the opportunity to one of the 12 participants who were chosen from hundreds of applicants. This first-of-its-kind reality competition will show 12 aspiring professional artists who have not yet had their big break and give viewers the chance to select Latin music's next big superstar!



TN3 Todas Las Noches 3 [Every Night Three]

Hosts: Carlos Otero, Nadia Rowinsky and Bonco

Monday - Friday 9PM | 60 Min



TN3 takes comedy and entertainment to a new level with a team of three local stars: Carlos Otero, Nadia Rowinski and Bonco. TN3 features special guests, musical segments, comedy, live house band, and the brazen entertainment that is making a difference in Miami's Spanish TV nights.



Sala De Justicia [Justice Room]

Host: Mery De Los Rios

Monday - Friday 2PM | 60 Min



The new TV show where all types of cases are presented ...from accidents, fraud, divorce, mal practice as well as family, labor and love disputes. In Sala de Justicia, participants share their claim with the audience where they will be moved and surprised all at the same time.



Arrebatados [Out of Control]

Host: Maria Laria

Monday - Friday 4PM | 60 Min



"Arrebatados" is the preferred forum for viewers to escape from their everyday life. They are joined by a panel of guest who share their controversial opinions about political, social issues, current events and culture in lively debates



El Happy Hour

Host: Carlucho

Monday - Friday 7PM | 60 Min



A live variety show featuring celebrity interviews, sketch comedy, and live musical performances that speak directly to Miami's diverse Hispanic audience. Comedian Carlucho will surprise you with his irreverent take on the news of the day, exciting guests, his amazing live house band and his beautiful singers and dancers.



Dante Night Show

Hosts: Dante Gebel

Monday - Friday 11:30PM | 30Min



The latenight format arrives to Miami's Spanish TV. Dante Gebel delights our nights with daily monologue, entertaining interviews, music, humor and a reflection segment that will touch your heart.

News Programs



AN5 [América Noticias 5pm]

Anchors: Yossie Galindo and Juan Manuel Cao

Monday - Friday 5PM | 60 Minutes



AN6 [América Noticias 6pm]

Anchors: Yelenis Reina and Alejandra Molina

Monday - Friday 6PM | 30 Minutes



One hour earlier than the rest, AN5 features the best team of newscasters in South Florida; delivering live, fast-breaking coverage that South Floridians count on daily.



A fast paced half hour newscast presented by Emmy award winning female journalists, AN6 delivers the latest breaking news, weather, sport and entertainment news in a modern studio setting.



AN7 [América Noticias 7pm]

Anchors: Yelenis Reina and Nara Roza

Monday - Friday 7PM | 60 Minutes



The only Spanish newscast in Miami at 7pm AN7 is an original program on Teveo. Current affairs, weather, sports and more, hosted by an award winning team of female journalists.



AN8 [América Noticias 8pm]

Anchors: Luisiana Rios

Monday - Friday 8PM | 60 Minutes



The only Spanish newscast in Miami at 8pm AN8 is an original program on Teveo. Experienced journalist Luisiana Rios presents investigative reports and analyzes current events with a touch of humanity.



AN10 [América Noticias 10pm]

Anchors: Felix Guillermo and Alejandra Molina

Monday - Friday 10PM | 30 Minutes



AN10 South Florida tunes into journalistic excellence and professionalism with our late edition newscast. AN10 renews America CV Network's commitment to keep the Miami Hispanic Community informed, one hour earlier than the rest, with the finest journalistic tradition.



Al Cierre [América Noticias 11pm]

Anchors: Luisiana Rios

Monday - Friday 11PM | 30 Minutes



Luisiana Rios is the anchor of Al Cierre, América Noticias late newscast at 11pm. This Emmy award winning renowned Venezuelan journalist takes on the local, national and international news with a fresh and young twist.



SEVCEC aFondo

A Fondo *[In Depth]*

Host: Pedro Sevcec
Monday - Friday 8PM | 60 Minutes

Hosted by Pedro Sevcec, one of the most credible and influential journalist in South Florida, A Fondo offers a comprehensive analysis of local and international news without censorship. Relevant figures of the local, national, and international communities share their opinions about politics, social issues, and culture.

Throughout his career, this award-winning journalist has interviewed numerous presidents and famous world leaders. He has also covered major news events worldwide, including the invasion of Panama, the fall of the Berlin Wall, the wars in Nicaragua and El Salvador, the attacks of September 11 and the war in Iraq, among others.



EL ESPEJO

El Espejo *[The Mirror]*

Host: Juan Manuel Cao
Monday - Friday 10:30PM | 30 Minutes

Juan Manuel Cao is the host of El Espejo. Throughout his career, this acclaimed and award-winning journalist and anchor has covered major national and local news events. A familiar face on América Tevé, Cao is committed to the best and most current news analysis and debate, focusing mostly on national, regional, and international events.



A Mano Limpia *[With Clean Hands]*

Host: Felix Guillermo
Monday - Friday 9PM | 60 Minutes

A Mano Limpia offers a comprehensive analysis of local and international news without censorship. Relevant figures of the local, national, and international communities share their opinions about politics, social issues, and culture.



Weekend Programming



Clave Guajira

Saturdays 7pm
Cuban Folkloric Poets and Artists



Lo Mejor De El Happy Hour

Saturdays 8pm
The best of El Happy Hour featuring comedian Carlucho and his irreverent take on the news of the day, exciting guests, his amazing live house band and his beautiful singers and dancers.



Lo Mejor de TN3

Saturdays 9pm
The best of TN3 featuring special guests, musical segments, comedy, live house band, and the brazen entertainment that is making a difference in Miami's Spanish TV nights.



AQP Hot

Saturdays 9pm
The program covers the hottest stories brought to you by our experienced entertainment journalists. Fill your Saturday nights with red hot sizzle.



La Casa De Carlos

Sundays 7pm
The best from Cuban comedian Carlos Otero and a cast of experienced and renowned comedy actors.



La Mirada Indiscreta

Sundays 8pm
La Mirada Indiscreta is an informative television program that talks about Cuban movies, history, and films that other filmmakers from foreign nations have made about and inside Cuba.



Casados Y Algo Mas

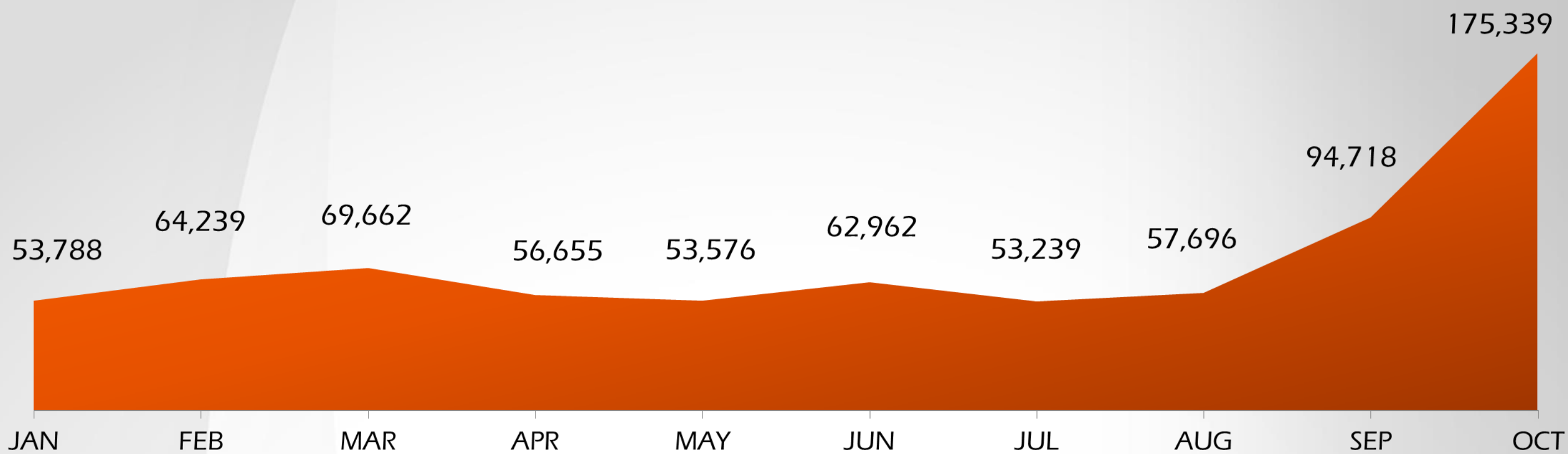
Sundays 9pm
The best comedy and brazen entertainment of Miami.



La Casa De Carlos

Sundays 7pm
An explosion of laughter hosted by two great Argentine comedians, along with a bevy of beautiful models, who are coming in... "Explosives"!

Web Stats

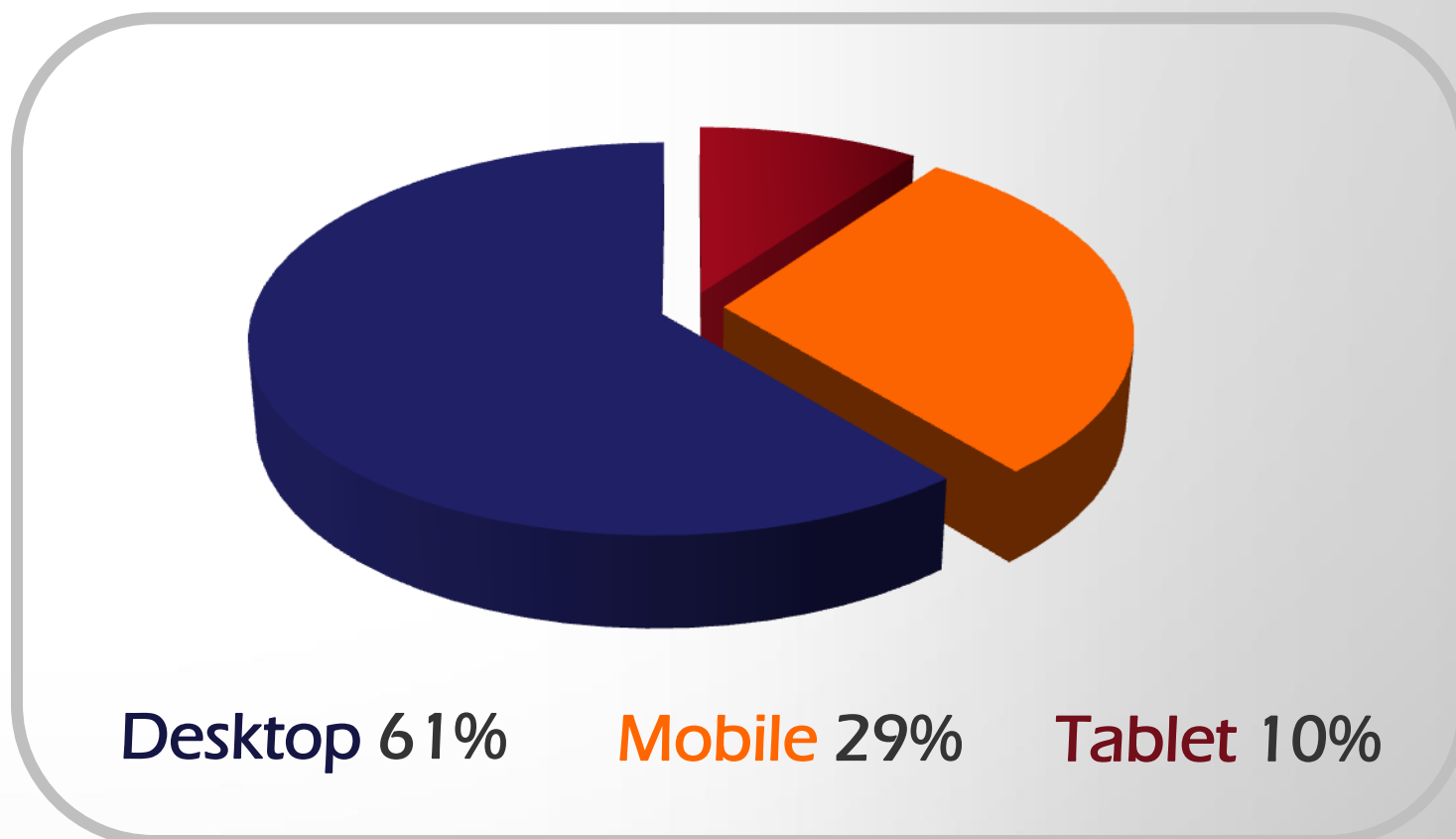


Sessions	Users
1,657,383	657,599
Page Views	Avg Session Duration
3,570,952	3:42



Official Social Media Handles

URL 	 Likes
facebook.com/amicateve	19,578
facebook.com/americanoticiastv	10,940
facebook.com/showAQP	793
facebook.com/arreatados	5,955
facebook.com/minutodefama	7,255
facebook.com/elhappyhourtv	5,097
facebook.com/sevcecafono	2,305
facebook.com/amanolimpia	4,036
facebook.com/tn3show	11,928
facebook.com/elespejoteve	1,623



URL	Followers
@amicateve	10,200
@noticias_41	2,847
Instagram	2,366
AmericaTeVeCanal41	40,735



Source: Google Analytics, October 29, 2014.

Special Products

Program Integrations

Program Integrations allow us to place and reinforce your brand around the talent and the content of an specific show. Your brand will be part of the programming and our talent will drive your desired call to action (phone calls, visits to your website, etc).

Definitions

- **Live Integration:** live branding message embedded within a show's programming
- **Endorsements:** live endorsements delivered by a show's host
- **First Spot in Break Live:** first spot in break delivered by a live announcer
- **First Spot in Break:** first spot (taped) in commercial pod

Live Integrations Formats

- 90 Seconds Live Integration
- 60 Seconds Live Integration
- 30 Seconds Live Integration
- 15 Seconds Endorsement

Integrated Programs on América Tevé:



ARREBATADOS



SEVCEC
aFondo



EL ESPEJO

First in Break

- First spot in Break Live
- First spot in Break Taped



Integrated Programs on Teveo:



Live TV Remotes

Imagine the power of Radio + the reach of Television! **We are the first and only television station in South Florida to offer Live Television Remotes!**

With a Live America Teve Remote your brand will have LIVE cut-ins from your locations or events. Our talent and journalists are available to host your remote and drive your call to action. We will be on-site for a minimum of 2½ hours. We offer Live TV Remote packages that include a :15' Promo Schedule on America Teve that will build sizzle and will let viewers know that we will be broadcasting live from your location or event.



America Teve Programming

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Time	Saturday	Sunday
5am - 2pm	INFOMERCIALS					5am-7am	INFOMERCIALS	INFOMERCIALS
2pm	SALA DE JUSTICIA - COURT SHOW					7am	CASA VOLADORA	CASA VOLADORA
3pm	AGARRESE QUIEN PUEDA - ENTERTAINMENT					7:30am	SUPER LIBRO	SUPER LIBRO
4pm	ARREBATADOS - TALK FORUM					8am	AGUA VIVA	AGUA VIVA
5pm	AN5 - NEWSCAST					8:30am - 7pm	INFOMERCIALS	INFOMERCIALS
6pm	AN6 - NEWSCAST							
6:30pm	MINUTO DE FAMA - VARIETY SHOW					7pm	CLAVE GUAJIRA	LA CASA DE CARLOS
7pm	EL HAPPY HOUR - ENTERTAINMENT					8pm	LO MEJOR DE EL HAPPY HOUR	LA MIRADA INDISCRETA
8pm	A FONDO - NEWS ANALYSIS					9pm	LO MEJOR DE TN3	CASADOS Y ALGO MAS
9pm	TN3 - ENTERTAINMENT					10pm	AQP HOT	EXPLOSIVOS
10pm	AN10 - NEWSCAST							
10:30pm	EL ESPEJO - NEWS ANALYSIS					11pm - 5am	INFOMERCIALS	INFOMERCIALS
11pm	AL CIERRE - NEWSCAST							
11:30pm	DANTE NIGHT SHOW - ENTERTAINMENT							
12am-5am	INFOMERCIALS							

Teveo Programming

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Time	Saturday	Sunday
5am	INFOMERCIALS					5am	INFOMERCIALS	INFOMERCIALS
6am	AN6 -NEWSCAST- (Previous Day Re-Run)							
6:30 am	AL CIERRE -NEWSCAST- (Previous Day Re-Run)							
7am	AN7 -NEWSCAST- (Previous Day Re-Run)					7am	CASA VOLADORA	CASA VOLADORA
8am	AN8 - NEWSCAST- (Previous Day Re-Run)					7:30am	SUPER LIBRO	SUPER LIBRO
9am	INFOMERCIALS					8am	AGUA VIVA	AGUA VIVA
12pm	A MANO LIMPIA (Previous Day Re-Run)					8:30am-7pm	INFOMERCIALS	INFOMERCIALS
1pm	EL ESPEJO (Previous Day Re-Run)							
1:30 pm	INFOMERCIALS							
5pm	AN5 -NEWSCAST							
6pm	AN6 -NEWSCAST							
6:30pm	AN6 -NEWSCAST					7pm	MEJOR DE ARREBATADOS	MEJOR DE ARREBATADOS
7pm	AN7 - NEWSCAST (Original TEVEO Programming)					8pm	MEJOR DE A FONDO	MEJOR DE A FONDO
8pm	AN8 -NEWSCAST (Original TEVEO Programming)					9pm	MEJOR DE A MANO LIMPIA	MEJOR DE A MANO LIMPIA
9pm	A MANO LIMPIA -(Original TEVEO Programming)					9:30pm		
10pm	AN10 -NEWSCAST					10pm	MEJOR DE EL ESPEJO	MEJOR DE EL ESPEJO
10:30pm	EL ESPEJO -NEWS ANALYSIS					10:30pm		
11pm	AL CIERRE -NEWSCAST					11pm	INFOMERCIALS	INFOMERCIALS
11:30pm	AL CIERRE -NEWSCAST					11:30pm		
12am - 5am	INFOMERCIALS					12am - 5am		



Thank You