

The AzA Gazette



The Azteca America Monthly Newsletter for Clients, Friends and Associates

January 2005 • Number 27 • Year 3

Events & Features

• AzA Presents "Nueva Generación" Concert Tour

p.3

La Academia Casting in Los Angeles

The US casting for the fourth generation of La Academia will be held in Los Angeles' El Portal Theater Jan. 27.



Interested contestants should be between the ages of 18 and 28, arrive with valid ID that verifies age and be Spanish language speakers. Applications will be fluent distributed in the morning of the event. Castings will also be held simultaneously in four cities in Mexico: Mexico City, Guadalajara, Monterrey and Veracruz.

For further details visit:
www.aztecaamerica.com

McGraw-Hill

Dear AzA Friends:

In January of 2002 we implemented the hard launch of the Azteca America network with transmissions in five markets: Los Angeles, Houston, San Francisco, Sacramento and Reno, representing around 25% of US Hispanic households.

Three years from that date our network covers 77% of its target market and has presence in 38 metropolitan areas. Not only that, but today we are carried by numerous cable systems across the US, offer exclusive productions for US Hispanics, and have become the benchmark in some programming genres such as sports, novelas and reality shows.

In our journey, we have encountered numerous obstacles that are all history thanks to the vast support of the Hispanic community and yourself. Our formula has been the sum of the

best Spanish-language programming, a skilled and committed group of affiliates –such as McGraw-Hill who has recently joined us, but more on that later- a dedicated operations team and a clear need for quality Hispanic television alternatives.

We are not yet sailing in calm waters, but we have a more robust ship, and we are confident that we will succeed with you in becoming the best Spanish-language television network in the US.

I am honored to welcome McGraw Hill to our affiliate group, given their extraordinary execution capabilities I am confident that together we will succeed in the markets where they are starting AzA operations.

In this issue of the Gazette we feature our La Academia casting in Los Angeles, our station group in Central California, the start of the Clausura 2005 soccer tournament, and more exciting programming news.

Thank you for your interest in Azteca America,

Luis J. Echarte
President and CEO

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Station Spotlight: *Azteca America of Central California Fresno 55, Visalia 8 and Bakersfield 42*

Federico Galindo
General Manager

The final piece of the puzzle has finally come together with the December signing of cable carriage on Comcast 77 for Fresno.

"Our strategy from day one was to build a grass-roots operation and do the heavy lifting of promotion, staffing and client contact from day one. Our one drawback was cable," said Federico. "Now that we're on Comcast, there's no looking back."

The coverage architecture devised by station owner Gary Cocola is described by Federico as unmatched ingenuity. With three stations to cover the Central Valley, over-the-air coverage is superior to that of Telemundo and Univision in the region. The combined DMAs of Fresno and Bakersfield create a market that is equivalent in size to the ninth largest in the country, about the size of Phoenix.

The Fresno cable carriage has been accompanied by a "media blitz" in both radio and print media, as well as cross promoting on cable systems. "The response is that now when we walk in to client offices, the first response is 'I see you're on cable.'"

The extra push is added to what Federico describes as an already

extremely positive response to the network before the carriage agreement.

The station is currently in the process of doubling its office space and has bolstered its sales and support staff. The changes also include the promotion of Stephanie Aguilar from programming manager to marketing and national sales manager.

This year the station group will be sponsoring a series of 20 events held by the local Hispanic Chamber of Commerce, as well as the Great Fresno Fair, which attracts about 500,000 visitors for a nine-day outdoor event. Federico says they will give daily updates again this year of the event as they continue to look into options for an eventual regular local newscast.

The station plans to expand its successful *Show de Gil García Padrón* local variety show to include a weekday morning format. Programming additions will be helped by the current construction of a new studio within the expanded station space. Another programming initiative being explored is a weekend show not only catering to the Mexican migrant population, but specifically to the migrants from the state of Oaxaca, a culturally-rich region in Mexico that maintains an astonishing unity even after years of migration.

AzA Central California is in its second year of its highly successful Golazo promotion series, where during a designated soccer game, viewers are invited to call in for exciting prizes after the first goal is made.

Federico said the station is progressing quickly with cable negotiations for Bakersfield and expects to have an agreement hammered out with Time Warner in coming weeks.

Congratulations to Central California!

Station Data	
Market	Fresno-Visalia
Call Letters	KMSG
Channels	55-8
General Market	
Market Rank	57
Population 2002*	1,715
Households*	523
% Cable TV	
Penetration 2003	48%
Retail Sales (Million US\$)	14,633
% of Hispanic Origin	46.7%
Hispanic Market Info.	
Hispanic TV HH Market Rank	15
Hispanic TV HH	
Market Coverage	1.9%
Hispanic TV HH Market *	198
Hispanic P2 + Coverage	2.1%
Hispanic P2 + *	778

Station Data	
Market	Bakersfield
Call Letters	KPMC
Channels	42
General Market	
Market Rank	130
Population 2002*	609
Households*	191
% Cable TV	
Penetration 2003	70%
Retail Sales (Million US\$)	5,771
% of Hispanic Origin	39.9%
Hispanic Market Info.	
Hispanic TV HH Market Rank	30
Hispanic TV HH	
Market Coverage	0.6%
Hispanic TV HH Market *	64
Hispanic P2 + Coverage	0.7%
Hispanic P2 + *	250

* In thousands

Teams Gear Up for Clausura 2005 Season

As the Clausura 2005 season debuts, Mexican League Soccer teams continue to fine tune rosters with eyes on a title. Here's a look at the Azteca America teams:

Veracruz might have one of the top cards in the leagues, with the arrival of Argentine striker Leandro Romagnoli, a trade valued at US\$ 4.3 million. "Pipi," as he is known to soccer fans, is looking to pick up the team leadership following the exit of Cuauhtémoc Blanco and the Brazilian forward Kléber Pereira.

Also shaping up is **Monarcas Morelia**, with the arrival of their new head coach Ricardo "Tuca" Ferreti and the forward Luis Gabriel Rey. After several consecutive sluggish seasons, the pressure is on for Monarcas to return to the playoffs. "La máquina," **Cruz Azul**, has signed as head coach Rubén Omar Romano, defense player Salvador Carmona y the Argentine striker Gabriel Pereyra with hopes of moving to the top league positions.

At **Pachuca**, Alfredo "la Furia" Tena will be heading up the team, with striker Jared Borgetti, the Paraguayan forward Nelson Cuevas and Fernando Salazar. Aside from the current Mexican League Soccer season, Pachuca will also be representing Mexico in the Copa Libertadores.

Tecos of U.A.G. will be adding the Uruguayan forward Carlos María Morales and the Argentine Daniel Ludueña. As center defense, the Tecos have signed the Paraguayan Diego Colotto, as the team looks for a strong show to avoid sliding back to the minor leagues next season.

Three cards that should help the **Chiapas Jaguares** are the Brazilian Sebastiao Pereira, Walter Guglielmo who was signed from Pachuca, and the defense player from the famed Chilean club Colo Colo, Ismael Fuentes.

Dorados de Sinaloa hope that three changes can help them gain momentum with Alyson Roberrio Silva, Arlindo Dos Santos and Waldirgly Becerra. At the close of this addition the only change announced by **Santos** was the signing of Gerardo Espinoza.



AzA Presents "Nueva Generación" Concert Tour

Azteca America is teaming up with El Mexicano and Rosas Entertainment for a 20-city concert tour to be held in February, March and April.

Headliners for the concert include: Joan Sebastian, Alicia Villarreal, Kumbia Kings, Pablo Montero, Rogelio Martinez and Sissi.

The tour also includes a talent search, called La Nueva Estrella, where an entertainer will be chosen during a prior selection process to sing during the concert and compete for the grand prize of producing an album with Joan Sebastian and AB Quintanilla.

A Jan. 11 press conference in Los Angeles for the event attracted approximately 30 newspapers, radio stations and television networks.

For further details, contact Juan Pablo Álvarez or Daniel McCosh

Oakland	February 25
Los Angeles	February 26
Fresno	February 27
Phoenix	March 4
Vegas	March 5
San Diego	March 6
San Antonio	March 9
McAllen	March 10
Dallas	March 12
Houston	March 13
New York	April 1
Chicago	April 3
Miami	April 8
Atlanta	April 10
Salt Lake City	April 16
Denver	April 17
Portland	April 22
Tacoma, WA	April 24
Sacramento	April 30
Grand Finale TBA	May 1

January Programming News

Especial Musical "Chayanne"

**Date: Sunday, Jan. 16,
at 10 pm/ 9 pm CST.**

Without a doubt, Chayanne is one of the most successful Puerto Rican entertainers in the world. Proof of his appeal is the 140,000-strong audience that turned out in Mexico City's *Zócalo* for a ground-shaking outdoor concert. In addition to this spectacular concert, where you can share all of Chayanne's best moves, the program includes an exclusive interview.



Sony Music

El Pelón de Noche

**Date: Moves to Monday,
live at 11 pm/ 10 pm CST.**



Hosted by the comic actor Héctor Suárez Gomiz, *El Pelón de Noche* is a fresh take on late-night shows. No body or thing is spared in the parodies of the show. In addition to Héctor Suarez's monologues, the show features revealing interviews with invited guests, amusing sketches and all-out hilarious characters.

Auto Velocidad

**Date: Launching Jan. 19
Wednesday at
11 pm / 10 pm CST**

Buckle up!!! And join us for a test drive with host José Ramón Zavala and professional driver Leslie González. We tour auto shows from around the world, take you to the track with the latest models and throw in a little auto racing.

Enjoy the excitement of the hottest cars and trucks in the market.

Especial Musical "Luis Miguel"

**Date: Sunday, Jan. 23, at 10 pm/
9 pm CST.**

Luis Miguel presents his latest work, this time accompanied by *Mariachi*, and Azteca America gives you all the details of the album presentation: press conferences, interviews, his newest and most classic video clips, the loves of his

life and the mystery that has made him number one in Hispanic music.

Hit M3

**Date: Launching Jan. 27,
Thursdays at 11 PM/ 10 CST.**

The relaunch of our successful Hit Popular, Hit M3 features three lovely hosts that present the best of "norteña," "banda" and other popular music genres.

The show includes videos, news about top entertainers and a peak into the lifestyles of leading musicians. Hosted by Wendy Braga, Ivette Hernández and Romina Aranzola, HIT M3 offers an hour of fresh entertainment, good music and fun.



Fresno Supports Mexican Children

Our Fresno-Bakersfield affiliate, KMSG Azteca 55, joined forces this year with its client Aztek Cellular to sponsor a toy drive to help needy kids in Tequila, Jalisco.

Following three concerts, Aztek raised US\$11,500, which was donated to Fundación Azteca's Juguetón.

Aztek Cellular President Anamiria Madrigal traveled to Mexico City to present the donation to Juguetón



founder Jorge Garralda, appearing on *A Quien Corresponda*. She and her staff, which included Doris Spangler, Anabel DeLeon, Laura Barbosa, Dolores Quinones and Ismael Rodriguez were also on

hand to help load some of the trucks at the Juguetón distribution center. The tenth annual Juguetón at TV Azteca exceeded its goal with 8 million toys distributed throughout Mexico.

Anamiria and her team travel to Tequila, Jalisco on Jan. 6 for the presentation of the toys for Three Kings Day, the tradition gift-giving holiday for children in Mexico. An estimated 20,000 children showed up to receive toys.

The events were covered on our network news program *Noticiero Azteca America*.

Names & Faces

Our Traffic Team

Aidée Fajardo
Traffic Director,
Jimena Vadillo, Said
Salinas, Max Juárez,
Jennifer Sotolongo
and Sonia Bisoño

Making sure that advertising orders are coordinated with spots and



Aidée Fajardo and Said Salinas

transmission, in other words coordinate everything, is the daunting task of our traffic department.

Fortunately, Aidée is an eight-year veteran of our parent company TV Azteca. She first entered in market-



Jennifer Sotolongo and Sonia Bisoño

ing research and then moved to sales administration, which included reconciliation and the revision of contracts.

With Azteca America since June of last year, she says the biggest challenge she faces is to reconcile the



Max Juárez and Jimena Vadillo

two advertising cultures in Mexico and the United States, the former working in real time and the latter planning purchases months and years in advance.

At her side since 2002 is Jimena, who started in sales conciliation at TV Azteca and is currently traffic supervisor. Traffic executives in Mexico include Said Salinas and Max Juárez. In New York are Jennifer Sotolongo, who is also currently producing a Rock/Latin fusion album, and Sonia Bisoño.

ADVERTISING OPPORTUNITIES

AZTECA'S PROMOTIONAL KICK-OFF WITH LA NUEVA GENERACION THROUGHOUT THE U.S.!

Azteca America presents the best in live entertainment to complement our stellar programming.

Beginning Feb. 25, Azteca America will present for Latin music fans and upcoming talent an innovative live concept called *La Nueva Generación*, which includes: a national concert tour with top profession talent, including Joan Sebastian, a grass-roots talent search called *La Nueva Estrella* and a national multi-media campaign (radio, TV, print, Internet) that is open to sponsorship, a weekly network television show, artist endorsements, concert activations and in-store promotions. The full lineup of entertainers includes Alicia Villarreal, Kumbia Kings, Pablo Montero, Rogelio Martínez, Sissi, in addition to the tour headliner Joan Sebastian.



The individual tour components combine to create a fully-integrated entertainment marketing campaign in a series of 20 concerts targeting the top U.S. Hispanic markets that will take place during the months of February, March and April of 2005.

La Nueva Estrella is a national Latin music talent search. Each concert city will hold a selection process with the winner performing during the concert in his/ her city. For the grand finale, a national winner will produce a song with Joan Sebastian and AB Quintanilla.

Local finalist will be selected via eliminatory events with a local radio station and an in-dealer traffic driven point-of-sale campaign, in conjunction with all tour sponsors.

With 20 venues having an average capacity of 5,000, your brand will directly target and interact with over 100,000 *Nueva Generación* consumers.

The tour will include a 6-week national and in-market media, public relations, marketing and promotional campaign which will layer over the entire tour from January through the end of April.

Your brands will be strategically aligned with the *Nueva Generación* tour artists through extensive artist participation.

In addition, your brand will gain national exposure through a weekly television program which will be broadcast by Azteca America in prime-time hours.

Your products will be showcased at each concert event entrance and they can also be part of the grand prizes for the *La Nueva Estrella* national finalist.

Azteca's entertainment events are the perfect opportunity to integrate



your brands and products and become part of this one-of-a-kind national event.

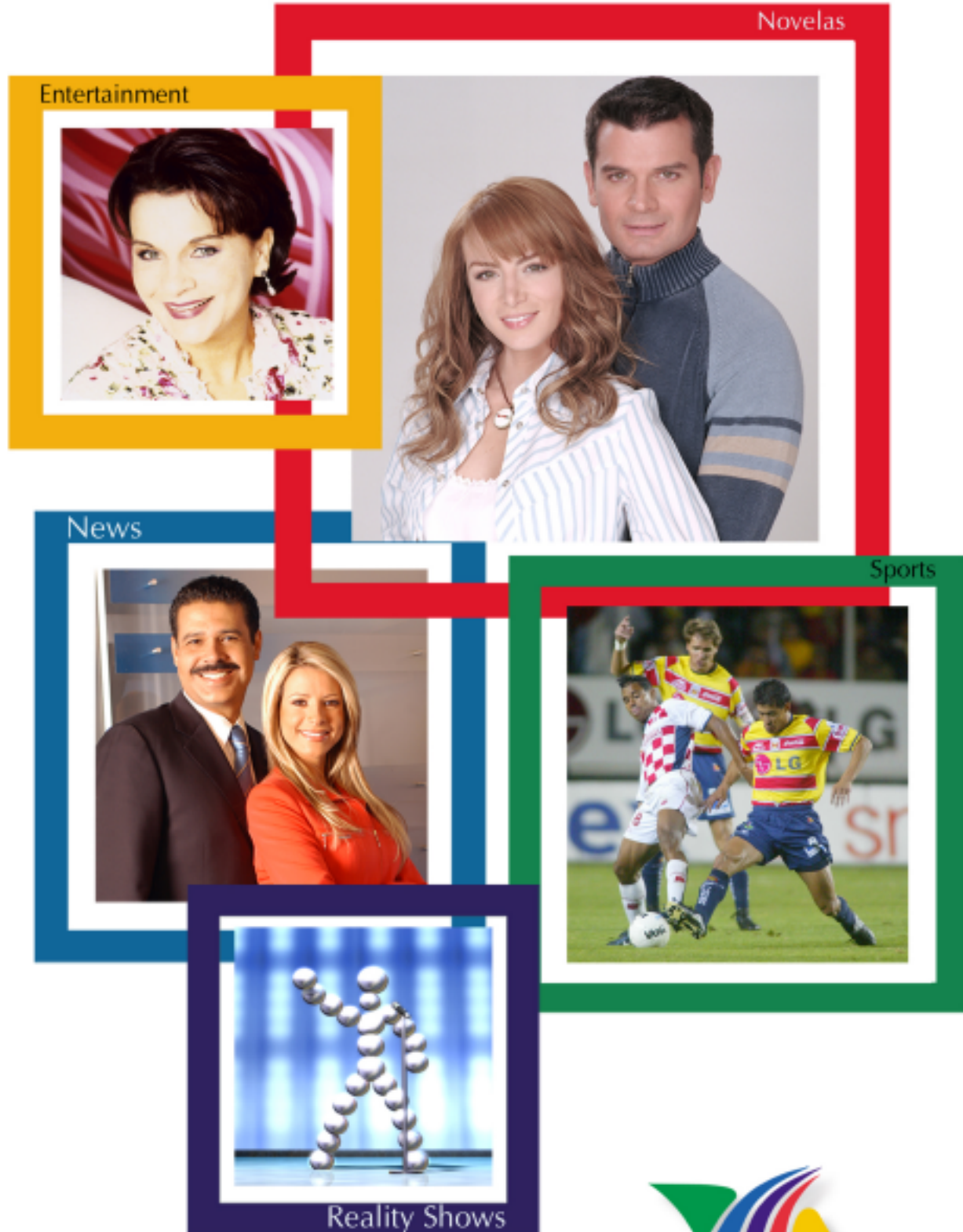
For more information regarding the event, venues, dates, cities and sponsorship opportunities please contact our Sales & Marketing offices.

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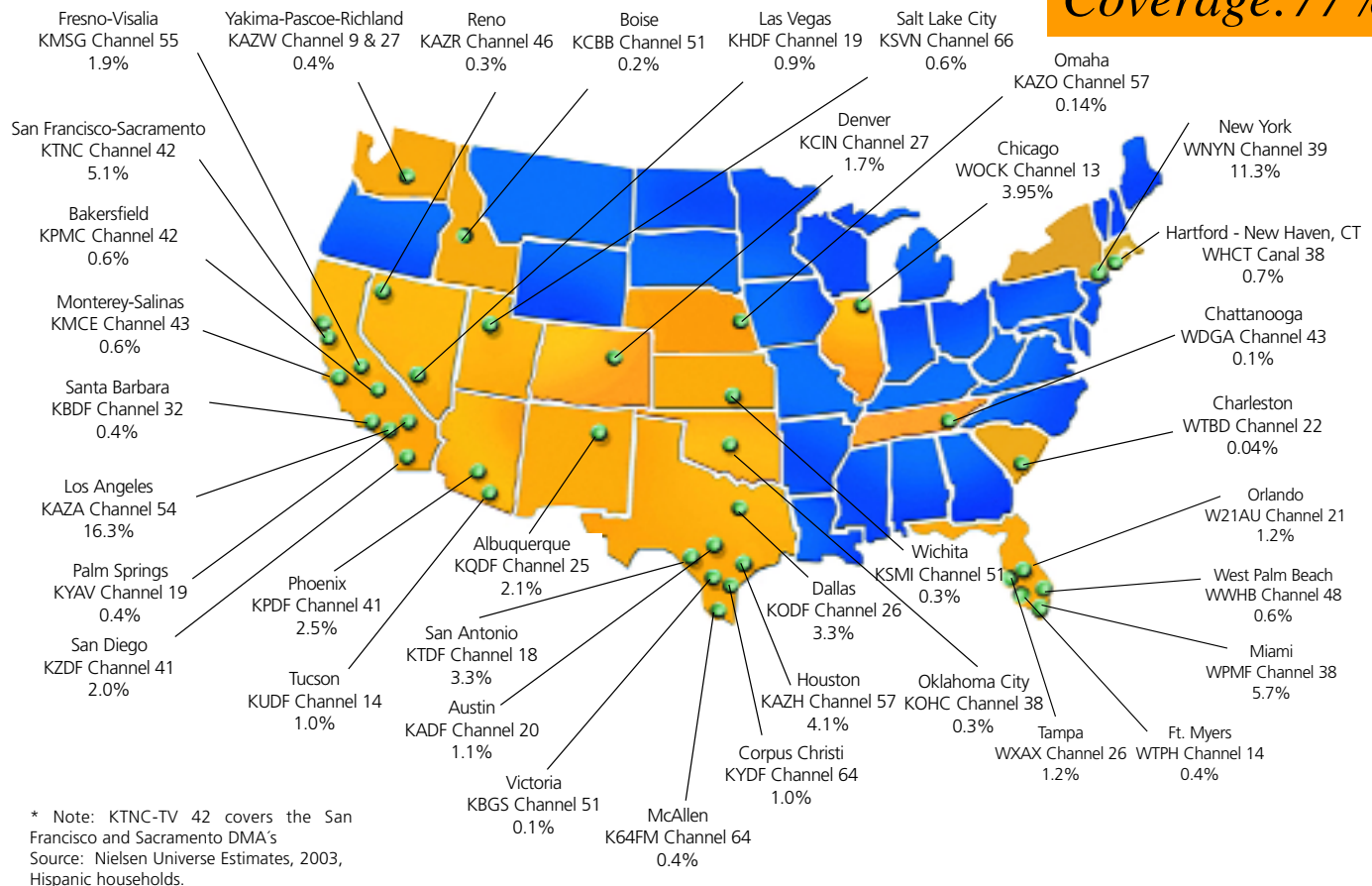
Television for Hispanics by Hispanics



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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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