

The AzA Gazette



The Azteca America Monthly Newsletter for Clients, Friends and Associates

July 2004 • Number 21 • Year 2

Events & Features

• Fresno Viewers Win Trip to La Academia III Final

and Azteca Studio Tour

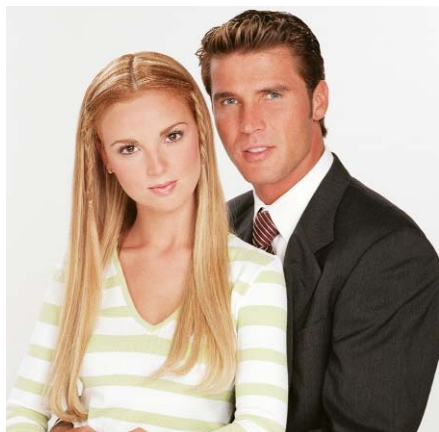
p.4

Belinda and La Heredera Debut

Our novela lineup gets two strong pushes over the next four weeks with *Belinda*, *amor mío* launching July 26 and *La Heredera* on Aug. 2.

Belinda stars Mariana Torres, Leonardo García and Gabriela Vergara.

cont. p. 5



Dear AzA Friends:

In July we celebrate Independence Day, and this month Azteca America also celebrates the third anniversary of the launch of its flagship station in Los Angeles.

July of 2001, marked the beginning of our operations and of our commitment to bring the best Spanish-language programming to the most dynamic segment of the US population. Then, we started offering a third entertainment option and we are happy to expand and improve it on a continuous basis.

Exciting programming launches of two successful TV Azteca productions like *La Heredera* and *Belinda*, in addition to *Investigación en Video* and *Detrás de los Famosos*, reaffirm our commitment to bring fresh and entertaining programming to the 38 Hispanic markets where we already operate. To this we must add some special shows to be aired this month.

This issue of the Gazette includes a report on the final concert of the third generation of *La Academia*; a portrait of Mónica Garza, one of our most successful and talented conductors, and a profile of our affiliate in Dallas.

Please, enjoy reading our Gazette and celebrate with us our anniversary,

Luis J. Echarte
President and CEO
Azteca America

Content

Station Spotlight: Dallas KODF Channel 26	2
Special Entertainment Reports	3
Azteca 54 in Los Angeles Launches Multi-Prong Novela Promotion	3
La Academia Concert Sells Out Two Shows in LA's Universal Studios	4
Fresno Viewers Win Trip to La Academia III Final and Azteca Studio Tour	4
Names & Faces: Mónica Garza	5
AzA Coverage / Contacts	7

Station Spotlight: Dallas KODF 26

Terry Crosby
President
Una Vez Más

As the second-largest Hispanic market in Texas, it is no surprise that affiliate group *Una Vez Más* has chosen Dallas as the hub of a new regional office.

The DMA boasts the seventh-largest Hispanic population in the country, where over 80% are of Mexican descent. *Una Vez Más*, which currently has 11 stations on the air with Azteca America, has added four sales executives to increase the presence of the office, as well as a regional engineer who was formerly in charge of overseeing 10 high power stations for Paxon, and a production person to lead up local promotions. Also coming this month is a new marketing executive.

To date, much of the promotion in Dallas has focused on billboards. Terry says that promotion activity for the market will increase significantly toward the end of the year, when key cable agreements are expected to finalize. He expects to have multiple cable carriage agreements for the region coming on line by early 4th quarter.



Efforts in Dallas for *Una Vez Más* have been complemented by promotions in Phoenix and Las Vegas. As we mentioned last month, both stations brought 8 couples to visit our Azteca studios. On the print side, cross promotion with Eddie Escobedo's *El Mundo* newspaper in Las Vegas has also been key in increasing acceptance in that town. The promotions were also combined with extensive radio and billboard campaigns.

Informal ratings information suggests a very strong and growing presence, especially in Las Vegas, Phoenix, as well as in Dallas. Las Vegas has already signed a contract with Nielsen for additional ratings insight and looks forward to additional agreements for other stations soon.

Our hats off to you Terry and team!!!

Station Data

Market	Dallas
Call Letters	KODF
Channel	26

General Market

Market Rank	7
Population 2002*	6,017
Households*	2,194
% Cable TV	
Penetration 2002	46.0%
Retail Sales (Million US\$)	87,438
% of Hispanic Origin	21.4%

Hispanic Market Info.

Hispanic TV HH Market Rank	6
Hispanic TV HH	
Market Coverage	3.3%
Hispanic TV	
HH Market *	324
Hispanic P2 + Coverage	3.5%
Hispanic P2 + *	1,228

* In Thousands

Special Entertainment Reports

Saturday evenings are hot this month, starting with a spectacular concert aired direct from Acapulco. *Unidos por la Honestidad*, is a co-produced event where Mexican media companies joined forces in the name of stronger values. The list of head-



liners includes Víctor García, Yahir, Alicia Villareal, La Ley, Kabah, Benny, Tucanes de Tijuana and other Latin greats.

But the fun doesn't stop there. Immediately following the concert we have *Los 25 hombres más sexys del espectáculo*, featuring profiles of the hottest Latino males on the screen, including Enrique Iglesias, Ricky Martin, Luis Miguel, Chayanne, Ricardo Arjona and many more.

The following week we have *Los 50 momentos más impactantes del espectáculo*, a summary of some of the most eye-catching events of recent years in showbiz, including: the murder of Selena, the scandal of Gloria Trevi and Sergio Andrade, the 2 million dol-

lar lawsuit that Raúl Velasco filed against Televisa, and more.

But you can't always believe everything you see on television. And this is the topic of the special *Las 25 mentiras más absurdas del espectáculo*. Here our investigative reporters analyze the myth of Britney Spear's virginity, the false death of Luis Miguel, the amusing "pregnancy" of the 71-year-old former screen star and Mexican senator, *La Tigresa*, and many more.

Don't miss these specials:

Concierto: Unidos por la Honestidad • Saturday July 10: 7 pm EST, PST / 6 pm CST

Los 25 hombres más sexys del espectáculo • Saturday July 10: 9 pm EST, PST / 8 pm CST

Los 50 momentos más impactantes del espectáculo • Saturday July 17: 9 pm EST, PST / 8 pm CST

Las 25 mentiras más absurdas del espectáculo • Saturday July 24: 9 pm EST, PST / 8 pm CST

Azteca 54 in LA Launches Multi-Prong Novela Promotion

Almost one million fotonovelas - comic-type booklets with photos and novela storylines- will be distributed to potential Azteca America viewers this month as part of a multi-prong promotion of upcoming novelas *Belinda* and *La Heredera*. The promotion also includes the distribution of 120,000 T-shirts that are printed with images of the novelas.

The month-long activities began with two sold-out *La Academia* concerts (see p. 4) on July 6 and 7, where the first promotional material was distributed. The remaining fotonovelas and T-shirts will be passed out by "street teams" in heavily Hispanic events, shopping malls, as well as directly to homes.

Viewers can win prizes by wearing the T-shirts, answering trivia questions, or by correctly identifying codes that are placed on the screen during the novelas. Cash, long-distance calling cards and even a new car will be awarded to the winners. The promotions will also be announced on billboards, bus shelters and Hispanic radio stations.

Top novela talent will be on hand for media, agencies and clients during events prior to the July 26 launch of *Belinda* and Aug. 2 launch of *La Heredera*.

For more information about how you can get your own version of the fotonovela, contact: Esteban García.



La Academia Concert Sells Out Two Shows in LA's Universal Studios

Three generations of *La Academia* talent were brought together on July 6 and 7 for two spectacular concerts hosted by LA affiliate KAZA Azteca 54. A total of 14,000 fans were on hand to see Víctor, Raúl, María Inés, Estrella, Nadia, Miriam, Laura, Wendolee, Toñita, Erika, Adrián, Arturo, Diego and Suzette.

The strongest ovations were for Víctor, Raúl and Laura. Local recognition of Laura has risen sharply since she began hosting *Detrás de la Academia* along with Wendolee. The show is produced in the studios of Azteca 54 for Los Angeles and all of the Azteca America network.

We look forward to bringing more thrilling concerts to viewers in coming months.

Fresno Viewers Win Trip to La Academia III Final and Azteca Studio Tour

An army of nine television viewers, including sponsors and station staff, passed an event-filled weekend in Mexico City and sunny Acapulco as they toured Azteca studios and witnessed the grand finale of *La Academia III*.

The promotion was done jointly with Viva 105.9 FM and Radio Lobo 98.7 FM in Fresno and consisted of viewer call-ins to answer a trivia question about *La Academia*. Callers were given *La Academia* CD's, caps and T-shirts, and those with the correct answers to the trivia won tickets



to a raffle for the trip. The winners were announced on Fresno's local entertainment/ variety program: *El show de Gil García Padrón*.

During the studio tour, the winners were able to meet the evening newscaster Rebecca Saenz, and Paco Lalas, from *Cada Mañana*. But most importantly, they got to see Carlos, Dulce and Melissa up close as they were crowned winners of *La Academia III*.



The blissful life of Belinda Arismendi, a beautiful graphic design student, comes to a sharp end when her mother dies. Added to the sorrow for her mother's death, Belinda is shocked to learn the truth about her family. When she seeks her

estranged father who is dying of cancer, she finds him with another family, the same family he had when Belinda was conceived. With no money and a desire to make up for lost time with her only living relative, Belinda swallows her pride and moves under

the same roof as the "official" family.

La Heredera is Azteca America's first novela ever based on US Hispanic characters. María Claudia is the daughter of one of Latin America's most successful entrepreneurs. Upon returning from MBA studies abroad, she discovers that her father plans to name her as the sole heir of his fortune. Envious brothers know there is only one way to override the will. But María Claudia finds an unexpected ally after a plane crash, when the Mexican-American soldier Antonio not only saves her life, but also opens her heart.

The novela stars Silvia Navarro and Sergio Basañez, the popular couple from *Catalina y Sebastián*, as well as *Cuando Seas Mía*.

Don't miss *Belinda* on July 26 at 8 pm EST, PST / 7 pm CST and *La Heredera* on Aug. 2 at 9 pm EST, PST / 8 pm CST.

Names & Faces

Mónica Garza

Host of *Historia Engarzadas*
and co-host of *Ventaneando*
con Pati Chapoy

Like many of her *Ventaneando* colleagues, Mónica boasts a surprisingly strong educational and professional background that sets her well apart from the average showbiz gossip.

Her formal studies range from French literature to Latin

American culture. And her first job after college was in public relations for Mexico's Interior Ministry.

In the television business, she initially focused on political reporting at the TV Azteca precursor Imevisión, a time during which she interviewed several heads of state. Following several years of administrative jobs, she returned to television in 1996, but on the administrative side with Azteca producer Argos.

She has been with *Ventaneando* since 1998. This year she has also

launched a new interview show, *Historias Engarzadas*.



There are only two television companies in the world that produce more than 8,000 hours of Spanish-language television per year.

And only one of them, **Azteca America**, is operating here directly in the United States...

LA HEREDERA

Begins airing August 2
9:00 pm EST, PST /
8:00 pm CST

Belinda amor mío

Begins airing July 26
• 8:00 pm EST, PST /
7:00 pm CST



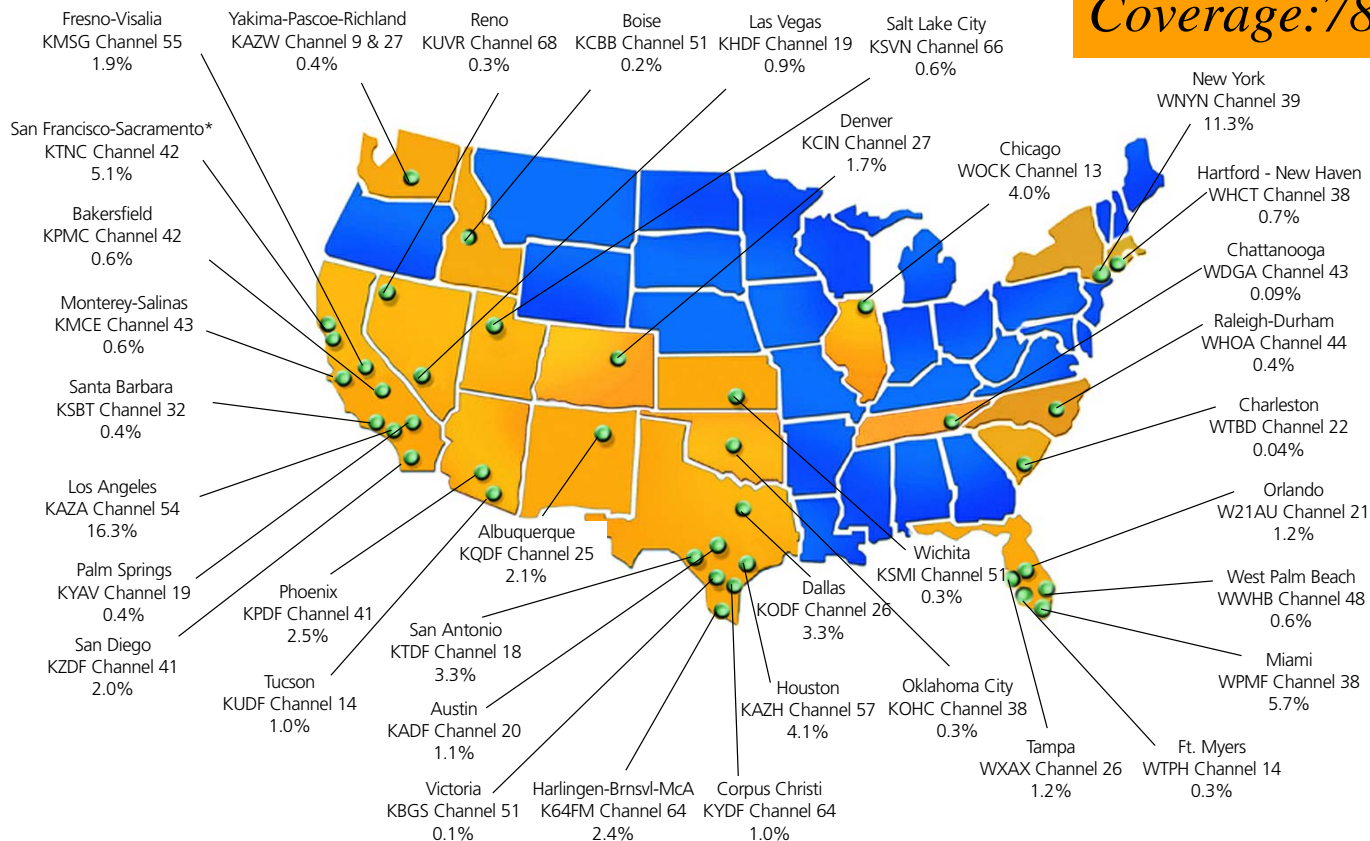
Contact our sales team to learn more about our latest novela block



AZTECA AMERICA
Television Network

The Fastest Growing Hispanic Network in the U.S.

Coverage: 78%



* Note: KTNC-TV 42 covers the San Francisco and Sacramento DMA's / Source: Nielsen Universe Estimates, 2003, Hispanic households.

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About TV Azteca

TV Azteca, listed on both the Mexican Bolsa and the New York Stock Exchange, 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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