

The AzA Gazette



The Azteca America Monthly Newsletter for Clients, Friends and Associates

September 2005 • Number 35 • Year 3

Events & Features

- La Academia Tour Thrills Audiences
- Celebrating *El Mes de la Hispanidad*

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Promotional Tours Support Concerts and Local Affiliates

Four promotional tours preceding some of our *La Academia* Tour cities have been key to the success of the tour. Following the Los Angeles - Las Vegas-Dallas visit that we mentioned last month, we continued with a visit to Boise and San Jose; Houston and San Antonio and Denver. An advance team will also arrive in Phoenix two days before the concert.

In each city we held press conferences, visited local radio and signed autographs. Thanks again to our affiliates, radio partners and concert promoters for helping make each one these visits a success.



mes de la Hispanidad

Dear Friends

Rounding out Hispanic Heritage month, Azteca America has a lot to show. In September we launched our new network image, a modern, yet traditional design representing pride in our roots.

La Academia, our smashing musical reality show, has brought its freshness and values to different cities around the U.S. In stages

around cities such as L.A., Sacramento, Las Vegas, Dallas, Fresno, Monterey-Salinas, San Jose and others, people have welcomed the enthusiastic performance of the fourth generation of *La Academia* and topped auditoriums to full capacity: to date, more than 35,000 people have attended. There are still three cities to be visited by this tour, don't miss the *La Academia* fourth generation closing tour concerts.

On more exciting news, Azteca America is preparing the launch of *La Academia USA* later this year; get ready.

In this edition of our Gazette, we include an interesting feature on our Phoenix affiliate; some news from events that happened during the last month: the Copa Tecate Final and the *Fiestas Patrias* celebrations; and interesting programming highlights.

Thank you for your interest in Azteca America and please enjoy your AzA Gazette,

Luis J. Echarte
President and CEO

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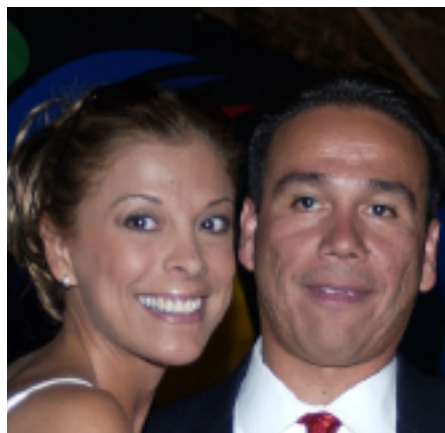
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Station Spotlight: *Una Vez Mas* *KPDF Channel 41* *Phoenix* *Cox 58/ Comcast 13* *Tomás Urbina* *Southwest Regional* *Manager*

One of the most successful stations of our network, according to client and agency sources, KPDF beat out both Telemundo and Telefutura in Phoenix in primetime during June.

Much of the success has been based on *La Academia*. The neighboring town of Mesa is home to Yuridia Gaxiola, runner-up of the Fourth Generation of *La Academia* and the hottest recording act today in Mexico after Luis Miguel.

"We knew we had something great going on," said Tomás. "Whenever you went into a bar, or talked to clients the words were, Yuridia, Erasmo, Jolette and *La Academia*."



Tomás Urbina and Mimi

Strong programming has been successful because of strong promotion. Since the station does not have a local news program yet, Tomás says that they're constantly shaking hands and kissing babies.

"Whether it's a 2,000-person *tardeada* or a 100,000-person *Fiesta de la Familia Hispana*, we're out there with a stand or some type of giveaways and presence," he adds.

Also key has been local partnerships with radio and print media, as well as successful billboard campaigns, all of which will be invoked for the promotion of the upcoming *La Academia USA*.

According to the same client and agency sources, KPDF beat out Univision for the last five weeks of

its *La Academia* Sunday concert, an even greater feat considering the radio dominance and cross-promoting opportunities of the competition.

And competition is something Tomás knows well, following eight years at the local Univision station and an account exec and several years afterward with local Telemundo station as an account manager, all in Phoenix.

"It's been a lot of work, but a lot of rewards too, as we watch this baby grow. It's really an exciting opportunity to represent such a great company. The quality of the programming is something we can really be proud of."

Station	Data
Market	Phoenix
Call Letters	KPDF
Channel	41
General Market	
Market Rank	15
Population 2004*	4,267
Households*	1,568
% Cable TV	
Penetration 2004	59.0%
Retail Sales (Million US\$)	57,434
% of Hispanic Origin	26.3%
Hispanic Market Info.	
Hispanic TV HH Market Rank	9
Hispanic TV HH	
Market Coverage	2.7%
Hispanic TV HH Market *	295
Hispanic P2 + Coverage	2.8%
Hispanic P2 + *	1,059

* In thousands



Copa Tecate: Amateur Soccer at its Best

Pre-game activities included a celebrity match featuring David Cepeda from Los Sánchez and Esteban Espinoza from the second generation of *La Academia*, as well as former Mexican National

teams and 45,000 players in 22 markets across the country including Los Angeles / San Fernando, San Diego, Fresno, San Jose, Orange County, San Francisco / Oakland, Phoenix, Albuquerque, Denver, El Paso, Dallas, San Antonio, Houston, Sacramento, Chicago, Atlanta, Charlotte, New York City, Newark, Boston and Tampa.



The championship game of Copa Tecate was held on Aug. 28 in San Diego between *Alta Vista* from El Paso and *La Piedad* from Chicago. Victory came to *Alta Vista* with a 6-0 shutout that was broadcast by Azteca America.

Team players Carlos Hermosillo and Jorge Campos.

Copa Tecate is the largest adult amateur sports league in the nation and now in its fifth season targeting Hispanics with nearly 2,600

The elimination rounds began in February for the crown of top amateur Hispanic team in the nation.



La Academia Tour Thrills Audiences

With sold out shows in almost every venue, the *La Academia* Cuarta Generación US Tour has been nothing short of a screaming success.

The excitement began in Las Vegas on Aug. 27, followed by Dallas, Fresno, Sacramento, Salinas, San Jose, Boise and Reno. Unfortunately complications with Hurricane Rita caused the cancellation of our three Texas cities. At the time of publishing, the Phoenix, Salt Lake City and Denver concerts had yet to take place on Oct. 7, 8 and 9, respectively. Nevertheless, ticket sales and early promotion efforts are very promising.

Crowd favorites at the concerts have been Edgar in Boise and Johanna in Los Angeles, as well as Fourth Generation winner and runner up Erasmo, and Yuridia, respectively. Yuridia's namesake CD went gold in just two weeks in Mexico and has sold over 100,000 copies and her presentation in hometown Phoenix is expected to be a show stopper.

Thanks go out to all of the affiliates that have supported this great tour.



Celebrating El Mes de la Hispanidad

During Hispanic Heritage Month at Azteca America we celebrated Mexico's Independence Day with a special two-hour transmission full of fun and entertainment.

Hosted by Héctor Bonilla, one of Azteca's top acting talents, along with *Ventaneando's* Mónica Garza and Atala Sarmiento the program featured interviews, games, music and a live satellite hookup to celebrations in Mexico City.

On the music scene, *La Academia* alumni such as Erasmo, Yahir, Víctor, Carlos, Miriam and Erika sang favorite mariachi and banda songs that brought audiences closer to home.



La academia
USA

Coming Soon !



AZTECA AMERICA

Programming

The irreverent talk show hosted by soccer astro Diego Maradona, **La Noche del Diez**, comes to the screens of Azteca America this month.

"Azteca America is "THE" place for Mexican soccer. And now our viewers can enjoy one of the greatest personalities in the history of world soccer," said Jorge Jaidar, COO of Azteca America.

The program, which features guests such as Pelé, Thalia and Christián Castro, as well as personal confessions about some of the most crucial moments of FIFA soccer history, regularly attracts 6 million viewers in Argentina and launched strong on its Sept. 24 debut on Azteca America.

Airs Saturdays at 10 pm PST & EST / 9 pm CST.

El Asesino

A chilling game show that takes you to the spookiest locations, where fortunes are hidden by an assassin. A group of eight brave contestants come together to seek the goods in six different skill tests to prove their audacity and courage, but only two will be lucky enough to overcome the fear and the electrifying challenges and go for the glory.

Airs Saturdays at 11Pm PST & EST / 10 CST.

De Nuevo en Pie



Continuing with our miniseries specials, *De Nuevo en Pie*, a ten-chapter series is a dramatic portrayal of

the earthquake that devastated Mexico City in 1985. Produced by Genoveva Martínez, who has brought us such hits as *Lo Que Callamos Las Mujeres* and *La Vida es Una Canción*, as well as the miniseries *Tan Infinito Como el Desierto*, this series is centered on five Mexican families of different social classes that were affected by one of the greatest natural disasters of recent times and shows how the experience changed the course of their lives, as well as an entire country's.

Airs from Sept. 26 through Oct. 7 at 5:00 pm EST and PST /4:00 pm CST.



Names & Faces

José Luis Villarreal

CEO Azteca Music

A big part of the success of *La Academia* comes from the continued career development of its graduates.

And nobody knows this more than José Luis Villarreal. With 28 years of experience in the recording industry, José Luis started in a record store at age 16 and has since worked with such important labels as Polygram, BMG and Warner Music, as well as having held positions spearheading international expansion for recording artists at Venevision,

and holding the position of marketing and artistic director of Televisa Discos.

The name of artists that José Luis has worked with is very long. However, we can mention: Lu-cero, Ricardo Montaner, Bronco, Juan Gabriel and Yanni, not to mention Azteca Music successes such as Uff and Armando Manzanero.

José Luis was named CEO of Azteca Music in 1998, after serving as a member of the founding team alongside Álvaro Dávila.

Since 2002 José Luis has been the Artistic Director of *La Academia*, in charge of the management and label negotiations, helping launch the careers of Yahir, Víctor

García and Myriam among many others. From the Fourth Generation, Yuridia, Erasmo and Adrián have all signed with Sony BMG and Yuridia is now celebrating her namesake album with a "gold" sales mark that was achieved in just two weeks of sales.



ADVERTISING OPPORTUNITIES

MAKE YOUR BRAND PART OF THIS EXCITING EXPERIENCE IN YOUR FAVORITE CITY!

Castings will take place within top US
Latin cities:

Los Angeles – October 6 and 7

Dallas – October 9 and 10

Chicago - October 12

New York - October 14

Miami - October 17

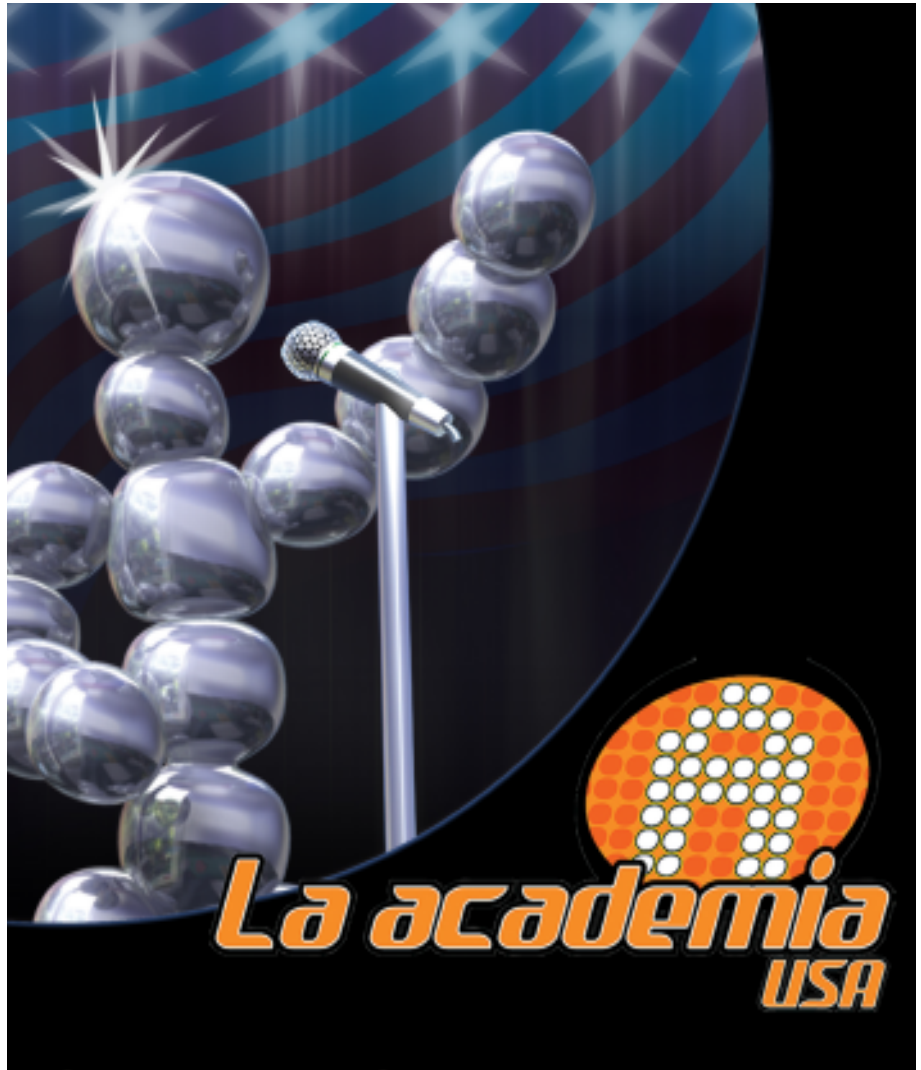
On-site Sponsorship Opportunities:

- Banners inside and outside the venue
- Booths for sampling products or distributing marketing materials.
- Uniformed hostesses for sampling

TV Sponsorship Opportunities:

Azteca America will present highlights of the five castings held in Los Angeles, Dallas, Chicago, New York and Miami. Join us in sharing the participants' dreams and excitement.... of becoming the new star of *La Academia USA*.

- National Spots
- TV Promotional Spots to air prior castings
- Cross promotion with radio, print and other media
- Supers
- Mentions / Capsules
- L-Boxes
- Virtuals
- Opening / Closing / Jumpcut Billboards



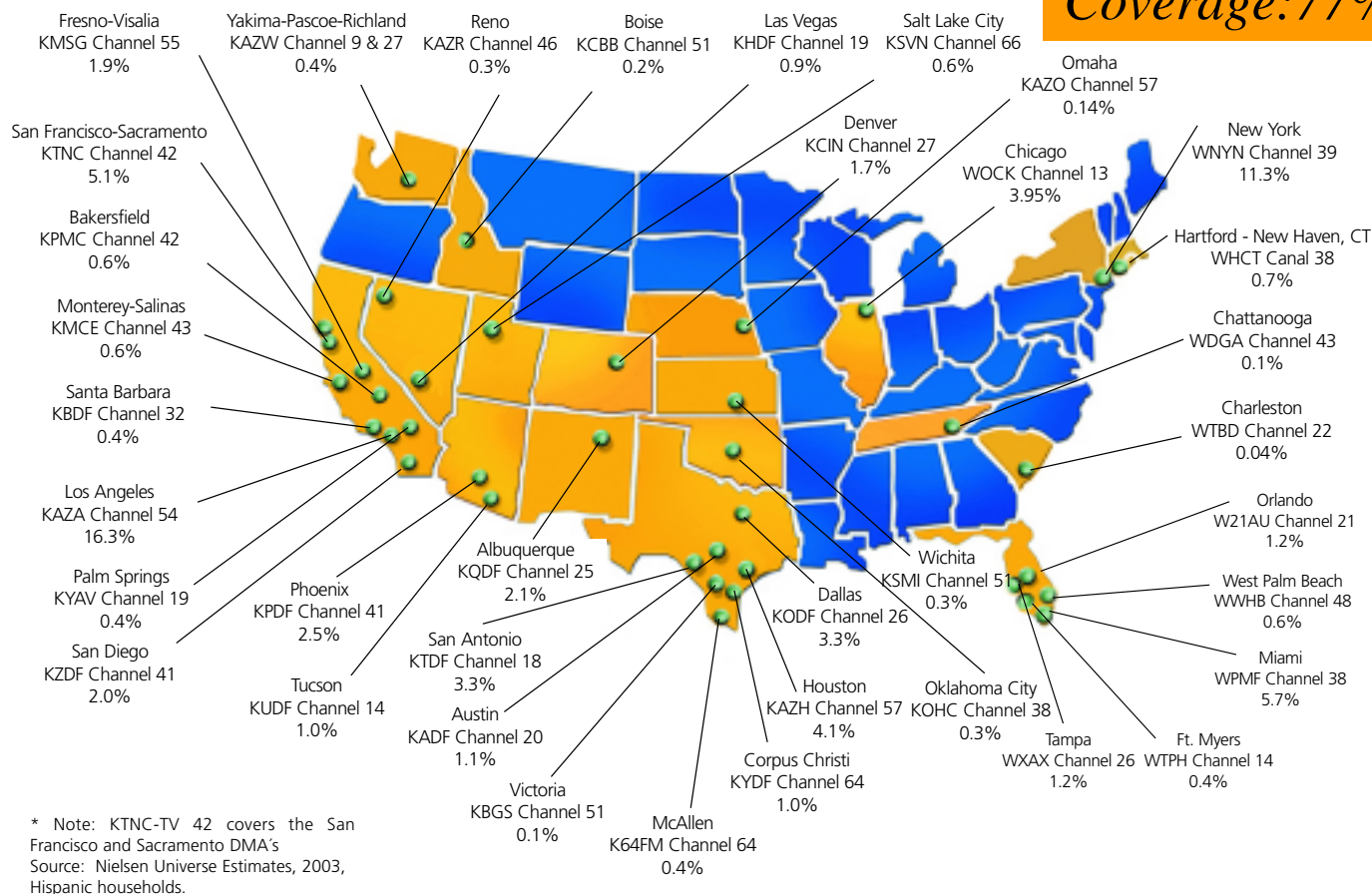
CONTACTS

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

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
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Edith Pavón

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



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