

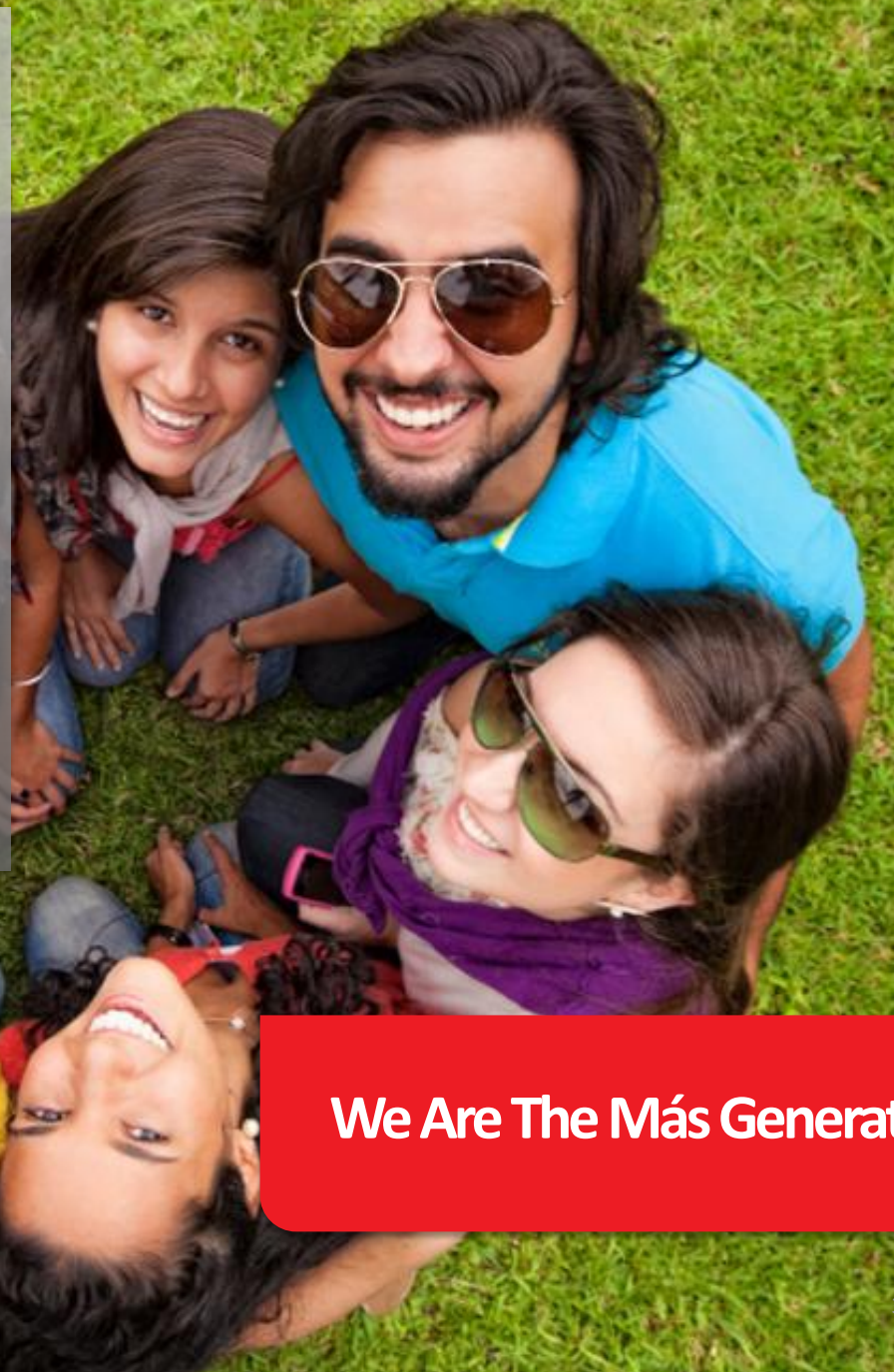
**The UniMás
network
was developed
especially for
young Hispanics.
It brings a
surprising and
fresh perspective
to Spanish-
language television
with content
geared to a
younger bicultural
audience.**

Meet The Audience: “The Más Generation”

- 1 out of every 3 viewers are ages 18-49
- 44% of Adults 18-49 are Bilingual
- More Kids – 64% of A18-49 have at least one person under the age of 18 in their HHLD
- 37% of A18-49 have kids under the age of 12 in their HHLD



- We grew up in the U.S. but our parents are from Latin America.
- Univision was always on in our houses.
- When we're not watching TV, we like going to the movies.
- Our phones are command central.
- We tweet all the time.
- We're proud to be Hispanic, but we're definitely American.
- We are product junkies.
- Looking good is key for our overall image.



We Are The Más Generation.

Más Consumption

A18-49

Technology



93%
own a smart phone
56% own a tablet

Entertainment



30%
Watch a
movie on
opening weekend

Sports



49%
Typically
watch sports

Restaurants



98%
Have used a
restaurant in the
past month

Source: Scarborough Miami, FL Release 2 Total(Aug 2014-Jul 2015) Base A18-49 Among WAMI prime time viewers.
Prime defined as M-Sat 8-11p, Sun 7-11p

Más Influence

98% of UniMás viewers have used a social networking site in the past month

- **68%** used



- **40%** used



- **72%** used



Source: Scarborough Miami, FL Release 2 Total(Aug 2014-Jul 2015) Base A18-49 Among WAMI prime time viewers.
Prime defined as M-Sat 8-11p, Sun 7-11p



UniMás is the home for **thrilling and dramatic primetime series, Hollywood movies and sports** that stand their own ground with an **unexpected, fresh perspective on Spanish-language entertainment.**

Niño Santo

Holy Child

A popular Mexican drama created by Mauricio Katz, Pedro Peirano and Pablo Cruz and executive produced by Cruz, Diego Luna and Gael García Bernal, *Niño Santo* follows a group of young doctors sent to a remote village to vaccinate the locals, where they encounter an unusual cult headed by an enigmatic faith healer. The curiosity of the doctors leads them to become involved with this group in the name of science. As they witness Nino's "miracles," they begin to weigh scientific impossibility against the possibility of faith.



- Cast: Karla Souza, José María Tavira, Francisco de la Reguera
- 10PM Sundays (beginning 9/20/15)

Vecinos

Neighbors

- Starring Robinson Diaz & Flora Martinez
- Premiered May 18th, 2015



The lighthearted comedic novela “Vecinos” tells the story of residents of an apartment building and their relationships with one another. At the heart of the show is Oscar, a humble man who is deeply in love with his neighbor Tatiana, despite the fact that they are of different social classes. Getting in the way is Jessica, an ambitious woman trying to marry Oscar because of his newfound lottery winnings.

Hasta Que el Dinero Nos Separe For Love or Money

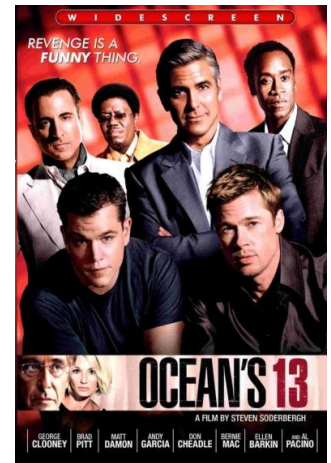
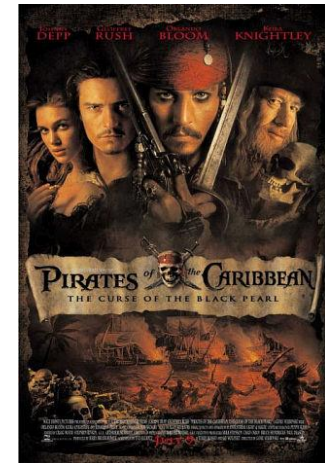
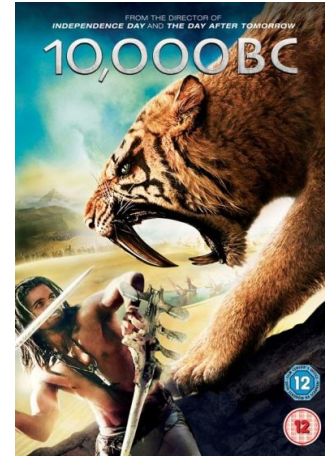
“Hasta Que El Dinero Nos Separe” (For Love of Money) is the compelling novela in which a sudden accident changes the lives of two people. Thrown into a whirlwind of clashing emotions, unexpected events force them to choose which is stronger, love or money.



Más Movies on UniMás

Hispanic America loves movies and UniMás features blockbuster Hollywood entertainment at its best. From action films, to crime dramas, to comedies – expect a new title every night.

- *Cineplex: Action/Adventure*
- *CineMás: Deluxe feature presentation*
- *Cine de las Estrellas: Double feature*
- *Cinescape: Weekend triple feature*
- *Cine Cantinflas: Classic movies*
- *Cine en Familia: Movies for all ages to enjoy*



Sólo Boxeo

Just Boxing

In a partnership with Oscar de la Hoya's Golden Boy Promotions – and the country's top promoters –*Sólo Boxeo Tecate* presents the raw talent of the best up-and-coming Hispanic and Latin American boxers.

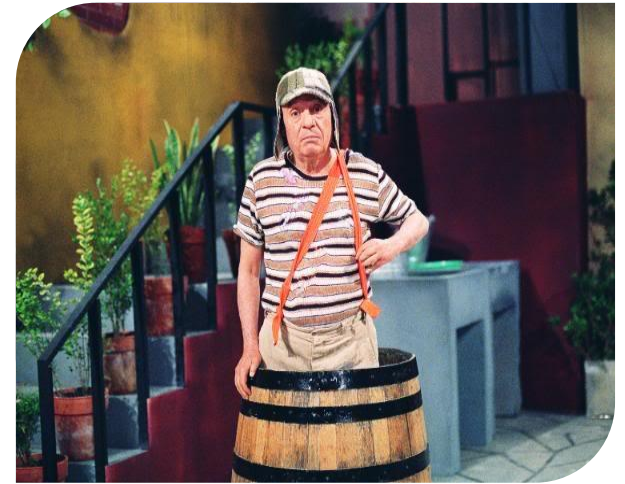
- 40+ original fights inclusive in 52 weeks of boxing action
- Broadcast from the top boxing venues in the U.S.--Fantasy Springs Casino (Indio, CA), Tropicana Resort (Las Vegas, NV), Casino del Sol (Tucson, AZ) and the Paradise Theater (Bronx, NY)



El Chavo

The Boy

This classic beloved sitcom centers around the adventures of *El Chavo*--a young orphan played by the show's creator, Mexican comedian and TV producer Roberto Gomez Bolaños-- and other children and adults that live within the same apartment complex. Its humor style relies heavily on physical comedy, and dealing with improbable and exaggerated situations.



- It is the most popular sitcom in the history of Mexican television reaching 350 million viewers worldwide
- Many current Mexican and Latin American colloquialisms originated from the series

Laura

In a new stage of her career as a journalist, Laura Bozzo offers empowering solutions to her guests' problems in a talk show that promotes family union as a base for society.

- On Televisa, *Laura* beats TV Azteca with 4+ rating points
- A task force of psychologists and lawyers is assigned to follow up on the featured cases
- Problem-Solution focused

Laura



Casos de Familia

Family Cases

Daily talk show helping families move past fallouts to find resolution. Families take the stage to explain their problems and receive advice from host Tere Marin. Expect tears, confessions, joy and much more in a show that puts family first.



Mexican National Team & U.S. National Team

UniMás is the home of international matchups for both the Mexican National Team (MNT) and the U.S. National Team (USMNT).

MNT, nicknamed “El Tri,” and USMNT, dubbed “Equipo de Todos” (The team for everyone), have a massive following of fans in the U.S. who don’t miss a single game!

- Aired live



La C.Q.

The Constantino Quijano High School

The “C.Q.” chronicles the adventures of eight high school students who, with their unusual experiences and pranks, will make kids and adults burst into laughter. The students find first loves, vie to win the science fair, and discover the true meaning of friendship.

- Starring Emiliano Flores, Ale Muller, Harold Azuara, and Benny Emmanuel



Liga MX

The NFL for Hispanic Men

Liga MX is the most watched soccer league in America.

It's the live sports event that brings friends and families together week in and week out to cheer on their home team, no matter where they may live.

Univision now has home broadcast rights for 12 of the 18 Liga MX teams, and those teams have won 22 of the last 24 league titles, dating back to 2001. Liga MX keeps scoring ratings goals, consistently ranking at the top of all sports events in the US.



Major League Soccer

MLS has experienced strong and consistent growth in both attendance and popularity that has fueled an expansion from 10 clubs to 19.

Univision networks are the Spanish-language home of MLS. And we're committed to serving our viewers by airing the best matchups from key Hispanic markets – teams like the Los Angeles Galaxy, Chivas USA (L.A.), Houston Dynamo, Chicago Fire, San Jose Earthquakes, and New York Red Bulls.

- Aired live



Formula 1

Relevant Racing for Hispanics



Formula One is considered the world's most popular, most prestigious, fastest racing series and has remained the pinnacle of the international racing world since it began in 1950.

F1 season format:

- 20 Grand Prix races in some of the world's most well-known cities
- 20 drivers – 6 of them Latino – racing after 1 title: World Champion

2015 brings sports fans the 66th Formula One World Championship. Racing's storied past comes together with tomorrow's technology and is placed in the hands of world-class athletes. This is F1.

Passes. Crashes. Risks. Speed. Points. Daring.
Gentlemen, start your engines.

- Aired live



Fútbol Central

Soccer Central

A best-in-class soccer studio pre-game show that provides unmatched coverage of the games ahead. Think of it as “The NFL Today” for fútbol – but on more days, covering multiple leagues.



LA VIUDA NEGRA II

Coming 2016



- Marketers want to reach younger Hispanics
- Younger Hispanics want an alternative
 - UniMás Provides a solution



APPENDIX

WAMI out-delivers the competition in key dayparts

November 2015 NSI Sweep (10/29/15-11/25/15), Average Audience, Adults 18-49

Early Morning News

M-F/7a-8a

Stations	(000)
69 WAMI UMA	4
33 WBFS IND	1
48 WFUN IND	1
39 WSFL CW	1
41 WJAN IND	0
22 WSBS IND	0
8 WGEN MMX	0

Morning

M-F/8a-10a

Stations	(000)
69 WAMI UMA	4
39 WSFL CW	2
33 WBFS IND	2
48 WFUN IND	0
41 WJAN IND	0
22 WSBS IND	0
8 WGEN MMX	0

Daytime

M-F/10a-4p

Stations	(000)
39 WSFL CW	4
69 WAMI UMA	2
33 WBFS IND	2
8 WGEN MMX	1
48 WFUN IND	0
41 WJAN IND	0
22 WSBS IND	0

6p-7p

M-F/6p-7p

Stations	(000)
33 WBFS IND	10
69 WAMI UMA	9
48 WFUN IND	7
39 WSFL CW	5
8 WGEN MMX	4
41 WJAN IND	0
22 WSBS IND	0

Prime

M-Sat 8p-11p/Sun 7p-11p

Stations	(000)
8 WGEN MMX	17
69 WAMI UMA	13
39 WSFL CW	8
48 WFUN IND	5
33 WBFS IND	5
22 WSBS IND	4
41 WJAN IND	0

11p News

M-F 11p-11:30p

Stations	(000)
69 WAMI UMA	3
33 WBFS IND	2
39 WSFL CW	1
48 WFUN IND	0
41 WJAN IND	0
22 WSBS IND	0
8 WGEN MMX	0

Weekend

Sat-Sun 4p-6p

Stations	(000)
69 WAMI UMA	9
39 WSFL CW	2
33 WBFS IND	2
22 WSBS IND	1
8 WGEN MMX	1
48 WFUN IND	0
41 WJAN IND	0

Weekend

Sat-Sun 7p-11p

Stations	(000)
69 WAMI UMA	14
33 WBFS IND	5
8 WGEN MMX	4
48 WFUN IND	3
39 WSFL CW	3
22 WSBS IND	1
41 WJAN IND	0

UniMás Out –Delivers the Competition!

November 2015 Sweep: WAMI vs. Competing broadcast stations, Adults 18-49

Total Day - M-Sun 6a-2a


uniMÁS 6,000 A25-54
MIAMI

UniMásout delivers:



Prime Time - M-Sat 8p-11p/Sun 7p-11p


uniMÁS 13,000 A25-54
MIAMI

UniMásout delivers:



WAMI out-delivers the competition in key dayparts

November 2015 NSI Sweep (10/29/15-11/25/15), Average Audience, Adults 25-54

Early Morning News

M-F/7a-8a

Stations	(000)
69 WAMI UMA	7
33 WBFS IND	2
48 WFUN IND	1
39 WSFL CW	1
41 WJAN IND	0
22 WSBS IND	0
8 WGEN MMX	0

Morning

M-F/8a-10a

Stations	(000)
69 WAMI UMA	5
39 WSFL CW	2
33 WBFS IND	2
8 WGEN MMX	1
48 WFUN IND	0
41 WJAN IND	0
22 WSBS IND	0

Daytime

M-F/10a-4p

Stations	(000)
39 WSFL CW	4
69 WAMI UMA	3
33 WBFS IND	2
8 WGEN MMX	1
48 WFUN IND	0
41 WJAN IND	0
22 WSBS IND	0

6p-7p

M-F/6p-7p

Stations	(000)
33 WBFS IND	11
69 WAMI UMA	7
48 WFUN IND	7
8 WGEN MMX	6
39 WSFL CW	6
22 WSBS IND	1
41 WJAN IND	0

Prime

M-Sat 8p-11p/Sun 7p-11p

Stations	(000)
8 WGEN MMX	23
69 WAMI UMA	13
39 WSFL CW	9
48 WFUN IND	5
22 WSBS IND	5
33 WBFS IND	5
41 WJAN IND	1

11p News

M-F 11p-11:30p

Stations	(000)
69 WAMI UMA	4
39 WSFL CW	2
33 WBFS IND	2
48 WFUN IND	1
41 WJAN IND	0
22 WSBS IND	0
8 WGEN MMX	0

Weekend

Sat-Sun 4p-6p

Stations	(000)
69 WAMI UMA	10
39 WSFL CW	2
33 WBFS IND	2
22 WSBS IND	1
8 WGEN MMX	1
48 WFUN IND	0
41 WJAN IND	0

Weekend

Sat-Sun 7p-11p

Stations	(000)
69 WAMI UMA	14
33 WBFS IND	6
8 WGEN MMX	4
39 WSFL CW	4
48 WFUN IND	2
22 WSBS IND	2
41 WJAN IND	0

UniMás Out –Delivers the Competition!

November 2015 Sweep: WAMI vs. Competing broadcast stations, Adults 25-54

Total Day - M-Sun 6a-2a


uniMÁS 6,000 A25-54
MIAMI

UniMásout delivers:



Prime Time - M-Sat 8p-11p/Sun 7p-11p


uniMÁS 13,000 A25-54
MIAMI

UniMásout delivers:



Meet The **Más** Audience

- 36% of viewers are ages 25-54
- 2 out of every 5 Adults 25-54 are Bilingual
- More Kids – 55% of A25-54 have at least one person under the age of 18 in their HHLD
- 33% A25-54 have kids under the age of 12 in their HHLD



Source: NLTV NSI, live + SD November 2015 sweep, A25-54 WAMI Total Day M-Sun 6a-2a

Más Consumption

A25-54

Technology



91%
own a smart phone
54% own a tablet

Entertainment



22%
Watch a
movie on
opening weekend

Sports



53%
Typically
watch sports

Restaurants



99%
Have used a
restaurant in the
past month

Source: Scarborough Miami, FL Release 2 Total(Aug 2014-Jul 2015) Base A25-54 Among WAMI prime time viewers.
Prime defined as M-Sat 8-11p, Sun 7-11p

Más Influence

96% of UniMás viewers have used a social networking site in the past month

- **68%** used



- **25%** used



- **61%** used



Source: Scarborough Miami, FL Release 2 Total(Aug 2014-Jul 2015) Base A25-54 Among WAMI prime time viewers.
Prime defined as M-Sat 8-11p, Sun 7-11p



Local Programming