

The AzA Gazette



The Azteca America Monthly Newsletter for Clients, Friends and Associates

March 2004 • Number 17 • Year 2

Events & Features

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La Academia III Launches March 14



La Academia is back by popular demand! The most successful program in Mexican television history is back beginning March 14. A group carefully selected contestants will live and learn together in this hit reality show as students are submitted to a rigorous regime of voice, dance and corporal expression classes. Audience voting will determine who stays following a Sunday concert. This should be a strong addition to our already outstanding weekend lineup. The group of contestants includes a participant from a southwestern state who was chosen from castings held in Los Angeles.



Dear AzA Friends:

I'll never tire of saying that what makes this network great is people. Unfortunately, this past month we lost one of the great ones when José Ignacio Morales passed away. Nacho was instrumental in getting the Azteca house in order with cost-control systems that helped make us one of the most cost-effective broadcasting companies in the world. He was a remarkable leader, but above all, he was a loved friend. My deepest condolences go out to his family.

It has been difficult to move on, but I think Nacho would have

wanted us to continue building on a project that he dedicated much of his life to.

I am happy to report that we will begin on March 14 our third edition of *La Academia*, one of the most successful television programs in television history in Mexico and a solid winner in the US. But perhaps more importantly than ratings and advertising opportunities, we see *La Academia* as a way to promote some of the values of Azteca America, namely "effort." It is hard work that pays off in this contest and important selection system for upcoming Azteca talent that really stresses the innovation and creativity that is abound here.

Enjoy this issue and don't forget to save the date for our Upfront on May 17 in New York City. And finally a warm greeting to everyone that will be attending the National Association of Hispanic Publishers' National Convention this month in Los Angeles. We'll be there in booth numbers 22 and 30.

Warmest Regards,
Luis J. Echarte
President and CEO • Azteca America

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Station Spotlight: *Phoenix* *KPDF Channel 41*

Mark Paretchan
President of Sales
Una Vez Más

One of the most pleasant recent surprises at Una Vez Más has been the incredibly strong reception of Azteca America in Phoenix.

"There's no question that the Azteca America brand is known here," said Mark Paretchen, president of sales. "There is a lot of local enthusiasm."

The 9th largest DMA, Phoenix has an estimated Hispanic population of 750,000 residents.

Keeping up with advertising demand has been a challenge as Phoenix continues to build its sales team and alliances with local cable and satellite carriers.



Mark says he expects to have important announcements on both fronts in coming months. Retailers especially have been drawn to the attractive packages that he has been able to offer.

In terms of promotion, cross marketing initiatives with radio have been important, as has the carrying of Armando Guzman's column in the daily Prensa Hispana. Mark says they are also preparing for a strong presence in Phoenix's "5 de Mayo" celebration that attracts about 100,000 attendees.

As for local programming Mark says the station is planning to air a Sunday mass from a local church, which will be an important contact with the Phoenix Hispanic community.

Mark has been active with the Hispanic market for almost 20 years. He started in Hispanic radio in San José in 1985 as an account executive.

In 1992 he joined the team that founded the "La Zeta," Z-Spanish Radio Network and then served as VP and GM of Pax TV in San Francisco.

Following a stint at ADCom information systems, a television research firm, he joined Una Vez Más as a founding investor and president of sales in Dec. 2003. 🌈

Station Data

Market	Phoenix
Call Sing	KPDF
Channel	41

General Market

Market Rank	16
Population 2002*	4,149
Households*	1,528
% Cable TV	
Penetration 2002	60.0%
Retail Sales (Million US\$)	55,941
% of Hispanic Origin	23.9%

Hispanic Market Info.

Hispanic TV HH Market Rank	9
Hispanic TV HH	
Market Coverage	2.5%
Hispanic TV HH	
Market *	246
Hispanic P2 + Coverage	2.6%
Hispanic P2 + *	936

* In Thousands

Soccer Stats at the Halfway Mark

Halfway into the current season soccer tournament, the Chiapas Jaguares have not ceased to amaze. With 21 points, they are proving that they are not just an early-season flash in the pan. Their only loss to date has been to the Toluca Diablos Riojos (2-1) at the tournament onset. Closely behind are the UNAM Pumas, who were given their first loss of the season last week by the Jaguares. Also going strong are the Guadalajara Chivas with 16 points.

On the bottom end of the standings are teams that are struggling to avoid a downgrade from the First Division to the 1A feeder league. The team with the worst average of combined points divided by matches played over the past three years moves down to the feeder league, while the best of 1A gets a chance at the First Division for the next season. The teams that are closest to going "down under" are San Luis and Puebla. This season they are actually eighth and 16th place, respectively. However, their accumulated points place them far from the catbird seat.

Some teams are recognized for outstanding performance, others for their goal leadership, and others have the dubious distinction of being first in foul play, or *juego sucio*. The red card (expulsion) team leaders for the present tournament are: Guadalajara (third

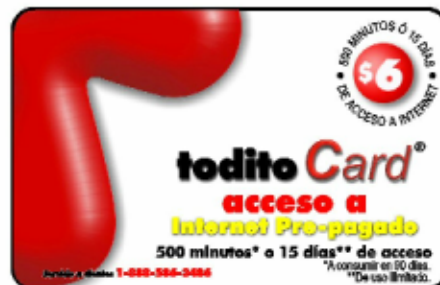
place in chart) with six players expelled, and America, which is tied with Puebla at four. It may or may not come as a surprise to see that these teams do not have any goal leaders. 🌈



AzA March Transmissions

MAR	HOME		VISITOR	TIME
6	JAGUARES	vs	TECOS	15:00
6	MONARCAS	vs	CRUZ AZUL	17:00
7	PACHUCA	vs	VERACRUZ	12:00
7	QUERÉTARO	vs	UNAM	14:00
7	SANTOS	vs	AMÉRICA	16:00
13	VERACRUZ	vs	MONARCAS	15:00
13	CRUZ AZUL	vs	QUERÉTARO	17:00
14	IRAPUATO	vs	SAN LUIS	12:00
14	TECOS	vs	PACHUCA	16:00
20	JAGUARES	vs	AMÉRICA	15:00
20	MONARCAS	vs	TECOS	17:00
21	PACHUCA	vs	MONTERREY	12:00
21	QUERÉTARO	vs	VERACRUZ	14:00
21	SANTOS	vs	SAN LUIS	16:00
27	VERACRUZ	vs	TIGRES	15:00
27	CRUZ AZUL	vs	TOLUCA	17:00
28	IRAPUATO	vs	SANTOS	12:00
28	TECOS	vs	QUERÉTARO	16:00

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Names & Faces

Horacio Medal

Director of Legal Affairs

You may have run across his name on several legal documents. Or perhaps you have even negotiated with him. But did you know that he played professional soccer for a year as a reserve for Atlante?

After studying law at Mexico's prestigious Universidad Panamericana, Horacio first worked with the

Mexican copyright specialists Arochi, Marroquin & Lindner. Following post-graduate coursework in constitutional, copyright, international commerce and environmental law, Horacio is now in the final stages of completing his Master's in Law, also with the Universidad Panamericana.

At TV Azteca since 2000, Horacio worked closely with the Company's general counsel Francisco Borrego also in intellectual property and corporate law areas as legal manager. By mid-2001 he was named



Azteca America's director of legal affairs. He is currently based in KAZA TV, Azteca 54 in Los Angeles with his wife and a baby boy of six months.

AzA Present at 3rd Annual MBAMEC Forum

Azteca America was in New York last month for the MBA Media and Entertainment conference hosted by New York University. The event attracted over 600 MBA students from programs at Penn, MIT; Duke, Columbia and NYU.

For the "Global Media: Staking the World" segment, AzA COO Jorge Jaidar was on hand in a panel that also included representatives from CNN, MTV, Globo TV and Al Jazeera.

"The students were very interested to hear how Azteca America plans to face tough competition and continue to increase coverage," said Jorge.

This is the fifth MBA congress that Azteca America has participated during the last 24 months.

"Hablemos de Fútbol" Sports Column Reaches 10 Markets

Hablemos de Fútbol, a dynamic sports column written by Azteca America sports director David Faitelson, is now nationally syndicated in 10 markets and growing throughout the US. Published in Spanish, the column nicely supports AzA's hottest weekend programming event: Mexican First Division soccer. Congratulations go out to David, as well as our partner publications: *Diario La Estrella*, *El Latino*, *La Voz de Colorado*, *Teleguía de Chicago*, *El Imparcial*, *Diario de México*, *La Voz Hispanica*, *El Sol de Modesto*, *Ahora Newspaper*, *El Mundo de Las Vegas* and *El Mundo de Austin*.

If you are interested in bringing this column to the local Hispanic paper of your DMA, contact Daniel McCosh (mccosh@tvazteca.com.mx.)

Copa Azteca Olympic Boxing Trials in March

Mexico's Olympic team is assuring that it will have the best of both worlds in boxing for the Athens 2004 Olympic Games.

Eliminatory rounds for Olympic hopefuls residing in the US with a parent or grandparent born in Mexico were held in Los Angeles last weekend. There were two teams from Texas, three from California and one each from Nevada, Arizona and New Mexico.

The hope is that this event will avoid talent like Oscar de la Hoya from slipping through the cracks for the Mexican Boxing Federation. La Hoya was undefeated in Barcelona in his 1992 gold-medal performance with US team.

A roundup of the event will be aired on Saturday March 13 on Azteca America. 🌈

AzA Celebrates First CABS User

Azteca America's affiliate in Orlando, W21AU TV, Azteca 21, has been using the proprietary CABS commercial insertion system since February with very positive results.

"Before we were inserting local advertising linearly, which meant having a dedicated person in our master control room 24 hours a day, as well as post-production of blocks the day before," said Azteca America Orlando president Mario Ragazzo. "But the manual system never achieved a perfect synchronicity with the signal."

Since implementing CABS (Computer Automated Blocking

System), Mario says he has been able to cut his operating costs in half, as well as improving efficiency of his master control. "Now we can automatically generate air reports, which greatly reduces errors," he added.

For more info, contact Adolfo Aldama (aaldama@tvazteca.com.mx)

Congratulations to Orlando!

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Save the date
May 17th.
Azteca America
Upfront 2004

Azteca America's growth over the past year has increased the already great advertising advantages to clients. These advantages are key as we approach our second upfront event on May 17. We are preparing an exciting event to introduce you to our new strategies.

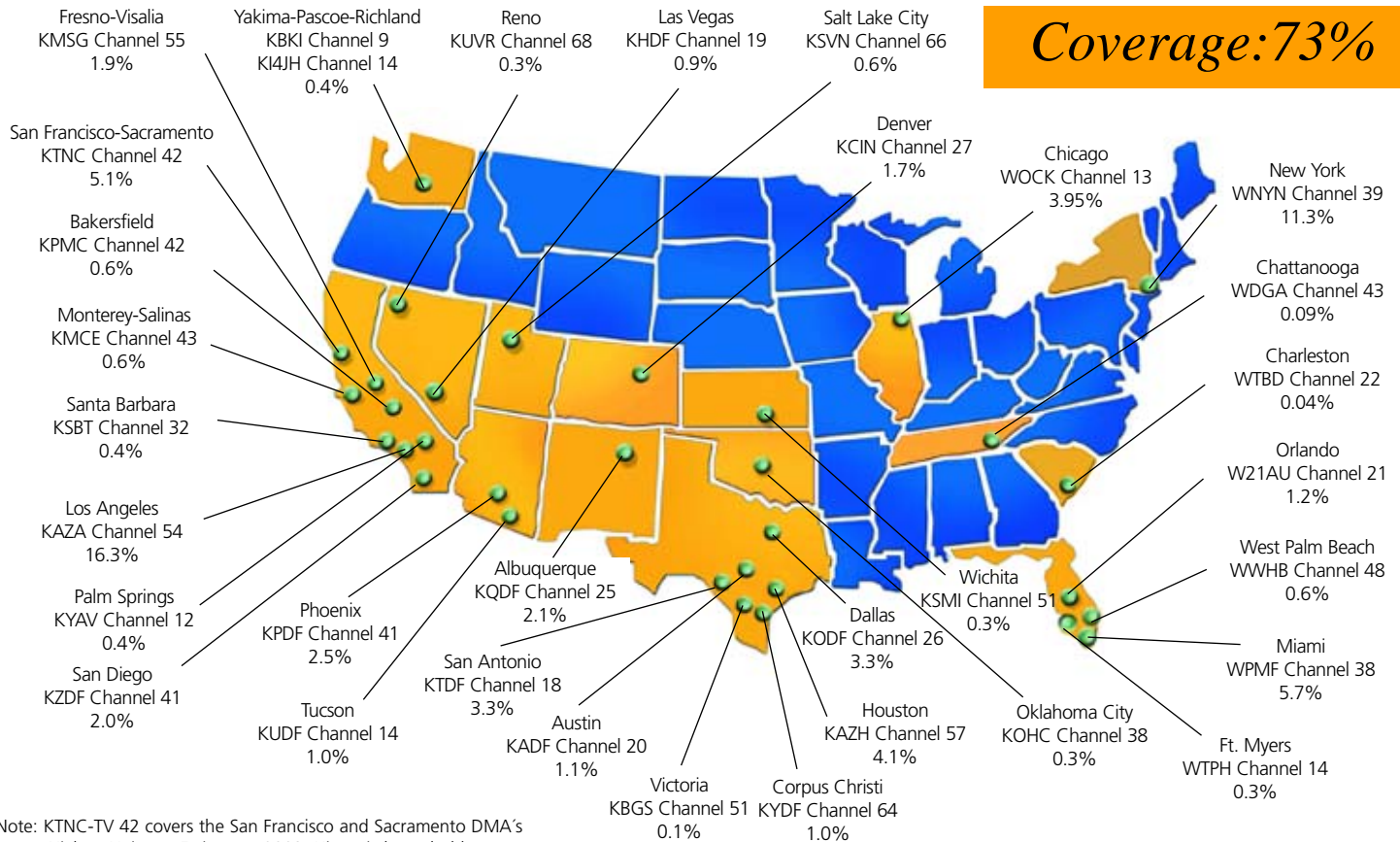
We look forward to sharing the event with all of you!



AZTECA AMERICA

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The Fastest Growing Hispanic Network in the U.S.



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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.