



Hola Denver



December 2008/Vol. 1, No. 8 KCEC-TV * KTFD-TV * KXPK-FM * KPVM-FM * KJMN-FM * KMXA-AM

Meet the 2009 Hispanic Market.

Denver DMA

MARKET SIZE ⁽¹⁾

#15 Hispanic DMA
(Ranking by TV HHs)

229,960 Hispanic Households
15% of the DMA

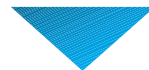
Hispanics Have Larger Households!
3.3 Persons vs. **2.5** Total Market

...And Younger!
Hispanic median age **27** years old vs.
39 Non-Hispanic

77% of Hispanics Speak Spanish at Home

INCOME & CONSUMER SPENDING

Hispanic Average HH Income



\$65,952

Hispanic Consumer Spending



\$14.8 Bil.

Hispanic Disposable Income



\$15.2 Bil.

POPULATION DEMOGRAPHICS ⁽¹⁾

	Hispanic Population	% Hispanic of Total
Persons 2+	751,000	20%
Children 2-11	154,000	29%
Teens 12-17	78,000	25%
Adults 18-34	243,000	26%
Adults 18-49	392,000	22%
Adults 25-54	329,000	19%

POPULATION GROWTH ⁽¹⁾

	Hispanic Population	% Hispanic of Total
2000	411,000	13%
2009	751,000	20%

The Hispanic Population Grew **83%** from 2000 – 2009, Accounting for **49%** of the Total Population Growth!

Source: (1) 2009 and 2000 Nielsen Universe Estimates; Hispanic TV Households by Language Strata, includes Speaks Only Spanish, Mostly Spanish, Spanish and English Equally, and Mostly English (based on Persons 2+); (2) Global Insight - 2007 Hispanic Market Monitor (income reflects average)

Central Rocky Mountain Region

MARKET SIZE

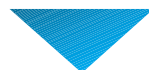
34,646 Hispanic Persons
24% of the Market ⁽¹⁾

Hispanics Have Larger Households!
3.6 Persons vs. **2.5** Total Market ⁽²⁾

...And Younger!
Hispanic median age **25** years old vs.
34 Total Market ⁽²⁾

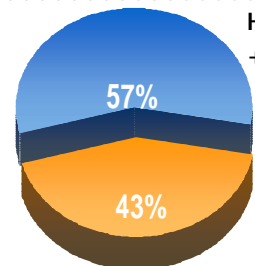
INCOME

Hispanic Average HH Income



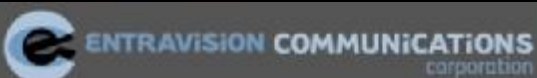
\$35,586

2000-2009 POPULATION GROWTH ⁽¹⁾



Hispanics represent nearly two thirds of total population growth!

Source: (1) Entravision 2009 estimate based on total % growth of the Central Rocky Mountain Region's Hispanic population growth according to Pew Hispanic Center 2000-2007 (18,664-29,294). Pew Hispanic Center Analysis of U.S. Census Bureau county population estimates 10/23/08. (2) U.S. Census Bureau, 2000 Summary File 1 (SF1) & Summary File 3 (SF3).





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Committee Members:

Mario M. Carrera, Don Daboub,

Tom Nolan, Rafael Medina, Jaime Moreno

Cómo se dice... (How do you say...)

FELICES FIESTAS!

Happy Holidays!

(Fa-lease-s Fee-estas)

PROSPERO AÑO NUEVO!

Happy New Year!

(Pra-sparrow On-yo New-way-vo)

What's Up?

In December

Specials:

TV Digital... Conteo Final!

December 2008.

Series of half hour programs reminding our audience of being prepared for digital transition in February 2009.

Premios Oye:

Sunday, December 7, 2008 at 3pm.

Acknowledge winners in categories that include Album of the Year, Song of the Year, and Male/Female Artist of the Year of various genres. The awards are given by Mexico's National Academy of Music, and presented in a lavish ceremony that features superstar guests and fabulous performances by world-famous recording artists..

Feliz 2009!

Thursday, December 31, 2008 at 9pm.

The hottest New Year's celebration in the Spanish-speaking world takes place right here on Univision - with nonstop entertainment, celebrity guests and live remote broadcast from New York and other major cities across the U.S. and abroad.

Events:

Sam Sandos Food Basket Program:

Entravision Communications is a proud partner of this 31-year-old program of holiday goodwill and compassion. In 2007, the Sam Sandos Family Food Basket Drive served over 2,500 needy families in and around the Denver area.

Para los Niños Radiothon.

December 5-7, 2008.

Entravision Communications teams up with Children's Miracle Network to host Para los Niños Radiothon. All proceeds will go to Children's Miracle Network Hospitals in local markets.

In January

Specials:

Desfile de las Rosas 2009.

Friday, January 1, 2009 at 9am.

Our live, Spanish-language broadcast of the breathtaking New Year's Day Tournament of Roses Parade brings the splendor and beauty of this all-American tradition into Hispanic homes across the U.S.

In February

Sports:

USA vs. Mexico 2009:

Wednesday, February 11, 2009.

As the official Spanish-language broadcast of the U.S. Men's National Team, Univision will follow all the action as the stars and stripes go through the intense competition in their quest to qualify for the 2010 World Cup against top opponents in the North/Central American/Caribbean region (CONCACAF). In 2009 Univision will televise the much-anticipated and assuredly high-rated qualifier between the USA and rival Mexico held here in the U.S.

In The News!

Arbitron Highlights

M-Su 6a-12a: KXPK-FM is the #1 rated station among Adults 25-54 regardless of language!
Source: Arbitrends Trend Report, Denver-Boulder Metro. Aug-Sep-Oct08. AQH SHR.

Univision Audience Grows While English-Language Networks Shrinks

Univision's November Sweep Results Show Total Viewers Up +2% While ABC, CBS, NBC, FOX and CW Average -8% Drop.

With the November Sweep period coming to an end, the Univision Television Network reported its Total Viewers have grown +2% and averaged nearly 4 million Persons 2+ versus the same period last year - and that's among all viewers, not just Hispanics. These increases bested every other major network as ABC (-10%), CBS (-3%), NBC (-8%), FOX (-10%) and CW (-22%) all saw declines versus last year.

Source: Nielsen Media Research, NTI November 2008 Sweep to date (10/30/08-11/23/08).

