

# The AzA Gazette



*The Azteca America Monthly Newsletter for Clients, Friends and Associates*

January 2007 • Number 50 • Year 5

## Events & Features

• Grupo Salinas Organizes Event in New York to  
Celebrate its 100 Anniversary \_\_\_\_\_ p. 6

## Las Vegas Cleans Up With Sweeps

KHDF Channel 19 in Las Vegas pulled in solid numbers for November sweeps.

The station came in second to Univision in the weekday early prime block of 4-7pm and for the prime block of 10-11pm with Hispanic households, according to Nielsen's NSI for the market.

Although the station was edged out by Telefutura in the 8-10 pm primetime block, it stayed above Telemundo weekdays from 4 pm to 11 pm for Hispanic households.

Sunday nights were also strong, as KHDF was number one in the 8-11:30 pm block with *La Academia* for adults 18-49, adults 18-34 and households.

**cont. p. 5**



## Dear AzA Friends:

Five years ago, Azteca America executed the hard-launch of its network, with the start of our signals in Houston, Sacramento, San Francisco and Reno, joining our station in Los Angeles, launched six months before. In the last five years we have added fifty more markets to the fastest-growing Hispanic network in the US.

This year represents new challenges and goals. Azteca America is changing: in 2007, Azteca will experience an evolution of its business model. The precise details will be revealed as the year unfolds, but a sign of this evolution is the production of AzA's first exclusive reality format, developed by US Hispanics for US Hispanics: *Las Suegras* will be pro-

duced in Miami, and will start airing in March. As you read this letter, a casting is taking place to recruit naturally talented but otherwise ordinary Hispanics. *Las Suegras* will complement *La Academia*, our highly successful reality format developed in Mexico, and will further strengthen Azteca America in the reality front.

But Azteca is taking new and bold leaps forward in the novela front, as well. Azteca launched in late November two South American telenovela-classics, *Xica* and *Luz María*, that complement our natural strength in this programming segment; and this year, AzA will benefit from a new production team reinforcing our ranks in Mexico.

I will not reveal more details of what Azteca America is planning for 2007, but be assured that this will be a year of exciting surprises; and be assured that Fundación Azteca America, our non-profit initiative will also take more aggressive steps in 2007 for the benefit of the Hispanic community.

Thank you for your interest,  
**Luis J. Echarte**  
**Chairman of the Board**

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## Station Spotlight:

*Dallas*  
*KODF Channel 26*  
*KLEG Channel 44*  
*Scott Kolp*  
*General Sales Manager*

Business is strong in Dallas for Una Vez Más and station General Sales Manager Scott Kolp. The recent addition of Charter Cable late last year, and the addition of KLEG Channel 44 mid last year to complement Channel 26, has meant big distribution gains.

Proof of the increases is that comes from Sweeps periods have more than doubled from July to November.

"Channel 44 has opened up a lot of opportunities locally with a lot of clients that couldn't see us on the East side," said Scott. Additionally, the Charter Cable agreement opens up new areas in Ft. Worth that were otherwise unreachable.

This is all great news for Dallas, the largest market for Una Vez Más, and the sixth-largest Hispanic DMA in the country, with over 400,000 Hispanic television households.

Since launching the over-the-air station KODF Channel 26 in December 2004, Una Vez Más has also added Time Warner cable carriage in early 2005, and DirecTV in mid 2006.

The distribution and come gains are starting to pay off with ad sales, and one of Azteca America Dallas' challenges is



keeping sales staff growing to meet demand. Scott is increasing his staff with two new account executives this month.

"We're starting to bear the fruit of increased distribution," he adds.

Distribution gains have gone hand in hand with promotion. Using its "Más Cerca de Ti," or "Getting Closer" campaign this year, Azteca America Dallas launched an aggressive campaign on radio with Clear Channel's *La Preciosa* radio station and several top print media in the market.

The graphics and pre and post production of the television and radio marketing campaign was all proudly produced in house with Una Vez Más' recently hired creative team.



Starting in February, the station launches its *Saludos* promotion, where clients can send messages on screen to family and loved ones, as Azteca America Dallas goes on site to client establishments to tape on-screen messages.

Scott says he also expects strong promotional results from a recently-signed agreement with a local mall that will exclusively promote Azteca America and offer dedicated spaces for Azteca America soccer games and live events.

On the programming front, a half-hour early evening local news program for Dallas is slated to launch this quarter.

Best of Luck to Scott, Azteca America Dallas, and the entire Una Vez Más team!!!

Stations Data	
Markets	Dallas
Call Letters	KODF, KLEG
Channels	26, 44
General Market	
Market Rank	7
Population 2005*	6,420
Households*	2,336
Retail Sales (Million US\$)	106,666
% of Hispanic Origin	23.9%
Hispanic Market Info.	
Hispanic TV HH Market Rank	6
Hispanic TV HH	
Market Coverage	3.7%
Hispanic TV HH Market *	413
Hispanic P <sub>2</sub> + Coverage	3.7%
Hispanic P <sub>2</sub> + *	1,449
* In thousands	

## *Programming Highlights*

### **Strong Show of Antendees at La Academia Final Concert**

Media interest was strong for the final concert of *La Academia*, with US Hispanic media coming from as far as Chicago and Las Vegas to witness the final concert in Veracruz last month.



Hispanic media with representatives included: *La Opinion* (LA), *Hoy* (LA, Chicago, and NY), *El Mundo* (LV), *Teleguía* and *El Imparcial* (Chicago), *Prensa Hispana* (Phoenix), *El Latino* (SD), *Galardón Musical* (SF) and *Rollo Latino* (Fresno), in addition to *Radio Magia* from Sacramento, *La Mega Radio* from Houston and *Radio KBNO* from Denver.

Radio reporters gave live updates of the concert, where Samuel was eventually crowned the winner, followed by Colette and Marbella, respectively.



The total prize lot was US\$500,000, with Samuel also taking home a recording contract with Universal Music.

Also making a strong showing were affiliates from Los Angeles, Chicago, Dallas, San Francisco, Houston, Phoenix, Fresno and Miami with clients and winners of local promotions.

The final was viewed on both sides of the border by an estimated 10 million people. Stay tuned for more exciting reality show action in coming months!!!

### **Montecristo Novela Debuts This Month**

Azteca Novela's leading lady Silvia Navarro is back on the screen as Laura in the upcoming novela *Montecristo*.

Based on the 19th classic tale by Alexandre Dumas, the novela recounts how Santiago (played by Diego Olivera) had it all: love wealth and a future, before a betrayal by longtime friend Marcos (played by Omar Germenos) places him in a Moroccan prison.

Santiago returns 10 years later with the sole aim of avenging his misfortune.

The all-star cast also includes Fernando Luján, Luis Felipe Tovar, Julieta Egurrola, María René Prudencio and Víctor Hugo Martín.

Don't miss *Montecristo*, weekdays at 8pm/ 7pm CST.



## *The Best of AzA para la RAZA*

For more information,  
contact Tatiana Clasing:  
bclasing@tvazteca.com.mx.



### SWEET TEMPTATION...

Young Brazilian actress Taís Araújo began her career as a child. In 1995 she debuted in the novela *Tocaia Grande*. Later, at 17, she became the first Afro-Brazilian actress to star in a novela, *Xica Da Silva*. From the outset, she challenged and charmed the audience and the entertainment world thanks to her fighting spirit, generosity and naiveté. At 26, Taís Araújo is one of show business's most professional, dedicated actresses.



DON'T MISS TAÍS  
ARAÚJO IN **XICA**  
**DA SILVA**,  
MONDAY THRU  
FRIDAY AT **10 P.M.**  
**/9 CST ONLY ON**  
**AZTECA AMERICA!**

# TAÍS ARAÚJO

## **DIEGO OLIVERA** AZTECA'S MONTECRISTO

Actor Diego Olivera is approaching his role as Santiago in Azteca's new novela *Montecristo* with the utmost professionalism, ready to successfully meet the challenge.

"Playing Santiago is a real privilege. I am very proud of the work we're doing and the great cast. It's an enormous challenge to bring a classic like this to television."

If you want to know more about this hot Argentinean, who has been acting since he was 12, let yourself in on his secrets:



- Birthdate: February 7, 1968
- He's a true defender of his ideals.
- Love is the most important thing in his life.
- He likes learning from his mistakes and asking for forgiveness, and he considers himself a very thoughtful guy.

un amor una venganza  
**MONTECRISTO**

**MONTECRISTO,**  
**WEEKDAYS AT**  
**8PM/7PM CST**



## cont. p 1

Supremacy was also maintained during exclusive transmissions of Mexican soccer playoffs, with ratings for households that outscored all Hispanic competition during game times on Nov. 24, 25 and 29, respectively.

With the coveted 18-49 year-old audience, the station posted triple digit growth from May to November books in the weekday timeslots of 10am -12pm (+400%) with 5pm-6pm (+700%) with *Lo Que Callamos las Mujeres*; 6pm-6:30 pm (+800%) with *Infarto*; as well as triple digit growth with the Sunday night 8-11:30 slot (+325%) with *La Academia*.

KHDF General Manager Mike Scanlon said that active cross promotion during the sweeps period in print, radio, and even Galavision was important in achieving the ratings success.

Congratulations Mike Scanlon and the entire UVM team!!!



## *Mexican Soccer Is Back!!!*

Mexican League Soccer (FLM) returns to the screens of Azteca America this month with the Clausura closing season.

The action is hot, as Jared Borgetti, most recently in Mexico as a striker for Pachuca, returns from international action in England with Bolton and Saudi Arabia with Al-Ittihad. Borgetti has made it clear that his mandate will be to bring a title to Cruz Azul, which has recently been plagued by poor post-season play.

With the addition of Borgetti and two new players from South America, David Faitelson says the team "shows a lot of promise, with enough firepower to win back disillusioned fans" once César "El Chelito" Delgado recovers from his current injury. Despite being in the league of the traditionally elite teams, Cruz Azul fans have been 10 and half years without a league title.



Other exciting changes within the league include a turbo charging of the Santos roster, as the team is determined to move back up in club standings with the hiring of former Chivas goalie Oswaldo Sánchez, the former América striker Matías Vuoso, and the Argentine Daniel Ludueña.

In the words of David Faitelson, "Santos is without a doubt the team that spent the most on its roster in



December." Oswaldo Sánchez' salary alone will cost the club US\$2 million this year. Nevertheless, Faitelson warns against the "América Syndrome," "The team needs to come together as a team and show results on the field... how many times have we seen teams with lots of names and no results?"

Nevertheless, returning champs Chivas, even without their National Team goalie Sánchez, remain strong. And the Tigres of Monterrey have signed striker Kikin Fonseca. An integral part of the past two Puma championship teams and an offensive force for Cruz Azul in past seasons, Kikin returns to Mexico after six months with Portugal's Benfica.

Don't miss the best in Mexican League Soccer (FLM) action on Azteca America.

## *Grupo Salinas Organizes Event in New York to Celebrate its 100 Anniversary*

organization leaders, and also representatives of Bloomberg, The Wall Street Journal, Dow Jones and Notimex.

The event was hosted by Luis J. Echarte, Chairman of Azteca America and Executive Vice-president of Grupo Salinas, who talked about the origins of the Group, its dynamic growth, increasing

importance in the economies where it operates and its perspectives in the retail, financial services, telecommunications, Internet and of course television markets.

The Group employs 50,000 people in six countries, and has aggregate sales of over US\$5 billion. Many participants were impressed by these figures, by the rapid



Azteca America's umbrella organization, Grupo Salinas, held a breakfast presentation for US investors, stock-market analysts and financial press on Dec. 12 in commemoration of its 100 year anniversary. The event was designed to strengthen relationships with key financial market participants and media, by detailing operations of our businesses and the benefits they generate in the communities where we operate.

Event attendance included representatives from Credit Suisse, Deutsche Bank, Merrill Lynch and UBS, as well as debt holders, potential new investors, representatives of the Office of the Governor of New York, Hispanic



growth its companies, the benefits to society through our non profit arms Fundación Azteca and Fundación Azteca America, as well as by the social impact of business operations themselves.

Grupo Salinas Companies include: TV Azteca, Azteca America, Grupo Elektra, Banco Azteca, Seguros Azteca, Afore Azteca, Azteca Internet, Iusacell and Unefon.



## *Bakersfield Collects Toys for Kids*

Azteca America Kern County (KZKC) in Bakersfield launched its first annual Toy Drive this holiday season, providing toys for over 3,500 children in the community. The collection was done in conjunction with the Stay Focused Mentor Program, a non-profit organization that offers guidance to at-risk

youth in Kern County. This was the first year Stay Focused Mentor Program worked with Spanish media. KZKC, sister station KERO and Bank of America employees also donated hundreds of toys.

The collection was in addition to a prior clothing drive during Thanksgiving, where 1,300 coats were collected and given out to families in need. The coat drive was part of the 5th annual Feed It Forward campaign, a local non-profit organization which provides a free Thanksgiving Dinner to less

fortunate families throughout Kern County. KZKC, sister station KERO and sponsor Kern Schools Federal Credit Union employees also donated hundreds of coats.



## **Names & Faces**

### ***Our Midwest Network Sales Team***

***Yesenia Rios-Rubio, VP/Director  
of Sales - Chicago***

***Jennifer Van Vallis, VP/Director  
of Sales - Detroit***

Part of the Azteca America network sales team and based in Chicago since December of 2005, Yesenia, or "Jessie," as she is more widely known in the industry, is responsible for selling advertising in the Midwest region. She handles accounts that include P&G, General Motors, Kellogg, Kraft, Walgreen's, Macy's, Best Buy, Phillip Morris and Mars Foods.

With ten years of television advertising experience, she has worked at NBC, Fox Magazine, Fox Kids and Fox Network on the English-language side, and local sales for Univision and Telefutura on the Spanish-language side.

She says that selling in the Hispanic market was something that always caught her eye when she was with NBC and Fox and as for selling Azteca America, she simply says, "I love it." Jessie has a BS in Advertising from University of Illinois, Urbana-Champaign.



After covering the Midwest alone for the beginning of 2006, reinforcements were brought in at mid-year, when Jennifer was named VP/Director of Sales for Detroit.

In opening the Detroit office, Jennifer is responsible for auto clients and agencies from the Motor City, and her mandate specifically includes expanding product integration opportunities with the auto companies.

Born and raised in Detroit, she has 16 years of experience in national radio sales, working with Interep Radio Sales and Clear Channel Radio, where she has held positions as Divisional Manager, Regional Executive, and New Business Development Manager. She has a business and marketing degree from Mercy College.

When not working, she says she invests in her best asset: her family, including husband Kevin, sons Jordan (15) and Conor (12), and her identical twin daughters Madelyne and Gabrielle (8).







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MONJE Y CRISTO

• MONDAY-FRIDAY •

• 8PM/7 CST •



AZTECA AMERICA®



## *Hispanic Facts: Recent Data*



The US Hispanic market continues with strong growth potential. As of December 2006, the purchasing power of the Hispanic market reached an estimated \$798 billion. The forecast for 2007 is \$863 billion, which would surpass African-American purchasing power, which is calculated at \$847 billion.

According to research from the Mexican daily *El Financiero*, purchasing power of US Hispanics will increase 48% from 2005 to 2010, compared to 28% for the US population in general.

Hispanic-owned companies are concentrated in the states of California (28%), followed by

Texas (20%), Florida (16%) and New York (9%).

According to Mexico's foreign trade bank Bancomext, Hispanic purchasing power is \$105 billion in Los Angeles (with a Hispanic population of 7.8 million); \$59 billion in New York (Hispanic population of 4.3 million); and \$33 billion in Florida (with a Hispanic population of 1.8 million). Other important metropolitan areas for Hispanic businesses are Miami, Chicago, Houston, Dallas, San Francisco, San Antonio and Phoenix.

Source: *El Financiero* with data from *Fundación Solidaridad Mexicano Americana* and Selig Center from University of Georgia.

## *Milwaukee on Direct TV*

Congratulations go out to Bustos Media and DirecTV for the carriage agreement inked between the two this month for Bustos' WBWT, Channel 38.

DirecTV is currently carrying Azteca America in 26 markets across the country.

## *Our talent*

### **DIEGO OLIVERA**

Diego started acting at age 12 in Argentina, where he also studied with famed teachers Alejandra Boero, Carlos Gandolfo and Joy Morris.



His theater credits include *El Hombre del Destino*, *La Valija del Rompecabezas*, *La Bella y la Bestia*, *101 Dálmatas* and *5 gays.com*. He has also had movie roles in *¿Te Dije que Te Quiero?* (2002) and *Los Guantes Mágicos* (2004).

On television he has appeared in the novelas *Alta Comedia* (1991), *Montaña Rusa* (1994), *Por Siempre Mujercitas* (1995), *90-60-90 Modelos* (1996), *Ricos y Famosos* (1997), *Mujercitas* (1999), *Matrimonios y Algo Más* (2001), *Provócame* (2001), *Infieles* (2002), *Dr. Amor* (2003), *Piel Naranja Años Después* (2004), *Floricienta* (2004), *Amarte Así* (2005) and *Se Dice Amor* (2005).

He is currently starring in *Montecristo* alongside Silvia Navarro in his first role outside of his native Argentina.

### **SILVIA NAVARRO**

Silvia decided to be actress when she was a teenager, with roles in *Mar Muerto* and *Químicos para el Amor*.

She went on to study acting at *La Casa del Teatro* and Azteca's-own CEFAC, under Raúl Quintanilla and Héctor Mendoza.

Her film credits include *Mujer Alabastrina* (2005), *Esperanza* (2005) and the animated film *Dragones, Destino de Fuego* (2006), as the voice of Marina.

She started her career in Azteca with *Perla* (1998), followed by *Catalina y Sebastián* (1999), *La Calle de las Novias* (2000), *Cuando Seas Mía* (2001), *La Duda* (2002) and *La Heredera* (2005).

She currently plays the role of Laura in *Montecristo* alongside Diego Olivera.





**12 WOMEN, 6 MEN..**

**QUIERO A  
MI MAMACITA**



**BUSCO  
PAPACITO**

**AND THEIR MOTHERS!**

**ALL HISPANICS & ALL TOGETHER IN THE SAME HOUSE**

**COMING SOON**



# SUEGRAS

**THE NEW REALITY SHOW BY AZTECA AMERICA**

**BE PART OF THE SHOW BY CALLING:  
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BTURNER@AZTECAAMERICA.COM**

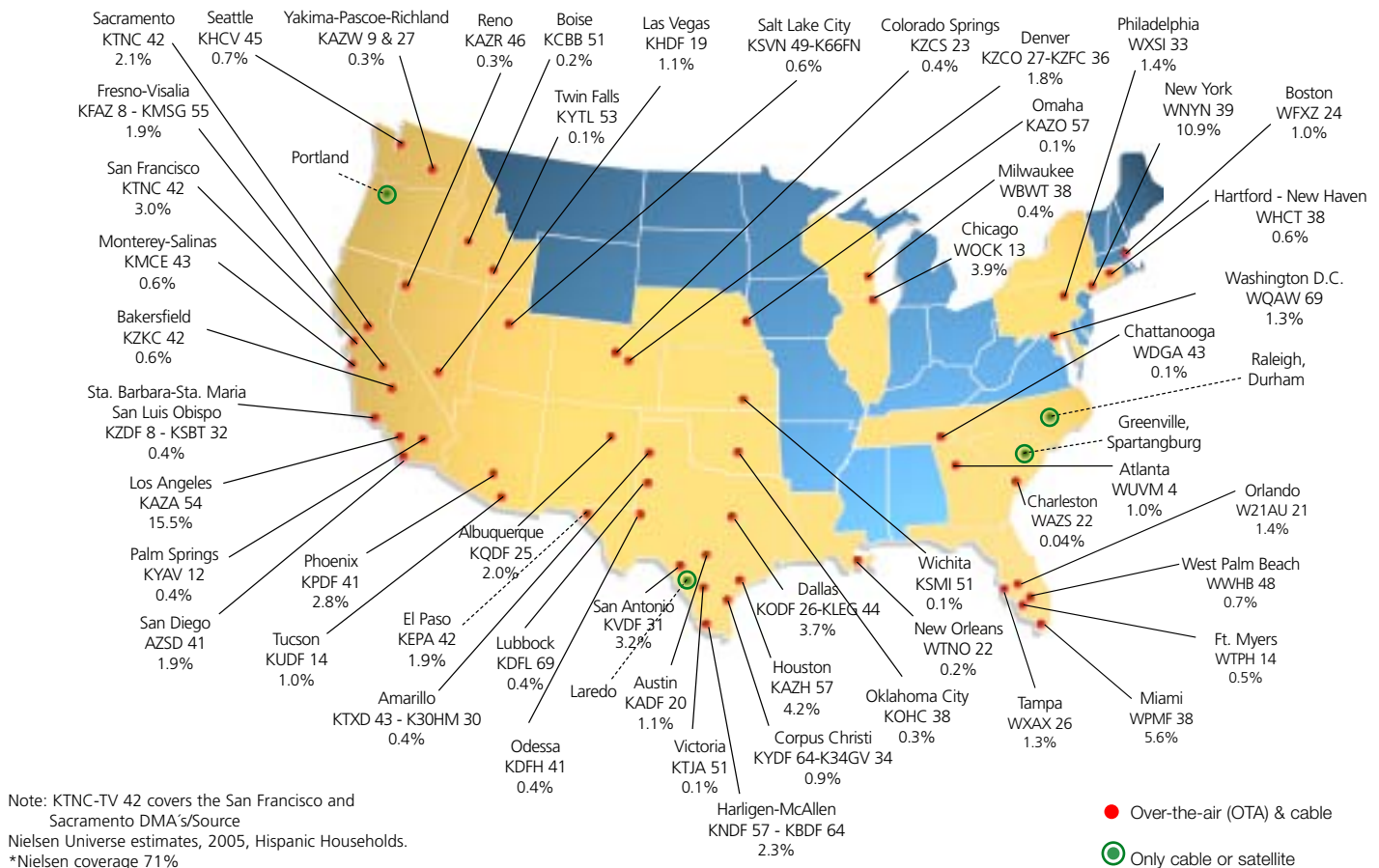


**AZTECA AMERICA**



# The Fastest Growing Hispanic Network in the U.S.

55 Markets; Geographic coverage: 89%\*



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## About TV Azteca

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

TV Azteca broadcasts five networks: the family-driven Azteca 13, with 278 signals in Mexico; the youth-focused Azteca 7, with 270 signals in Mexico; Proyecto 40; Azteca International for 14 countries in Central and South America and Canada; and Azteca America the fastest growing network in the U.S.