



## **OUR STORY**

For 40 years, Univision has continued to be a pioneer in the broadcast industry, dedicated to serving Hispanic America. In 1970, Univision became the first U.S. network to cover World Cup Soccer live. In 1976, Univision became the first U.S. broadcast network to link its affiliates via satellite. In 1981, Univision was the first company in the U.S. authorized to receive programming from a foreign country via satellite. In 1992, A. Jerrold Perenchio, Televisa and Venevision formed a partnership to acquire Univision from Hallmark Inc., bringing together extensive broadcasting, programming and production experience. This alliance has succeeded in making Univision not only the largest Spanish-language network in the U.S., but also the fifth largest network overall.

## **OUR PROGRAMMING**

Univision's blockbuster programming is specifically tailored to meet the tastes, preferences, and informational needs of the U.S. Hispanic audience, providing an unparalleled connection to favorite stars and entertainment.

### **Novelas**

Blockbuster, teen, and family novelas, the most popular television genre among U.S. Hispanics of all ages, frequently with Super Bowl-size ratings. The unmatched popularity of this uniquely Latin genre comes not only from the storyline, but also the star studded casts, popular music and top quality production which includes dramas of intrigue, betrayal, love and romance, history-based plots and educational themes. The multi-generational appeal keeps all of Hispanic America tuned in every night of the week.

### **News**

The most accurate and trustworthy newscasts and anchors in Hispanic America. Emmy award-winning evening newscast, *Noticiero Univision* with Jorge Ramos and Maria Elena Salinas, along with weekend anchors Sergio Urquidi and Edna Schmidt, and *Noticiero Univision Última Hora*, guarantee instant, thorough and reliable information on all the day's breaking news, including in-depth coverage of events and issues that specifically interest the Hispanic community. Nationally recognized news magazines, *Primer Impacto* with Barbara Bermudo, along with weekend anchors Iliá Calderón and Sacha Pretto and *Aquí y Ahora*, anchored by Teresa Rodríguez, enjoy great popularity among U.S. Hispanics.

### **Sports**

Exclusive coverage and the best analysis of Hispanic America's favorite sport, soccer with exclusive Spanish-language rights to the biggest sporting event in the world, FIFA's World Cup Soccer Championship, as well as rights to the No. 1 Pro Soccer League on the continent, Fútbol Liga Mexicana, Univision is where Hispanic America turns to satisfy its passion for 'fútbol'. Renowned hosts of *República Deportiva*, Fernando Fiore, Rosana Franco and Felix Fernandez, provide highlights of these events and others and add an expertise not found anywhere else.

### **Entertainment**

The funniest, most surprising entertainment and personalities on Spanish-language television; Including the most-watched early morning news-variety program in Spanish-language television, *Despierta América*, has become Hispanic America's way to start the day. Beloved hosts, Ana María Canseco, Raúl González, Karla Martínez and Neida Sandoval add humor and spontaneity to the traditional early morning format. Legendary Don Francisco of *Sábado Gigante* - the longest running program on primetime television - has become a Saturday night ritual, with everything from hilarious skits to human-interest stories to games for all to enjoy. The No. 1 entertainment magazine, *El Gordo y la Flaca* starring Raúl de Molina and Lili Estefan, provides entertainment for Hispanics of all ages. The network's first-of-it's-kind *Nuestra Belleza Latina*, hosted by the very popular Giselle Blondet, combines the glamour of a beauty competition with the excitement of reality television.

### **Talk**

*Sábado Gigante*'s Don Francisco, charms the biggest names in the entertainment industry to open up and reveal their innermost thoughts on his prime-time celebrity talkfest, Don Francisco Presenta.

## **Children**

"Planeta U" is an educational and informational (E/I) programming block which appeals to kids of all ages and offers an exciting line-up of shows including: "Dora the Explorer", "Go Diego, Go!", and the return of "Pinky Dinky Doo" for preschoolers; "Jakers!" which focuses on building relationships between children and adults, for children 4 to 8 years old; "Inspector Gadget's Field Trip", featuring live-action geographical footage showcasing foreign lands, for children 8 to 12 years old; and "Beakman's World", with its comical demonstrations of experiments and scientific concepts, appealing to teenagers 13 to 16 years old.

## **Specials**

The best of the best in music, television, and beauty. Univision also hosts such lavish specials as *Premio Lo Nuestro*, the premier music awards show on Spanish-language television, as well as the *Latin GRAMMY®s*, *Premios Juventud*, *Premios TV y Novelas*, and *Premios Furia Musical*. The productions feature stars and performances by world-famous Latin celebrities, drawing a huge following from around the world.