

The AzA Gazette



The Azteca America Monthly Newsletter for Clients, Friends and Associates

August 2005 • Number 34 • Year 3

Events & Features

- La Academia Tour Kicks Off in Los Angeles p.4
- Alan Tacher and Myriam Dine p.5
With TV Notas Readers

Mexican Soccer Pulls Strong Numbers

Soccer is back along with some impressive numbers. Our Aug. 7 lineup of Pachuca vs. America attracted 855,000 viewers 2+. Audiences were even more impressive in the coveted 18-34 demo, reaching an 18% share with 471,000 viewers.

Meanwhile, the Aug. 6 matchup between Monarcas and the Rayados of Monterrey attracted 392,000 2+ viewers and 231,000 viewers ages 18-34.



Dear Friends

At Azteca America we strive to give you the best. On this occasion, we bring to you the launch of our novela *La Otra Mitad del Sol* starring by Anette Michel, Demián Bichir, Ari Telch and María Reneé Prudencio: four of the finest stars at Azteca America firmament.

But programming isn't all that we present to you in this issue of your Gazette. One of our smashing successes, *La Academia*, will hold an international tour. The fourth generation of graduates from our talent contest show will visit more

than 40 cities on both sides of the border, including Dallas, Los Angeles, Las Vegas, Sacramento and Houston on the U.S. side.

Also, in this issue of the AzA Gazette we have details of our trip to Washington D.C., where we presented Fundación Azteca America's on-screen initiatives for the remainder of 2005 and 2006 to a dozen members of Congress and staffers, as well as to other prominent Hispanic leaders. Expect FAZA's *Vive sin Drogas* tours, and more PSA campaigns addressing some of our community's more pressing issues as we continue with our commitment to enhance the lives of the Hispanic community by leveraging the power of our screen – the mission of Fundación.

In addition to organizing the *La Academia* international tour and our Fundación Azteca America initiatives, we present in this issue a Station Spotlight on our affiliate in Las Vegas, and a profile of Margarita Gralia and Sergio Basañez in our popular Names and Faces section.

Please enjoy,
Luis J. Echarte
President and CEO

CONTENT

Station Spotlight: Las Vegas	2
Soccer in Azteca America	3
La Otra Mitad del Sol	3
Names & Faces: Margarita Gralia and Sergio Basañez	5
Fundación Azteca	6
Sales Update	7
AzA Coverage / Contacts	9

Station Spotlight: *Las Vegas KHDF* *Channel 19*

Mike Scanlon
General Sales Manager

Promotion and sales are picking up in Las Vegas, and a big reason has been the recent arrival of Mike Scanlon as General Sales Manager of KHDF.

"After four years at Univision, the explosive nature of the Las Vegas Hispanic market was obvious," says Mike. "Watching from Santa Barbara I saw how this market has grown from 250,000 Hispanics to nearly 500,000 in the past few years."

Aside from the demographics, he says that relatively few media outlets make for exceptionally green pastures.



Promotion has centered on community events like the *5 de Mayo* and *Fiestas Patrias* celebrations as well as extensive cross promotion with radio and print media.

Some of the biggest successes of the station have been with Mexican League Soccer, where they regularly outpace Telefuturo, and *La Academia*, beating head-to-head both Univision and Telemundo for ten straight weeks now.

This month, Las Vegas is holding a special *La Academia* 4th Generation Concert Tour promotional event that is expected to continue boosting the presence of KHDF (see article on p. 4)

Aside from being on Cox Cable's basic tier with channel 63, KHDF is also on Cox's digital Latino package, a feature that distinguishes the station from its local counterparts. KHDF also has the prime DirecTV positioning of channel 19.

With the help of two Spanish language media veterans bringing 15 years of combined experience, Mike has repackaged the station's sales inventory with very positive results.

"There's no doubt that we have a renewed local feel here with more local ads, more local promotions and community programming," said Mike.

Best of luck !!!

Station	Data
Market	Las Vegas
Call Letters	KHDF
Channels	19
General Market	
Market Rank	51
Population 2004*	1,610
Households*	595
% Cable TV	
Penetration 2004	73.0%
Retail Sales (Million US\$)	23,625
% of Hispanic Origin	22.4%
Hispanic Market Info.	
Hispanic TV HH Market Rank	25
Hispanic TV HH	
Market Coverage	1.0%
Hispanic TV HH Market *	107
Hispanic P2 + Coverage	1.0%
Hispanic P2 + *	387

* In thousands



Soccer on Azteca America

Cruz Azul continues strong as of Week 4 of the current season with the top league offense and first place in Group Three. Overall the squad is third to America and Toluca, leaders of Group One and Group Two, respectively.

Cruz Azul striker Richard Nuñez, from Uruguay, held on to the league title with four goals of Cruz Azul's total of nine goals as of Week 4.

Monarcas Morelia obtained its first victory of the current season in Week 3. However, the squad fell 1-2 to America in Week 4, placing it in the bottom half of Group One, where three teams share the mediocre record of a win, a tie and two losses.

After finishing last season as number two in the league, Tecos have also had a slow start, with the same dismal record as Morelia. The team led by Acevedo will have to improve drastically if it is to regain the level displayed only a few months back.

Santos posted its first win in Week 4 with a 4-0 shutout against the Dorados of Culiacan. Veracruz's Tiburones Rojos tied in Week 4 against the Jaguares of Chiapas, giving them five points, which places them in the upper middle of the pack.

Saturday, August 20	Jaguares vs Veracruz	Monarcas vs America
Sunday, August 21	Tecos vs Monterrey	
Wednesday, August 24	Pachuca vs Tecos Cruz Azul vs Jaguares	Veracruz vs Pumas
Saturday, August 27	Jaguares vs Monterrey	Culiacan vs Necaxa
Sunday, August 28	Tecos vs Monarcas	Santos vs Guadalajara
Saturday, September 10	Veracruz vs Tigres	Monarcas vs Toluca
Sunday, September 11	Pachuca vs Jaguares	
Saturday, September 17	Jaguares vs Monarcas	Culiacan vs Veracruz
Sunday, September 18	Tecos vs América	

La Otra Mitad del Sol

Azteca America launched the novela *La Otra Mitad del Sol* last month and the public acceptance has been great, the impressions show about 90 thousand people watching the romantic plot in which Anette Michel, Demián Bichir, Ari Telch, María René Prudencio and Fran Merik take part.

The story reflects how true love never dies. Felipe and Mariana are reincarnated in present day following a fiery past life that ended tragically. But even in present days trouble lingers.

Felipe is now a young and unhappily married college professor, he has a son and a mistress. His wife talks him into seeing a psychiatrist

whom it turns out is Mariana, the woman who populates his dreams and nightmares, who is also the love of his life.

The storyline unfolds mainly during present day and we return to the characters' past existence through their dreams and through hypnosis.

Step by step they will discover their "true" stories and all the realities about the people around them until they can reunite the two halves of the sun.

Watch *La otra Mitad del Sol* by Azteca America, weekdays at 11:00 pm EST.



La Academia Tour Kicks Off in Los Angeles

Print, radio and television media were present at Universal Studios on August 15 to witness the official launch of the 2005 *La Academia* 4th Generation Tour. On hand were *La Academia* participants Yuridia, Edgar and Johanna, as well as *La Academia* Director Juan Carlos Alonso.

The tour is currently slated to visit 10 cities across the country and is expected to be a nice boost for future *La Academia* events. The

final two transmissions of *La Academia* 4th Generation attracted over one million viewers each.

Following the tour launch, the group headed to Las Vegas and Dallas for local press events, radio tours and signings. Thanks go out to Una Vez

Mas for their support in these markets. Three additional media tours are planned for upcoming weeks to heat up the already sizzling *La Academia* Tour.

The full concert schedule to date is as follows:

Date	City	Place
27-Aug	Las Vegas	Cox Pavilion
28-Aug	Dallas	Smirnoff Music Centre
8-Sep	Los Angeles	Gibson Amphitheater at Universal Citywalk
9-Sep	Fresno	Casablanca Theatre
10-Sep	Sacramento	Terrenos de la Feria de Dixon
11-Sep	Monterey-Salinas	Salinas Sports Complex "El Rodeo"
23-Sep	San Jose	HP Pavilion
24-Sep	Boise	Bank of America Centre
29-Sep	Houston	Escapade
1-Oct	McAllen	La Villa Real Special Events Center
7-Oct	Phoenix	America West Arena



Alan Tacher and Myriam Dine With TV Notas Readers

Our first of several scheduled joint promotions with *TV Notas* concluded last month with a lunch at a well-known Mexico City restaurant.

The prize was a trip for two to our Mexico City studios and lunch with top Azteca talent, in this case Alan Tacher, host of *La Academia* and Myriam, winner of the first generation.

TV Notas ran the two page promotion for four weeks in April and March, along with special coverage of the lunch in their magazine. *TV Notas* readers filled out coupons in the magazine to win and the lucky winner was Flor Ríos from Los Angeles.

TV Notas said they received responses and new subscriptions from 1,200 readers, which was about 30% above the response from similar promotions with other talent.

Azteca América y TVnotas hicieron su sueño realidad

Además de convivir con *Myriam* (de *La academia*, primera generación) y *Alan Tacher*, nuestros ganadores conocieron TV Azteca!

Hace unos días estuvimos en el emotivo encuentro de nuestros ganadores del concurso de Azteca América y *TVnotas*, Roberto y Flor Ríos, de Los Angeles, California. La convivencia, en la que conocieron a los ganadores de la *primera generación*, Myriam Montemayor, y al conductor Alan Tacher, fue en el restaurante San Ángel Inn, de la ciudad de México.

Además, los artistas invitaron a nuestros ganadores a visitar las instalaciones de TV Azteca, donde conocieron en persona a los conductores de *Montemayor* y a varios actores de telenovelas.

NUESTROS GANADORES DISFRUTARON DE UN EMOTIVO ENCUENTRO

Reginaldo Ríos, Alan Tacher, Flor Ríos y Myriam Montemayor, ganadora del concurso de San Ángel Inn.

CONOCIERON A ACTORES DE TELENÓVELAS

Conviviendo con los actores de la telenovela *Amor en custodia*, Andrés Polanco y Pamela Polanco.

EN LAS INSTALACIONES DE TV AZTECA, EN MÉXICO

CONOCIERON EL SET DE VENTANEANDO

De Abel Chapoy, su conducción, recibieron un regalo, un recuerdo y una maravillosa experiencia.

Carla Ruiz, directora de promociones de Títulos 5 SA (S.A.), nuestros patrocinadores y la pareja de ganadores, acompañados de Andrés Cardo-Ramos, publicista de American Airlines México y David McCann, director de información de Azteca América (a la izquierda).

Fue en México, D.F. en un reconocido restaurante

During a studio tour, Flor and Rigo also met Jolette, Pati Chapoy and the cast of *Amor en Custodia*.

"I never expected this level of hospitality," said Flor, who was ecstatic about her visit.

Names & Faces Margarita Gralia and Sergio Basañez

Our leading duo of *Amor en Custodia* both have strong backgrounds in theater. Sergio has done mostly musicals, while Margarita has concentrated in other kinds of roles, most recently with Mauricio Ochmann in *El Graduado* (The Graduate).

Both participated in the hit Azteca novela *Cuando Seas Mía* and *La Heredera*. However this is the first time the two have coincided as a leading couple.

Margarita was born in Argentina, where she studied acting and worked until the early eighties, when she began starring in telenovelas at Televisa. Sergio also has roots in Televisa, having studied at their in-house acting school.



FUNDACIÓN AZTECA AMERICA



Last July, a group of Azteca America and Fundación Azteca America executives visited Washington D.C. to present some of its planned initiatives to Hispanic leaders, members of Congress and staffers with an interest in Hispanic issues.



During this visit, the group showed the award winning *Vive Sin Drogas* campaign and its current PSAs stressing the perils of substance abuse, the importance of children-parent dialogue, and the dangers of neglecting children and teens.

As we reported on our last issue, *Vive Sin Drogas*, our 'drug-free' public service campaign, began in Mexico in 1999, and is now the most important national campaign of its kind. *Vive Sin Drogas* has received the prestigious 'Civic Society Award' from the United Nations for its contributions towards the betterment of society, and now this campaign is being introduced to the US Hispanics.

The Fundación Azteca America (FAZA) group presented the planned *Vive Sin Drogas* tour, where Fundación Azteca America will partner with local authorities to bring this landmark event that has already performed 70 presentations in Mexico, to more than 250,000 youths: *La Gira Vive Sin Drogas* will arrive to the US by the end of 2005.

Finally, the FAZA group presented its plans to develop a PSA campaign against drinking and driving, a social plague that is widely spread around our Hispanic community.



During this visit, Fundación Azteca America received some very valuable feedback as how to best organize its campaigns and partner with other local and regional organizations to more effectively pursue its main objective of using Azteca America's screen to enhance the lives of Hispanics throughout the USA. Fundación Azteca America is a new initiative that is taking positive steps to fulfill its mission.



ADVERTISING OPPORTUNITIES

La Academia Tour '05

Azteca America invites you to be an integral part of this unique event that will get your brand right where the action takes place!

Benefits and Sponsorship Opportunities for each concert:

- Exclusive presenter for *La Academia* Tour '05 (Category exclusivity).
- Logo/Brand name presence in printed materials: posters and flyers to be distributed at each location.
- Your brand will have presence on the official bus for *La Academia* 4th Season Tour '05 if ground transportation is required.
- "Meet & Greet" for eight people chosen as winners of a specific promotion previously established by the client.
- Promotional Spots exclusive for TV campaign.
- Preferential tickets (first rows).
- Backstage passes.
- Logo/Brand presence during autograph signage before concerts.
- Exterior banners (3x2).
- Inflatable located outside the venue.
- Booth located outside the venue (for sampling).
- Hostesses to distribute your product samples.
- VIP tickets (may vary according to the venue).



BAILANDO POR UN MILLÓN

• *Bailando por un millón* is an exhilarating dancing contest where top talent and everyday folks "cut the rug" in different musical categories and compete for a grand prize of A MILLION PESOS (almost 100,000 dollars).

Sponsorship Opportunities:

- Opening and Closing Billboards.
- Logo placement during rehearsal segments.
- Mentions hosted by Alan Tacher or Aylin Mujica.
- Supers / L-Boxes during the show.
- Jumpcut Billboards



CONTACTS

Carlos de la Garza González
President MKT & Sales AzA
(212) 207 8535 ext. 23
cgarza@aztecaamerica.com

Mishelle Velez Esquivel
Marketing AzA
(212) 207 8535 ext. 28
mvelez@aztecaamerica.com

True love never dies



Felipe and Mariana are reincarnated in present day following a flaming past life that ended tragically. But even in present days trouble lingers.



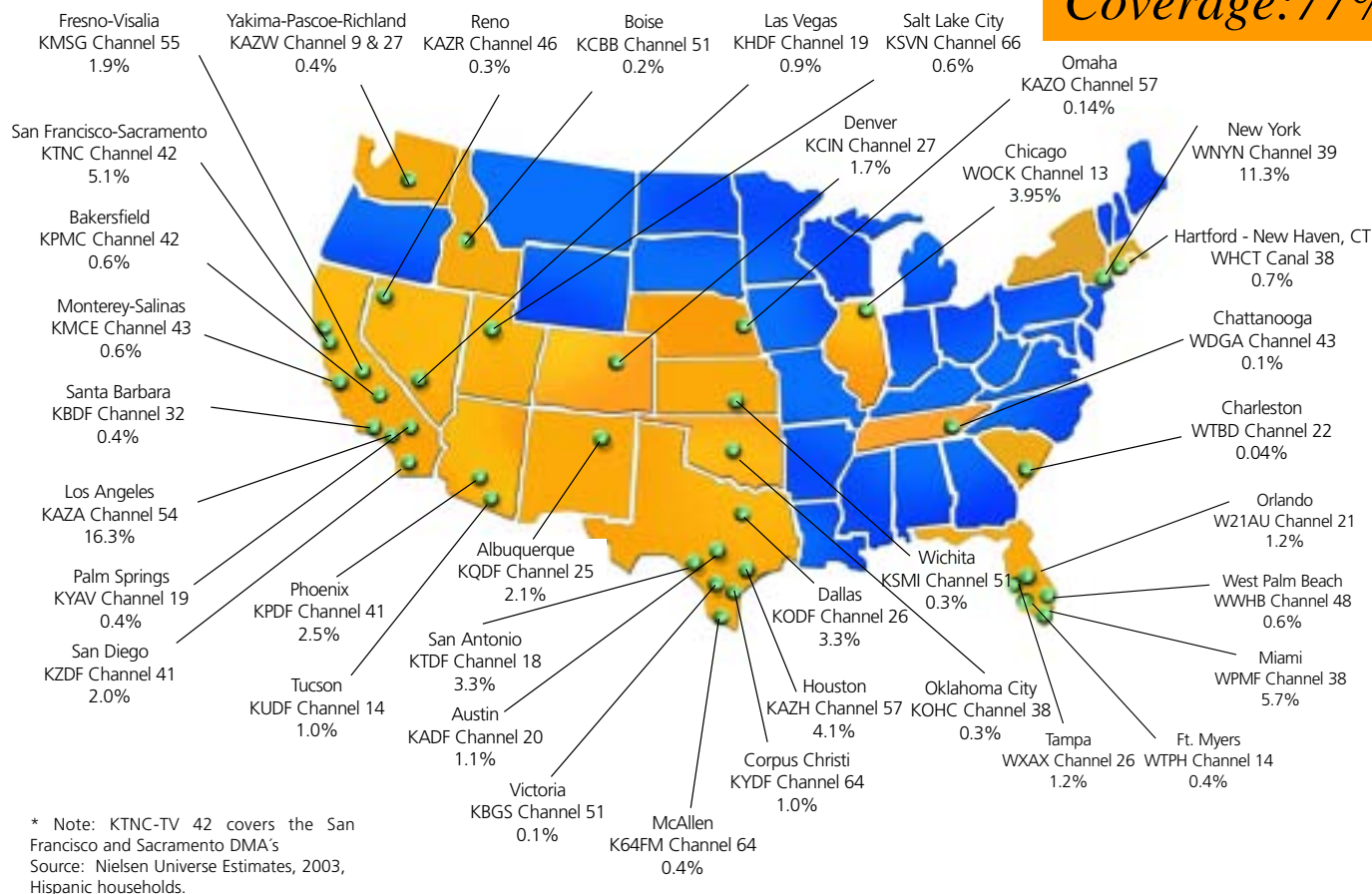
AZTECA AMERICA®

**LA OTRA MITAD
DEL SOL**

10pm Cst / 11pm Est

The Fastest Growing Hispanic Network in the U.S.

Coverage: 77%



Contacts:

Executives:

Luis J. Echarte

President and CEO

(212) 207-8839

011(5255) 1720-5777

Sales:

Carlos de la Garza

(212) 207-8535

cgarza@tvazteca.com.mx

Operations:

Jorge Jaidar

(212) 207-8623

jjaidar@aztecaamerica.com

Distribution and Affiliate Relations:

Luis M. Cortés

(212) 207-8839

011(5255) 1720-9256

lmcortes@tvazteca.com.mx

KAZA Azteca 54, L.A.

Eduardo Urbiola

(818) 241-5400

eurbiola@tvazteca.com.mx

For further contacts see our website

About TV Azteca

TV Azteca, listed on the Mexican Bolsa, the New York Stock Exchange and Spain's Latibex, is the second largest producer of Spanish-language programming in the world, and one of two nationwide broadcasters in Mexico.

Today TV Azteca broadcasts four networks: the family-driven Azteca 13, with 278 signals in Mexico; the youth-focused Azteca 7, with 270 signals in Mexico; Azteca International for 13 countries in Central and South America; and Azteca America the fastest growing network in the U.S.

Editorial Committee*

Héctor Romero
Daniel McCosh
Linda Garcidueñas
Elena Arceo
Luis M. Cortés
Juan Pablo Álvarez
Fernanda Ostos
Edith Pavón

*Bruno, los que integramos el comité editorial de esta gaceta te dedicamos este número con mucho cariño.



A Grupo Salinas Company
www.gruposalinas.com

This document does not constitute, nor shall it be construed under any circumstances, as an offer to sell or as a solicitation of an offer to buy Azteca America Network's signal, programming or any of its parts thereof.