

The AzA Gazette



The Azteca America Monthly Newsletter for Clients, Friends and Associates

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Events & Features

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Dear Friends

This month our AzA Gazette turns three. Although I have no gray hairs to show for it, these have been some of the most thrilling years of my life. And believe me, I've had many.

When we launched our first edition of this publication I promised to "show you who we are and what we do every day at Azteca America to serve the US Hispanic community." And I think our editorial team at the AzA Gazette has done a good job in illustrating just that over the past 36 months.

Our target audience as well as you, our readers, have witnessed how we have almost doubled our reach in these years to our current footprint of nearly 80% coverage. Our inaugural edition spoke of 18 markets. By the time we announced our first and second anniversaries, we reached 29 and 38 markets, respectively. Today we reach 39, but the story over the last 12 months has been of dramatic cable



Luis J. Echarte & Adrian Steckel

coverage gains. And we'll have more on this topic in our next issue.

Apart from footprint growth, our Gazette has kept you abreast with our first three upfront presentations, how we broke records with *La Academia* - dwarfing our competition -, and also, how we have at times failed.

Paging through our three years of the Gazette, there are enough stories here to write a book given the adventures that we have shared together.

And as a next step in the history that we are writing, I would like to present Adrian Steckel, who has been named President and CEO

this month, as I move on to position of Chairman of the Board. Adrian is a very astute and capable young man that I have the privilege to call my friend since we both joined Grupo Salinas in 1994, (please turn to page 7 to see his profile). I am sure that under his daily guidance, we will be able to take our young network to the next level.

Another piece of exciting news is the celebration of our Third Affiliate Convention, which was held in Los Cabos, where I had the opportunity to thank and greet more than ninety close friends and partners of this network. Finally, I am happy to report that we have successfully launched *La Academia USA*, the US version of our blockbuster musical reality show.



Some great friends at our convention

And as we move into year four, as always, please enjoy.

Luis J. Echarte • Chairman

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Station Spotlight: *KZDF Channel 41 San Diego*



Adriana Alcaraz

McGraw Hill to Operate San Diego Beside its ABC Affiliate

Congratulations go out to McGraw Hill Broadcasting, as they officially announced the operation of our San Diego affiliate this month.

Backed by their respected 10News ABC affiliate station, the group plans to offer local newscasts and has hired the respected television reporter Adriana Alcaraz to head up the newscasts.

Aside from local news, McGraw Hill will be bringing to the station its Cox cable channel position of 15, which is strategically located

between channels 12 of Televisa and 17 of Univision, and is slated to be on line in late January.

COMMENTS ABOUT THE NEW LAUNCH OF AZTECA AMERICA SAN DIEGO:



Derek Dalton

"Hispanic and non-hispanic communities -- we're all one and that's what we're looking to achieve with Azteca. 10News and Azteca America San Diego all one. It's coming with one voice talking to the entire community," said Derek Dalton, 10News vice president and general manager.

"As a Mexican, I am proud to be bilingual, bicultural and it's a privilege to serve the community that I represent," said Adriana Alcaraz, Community Outreach/ Reporter.

"It is a group of people we haven't fully served," said Derek Dalton. "It is a younger community. . . . It's also our future."

FACTS ABOUT SAN DIEGO:

- Over one-third of San Diego residents are Hispanic, and over 80% of San Diego Hispanics are of Mexican origin.
- San Diego County is the 11th-largest Latino market in the country.

- Average annual household income of San Diego Hispanics is US\$57,000.
- Latinos spend more than US\$3 billion a year in San Diego.

GOOD LUCK!



Natalie Quaratino

Station	Data
Market	San Diego
Call Letters	KZDF
Channel	41
General Market	
Market Rank	26
Population 2004*	2,960
Households*	1,040
% Cable TV	
Penetration 2004	84.0%
Retail Sales (Million US\$)	40,832%
of Hispanic Origin	27.6%
Hispanic Market Info.	
Hispanic TV HH Market Rank	13
Hispanic TV HH	
Market Coverage	2.0%
Hispanic TV HH Market *	216
Hispanic P2 + Coverage	2.1%
Hispanic P2 + *	806

* In thousands

Programming Highlights

La Academia USA Off to a Strong Start

With over 400,000 viewers tuning in to the first concert of *La Academia USA* and over 500,000 viewers for concert two, the show is off to a strong start.

Veteran judges include the singer and actress Lolita Cortés and the music producer Arturo López Gavito. They are joined by LA music scene members Adrián Pieragostino, who is a composer and producer, as well as a former member of the group Los Fantasma del Caribe, and the Venezuelan actress/singer María Conchita Alonso, who needs little introduction.

The critics have been harsh with this first generation, especially on the part of Lolita and Arturo. However, Afid, from Houston, and Diana, from Chula Vista, seemed to fare the best during the first concert. And Gustavo, Nohelia and Michael were pleasant surprises for concert two.

The theme for the first concert was duets, and there were no expulsions. Fatimat was the first expelled student during concert two.

Detrás de la Academia USA
Weekdays at 4 pm / 3 pm CST
Camino a la Fama
Weekdays at 8 pm / 7 pm CST
Live Sunday Concerts
at / pm / 6 pm CST

The original 18 contestants are:

BIANCA FILIO MARTÍNEZ -	Dallas, Texas
CARLOS SOTO GARCÍA -	Santa Ana, California
MARIANA VARGAS GRAJEDA -	El Paso Texas
YOSHIGEI CAZARES -	Southgate, California
FATIMAT AIHASSAN VILLANUEVA -	Houston, Texas
CATALINA NARANJO -	Miami, Florida
ALEJANDRO HERNANDEZ LÓPEZ "EL CHINO" -	Sacramento, California
ADÁN CASTILLO -	Joliet, Illinois
DIANA GALINDO MARTÍNEZ -	Chula Vista, California
IVÁN QUIÑONES -	El Mirage, Arizona
FRANCISCO ALVARADO RIVERA "FRANKIE" -	Dubuque, Iowa
MICHAEL ANTHONY MUENCHOW -	San Antonio, Texas
AFID FERRER ÁVALOS -	Houston, Texas
GUSTAVO ALFONSO AMEZCUA FUENTES -	Santa Ana, California
HELOÍSA LÓPEZ DE OLIVEIRA ALVES -	Seattle, Washington
GABRIEL JUAN RODRÍGUEZ POLICASTRO -	Miami, Florida
JAZMÍN OLIVO CEBALLOS -	Salt Lake City, Utah
NOHELIA MARÍA SOSA GUERRERO -	Miami, Florida



Mexican Soccer Playoffs

The matchups are in for the 2005 Apertura, or Opening, season playoffs of the Mexican Soccer League.

Cruz Azul faces off against a tough Toluca team. Cruz Azul will try to display the game level they

Delgado is hungry for his first title in Mexico.

Pachuca vs. Necaxa should be another interesting match, although Pachuca is without two of its top players. The Tuzos of Pachuca have consistently shown good soccer in recent post-season play, sending Necaxa home in the first round of the 2003 Apertura tournament.

The U.A. de G.'s Tecos could be the dark horse of the tournament

the series, one for Tecos in the 94-95 season and one for Rayados in the 92-93 season.

The first place América will match up against the U.A. de N.L.'s Tigres. These two teams faced each other during the 81-82 season and the Tigres promptly trounced América. This season, however, América is a favorite to win it all.



showed early in the season and avoid their post-season flop of the prior season. The last time the two teams faced off in a liguilla playoff series was during the 1977-1978 season, with Cruz Azul winning and going on to win the championship. The "Máquina's" star player, the Argentine César "Chelito"

as they face a very strong Monterrey team. The Tecos have been stepping up their game level during the last weeks of the season, but the Rayados finished in second place overall in the regular season and are the clear favorite. Tecos and Rayados have met up twice in postseason play splitting

Interep To Rep for UVM and TVC

Earlier this month, Interep, an established radio repping firm, announced its entry into the TV business with Azteca America Television Sales (AATS).

The firm has secured an agreement to represent Una Vez Más with national spot sales in its 12 markets and plans to have offices in New York, Los Angeles, Chicago, Miami, Dallas, San Antonio and San Francisco. AATS also announced that it will be repping for TVC Broadcasting's three stations in New York (WXNY), Miami (WPMF), and Chicago (WOCK).

Tom Marsillo, former Vice President of National Sales for Univision and Telefutera, has been tapped as the company's SVP/Director of Sales. Bob Turner will serve as president of the new dedicated firm.

Affiliate Convention 2005



Azteca America held its third Affiliate Convention earlier this month in Los Cabos, with a robust attendance of 90.

Highlights of the lively event included a presentation of Grupo Salinas by Azteca America Chairman Luis J. Echarte, as well as a tribute to the career of Ricardo Salinas and a welcome video by Ricardo, where he



expressed his thanks for the support of our exceptional network of affiliates.

Later, Jorge Jaidar, director of operations, took the stage to express the importance of a unified corporate image and more details about *La Academia USA*.

Finally, a panel of affiliates, including Natalie Quaratino from KMGH in Denver and now our San Diego affiliate as well (see p. 2); Bob



Hyland from Una Vez Mas, and Mayela Rosales from WTPH channel 14 in Ft. Myers, spoke about the importance of integrating sta-



tions with local communities through promotion, programming and events participation.

The event was also a welcome platform to present Adrian Steckel, our newly-appointed President and CEO, to our affiliate group. Adrian is an 11-year veteran of Grupo Salinas, serving most recently as CEO of cellular startup Unefon since 1999 (see profile p.7).



Our Talent

MERCEDES PASCUAL



A multi-faceted artist, Mercedes is an accomplished dancer as well as actress, having performed with the Ballet Bellas Artes and Amalia Hernández' Mexican Folk Ballet.

Her drama studies include a scholarship awarded by the French government to study in Paris early in her career, as well as masters studies at the Central School of Speech and Drama.

As a theater actress, she has performed in over 60 plays, including *Medusa* (1968), *Cómo tú me Deseas* (1972), *Las Mujeres Sabias* (1979) and *Como Ser una Buena Madre Judía* (1996).

She has received best actress and best supporting actress awards from the Asociación Mexicana de Críticos de Teatro. (Mexican Association of Theater Critics).

Recent film appearances include: *Ángel de Fuego* (1991), *Novia que te vea* (1992), for which she was awarded the *Estrella de plata* and *Cilantro y Perejil* (1995), for which she was nominated for the prestigious Ariel award.

She has starred in numerous novelas, including *Lo que Callamos las Mujeres* and *La Duda* (2002).

She currently plays the role of Mercedes in *Los Sánchez*.

LUIS FELIPE TOVAR

His long list of accolades unfortunately does not fit in this space.

However, the man that gives life to "Tito," the comic central character of the hit novela *Los Sánchez*, has won three Ariel Awards (The Mexican equivalent of the "Oscar") for acting in *Principio y Fin*, *El Callejón de los Milagros* (where he acted along with Salma Hayek) and *Sin Remitente*. He also was awarded the *Diosa the Plata* from the PECIME for his work in *Nave de los Sueños*.

Born in Puebla, he attended the Theatrical School of the Instituto Nacional de Bellas Artes and continued his studies in direction at the Escuela de Cine y TV in Cuba.

At Azteca he has participated in episodes of *Lo Que Callamos Las Mujeres* and *Tan Infinito Como el Desierto*, as well as the novelas *Cuando Seas Mía*, *Demasiado Corazón*, *Por Ti* and *Mirada de Mujer, el Regreso*.

He also has an acting school in Mexico City called "El Set," and is an honorary member of the Cinematographic Science and Arts Academy.



VÍCTOR GARCÍA

One of the biggest successes from the hit musical reality show *La Academia*, Víctor is a talented singer and actor who hails from Ciudad Madero, Tamaulipas.

Thanks to a second-place finish in the first generation of *La Academia*, as well as a successful novela soundtrack, he secured a recording contract with Sony Music.

The hit single *Otra Vez*, from his first namesake recording was nominated for a Latin Billboard award for being the most-played song in Latino radio.

His acting debut began with the youthful and comic novela, *Dos Chicos de Cuidado*, where he worked alongside such established actors as Argelia Ramírez, Rafael Sánchez Navarro and Pedro Sicard. Víctor continues combining music and acting with the promotion of his second album, *Loco por Ti* in between filming sessions of *Los Sánchez*, where he plays the role of Leo alongside such outstanding actors as Marta Mariana Castro and Luis Felipe Tovar.

National and Print Media Take La Academia Tour

A mix of top radio and print media were on hand from across the country to witness the premiere live concert of *La Academia USA*.



Antonio Mejias, entertainment editor of *La Opinión* in Los Angeles; Lorena Flores, entertainment reporter of *Al Día* in Dallas; Oliver Bejarano, DJ for *Radio Romántica*; Ayled Aranda, DJ for *Oye 97.5* in Los Angeles; Francisco Alejandro, editor of *El Mundo* in Las Vegas; Kiko Martínez, entertainment reporter of *La Prensa* in San Antonio; Silvia Camargo, entertainment reporter for *Hola* in Houston, as well as Stella Paolini, from *Prensa Hispana* were all on hand as special guests, in addition to reporters from *TV y Más* and *La Voz* of Phoenix, *Notimex*, *El Universal* and *TV Notas*.

In addition to interviewing judges during the concert, media were given a tour to *Azteca Novelas*, where they met the cast of *Amor en Custodia* and *Los Sánchez*, and got an up-close look at the campus

of *La Academia*, as well as a chance to interview Alan Tacher.

We are expecting a total of 15 radio stations from around the country to participate with weekly call-ins of expelled students.

KBDF in McAllen on DirecTV

DirecTV announced on November 11 that it added KBDF channel 64 in Harlingen, Weslaco, Brownsville and McAllen to its channel lineup.

This is the 16th *Azteca America* local station that DirecTV carries.

Congratulations to KBDF and Una Vez Mas

Names & Faces

Adrian Steckel
President and CEO
Azteca America

Our recently appointed President and CEO, Adrian Steckel has been a senior executive at Grupo Salinas for 11 years.

He got his start at TV Azteca, where he was a Member of the Board, as well as CFO, where he restructured company finances and raised over \$2 billion, which included one of the largest public stock offerings in Mexican history. Adrian also negotiated some of the initial *Azteca America* business

partnerships, as well as structuring the joint venture between TV Azteca and the NBA.

And he is no stranger to the production side, having produced two TV programs. In addition, he was the founding CEO of *Azteca Music*, which today is in charge of the musical careers of *La Academia* graduates and negotiates recording contracts with international labels.

Most recently Adrian was CEO of Unefon, a Grupo Salinas wireless telecom operator that currently counts with 1.4 million subscribers. He is also a member of the Executive Committee, which sets strategy for all Grupo Salinas companies.



ADVERTISING OPPORTUNITIES

BOXEO AZTECA

Get in the ring with Azteca America!

- The best fighters – mix of youth and experience with top managers.
- Experienced production – great venues, careful card selection and excellent commentators, including: David Faitelson, Erik “El Terrible” Morales and Carlos Aguilar.
- Interesting fights – breath-taking local heroes who have defied all odds, as well as world championship fights.

UPCOMING FIGHTS

Date	City	Venue	Fighters
3-Dec	Chicago, IL	Aragon Ball Room	Ricardo Castillo vs. Rubén Estanislao
16-Dec	Monterrey, NL, MX	Arena Monterrey	WBC Flyweight World Championship Jorge “El Travieso” Arce
17-Dec	Hermosillo, Sonora, MX	TBA	José Luis Castillo vs. Michael Clark
14-Jan	El Paso, TX	TBA	Julio César Chavez Jr.
28-Jan	Orange County	Arrowhead Pond	Páez vs. Cuevas

SPONSORSHIP OPPORTUNITIES:

- Logo presence on canvas
- Banners
- Logo on posts
- Round sponsorships
- Sashes with logo

**AND
MUCH
MORE!**



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



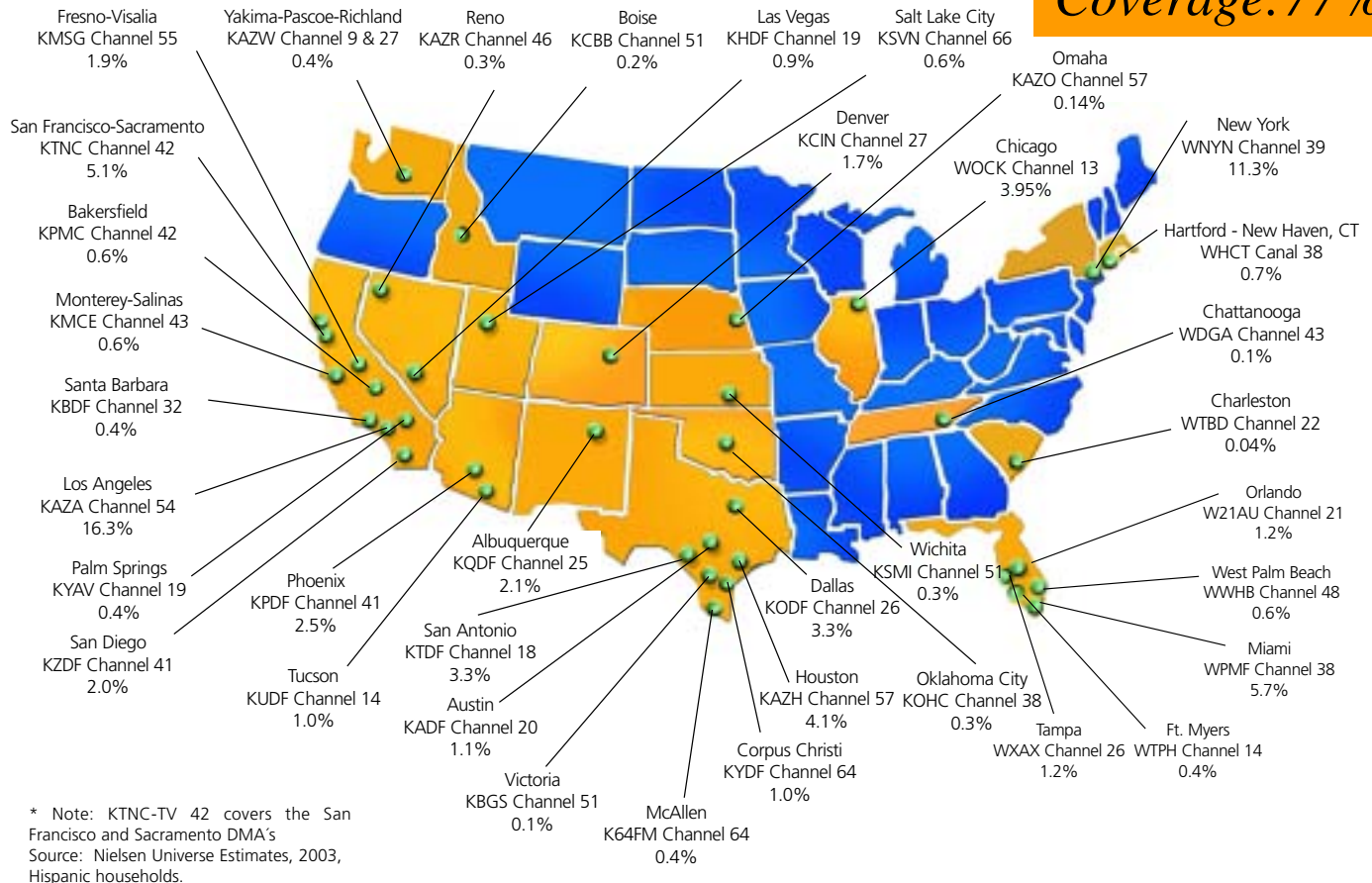
La academia
USA



AZTECA AMERICA

The Fastest Growing Hispanic Network in the U.S.

Coverage: 77%



Contacts:

Executives:

Luis J. Echarte
Chairman

(212) 207-8839
011(5255) 1720-5777

Adrian Steckel
President and CEO
(212) 207-8839

Editorial Committee*

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

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

For further contacts see our website



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.

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.