

A MARKETER'S GUIDE TO

# Televisa Univision

Join TelevisaUnivision to grow with the fast-growing and massively influential U.S. Hispanic audience.



**ViX**

**UNIMÁS**

**TUDN**



# GROW WITH US

As an industry, we've reached a tipping point with more businesses recognizing the critical importance of America's growing Hispanic population. And just as the power of Hispanic audiences can no longer be overlooked, you can't miss the momentum TelevisaUnivision has in the U.S. today. From a growing audience to growing products, platforms, and capabilities, TelevisaUnivision makes it easy for brands to grow with us.

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**Hispanics are  
your future  
growth driver**

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**Your influence  
with Hispanics  
starts with us**

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**We are your  
essential  
growth partner**





# FUTURE GROWTH DRIVERS

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With a booming population and significant purchasing power, the importance of U.S. Hispanics for your business will only continue to grow. To win their hearts, minds and wallets, you must connect in-culture AND in-language.

## Population Growth

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Hispanics will drive **100%** of 18-34 growth over the next 5 years.

## High Spending Power

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Hispanics contribute **\$2.8 trillion** to the American economy (GDP).

## Younger Median Age

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Median age for Hispanics is **30 years** vs. 44 non-Hispanics.

## More Kids

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**39% of Hispanic HHs** have children in the home vs. 24% non-Hispanic.

## Higher Return

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Advertisers that spend on Spanish-language TV see **4X higher return** on ad spend.

# YOUR INFLUENCE WITH HISPANICS

STARTS WITH US

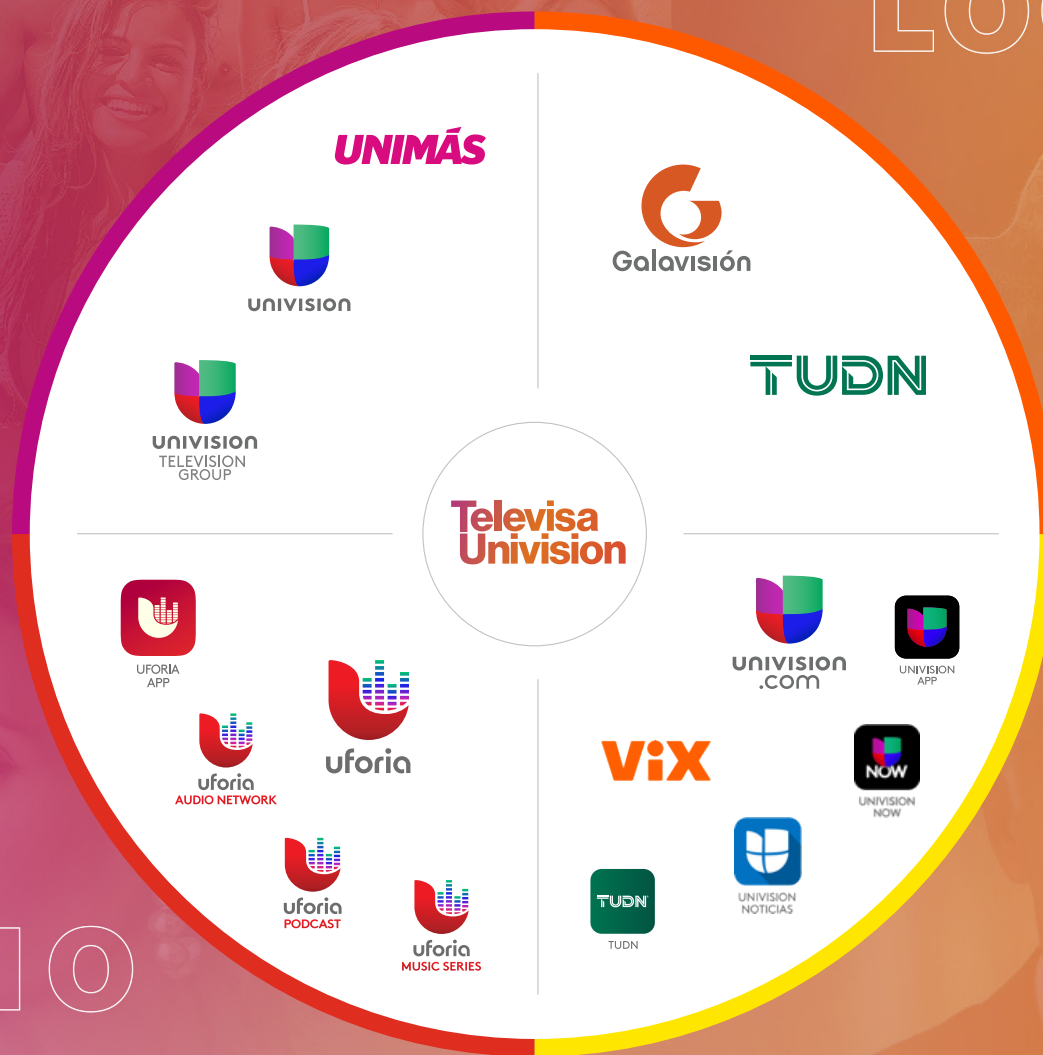
TelevisaUnivision is the preeminent leader in entertaining the Spanish-speaking world, with a powerhouse portfolio of media brands unlike any other in the U.S. media landscape. Our content is created by Hispanics, for Hispanics—providing the perfect gateway for your business to connect with this vital audience.

ENTERTAINMENT

LINEAR

LIVE EVENTS

LOCAL



AUDIO

DIGITAL

STREAMING



# WE ARE EVERYWHERE AND GROWING

Just like our growing audience, TelevisaUnivision is also seeing rapid momentum across all sides of our business. We go everywhere our audiences goes and continue to invest across all platforms. That means you can reach Hispanic audiences at scale, 24/7.

## Broadcast & Cable TV

60% share of  
Hispanic viewing

## Social Media

73MM U.S. followers,  
nearly half of which  
are under 35

## Streaming & Digital

28MM digital users/  
month and growing

## Local TV & Audio

Univision TV stations  
are #1 or #2 in five of  
the top 10 DMAs, and  
Uforia is the nation's  
top audio network



# ViX: NO AUDIENCE LEFT BEHIND

Within its first year of launching, ViX — the world’s largest Spanish language streaming service — has amassed an audience of millions who watch star-powered original programming from Sofia Vergara to Salma Hayek, reality shows, telenovelas, movies, children’s programs, and more. It’s no wonder ViX was named Apple TV’s app of the year. There is something for everyone to love – and high impact opportunities for brands to get in the mix.

## Young + Bilingual

48% are under 34 and 59% of ViX users have devices set to English

## Connected + Exclusive

70% of streaming hours are on CTV and 63% are incremental to our linear networks





**YOUR ESSENTIAL GROWTH PARTNER:**

# WE ACCURATELY REACH HISPANIC AUDIENCES

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Despite today's data-driven world, the industry is shockingly behind when it comes to reaching Hispanics with accuracy. 70% of your spend targeting Hispanics is wasted in the broader data ecosystem. This is why we created the industry's first-ever Hispanic household data graph, covering over 90% of Hispanic households in the U.S. With us, you'll know exactly who you're reaching.

## **Audience-Based Data**

Leverage data & insights to control the cross-platform reach and frequency of your desired audience

## **Outcome-Based Optimization**

Fortify attribution with outcome guarantees to elevate your success

## **Advanced Ad Formats**

Strengthen ad effectiveness with interactive & immersive creative experiences



**YOUR ESSENTIAL GROWTH PARTNER:**

# BUILD **BRAND LOVE** WITH OUR CREATIVE CAPABILITIES

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Reaching the right audience is just the first step. We make it easy for your brand to connect and resonate with Young América.



## **AD CREATIVE**

Brand creative that resonates



## **EXPERIENTIAL**

Connecting fans with engaging, immersive experiences



## **ASÍ STUDIOS**

Stories that connect in-culture and in-language



## **TENTPOLES**

Be part of the biggest moments in Latin culture



## **CONTENT CREATORS**

We connect you with hugely influential Latino creators



## **PRECISION AND ROI**

Turn engagement into action



# TENTPOLES

Live cultural events that connect

## PRIMETIME

Unmatched primetime power

## SPORTS

Biggest moments in sports



## STREAMING

Premium Spanish language content on ViX

## NEWS

The latest news anytime, anywhere

## AUDIO

National influence, connecting locally

La Familia P. Luch

Teresa



## 2023-2024 NEWS OPPORTUNITIES

# THE LATEST NEWS ANYTIME, ANYWHERE

### Most Popular News Content

Univision is home to 18 of the top 20 news programs among U.S. Hispanics, the most of any network.

### Highly Exclusive Audience

93% exclusive audience not reached on English-language TV news.

### A Younger Generation

On average, Univision news viewers are 16 years younger than news viewers on English-language TV.

## BUYER'S GUIDE TO UNIVISION NOTICIAS

If you're buying *NBC Nightly News* or *ABC World News Tonight* then take a look at:

### Primer Impacto 30<sup>th</sup> anniversary

Primer Impacto is the longest-running Spanish language daily news magazine in the U.S., and one of Univision's most successful shows.

If you're buying *24/7 Live News* on streaming platforms then take a look at:

### 24/7 News on ViX

Our 24/7 streaming channel offers live national and local news, lifestyle content, political shows and more. News shows include:

**Algo Personal con Jorge Ramos:**  
A celebrity interview program hosted by Emmy® award-winning journalist and bestselling author, Jorge Ramos.

**Señales Del Crimen:** Hosted by Ilija Calderón, this thrilling true-crime series will revisit harrowing murder cases that captivated the public, delving into the contributing factors and warning signals that ultimately led to tragedy.

**Q3 2023**

If you're buying *CNN Heroes* or *The Kennedy Center Honors* then take a look at:

### Univisionarios

Every year Univisionarios honors influential Hispanics who play a vital role in advancing the prominent, rising Hispanic cultural movement in the U.S.

**Q3 – Q4 2023**





# 2023-2024 PRIMETIME OPPORTUNITIES

# UNMATCHED PRIMETIME POWER

## Highest Live Viewing

With over 90% live viewing audiences, both Univision and UniMás rank higher than ABC, CBS, NBC, FOX, and The CW.

## Most Social Network

Univision is the #1 most social Spanish-language broadcast network in primetime.

## Increasing Popularity

88 of the top 100 Spanish-Language TV programs among U.S. Hispanics are on Univision, up from 77 the previous year.

## BUYER'S GUIDE TO PRIMETIME

If you're buying *Love Island*, or *Love Is Blind* then take a look at:

### Enamorándonos La Isla

(Falling In Love: The Island)

Continuing the success of the dating show *Enamorándonos*, *Enamorándonos: La Isla* takes a group of contestants to an exotic Turkish resort where they will compete to find true love.

**Q2 2023**

If you're buying *White Lotus* or *Manifest* then take a look at:

### Vencer La Culpa

(Overcome Guilt)

The destiny of four women of different ages and social backgrounds will unite after the disappearance of a young woman they barely knew, but asked each of them for help.

**Q1 2024**

If you're buying *Celebrity Big Brother* then take a look at:

### Hotel VIP

(VIP Hotel)

Hotel VIP will bring 16 celebrities to compete in a role-playing game at a hotel. One participant will be eliminated and in the finale, we will discover who is the winner of the grand prize!

**Q4 2023**



# 2023-2024 TENTPOLE OPPORTUNITIES

# LIVE CULTURAL EVENTS

## Top Award Shows

Univision is home to four of the top five award shows on all of television, regardless of language with U.S. Hispanic viewers.

## More U.S. Hispanic Viewers

The latest editions of Premio Lo Nuestro and the Latin GRAMMY Awards® each secured more U.S. Hispanic viewers than the combined audience of the latest AMAs, BMAs, CMAs, and VMAs.

**PREMIO LO NUESTRO**  
+80% more

**LATIN GRAMMY AWARDS®:**  
+47% more

## Social Engagement

Combined, the latest editions of the Latin GRAMMY Awards®, Premios Juventud, Premio Lo Nuestro and Latin American Music Awards had over 27 Million social interactions.

## BUYER'S GUIDE TO TENTPOLES

If you're buying Billboard Music Awards then take a look at:

### Premio Lo Nuestro

(Our Latin Music Awards)

The longest-running Spanish-language Latin music awards show in TV history it features 35 categories representing the most popular music genres.

**Q1 2023**

If you're buying American Music Awards then take a look at:

### Latin American Music Awards

Celebrating outstanding achievement awards in Latin music the LAMAs honor artists based on key fan interactions with music, including streaming sales, airplay and social media activity.

**Q2 2023**

If you're buying MTV Music Awards then take a look at:

### Premios Juventud

(Youth Awards)

A summertime celebration of what's trending with Hispanic youth across pop culture, music, and everything in between.

**Q3 2023**

If you're buying The Grammys then take a look at:

### Latin Grammy Awards® 25th Anniversary

Latin music's biggest night of the year celebrates its 25th anniversary, honoring outstanding achievements in the Latin music industry.

**Q4 2023**





## 2023-2024 SPORTS OPPORTUNITIES

# HOME TO THE BIGGEST MOMENTS IN SOCCER

### Majority of ALL U.S. Soccer Viewing

TUDN holds 61% share of Soccer viewership A18-49 amongst all sports networks.

### A True 360 Ecosystem

With exclusive matches on ViX, our streaming network has more soccer than any other streaming destination in the world.

### Fan-tastic Audience

TUDN is the leader in co-viewing compared to other sports networks and has the youngest sports viewer in primetime.

**TUDN: 46 yrs ESPN: 55 yrs FS1: 59 yrs**

## BUYER'S GUIDE TO TUDN

If you're buying the Super Bowl or World Cup then take a look at:

### Copa America

This once in a lifetime soccer event will bring together all the super-power teams of the Americas and serve as the test run for the 2026 World Cup in the U.S., Mexico and Canada.

**Q2-Q3 2023**

If you're buying NFL then take a look at:

### Liga MX

The most watched soccer club league in the U.S., Liga MX is the most popular sports league among U.S. Hispanics.

If you're buying any streaming sports network then take a look at:

### Sports on ViX

Home to exclusive soccer matches from the best leagues and tournaments in the world and surrounding coverage from news to sports talk shows, it is the ultimate in 24/7 sports coverage for Hispanic fans.

If you're buying Sports Talk or live game play-by-play, then take a look at:

### TUDN Audio

The most comprehensive coverage and audio rights to the utmost important sports and leagues for our Hispanic fans. From Liga MX to the UEFA Champions League no one provides more sports coverage for Hispanics.



## 2023-2024 AUDIO OPPORTUNITIES

# NATIONAL INFLUENCE, CONNECTING LOCALLY

Authentically  
Moving Latin  
Culture through  
Music and Audio  
Experiences

### The Leader In Spanish Language Audio

The Largest Spanish Language  
Radio Network & the #1 Spanish  
Language Streaming Audio App

### Audio Experiences Everywhere

Radio  
Experiential  
Digital Audio  
Digital Video

### Millions Reached Weekly

18 Million Hispanic Listeners  
on the Uforia Network

## BUYER'S GUIDE TO UFORIA

If you're buying  
*The Breakfast Club* then  
take a look at:

### El Bueno, La Mala y El Feo

(*The Good, The Bad, and The Ugly*)

A multiple award-winning, morning show with three  
hosts discussing trending news in an engaging way  
and features Regional Mexican hit music.

If you're buying *The Happiness  
Lab*, or *2 Be Better* then take a  
look at:

### The Happiness Lab in Español

To be released in Q4 2023 and voiced by a  
beloved and well-known Latin Celebrity whose  
lifestyle and positive mindset resemble the  
message behind the already successful podcast  
developed by Yale professor Dr. Laurie Santos.

If you're buying  
*Jingle Ball Tour*, then take  
a look at:

### Uforia Music Series

Live music experiences spanning all genres  
of Latin Music featuring a mix of rising artists  
to the biggest names in Latin Music. The Uforia  
Music Series travels to all the Top Hispanic  
DMAs and produces both large-scale and  
intimate music events.





# TelevisaUnivision

THISWAYTOGROWTH.COM

