

The AzA Gazette



The Azteca America Monthly Newsletter for Clients, Friends and Associates

February 2005 • Number 28 • Year 3

Events & Features

- AzA Heads to Hispanic Publications Convention
- Fundación Azteca America to Bow in DC

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La Academia 4 Airs This Month

The excitement of our musical reality sensation returns with the Feb. 27 debut of *La Academia, 4ta. Generación*.

The show host Alan Tacher says he welcomes the recent competition in the genre and will continue his legendary energy and excitement, although the new production promises many surprises.

What will be maintained is the controversy in the judging panel, although expect improved scenography and effects.

The 18 contestants have yet to be decided as the field is narrowed so far to 33 finalists.

Participants from our Los Angeles casting have made a strong showing and we look forward to their success.

Stay tuned also for *La Academia USA* launching Nov. 15.



Dear Azteca America Friends

One of the smashing successes we have had in Azteca America is our musical reality show *La Academia*.

A competition that promotes values and rewards effort, *La Academia* epitomizes much of what we are and what we aspire to be.

La Academia has brought freshness to reality entertainment, much in

the way Azteca America has brought new air to Hispanic television. And in the same way that our reality show is becoming an icon in reality TV, Azteca America is consolidating its presence among the booming Hispanic population. We are happy to present the fourth generation of *La Academia*, which will begin this February 27.

In this edition of our gazette, we include an interesting feature on our Los Angeles affiliate, our anchor station that is shaking up its local market; some early news from our new Billboard Latino show; and a brief introduction of Fundación Azteca America, our non-profit arm, which we will be officially launched in March in Washington, D.C.

Finally, as it is always nice to say hello to good friends, I would like to salute the National Association of Hispanic Publications Convention that will be held in Philadelphia, from March 9-12. Please come by and visit our booth.

Luis J. Echarte
President and CEO

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Station Spotlight: Los Angeles Azteca 54

Eduardo Urbiola
CEO

One of the surest signs of success is the ring of the cash register. At Azteca 54, the ring has been to the tune of a 90% increase in sales, moving the station up the ranks from the sixth to the fourth largest Hispanic station in the area in terms of sales.

Eduardo credits the increases to better client attention and flexibility to offer new and innovative products. He has also doubled the sales staff since arriving in mid 2003 and expects to increase his current staff of 10 salespeople, two supervisors and two directors an additional 50% this year to capture an expected 30% increase in sales for 2005.

One of the fundamental promotional efforts has been *Club Socio 54*, a viewer membership club that included

raffles of four cars last year, televisions, DVDs and video players, not to mention concert tickets and trips to tourist destinations in Mexico. Aside from building a loyal viewer base, Eduardo says that monthly feedback on programming has been a helpful guide when adjusting grids.

On the side of programming, his four daily shows: two newscasts at 3 pm and 10 pm, as well as two entertainment programs have helped build a strong identification with the community.

Hechos 54 was nominated last year for an Emmy in the Hispanic News



category, and Eduardo prides his team for their coverage at the scene of the recent train crash in Glendale.

Later this year, he plans to launch a late-night show with a recognized television personality, as well as a new afternoon talk show, with hopes of building on the success of *Cante & Gane*, which is currently being exported successfully on a network level. Aside from strong ratings, he said the perception of providing content that is suitable for the whole family has gained loyalty with audiences as well as with advertising agencies.



In terms of sports, for the upcoming 2005 Major Soccer League season, KAZA will broadcast seven Chivas USA games in exclusive with the Chivas USA startup franchise, a US affiliate of the popular Chivas of Guadalajara. The exclusive games will complement nicely the Mexican Soccer League games of the network and the highly successful *Futboleando* local weekend sports show that is added to *Los Protagonistas* and *DeportTV* from the network.

Station Data

Market	Los Angeles
Call Letters	KAZA
Channels	54

General Market

Market Rank	2
Population 2002*	16,602
Households*	5,399
% Cable TV	
Penetration 2003	61%
Retail Sales (Million US\$)	206,060
% of Hispanic Origin	41.6%

Hispanic Market Info.

Hispanic TV HH Market Rank	1
Hispanic TV HH	
Market Coverage	16%
Hispanic TV HH Market *	1,692
Hispanic P2 + Coverage	18.3%
Hispanic P2 + *	6,811

* In thousands



February Soccer Recap

Five weeks into the *Clausura* 2005 season, Cruz Azul and Santos continue to top the general league standings.

La Máquina, Cruz Azul, appears unstoppable with its five straight wins. The team is finally harnessing the dynamic talent of Olympic gold medalist, the Argentine Cesar "Chelito" Delgado, who is playing better than ever, and working very well with the Mexican astro, Francisco "Kikin" Fonseca. Cruz Azul is without a doubt the team to beat this season.

Monarcas Morelia also remains strong this season, despite a recent loss to Cruz Azul. Teamwork across the board has been the key to the season's success, under the guise of Ricardo Ferreti.

Santos of Tlaxcala, with their exceptional forwards Rodrigo

"Pony" Ruiz and the current league goal leader, the Argentine Matías Vuoso, are keeping the club on top of Group Three, and third overall in the league at the time of publishing.

Tecos of U.A.G. are also coming on strong thanks to the Argentine Daniel Ludueña, who is on loan from the Argentine club River Plate. Dorados of Culiacán are inching their way up the standings, but need a truly spectacular season if they are to avoid falling back to the minors later this year.

Veracruz without Cuauhtémoc Blanco is a far cry from the team that finished first in the regular overall standings last season. Although the team did beat the two-time champ Pumas recently, Veracruz continues to look for dividends from the famed Argentine striker Romagnoli.

With one win a piece, Pachuca and Jaguares are slightly ahead of Veracruz, but need to pick up their games if they want to make it to the finals.

Day	Local	vs	Visitor	Hour
19-Feb	Jaguares	vs	Santos	5:00 p.m.
19-Feb	Pachuca	vs	Toluca	7:00 p.m.
20-Feb	Monarcas	vs	Atlas	4:00 p.m.
26-Feb	Cruz Azul	vs	Pumas	5:00 p.m.
26-Feb	Culiacán	vs	Monarcas	7:00 p.m.
27-Feb	Santos	vs	Monterrey	4:00 p.m.
05-Mar	Jaguares	vs	Tecos	3:00 p.m.
05-Mar	Monarcas	vs	America	5:00 p.m.
06-Mar	Pachuca	vs	Tigres	12:00 p.m.
12-Mar	Jaguares	vs	Monterrey	3:00 p.m.
12-Mar	Cruz Azul	vs	Pachuca	5:00 p.m.
12-Mar	Culiacán	vs	Pumas	7:00 p.m.

All times listed are CST and broadcast live • Games are subject to change

AzA Heads to Hispanic Publications Convention

For the fourth consecutive year, Azteca America will be present at the National Association of Hispanic Publications (NAHP) Annual Convention in Philadelphia from March 9-12.

The NAHP represents over 200 Hispanic publications across the country and our relationship with the organization has been fundamental in the launching of our three Azteca America columns published by José Martín Sámano, Armando Guzmán and David Faitelson, respectively. The columns are currently distributed to a total of 20 newspapers.

We will be promoting the three columns and the network at the event and hope to bring back interesting news on all fronts.

Come by and visit us if you're in the neighborhood!

Billboard Latino Makes Strong Show

Our exclusive co-production with Billboard and 13th Floor Television of Miami is showing early signs of being a winner. The program launch received strong coverage in trade journals and consumer publications as the program positions itself to be the industry standard for Latino music shows.

The program is being produced in Mexico City and Miami, with corre-



spondents in New York, Los Angeles, Houston, Puerto Rico, the Dominican Republic, Spain and South America. With access to the vast experience of Billboard's edito-

rial team and hot Latin charts, the show offers news, weekly features and reviews that provide the hottest music happenings and new releases of the industry.

AzA Celebrates Migrant Women

Our *Semana de la Mujer Migrante* was kicked off on Monday, Feb. 14 as a special series of our celebrated *Lo Que Callamos Las Mujeres* program.



It's actually two full weeks of programs that are all focused on migrant issues that affect Latina women. The unique combination of education and entertainment of our single-episode dramatic series is one of the reasons the program has been singled out by the United Nations for its societal contribution. Although the productions are dramatizations and scripted stories, they are based on real events and have an educational message. UNICEF and Mexico's DIF national orphanage and shelter sponsor some of the chapters.

Promotion for the event includes radio and print media outreach. We are also inviting viewers to share their immigration stories through a special section on our aztecaamerica.com Website.

¡QUE BUENA ONDA!

A hidden camera show that brings out the best instead of the worst of people, *Qué Buena Onda* celebrates those who take a break from daily routines to help strangers. Check it out. You won't be able to keep yourself from saying "qué buena onda."



Fundación Azteca America to Bow in Washington

Fundación Azteca America, the US extension of TV Azteca's non-profit organization Fundación Azteca, makes its Washington debut in March in the Mexican Cultural Institute during an event that looks to bring together business, government, opinion makers and community leaders.

The goal of Fundación Azteca America is to promote nutrition, education, and health issues that are relevant to the US Hispanic community.

We look forward to seeing many of you there.



FUNDACIÓN AZTECA AMERICA: HISPANICS HELPING HISPANICS

At Fundación Azteca America our philosophy is clear and simple - Respect the individual. Give back to society by improving health, nutrition and education. Empower the Hispanic community. Offer tools for self-improvement rather than charity. And live up to our core values.

By launching Fundación Azteca America in the United States, we are giving back to the dynamic community that propels Azteca America and other Grupo Salinas companies in this country.

Names & Faces

Willy Gutiérrez

Instructor

La Academia

With a classical music pedigree, where he collaborated with some of the great orchestras of the world, such as the Cleveland Symphony, the Pittsburgh Symphony and the Opera Orchestra of the Bolshoi Theater in Russia, Willy Gutiérrez, better known as *Maestro Willy*, will once again be leading

the training of the contestants of the fourth generation of *La Academia*.

Maestro Willy taught for 15 years at Televisa's CEA talent school, where he gave courses on voice, music history and music appreciation.

Aside from participating in the first three generations of *La Academia*, he also has his own music school called the *Academia Internacional de Canto Willy Gutiérrez*, with campuses in Mexico City and Guatemala, and has directed over 15 musicals in Mexico and Guatemala.



ADVERTISING OPPORTUNITIES



GRAN PREMIERE... BILLBOARD LATINO SHOW!!

AZTECA AMERICA ENHANCES YOUR BRANDS AND MAKES THEM AN INTEGRAL PART OF THIS TOP SHOW... WITH PRODUCT PLACEMENT!

Azteca America invites you to partner with Azteca America & Billboard Latino in our weekly music show, with extensions on Billboard Latino Magazine, Billboard Magazine, Billboard's Website and an upcoming concert tour.

- POP
- ROCK
- TROPICAL
- REGIONAL MEXICANO
- INTERNATIONAL

We offer never-ending client options that range from the traditional advertising spot to limitless product placement concepts.

The main set, located in Azteca's facilities, is divided into different "moods." One of the sets is a very sleek, minimalist bar, where beverages of many types (soft drinks, beer or spirits) can be strategically placed during this segment. Azteca America, together with Billboard Latino, can discuss a wide range of creative ways to integrate your brand and message into the show.

Some of these opportunities are:

- Strategic brand/product placement in content and sets: music and artists.
- Special coverage from specific locations.
- Special segment sponsorship: charts, musical videos, hot shots, etc. (1-2 min. length)
- Brand presence throughout the show via in-program message integration and signage.
- Mentions made by a selected host from our talented team.
- Brand presence in Billboard Latino's website as well as Billboard's website
- Access to the Latin stars on the charts
- Access to upcoming Latin stars
- Association with a proven brand in the market

AUTOVELOCIDAD IS COMING TO PROVIDE OUR CLIENTS WITH GREAT ADVERTISING IDEAS !



Ride with Jose Ramon Zavala in this amusing automotive concept where viewers can experience car racing up close, as well as getting familiar with the latest launches... your brand could be one of them!

Our experts bring you close to the automotive world, with the latest news presented in a very unique and entertaining way.

The show has specific segments available for sponsorship, such as:

- The highlights of the program
- Automotive news (U.S. market)
- Car testing – could be one of your new models!
- Automotive financing advice – if your brand offers factory loans, this is a great opportunity.

FASTEN YOUR SEAT BELTS AND JOIN US IN THIS EXCITING ADVENTURE... ONLY ON AZTECA AMERICA!

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**A new generation of Hispanic talent
on their way to fame**



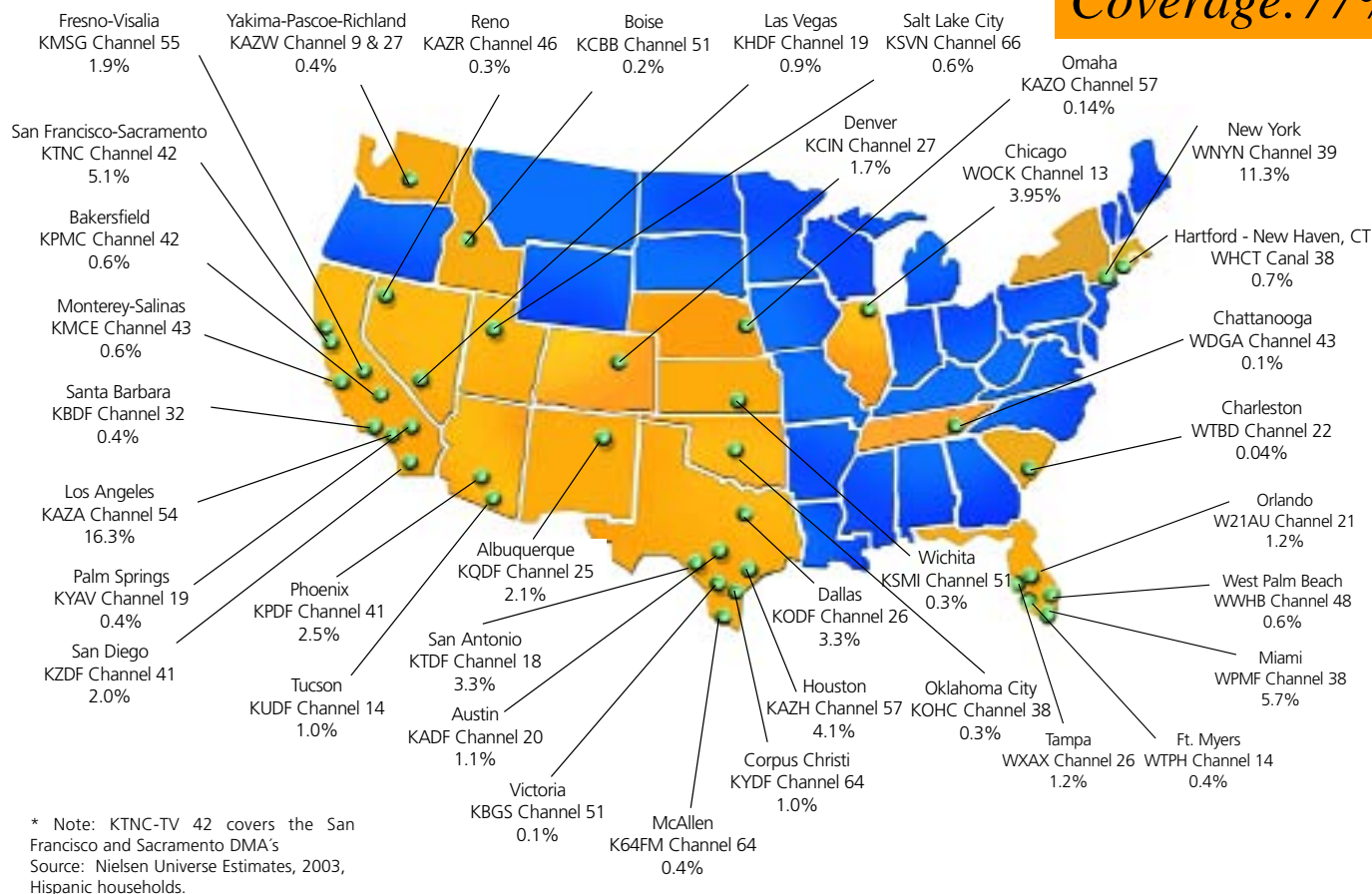

La academia
AZTECA



AZTECA AMERICA
Television Network

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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