

The AzA Gazette



The Azteca America Monthly Newsletter for Clients, Friends and Associates

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Events & Features

- Promotion Winners Live it Up in Monterrey p.3
- Final Concert Beats Out Anything from Telemundo or Telefutura in P18-49 for the Week p.5

Promotion Behind La Academia

There's no doubt that *La Academia* is a great product. However, promotion has been key in fueling the fire.

First of all, thanks go out to affiliates that worked in conjunction with local radio stations for a combined total of almost 100 phone-in interviews with expelled students for the three months of *La Academia*. We also generated about 20 press releases during the 18 weeks of *La Academia*, as well as countless phone interviews with print media.

For the final concert, we had representatives from *El Nuevo Herald* of the *Miami Herald* and *La Opinion* of Los Angeles, as well as representatives from *El Latino* from San Diego, *Super Estrella* from San Diego, *Notimex* and *TV Notas*, in addition to a very extensive group of journalists from Mexico.



Dear Friends

After over three months of excitement, *La Academia*, our thrilling musical reality show, held its final concert on July 3.

Although reality shows are definitely in fashion these days, what sets *La Academia* apart is values. In an age when many television companies are being as explicit as the FCC may allow (and even more so), and formats are often based on how much people can be humiliated and still smile, it's refreshing to see how *La Academia* is about effort, learning and achieving goals; values

that grandparents, parents and children can share.

There's no doubt that *La Academia* is complete entertainment, as our 1 million-plus audience for the final concert illustrated. However, it's not about ratings at any cost.

Azteca America and Fundación Azteca America, its non-profit organization, also launched this month a miniseries called "Ni Una Vez Más" that portrays how domestic violence destroys one of our most important values: the family. With this kind of programming we show that entertainment with a message can be a very powerful combination.

Apart from exciting coverage of our *La Academia* final concert, and details on our first simultaneous novela launch "Amor en Custodia," this issue profiles our affiliate TVC in Miami, who is holding a regional Upfront this month. We also have an update on the coming soccer season and a profile of two of our US Hispanic *La Academia* finalists: Edgar and Yuridia.

Please enjoy,
Luis J. Echarte
President and CEO

CONTENT

Station Spotlight: Miami	2
Simultaneous Launch of Amor en Custodia on Both Sides of the Border	3
KAZA's Hechos 54 Newcast Beats Out Telemundo's Local Newscast in LA	4
Soccer Season Just Around the Corner	4
Ni Una Vez Más Miniseries Focuses on Domestic Violence	6
Names & Faces: Yuridia & Edgar	6
Fundación Azteca	7
Sales Update	8
AzA Coverage / Contacts	10

Station Spotlight: Miami WPMF Channel 38

*José Ramón Grau -
President & CEO TVC
Gustavo Cubas
Vice-President TVC*

With its distribution footprint 99% complete, TVC is entering the upcoming season with a rejuvenated spirit.

In the last twelve months TVC has signed carriage agreements with Comcast, Adelphia and Atlantic Broadband (all on basic tier systems), which are added to DirecTV and Dish Latino's network signal, as



well as a strong over-the-air signal with WPMF.

"There is a hunger for quality programming like what Azteca America offers," said José Ramón. "The quality transcends any boundaries of origin."

While its July 14 Upfront marks its formal presentation to the local advertising community, it also signals the start of an aggressive marketing campaign.

Using a multipronged attack, the targets will be full-sized billboards, radio, print media (especially with *El Nuevo Herald* and *El Diario de las Americas*),

and cross promotion within existing cable carriers.

"The community likes our programming, and there's certainly a need for a new option here in Miami," said Gustavo.

With local programming on hold until the results of its current marketing push are in, Gustavo says he expects a strong turnout for the July 14 Upfront. And clients will soon have concrete results since TVC is currently in talks with Nielsen for ratings coverage, which José Ramón expects to be "very soon."

Best of luck TVC!!!

Congratulations go out to TVC for their regional Upfront that will be held in Miami on July 14.

Joining the TVC will be COO Jorge Jaidar and our news team of Gaby Alcalá, José Martín Sámano and Edgar Galicia.

This presentation builds on a regional Upfront held by *Una Vez Mas* following our network Upfront.

For more information on the Miami event,
contact: Gustavo Cubas at 305 994 1700
or e-mail: gcubas@tvctv.com

Station Data

Market	Miami
Call Letters	WPMF
Channels	38

General Market

Market Rank	17
Population 2004*	4,147
Households*	1,511
% Cable TV	
Penetration 2004	75.0%
Retail Sales (Million US\$)	56,023
% of Hispanic Origin	41.0%

Hispanic Market Info.

Hispanic TV HH Market Rank	3
Hispanic TV HH	
Market Coverage	5.5%
Hispanic TV HH Market *	603
Hispanic P2 + Coverage	4.6%
Hispanic P2 + *	1,137

* In thousands

Promotion Winners Live it Up in Monterrey

A total of 20 people flew in from Fresno, San Francisco, Las Vegas and Phoenix to cash in on promotional contests to see the final *La Academia* concert.

Winners began arriving on Friday, July 1, when Stephanie Aguilar, marketing director for Fresno's KMSG arrived with eight people. Then on Saturday, Ernesto Delgado, from *Una Vez Mas*, arrived with a group of seven from Las Vegas and Phoenix. They were accompanied by two winners from San Francisco's KTNC.

Congratulations go out to all of these affiliates for organizing successful *La Academia* promotions. We would also like to thank our radio partners for *La Academia Cuarta Generación: Radiolobo* and *Radio Tekila* in Fresno; *Radio Romántica* in San José; *Oye* in Los Angeles, *La Mera Mera* in Houston and *KBNO* in Denver.

We look forward to building on this success for the next generation of *La Academia*.



Simultaneous Launch of Amor en Custodia Novela



Azteca America will have its first simultaneous novela launch with its Mexican counterpart TV Azteca with the July 18 debut of *Amor en Custodia*.

The story is based on Juan Manuel, a farmer who has practiced martial arts since his youth. When he finds it difficult to support his wife Gabriela and his young daughter Tatiana, he decides to go to Mexico City to look for work.

Once in the city, Juan Manuel uses his martial art techniques to prevent the kidnapping of the beer magnate Paz Achaval Urien. The man sent for the abduction turns out to be the chief of security of Paz' husband Alejandro. Paz is eternally grateful to Juan Manuel, and takes him for a special agent, later hiring him as her bodyguard. The close daily contact between Paz and Juan Manuel is a breeding ground for romance.

Paz has a teenage daughter, Bárbara, who is capricious and suffers from an eating disorder. She also has a personal bodyguard, Nicolás Pacheco, who is young,

well-trained and has a crush on Bárbara. But everything will change when he meets Juan Manuel's daughter Tatiana.

Nevertheless, Paz's husband's bodyguard, Tango, has not given up on trying to kidnap the beer baroness, who has the dual challenge of uncovering her enemy and winning over the heart of her bodyguard.

Don't Miss *Amor en Custodia* with its July 18 debut at 9:30pm EST and PST / 8:30 pm CST.

Noticiero Azteca America Live From Miami



Our network news transmissions will be held live on-site in Miami, at the Bayside Mall, for July 13, 14 and 15. As always the early evening transmission of *Noticiero Azteca America* at 3:30 will be anchored by Edgar Galicia and Gaby Alcalá. *Noticiero Azteca America Última Edición* at 10:30 with José Martín Sámano will feature special Miami-based reports, including a scheduled interview with Florida Governor Jeb Bush.



KAZA's Hechos 54 Newscast Beats Out Telemundo's Local Newscast in LA

With less than two years on the air, *Hechos 54* is steadily climbing in the news rating wars. During the month of June, for the first time in history *Hechos 54* surpassed the local newscast of Telemundo's channel 52 as well as Lieberman's channel 62.

Hechos garnered 1.3 rating points for the coveted 18-49 demo, compared with 1.1 for channels 52 and 62, respectively.

"This shows how a dedicated team of journalists and a dynamic production staff can make a difference," said Eduardo Urbiola, CEO of Azteca 54. "Despite fewer resources and staff than our competitors, we are nonetheless growing our audience."

Comparing average 18-49 ratings for June with February sweeps,

Hechos 54 was the only local newscast that gained viewers, to the tune of an amazing 120%, compared to losses of 41%, 20%, 13% and 11% for Telemundo's 52, the independent channel 22, Lieberman's channel 62 and Univision's 34, respectively.

Congratulations to KAZA and *Hechos 54*!!



Soccer Season Just Around the Corner

Mexican Soccer League teams continue to make last-minute roster changes as they gear up for July 30 debut of the 2005 Opening season.

Last season runners up, Guadalajara's Tecos, are looking to build on their surprising success last season when they faced off against America in the final. Following the exit of former head coach Daniel Guzmán, the Tecos hired the Uruguayan Eduardo Acevedo, as well as boosting their roster with the Chilean striker Nelson "el Chupa" Pinto Martínez.

Past season semifinalists Monarcas Morelia are also looking to build on last season's success and have brought on board Edgar Solano

and Gerardo Torres, as well as the 25-year-old Brazilian striker Osmar.

Cruz Azul is coming into the season with one of the strongest rosters in the league thanks to the addition of Gerardo Torrado, who played in Europe last season, as well as Alberto Rodríguez, Adrián Sánchez and Denis Caniza, all with eyes on a championship in Apertura 2005.

The Tuzos of Pachuca, who sacrificed some performance in the Mexican League last season in hopes of advancing in the Copa Libertadores, have signed the defensive center Arquivaldo Mosquera, who played with Atlético Nacional last season, as well the Colombian Franky Oviedo, who will be joining his fellow countrymen the also centerfielder Andrés Chitiva and goalie Miguel Calero, not to mention the head coach José Luis Trejo.

Santos Laguna, is awaiting the arrival of Jair García and Miguel Zepeda, with whom the team could be a strong contender this season.

Meanwhile, the Tiburones Rojos of Veracruz are looking to regain some of the shine they had in Apertura 2004 with a new head coach from León, Juan Carlos Chávez, as well as players like: Joaquín Reyes, Alejandro Leyva, Miguel de J. Fuentes, Óscar Rojas, Miguel Acosta, Mario Rosales and Hugo Gómez Sánchez.

Finally, the Dorados of Culiacán and Jaguares of Chiapas, who struggled to stay in the league last season have added Sebastián Abreu, Leonardo Gabriel Tambussi, José Castañeda, Gustavo Sedano and Carlos Hurtado in the case of the Dorados squad; and Edoardo Isella, Humberto Martínez, Gabriel Palmerosa and Alonso Sandoval in the case of Chiapas.



Final Concert Beats Out Anything from Telemundo or Telefutura in P18- 49 for the Week

The reality on realities is in, and Azteca America is on top. The final *La Academia* concert attracted 1.19 million viewers 2+ for its July 3 final concert. The numbers placed the concert as number 17 for the week in terms of network ratings when collapsing strip programs, marking the eighth consecutive week that Azteca America has had one or more programs among the top 25 Hispanic programs of the week.

As for the coveted 18-49 demo, *La Academia* attracted 826,000 viewers, beating out anything for the week in the demo from Telemundo or Telefutura. In comparable musical reality finals, Azteca America is

also well ahead. The 826,000 figure is a whopping 49% above the number of 18-49 impressions from Telefutura's *Objetivo Fama* final concert on May 1 and an even more astonishing 200% higher than Telemundo's 18-49 impressions for its *Nuevas Voces* final concert on May 29.

"First we built a network. Now we're building a ratings story, one page at a time," said Azteca America President and CEO Luis J. Echarte.



First place winner of *La Academia* was Erasmo González, a bilingual school teacher in the indigenous town of Xalpatláhuac, Guerrero. Second place went to Yuridia Gaxiola, from Mesa, Arizona. And third place was for Adrián Varela, of Culiacán, Sinaloa. Edgar Guerrero, from Boise, Idaho, just missed the big money, coming in at number five and was awarded with \$20,000 as consolation.

In all, the top three finishers took home over \$400,000 in prize money, as well as late-model cars and SUVs and unlimited airline tickets.

"In May it was Mexican Soccer League finals. Now's its musical reality shows. Stay tuned for more exciting blockbuster programming formats and live events," said Azteca America COO Jorge Jaidar.

Immediately following the final concert, 12 *La Academia* students launched a concert tour that began in Monterrey and will include 30 cities in Mexico and 10 cities in the United States, as well as venues in Central America.

Ni Una Vez Más Miniseries Focuses on Domestic Violence

The first simultaneous launch of a dramatic series between Azteca America and TV Azteca was with *Ni Una Vez Más*, a miniseries broadcast this month.

Working with the non-governmental organization APIS (Acción Popular de Integración Social), which is



dedicated to improving the lives of rural and urban women, the miniseries was produced by Genoveva Martínez, who also produced the miniseries of the Juárez Killings, *Tan Infinito Como El Desierto*, as well as *Lo Que Callamos Las Mujeres*. The

series depicts different forms of domestic violence, such as physical, psychological, sexual and economic abuse.

Although a commercial product, *Ni Una Vez Más* represents some of the self-determination and educational values held by Fundación Azteca America.

The cast includes Angélica Aragón, Andrea Noli, Sergio Bustamante and Sergio Klainer.

We look forward to including similar projects in the future.

Names & Faces *Yuridia Gaxiola and* *Edgar Guerrero*

At first glance these two *La Academia* finalists and residents of



Mesa, Arizona (Yuridia) and Boise, Idaho (Edgar) would seem to have little in common, aside from both residing in the United States.

Yuridia is 18 years old and still has a semester to go before finishing high school in Mesa. Edgar, age 26, is a self-styled *hombre del campo*, or country boy.

Edgar was actually born in Idaho, to a father who still drives a tractor at night to harvest potatoes, while his mother trucks them into the silo. However, he has also lived in Sinaloa and California. Prior to *La Academia*, Edgar washed about 300 cars a day, earning about \$300 a week, at the local Hertz rental agency and played with a band at local weddings and quince años parties during the weekends.

Yuridia was born in Hermosillo and was almost ready to graduate from her local high school, when her father insisted that she give *La Academia* a try at a Los Angeles

casting. A young, insecure girl with an amazing voice, we have all watched her grow to become the runner-up of the final concert.

According to Yuridia the two have been a couple for the last few weeks... Stay tuned!!



FUNDACIÓN AZTECA AMERICA



Vive Sin Drogas

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. The tours are aimed at informing audiences about the negative health and emotional impacts of drug use. *Vive Sin Drogas* has received the prestigious Civic Society Award from the United Nations for its contribution toward the betterment of society.

Vive Sin Drogas makes forceful arguments to youths to reduce and avoid substance abuse and illustrates how narcotics consumption harms lives and the social fabric of our communities.

OBJECTIVES:

- Emphasize the societal hazards of substance abuse
- Show the elevated risks associated with drug consumption
- Illustrate the accelerated negative health effects caused by drugs
- Instill the necessary responses to reject drugs when offered for the first time
- Strengthen personal commitments against drugs
- Preserve the lives and integrity of our community



VIVE SIN DROGAS TOUR

A conference series where rehabilitating users, experts on the topic of narcotics use and Azteca America on-screen personalities talk to young people about the effects of substance abuse. The tour provides Fundación Azteca America the opportunity to transmit the *Vive Sin Drogas* message in a direct and personal manner to more than 250,000 young people in a year.

During the conferences, assistance and information modules are available for participants to receive immediate support and guidance. These modules are attended by medical experts and conference panelists.

The response to the *Vive Sin Drogas* Tour in Mexico has surpassed all expectations, and Fundación Azteca America plans to build on this success. There is no doubt that the *Vive Sin Drogas* message is a powerful one, benefiting thousands of at-risk youths, with many being channeled directly to rehabilitation centers or support groups.

We need your support to become a bridge between the enormous needs of our community and the resources that are available to help.

Please join us in delivering these powerful messages to the Hispanic community here in the U.S.

If you are interested in sponsoring or supporting our *Vive Sin Drogas* Tour, please call:
Fernanda Ostos or Juan José Sainz
Fundación Azteca America
(212) 207-8839



ADVERTISING OPPORTUNITIES



ABOUT THE TOUR

KICK OFF:

Friday, August 19th

LENGTH:

The Tour will have an approximate length of 4 weeks within the following 12 US Hispanic cities:

CITIES:

- | | |
|---------------|------------------|
| - Los Angeles | - Dallas |
| - Fresno | - Houston |
| - San Antonio | - Boise |
| - San Diego | - Sacramento |
| - Las Vegas | - Salt Lake City |
| - Phoenix | - Tucson |

The cast will be integrated by all 5 finalists and the most representative figures from *La Academia* 4th Generation:

- Silvia Amalia Mendivil - 27 years - Los Mochis, Sinaloa.
- Erasmo Catarino González - 27 years - Xalpatlahuac, Guerrero
- Johanna Delgado Nuñez - 19 years - Los Angeles, California
- Adrián Eduardo Varela - 21 years - Culiacán, Sinaloa
- Cynthia Deyanira Rodríguez - 20 years - Monclova, Coahuila
- Yuridia Francisca Gaxiola - 18 years - Hermosillo, Sonora
- Edgar Guerrero Gastelum - 25 years - Burley, Idaho

ASK ABOUT OUR SPECIAL SPONSORSHIP LEVELS



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On July 3,

Azteca America's La Academia
Final Concert Attracted...

826,000
Viewers 18-49

Beating Out Anything for the Week From
Telemundo or Telefutura in This Important Demo*.

We're Building Our Ratings Story



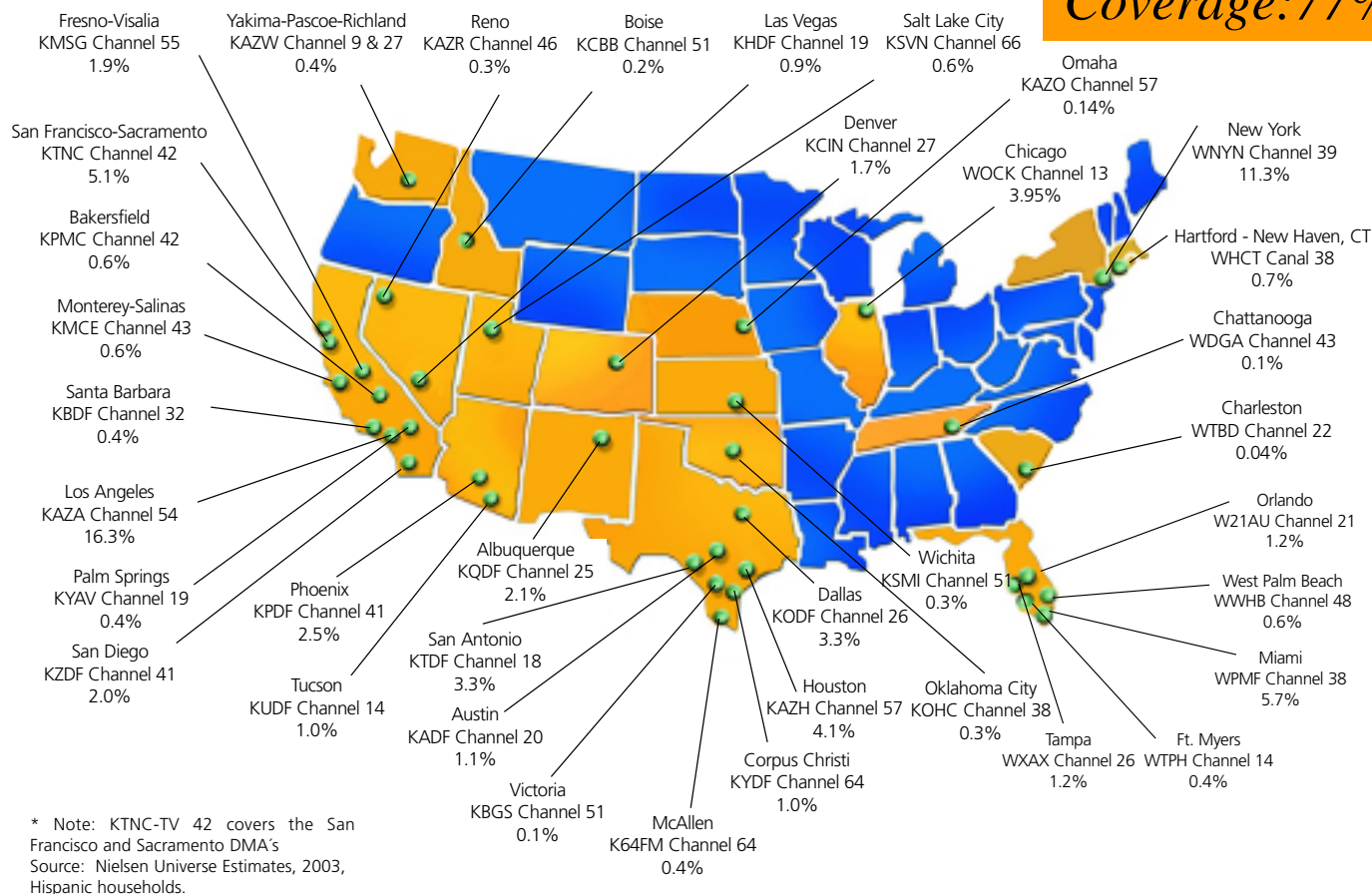
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The Time is Now

*Source: NIELSEN (6/27/05-7/3/05), Persons 18-49.
Subject to qualifications which will be supplied upon request.

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The Fastest Growing Hispanic Network in the U.S.

Coverage: 77%



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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.

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