

The AzA Gazette



The Azteca America Monthly Newsletter for Clients, Friends and Associates

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Events & Features

- Azteca America's Upfront 2006 p. 6
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Time Warner and DirecTV Come on Strong in Texas

Thanks to Una Vez Más, Azteca America can be viewed in Time Warner households of San Antonio, Laredo, Brownsville-McAllen and El Paso DMAs. Even more exciting is the single-digit to low teens channel positions for most of these markets. The carriage is effective June 1.

San Antonio also got a boost in late May with DirecTV coverage, which marks the 17th market where DirecTV carries AzA programming.

Congratulations to Una Vez Más, Time Warner Cable and DirecTV for these moves that largely consolidate our distribution in Texas and fill out coverage in the all of the top 20 Hispanic markets, adding over 500,000 new television households to our footprint.

Congratulations also go out to Comcast for carriage in Portland as part of our network agreement for "white areas."



AzA, The House of Soccer

Thanks to sky-rocket bidding processes, networks around the world today can boast great sporting events every few years. There are tournaments, cups and championships that draw the attention of millions, and any network can show them—provided that they have thick wallets. But to be the true home of a national pastime is a responsibility that requires years of dedication and hard work; we are proud to say that Azteca America is THE place for Mexican Soccer.

Through our parent company, TV Azteca, we have a soccer tradition of

more than 30 years. In fact, our soccer tradition even predates TV Azteca, beginning back in the days when our network was still state controlled. For instance, with more than 30 years, DeporTV is Mexican television's oldest show on the air, and this is in great part because of José Ramón Fernández' incisive and thoughtful analysis of all professional sports, but specially soccer. And the list of our entire team of sports professionals is too long to list here.

To be the House of Soccer requires years of hard work, patience, and commitment to the sport that Latin Americans love. Azteca America has the rights to Chivas USA and eight of Mexican League's eighteen soccer teams, including our own team, Monarcas Morelia. Every year we show more Mexican League soccer matches than all our broadcasting competitors combined. We are happy to show some aspects of our soccer credentials in this issue of the Gazette: from our extraordinary soccer commentators to our own Monarcas Morelia team we have great reasons to say GOOOOOL....

Please enjoy,

Luis J. Echarte • Chairman

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Station Spotlight:

KZCO Ch 27 Denver

KZFC Ch 36 Ft. Collins

KZCS Ch 23 Col. Springs

Natalie Quarantino

Director of Operations

Azteca America Colorado

A little over a year since McGraw-Hill's ownership of Azteca America Colorado, the group, which includes stations in Denver and Colorado Springs, is showing some impressive numbers.

The powerful support of parent company McGraw-Hill Broadcasting, combined with synergies from McGraw-Hill's ABC sister station provide a combination that is hard to beat.

"Our top advertisers have stated that their ROI with Azteca America Colorado is stronger than with the competition," said Natalie. "This translates into a lot of repeat business."

Part of the reason could be a ratings story that is just beginning to be heard. Subscribing to Nielsen NHI numbers since February, Tom Marsillo, General Sales Manager of AzA Spot Sales, said that Azteca Colorado could very well be one of the strongest ratings stories of the entire network.

"I was really impressed that they were popping 1, 2 and 3 demo ratings in key groups like 18-49," said Tom. He added that since the numbers are prior to the inclusion of recent Dish Network carriage, the numbers could even be pushed into the 3, 4 or even 5 range once the news subs are accounted for.

The Dish Network agreement, which is

effective as of April, places KZCO on the same channel 27 as their over-the-air signal, and represents over 200,000 satellite homes. At the same time, AzA Colorado is building out new markets with Comcast to the north of the city. The Comcast buildout represents 43,000 new homes over the past year.

But aside from ratings and sales, Azteca Colorado has set a new standard for community involvement.

"We were the first Hispanic station in the market to have a staff dedicated to community outreach," said Natalie.

The focus has been on three priorities: children's welfare, education and health. Programs include a monthly three-hour broadcast transmission, where non-profit specialists are available for call ins. The Azteca Contesta phone bank receives calls on issues such as immigrations rights, the public school system and health issues. Especially relevant topics have driven as many as 1,100 calls in a single day.

On the production front, the synergies with Channel 7 ABC affiliate sister station have led to several market firsts.

In May, Azteca America Colorado transmitted a live helicopter broadcast of the Immigrant Reform March in an hour-long segment. This was the first live helicopter broadcast in history for a Colorado Hispanic station.

"We are proud to have made history together with our viewers, and the 75,000 participants in the Immigration Reform March. The march supports and demonstrates the strength of Denver's Hispanic market, as it was the third-largest gathering in the United States. Only Los Angeles and Chicago had larger marches," said Natalie.

"Our commitment going forward is to bring more local news content to this market, which certainly deserves an alternate voice."

In terms of promotion, all eyes are currently set on *La Academia* Bingo, which will be launched concurrently with *La Academia* 5 in July. The concept is to partner with a top retailer to distribute tens of thousands of bingo cards with the images of the participants and once viewers have a "bingo," they can send the cards to the station for exciting prizes, including a trip for two winners to attend the live final *La Academia* concert in Mexico City.

Congratulations to Natalie and her team at Azteca America Colorado for the station's many accomplishments this past year!!!

Stations Data

Markets _____ Denver, Ft. Collins, Col. Springs
Call Letters _____ KZCO, KZFC, KZCS
Channels _____ 27, 36, 23

General Market

Market Rank _____ 18 • 93
Population 2004* _____ 3,661 • 833
Households* _____ 1,418 • 312
% Cable TV _____
Penetration 2004 _____ 60% • 61%
Retail Sales (Million US\$) _____ 54,570 • 10,835
% of Hispanic Origin _____ 17.3% • 17.4%

Hispanic Market Info.

Hispanic TV HH Market Rank _____ 16 • 36
Hispanic TV HH _____
Market Coverage _____ 1.8% • 0.4%
Hispanic TV HH Market * _____ 194 • 48
Hispanic P2 + Coverage _____ 1.7% • 0.4%
Hispanic P2 + * _____ 645 • 139

* In thousands

Programming Highlights

Bárbara Mori Stars in Azul Tequila



Our primetime novela *Azul Tequila* is off to a strong start as a 19th century period production starring Bárbara Mori, Mauricio Ochmann, Rogelio Guerra and Fabiola Campomanes.

Bárbara Mori is one of the hottest novela stars of the moment. She began her acting career at Azteca's CEFAC acting school, starring in Azteca novelas such as *Al Norte del Corazón*, *Mirada de Mujer*, *Súbete a mi Moto* and most recently in *Rubí*, one of the most watched novelas in Univision history.

The novela centers on the brothers Arcadio and Santiago, who struggle for control of the *La Concordia* tequila plantation, where the patriarch Don Adolfo has promised to bequeath his empire to the son who gives him the first male newborn.

Arcadio seizes the opportunity to marry Azul, despite knowing that she is madly in love with Santiago.

Nevertheless, fate will decide if Azul finds her true love, in a drama that faces kidnappings by revolutionaries and intrigue in a tale of stubborn pride and deceit.

The novela has been specially edited for the US market to ensure a faster, more dynamic pace.

Don't miss *Azul Tequila* weekdays at 9 pm / 8 pm CST.

Los Protagonistas a Nivel Mundial Thrills Audiences With the Best of Germany



As Hispanics from around the globe continue to catch world soccer fever, *Los Protagonistas a Nivel Mundial* is off and running.

With hosts Ramón Díaz and Ángel García, the program is livened up by the Brazilian siren from *La Academia USA*, Heloisa López. Color commentary direct from Germany features David Faitelson.

Other segments include exclusive commentary from Mexico captain Rafael Márquez, the comedy of Andrés Bustamante and his popular *Güiri Güiri* character, as well as advice from Bárbara Bastérrica (a take-off on the popular character of Paola Núñez in our hit novela *Amor en Custodia*). And of course we will present the antics of the favorite Tachidito puppet, as well as movie shorts by Rodrigo Murray and Jesús Ochoa.

Azteca America is ready to support Hispanic America's favorite sport of soccer, as well as key international events, with on-field footage direct from Germany.

Don't miss *Los Protagonistas a Nivel Mundial* weekdays at 10 pm / 9 pm CST and weekends at 7 pm / 6 pm CST.

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La Academia 5 Debuts July 9

Candidates continue to gear up for the grand debut of *La Academia* Fifth Generation, with the first concert to air live on July 9.

The group of possible participants is down to 39, with the final 18 students to be announced on July 1. Azteca America hopes to have ample participation in this generation coming from our Los Angeles casting held last month.

Past US Hispanic participants include Rosalía, Suzette, Edgar, Johanna and Yuridia.



Other details that have been announced include the return of the critic duo of Lolita Cortés and Arturo López Gavito, as well as the appointment of Jessie Cervantes, the creative director of a strong Mexican radio network, as director of *La Academia*.

The big secret, which may be kept until the concert launch, is who the host of the show will be. Local Mexican media talks about a short list of three or four strong options, any which of whom will surely keep the *La Academia* emotions high.

FLM Soccer Final Surpasses the Million Mark

Azteca America's exclusive live transmission of the champi-

onship final match of the *Fútbol Liga Mexicana* (FLM)'s Clausura 2006 Tournament attracted 1.1 million viewers on May 21.

As for the attractive demographic group of viewers ages 18 through 49, we attracted 816,000 viewers, as well as

584,000 men 18-49; according to Nielsen Media Research's NHTI "live" figures.

The thrilling match ended 1-0 in favor of the "Tuzos" of Pachuca, who overcame a strong defense from the opposing San Luis squad.

The match was the highest-rated Hispanic television program of its time slot, beating out programming from Univision, Telemundo and Telefutura.

Azteca America has exclusive broadcast rights for eight of the 18 teams of the First Division of the Mexican Soccer League, broadcasting an average of 120 games per season, more than any other network. Mexican soccer has two annual tournaments, bringing this exciting sport to viewers throughout the entire year.



Congratulations Pachuca, Champions of the 2006 "Clausura" Tournament



As champions of the 2006 *Clausura* or Closing season, the Pachuca Tuzos are joining the club of league powerhouses. The team has an impressive four titles in the past seven years including 1999, 2001, 2003 and the current 2006 victory.

Unfortunately, just shortly after the title, the *Tuzo* Head Coach José Luis Trejo decided against renewing his contract and moved to the Tigres of Monterrey. His replacement is Enrique "Ojitos" Meza, who had been studying coaching strategies in Europe for the last year. Other additions for the season that begins in August are midfielder Christian Jiménez and forward Damián Álvarez.

Cruz Azul, which had yet another disappointing post-season appearance after losing to Toluca, hopes to reinforce its squad with the arrival of Israel López from Toluca, Danilo Vergne from Atlas, José Alberto Hernández from Necaxa and the return of Richard Núñez from Pachuca.

Ulises Mendivil, Alejandro Corona, Alejandro Vela, Christian Armas, Javier Saavedra and Oscar Rojas will join the Jaguares. The team is trying to keep the level of game that they had last season despite the loss of Salvador Cabañas.

Andrés Silvera and Héctor Altamirano will join Morelia as they look to build on their prior seasons' *liguilla* appearance.

Santos is trying to win back fans, and has added Francisco Torres, Walter Jiménez, Oribe Peralta and Eliomar Marcon, as well as the Paraguayan striker Emilio Damián Martínez.

Tecos has signed Chilean midfielder Hugo Droguett from la "U" de Chile, who will join Rafael Medina and Francisco Bravo. Meanwhile, Veracruz has added Alonso Sandoval, Marinho Ledezma, Enrique Badillo, Cirilo Saucedo, David Mendoza, Iván Estrada, Jaime Ruíz and Hugo García.

Monarcas Morelia

The Monarcas were originally founded in 1924 in Morelia under the name "Oro." However, it wasn't until 1947 when "Oro-Morelia" joined the central region soccer organization and changed its name to *Club Deportivo Morelia AC*.

After finishing in second place in the minor league in 1957, the team ascended to the First Division. However, after 11 years, the squad slipped back to the minors, and it wasn't until the early eighties that the club returned to the big leagues. By the mid eighties, the

club had two semifinals under its belt, successes that culminated with the inauguration of a new stadium, the Estadio Morelos, in 1989.

The Monarcas were purchased by TV Azteca in 1996 and soon began to fight for league championships. Álvaro Dávila was named club president in 1999, and in 2000, the squad defeated Toluca for its first league championship. The club participated in the *Copa América* and *Copa de Campeones* tournaments in 2002. In 2003, Morelia finished the regular season in first place and made it to the final of the playoffs, where it was defeated by Monte-

rey. In 2005, the team once again led the regular season and was awarded the *Balón de Oro* for having accumulated the most points in a combined season (2004 Opening and 2005 Closing).



Azteca America's Upfront 2006

Nielsen figure is likely to rise a few points once the cable agreements that we have already announced are taken into account.

Next, Adrian Steckel spoke about the network's main structural changes, including moving operations from Mexico City to Los

Angeles, and the importance of the move. He also spoke about the quality of our programming and the unmatched advantages that the network provides to its clients. He said that audience share more than doubled in the last year while maintaining an audience with stronger purchasing power.

Driving the message home, Carlos de la Garza spoke about network growth in key demos and explained how clients can access larger and better audiences by buying Azteca America. He also highlighted the numerous product integration opportunities at Azteca America, and announced that Azteca America will be in Nielsen's National Television Index (NTI) service later this year.

Azteca America continues growing in the US Hispanic market with better coverage, a bigger and better audience, and flexible sales plans, all of which increase value for clients.



Armando Guzmán, Pati Chapoy, Luis J. Echarte and Aurora Valle.

With the theme "Experience the Passion," we held our fourth Upfront in New York on May 15 once again in the breathtaking facilities of the American Natural History Museum in Manhattan's Upper West Side.

Following a brief introduction by our LA anchor Nancy Agosto, Luis J. Echarte took the stage to talk about our footprint growth; most notably that as of early 2006, Azteca America is considered a national network by Nielsen. This means that beginning this year, Azteca America is listed in the "Big Books" of Nielsen's NHTI service alongside Univisión, Telefutura and Telemundo.

At the time, Mr. Echarte spoke of 45 markets, a number that has since been upped to 48 markets thanks to key cable deals (see p.1). Our over-the-air coverage was announced at 86% and Nielsen coverage at 70%. However, the



Carlos de la Garza.



Adrian Steckel, Mario San Román and Luis J. Echarte with top talent.

Our Upfront Touches Both Coasts

Adrian Steckel, President and CEO, spoke about the network's main structural changes and explained that AzA keeps moving aggressively in a positive direction; change and

progress will continue as the company keeps expanding.

Azteca 54 General Sales Manager Jorge Jaidar presented clients with extensive options of live events and product placement opportunities to complement traditional television spot sales.

Azteca America executives presented upcoming thrilling programming that further boosts the network's programming grid, such as *Los Protagonistas a Nivel Mundial* with updates from Germany; top quality boxing from *Boxeo Azteca*; two new novelas with ample success in Mexico, *Amor sin Condiciones* and *Amores Cruzados*; new versions of our smash musical reality shows, *La Academia 5* and *La Academia USA*; newscasts and entertainment shows produced in Azteca America's digital studio in LA, and much more.

The evening concluded with a beautiful outdoors cocktail reception with entertainment from *La Academia*.



Adrian Steckel, Luis J. Echarte and Jorge Jaidar.

On May 25, we took our Upfront presentation to Los Angeles to give our West Coast clients a taste of the traditional East Coast event.

Our LA anchorwoman, Nancy Agosto, kicked off the event by welcoming an enthusiastic audience of over 300 people to the Skirball Cultural Center, a symbolic location to celebrate culture and diversity.

Los Angeles Council President Eric Garcetti applauded Azteca America's planned corporate headquarters move and expressed the importance of solidifying Los Angeles as a national Hispanic media center.

Chairman Luis J. Echarte said Azteca America's relocation to Los Angeles was a bold move that signals a new direction, with a new management team that will take Azteca America to the next level of expansion.



Adrian Steckel.



José Martín Sámano, Jackeline Cacho and Jorge Gestoso.

Live Events

Live Concert Update

Our live events area has been working overtime in recent months. Here is a recap of a few events of our *La Academia USA* talent, as well as an update of our Kumbia Kings tour.

La Academia USA San Diego

Azteca America San Diego scored a huge success with *La Academia USA* stars. As part of the 5 de Mayo celebration and to a crowd of over 30,000, Frankie, Yoshigei and the *La Academia USA* winner Mariana Vargas captivated audiences with favorite *La Academia USA* hits. Prior to the concert, our young talent signed autographs for fans that were thrilled to finally meet their idols in person. The 5 de Mayo event is the largest of San Diego County and took place on May 7 at the *Feria del Mar* fairgrounds. Special thanks to McGraw Hill's Azteca America San Diego for making this happen.

La Academia USA New York

But San Diego was not all for *La Academia USA* talent. Frankie and Mariana Vargas were also present for the gigantic May 14 Corona Park event in Queens. The event attracts an estimated 500,000 people to celebrate Mothers' Day and of course a little of 5 de Mayo as well. Fans from Mexico to Puerto Rico to Colombia were present to see their favorite *La Academia USA* stars. Following the



concert, the talent was invited to pose for pictures and sign autographs. Special thanks to Azteca America New York and TVC for your participation and hospitality.

Kumbia Kings and Intocable

May was hot as the Kumbia Kings rolled through the Western half of the country. Concert locations included Los Angeles, Denver, Salt Lake City, Dallas and Las Vegas, where Kumbia Kings showed why they are the Latino group of record today. Group leader Cruz Martínez accepted 3 Gold and 2 Platinum albums on stage in LA's Gibson Amphitheater in an emotional event that celebrated the million-plus sales of the hit albums *Fuego* and *Kumbia Kings Live*. Another tour highlight was the dynamic presence of the hit Regional Mexican group Intocable in the Denver, Salt Lake City and Las Vegas concerts. The play list included such memorable hits as: *Y Todo Para Qué*, *Contra Viento y Marea*, *Aire*, *Mojado*, keeping audiences thrilled throughout the concerts.

Cultural Note:

Contrary to the popular belief of many folks in the US, Mexicans included, Mexico's Independence Day is not May 5.

Cinco de Mayo celebrates the Battle of Puebla, an invasion by French forces in 1862 under the guise of collecting international debt. Although slightly outnumbered, Mexican forces beat back a force of 6,000 French troops and marked an important international victory. Unfortunately France, under the reign of Napoleon

III returned in 1863 with 29,000 troops and installed the puppet regime of Maximilian, which wasn't driven out by Juárez until 1867. Despite being a source of national pride, 5 de Mayo is not an official holiday in Mexico.

Mexico's Independence Day is celebrated at 11 pm on September 15 to commemorate the *Grito* as is known the famed phrase "*Viva México*," which was shouted through the streets of Dolores, Guanajuato by Father Miguel Hidalgo following the ringing of church bells and the formation of a

street militia to drive out the Spaniards. Even though the revolutionaries were defeated, the event marks a movement that eventually led to the Spanish recognition of independence in 1821. The official holiday is September 16.

Mexicans traditionally meet in town centers or *Zócalos* to celebrate the event and follow local municipal leaders or in the case of the Mexico City's *Zócalo*, the President of Mexico, as they repeat "*Viva México*" three times with great emotion, followed by music and fireworks.

Politics and Policy Update

Washington D.C. Trip

Azteca America met with Senators and Representatives from both sides of the aisle, as well as with White House staff to announce the upcoming launch of our **Azteca America affiliate station in Washington DC.** The news was received with much excitement and anticipation.

We continue working with Members of Congress on **Public Service Announcements.** Current and future causes include civic responsibility, drinking and driving, an anti-drug campaign, mental health, diabetes and heart disease.

We are also **building coalitions** with the non-profit community like National Council of La Raza, Esperanza USA, and the Congressional Hispanic Caucus Institute to insure partnerships between Azteca America and the community.

Politics

Keep your eye on the July 2 **Mexican Presidential Elections.**



The competition is tight and the debate is intensifying as migration and foreign policy continue to be important issues. Many polls show leading candidates Andrés Manuel López Obrador (PRD) and Felipe Calderón (PAN) in a dead heat, followed by Roberto Madrazo (PRI).

In California, as immigration issues heat up, Phil Angelides has won the Democratic Gubernatorial Primary and will face incumbent Governor Arnold Schwarzenegger in the November elections.

In Congress, all wait for the naming of the members of the Conference Committee that will debate the immigration proposals that include border fencing, a guest-worker program, workplace enforcement, criminal penalties for illegal status, and paths to legalization.

Names & Faces

Oscar Salcedo ***News and Sports Director*** ***Azteca America***

Oscar is one of the veterans at Azteca who actually predates the network. He began at Azteca precursor Imevisión in 1989 as a production assistant, editor and post producer.

He later moved to the area of promotion at TV Azteca, where he led campaigns for top novelas and sports programs, including the World Cup of 1998 in France.

On the news side he got his start in 1999 as producer of Hechos 7, one of the network newscasts in Mexico, with Pablo Latapí and Lilly Tellez. He also produced an ecology program called *Revelaciones*, as well as a series of special investigative news programs. He then went on to produce TV Azteca's flagship network news program, Hechos, with Javier Alatorre.

A resident of Los Angeles since January of 2005, Oscar is currently our news and sports director, where he is producing our network and local newscasts from our Glendale studio, as well as *Los Protagonistas a Nivel Mundial*, which features updates from Germany.



Our Talent

JOSÉ RAMÓN FERNÁNDEZ



A legend in sports casting, José Ramón counts with the longest-running sports program in Latin America: DeporTV. With over 30 years on the air, José Ramón and DeporTV both predate even our parent company TV Azteca.

José Ramón has led coverage of eight Olympic Games, from Montreal to Athens. He has also led coverage for TV Azteca and its pre-

cursor Imevisión of seven of the past World Cups of Soccer, and is now with his eighth with Germany.

He also pioneered a new format that has been a standard in Hispanic television with *Los Protagonistas*. On the air since 1986 in Mexico, the program brings together top specialists and comedy for coverage of top international sporting events that can't be beat. The format is the model for Azteca America's own *Los Protagonistas a Nivel Mundial*.

José Ramón has narrated a total of more than 3,500 national and international soccer games.

DAVID FAITELSON



Born in Ashkelon, Israel, David Faitelson has lived in Mexico since age nine. He began his career as a sports commentator in 1985 covering baseball for the Mexican daily *La Afición*. Later he moved to *El Herald*, then *Excelsior*, Mexico's leading daily at the time.

In 1989 he moved to the government-owned television network Imevisión, which later became TV Azteca. He is now covering his fourth World Cup Soccer Tournament for Mexico (USA 94, France 98, Korea / Japan 02, and Germany this year), as well as five Olympic Games (Seoul 88, Barcelona 92, Atlanta 96, Sydney 00 and Athens 04).

His area of expertise is boxing and baseball, which has taken him to World Championship events in Las Vegas, and well as regular season and World Series games throughout the United States, not to mention coverage of top Mexican fighters and Mexico's professional baseball league.

He is also very tuned into Mexico's national sport: soccer, or *fútbol* as it is known in Spanish, and writes a syndicated weekly column for the US Hispanic market called *Hablemos de Fútbol*.

As the head of the sports information office at TV Azteca, Mr. Faitelson is a top commentator for *Los Protagonistas* and Azteca America's own *Los Protagonistas a Nivel Mundial*.

FUNDACIÓN AZTECA AMERICA



FUNDACIÓN AZTECA AMERICA CELEBRATES FIRST BOARD MEETING

On May 12, Fundación Azteca America (FAZA) celebrated its first board meeting where members learned about FAZA developments, including: our Drinking and Driving, voter registration and Live Without Drugs campaigns, together with our second Juguetón toy drive in Los Angeles, with the presence of Mayor Villaraigosa.



The Board approved all the projects that were presented, including a pilot 'Vive Sin Drogas Tour' that will be held next fall in Phoenix, Arizona, as well as selected PSA campaigns. Other

upcoming projects include information campaigns on immigration, to avoid frequent fraudulent schemes affecting Hispanic residents; a Resources Information Directory so that Hispanics know where to go for help on the most pressing issues; and a contest to promote values among Hispanics.



On a separate note, Fundación Azteca America launched a FAO PSA to help eradicate hunger, featuring the international soccer star Ronaldinho.

PLEASE, JOIN US IN OUR EFFORT!

Map of the United States showing the reach of KQDF-TV 42. The map is color-coded by DMA: yellow for the primary service area, light blue for secondary service areas, and dark blue for tertiary service areas. Red dots indicate areas where KQDF-TV 42 is available over-the-air (OTA) and via cable. Green dots indicate areas where it is available only via cable or satellite. Lines connect specific cities to their respective call letters and market share percentages.

Legend:

- Red dot: Over-the-air (OTA) & cable
- Green dot: Only cable or satellite

Market Share Data (Call Letters - Percentage):

- Fresno-Visalia: KFAZ 8 - KMSG 55 (1.9%)
- Yakima-Pascoe-Richland: KAZW 9 & 27 (0.3%)
- Reno: KAZR 46 (0.3%)
- Boise: KCBB 51 (0.2%)
- Las Vegas: KHDF 19 (1.0%)
- Salt Lake City: KSVN 49 - K66FN (0.6%)
- Colorado Springs: KZCS 23 (0.4%)
- Denver: KZCO 27-KZFC 36 (1.8%)
- Philadelphia: WXSI 33 (1.4%)
- New York: WNYN 39 (11.0%)
- Hartford - New Haven, CT: WHCT 38 (0.7%)
- Washington D.C.: (No call letters listed)
- Chattanooga: WDGA 43 (0.1%)
- Atlanta: W04DB 4 (1.0%)
- Orlando: W21AU 21 (1.3%)
- West Palm Beach: WWHB 48 (0.7%)
- Ft. Myers: WTPH 14 (0.4%)
- Miami: WPMF 38 (5.5%)
- Tampa: WXAX 26 (1.3%)
- Oklahoma City: KOHC 38 (0.3%)
- Wichita: KSMI 51 (0.3%)
- Dallas: KODF 26-KLEG 44 (3.6%)
- Houston: KAZH 57 (4.2%)
- Corpus Christi: KYDF 64 - K34GV 34 (0.9%)
- Harlingen-McAllen: KNDF 57 - KBDF 64 (2.4%)
- Victoria: KBGS 25 (0.1%)
- Austin: KADF 20 (1.1%)
- Laredo: (No call letters listed)
- Odessa: K41HY 41 (0.4%)
- Lubbock: K69IM 69 (0.4%)
- El Paso: (No call letters listed)
- Albuquerque: KQDF 25 (2.0%)
- San Antonio: KVDF 31 (3.2%)
- San Diego: KZDF 41 (2.0%)
- Tucson: KUDF 14 (1.0%)
- Phoenix: KPDF 41 (2.7%)
- Palm Springs: KYAV 12 (0.4%)
- Los Angeles: KAZA 54 (15.8%)
- KO8MP 8 - K30FD 30 (0.4%)
- Sta. Barbara-Sta. Maria: (No call letters listed)
- Monterey-Salinas: KMCE 42 (0.6%)
- Bakersfield: KPVC 42 (0.6%)
- Sacramento: KTNC 42 (2.0%)
- San Francisco: KTNC 42 (3.1%)
- Portland, OR: (No call letters listed)

Additional Information:

- KQDF-TV 42 covers the San Francisco and Sacramento DMA's/Source universe estimates, 2005, Hispanic Households. Coverage: 70%.