

The AzA Gazette



The Azteca America Monthly Newsletter for Clients, Friends and Associates

October 2003 • Number 12 • Year 1

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Chicago Signed, Plus Charleston and Chattanooga.

With the addition of WOCK Channel 13 in Chicago, Azteca America is proud to announce coverage in all of the top five Hispanic markets.

Azteca America has also affiliated stations WDGA Channel 43 in Chattanooga, Tennessee and WTBD Channel 22 in Charleston, South Carolina, the former with cable coverage. Azteca America's signal is now present in 29 cities, which represent coverage of 67% of Hispanic households.

"We are very pleased to announce the addition of the missing piece for the top five Hispanic markets," said company president and CEO Luis Echarte. "There are a lot of Mexicans that were eagerly awaiting our programming."

Chicago counts with over 1.5 million Hispanic residents, three-fourths of whom are of Mexican origin. 🌈



My Kind of Town, Chicago Is

One of the most exciting moments in this job is when we bring Azteca America's signal to new cities. This enthusiasm certainly holds for Chicago, Chattanooga and Charleston.

I am glad to say that with these new markets, Azteca America increases its coverage to 67% of the total Hispanic population, bringing us very close to our year-end goal. Today, Azteca America's coverage area represents 6.5 million Hispanic households, and it is our mission to make sure that even more Hispanics can enjoy the best in Spanish-language content.

Chicago is home to 400,000 Hispanic families, and has the second largest concentration of Mexicans in the United States. This is a market that we have been pursuing for a long time, and I would like to thank José Ramón Grau, Enrique Grau, Gustavo Cubas and our affiliations man Luis Mariano Cortés for their relentless effort in affiliating this market.

What follows is increased energy to continue cable and over-the-air coverage. Today, more than 30% of Hispanics can reach our signal on both over-the-air and cable. We expect to further progress during coming months as we reach our 70% over-the-air goal for year end. Be assured that we'll keep you posted on these achievements.

In this issue of the AzA Gazette you will find a brief description of the new US-produced programming, soccer highlights, results of the La Academia concert in Los Angeles and the launch of our new corporate website, where you can find more information about this network and the people behind its screen.

Please enjoy!
Luis J. Echarte,
President and CEO

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Station Spotlight: Miami WPMF Channel 38

José Ramón Grau • Chairman
Enrique Grau, Gustavo Cubas
• Vice Chairmen



Miami is the undisputed Latin American capital of the United States. Not only is Miami the third-ranked city in Hispanic population size, but the Hispanic population is 60% of the total population.

A big question is whether Azteca America has a competitive advantage in a community that is not majority Mexican.

According to Gustavo Cubas, vice-chairman of WPMF, the answer is a resounding "yes." The origins of Miami's Hispanic community trace back primarily to the Cuban expatriate community, which accounts for about half of Miami Hispanics. The second-largest group of Hispanics are of Puerto Rican origins, accounting for 6%. Next are Hispanics of Mexican origin, which account for 3% of the Latino community.

Although not very well represented in the US Census, there is also

a growing influx of Venezuelan, Colombian and Argentine immigrants. It is perhaps a sense of pan-regionalism that explains why 40% of Miami Hispanics are lumped into the "other" category by the Census Bureau.

"I see TV Azteca's programming as much more suitable for the Cuban and Puerto Rican community, as well as the growing South America population, when compared to the competition," said Gustavo. "Azteca's content is more urbane, and therefore crosses more cultural borders," adds the Cuban-born vice-chairman.

The promotion focus of WPMF is a multi-pronged approach, taking into account radio, print media and billboards. However, WPMF's biggest push is still awaiting pending cable agreements.

Chairman José Ramón Grau was raised in Puerto Rico, although born in Cuba. In terms of programming, José Ramón said the local population has taken strongly to the entertainment show *Ventaneando*, and TV Azteca's soccer and overall sports coverage. He also sees a growing following with Azteca America's novela block.

José Ramón is part of a triumvirate that offers a unique combination of talents and experiences. He is accompanied by his father Enrique Grau and business associate Gustavo Cubas, both pioneers in Hispanic marketing. Gustavo was cofounder of Publicidad Siboney advertising agency in the sixties and expanded throughout Latin America before selling the agency to FCB in 1984. Enrique, also Vice-Chairman, started his professional career as a journalist with publications in Cuba and Puerto Rico before founding Grau Advertising, which was launched in 1970 in the United States. 🌈

Soccer Matches Lead Saturday Ratings

The Santos-Atlas soccer match broadcast on Sept. 27 was the highest-rated show among Hispanic networks, beating out Univision's musical variety and movies by a 50% margin and Telemundo's sports and musical shows by over 100%, according to agency sources for the 2-4 PM timeslot in the Los Angeles Area.

The strong trend was carried over through the afternoon with the Mexican movie classic *Vivo-Muerto*, and Azteca's award-winning *DeportV* sports commentary show.

"These results are consistent with our strategy of building programming around our strongest properties to take advantage of carryover benefits," said Jorge Jaidar, director of Operations of Azteca America. "Changing established viewing habits takes time, but we are making our mark."

Soccer Roundup: Neither Heads nor Tails

With the opening winter season now in its third month of play, the only certainty appears to be Queretaro's low level of play. With only two points, the Gallos Blancos have very low to nil chances of recovering a strong position for the end-of-season tournament.



Azteca's own Monarcas Morelia continue to be in the middle of general standings, although second in their group. Meanwhile, the UNAM Pumas are overall point leaders. The National University team has not finished regular season play in first place since 1991. Other strong shows to date are the Tigres of U. de N. León in Monterrey, Necaxa of Aguascalientes and Tecos of Guadalajara. Despite a strong season start, both the Toluca Diablos Rojos and the Irapuato Freseros have fallen to third and fourth place, respectively in their groups.

October offers a strong block of regular season play, as teams position themselves for the December playoffs. 🌈

Position	Team	Points
Grupo 1		
1	Pachuca	17
2	Puebla	16
3	Toluca	14
4	Monterrey	14
5	Atlas	11
Group 2		
1	UNAM	21
2	U. A. de G.	20
3	Santos	17
4	América	16
5	Querétaro	2
Group 3		
1	U. de N. Leon	21
2	Monarcas	14
3	Chiapas	13
4	Cruz Azul	11
5	San Luis Potosí	10
Group 4		
1	Necaxa	20
2	Atlante	16
3	Veracruz	15
4	Irapuato	15
5	Guadalajara	11

Aza Exclusive Broadcast Teams

Aza October Transmissions

October	Home		Visitor	Hour CST
11	Monarcas	vs	Monterrey	18:00
12	Pachuca	vs	América	13:00
12	Querétaro	vs	U. A. De G.	15:00
12	Santos	vs	Irapuato	17:00
18	Veracruz	vs	Toluca	16:00
18	Cruz Azul	vs	Guadalajara	18:00
19	Irapuato	vs	Puebla	13:00
19	Santos	vs	Atlante	17:00
23	Monarcas	vs	Atlas	13:00
23	Pachuca	vs	San Luis Potosí	13:00
23	Querétaro	vs	América	13:00
25	Veracruz	vs	Necaxa	16:00
25	Cruz Azul	vs	Puebla	18:00
26	Irapuato	vs	UNAM	13:00
26	Santos	vs	Pachuca	17:00
26	Tecos	vs	Guadalajara	17:00

AzA's New Corporate Website!

Azteca America is proud to announce its new corporate website, www.aztecaamerica.com/corporate, created to improve contact with you as a client, friend or associate.

This user-friendly site features everything from our history since the start, to executive bios, to up-to-the minute footprint information and press releases.

There is also an Hispanic market summary, including the most relevant aspects of the population, the economy and finally the subtleties of the culture itself.

Programming, includes useful information on what's transmitted in AzA; an interactive programming grid with brief synopsis of the most important programs on air, their genres and bios of the top talent of Azteca America.

Through Advertising Options we illustrate Azteca America's multiple advertising possibilities, and the advantages of each and one of them, giving the best options in the market. This section will be updated as options and details are increased in the near future.

For graphic appetites, there is a section to download photos, logos and current programming grids.

And lastly, but certainly not least, the website offers a full catalog of current and back editions of the AzA Gazette.

Take a look at :
www.aztecaamerica.com/corporate

We look forward to hearing your comments. 🌈



Exclusive Programming Launched for Azteca America

As Azteca America continues to refine its programming, the network launched three programs this month produced exclusively for the US Hispanic market. The programming block is aimed at leveraging already encouraging weekend ratings results.

Deportivo, hosted by David Faitelson is a sports roundup show that recaps the week of soccer, NBA, tennis, golf, baseball, boxing and auto racing news, with a special focus on favorite teams from Mexico and Central America. The show airs Sunday at 9:30 PM PST and CST/ 10:30 EST.

Jaripeando, hosted by Karla Celaya, is dedicated to the unique rodeo sport of jaripeo. Here top-notch riders give their all to break bulls. Meanwhile, an attractive model is featured each week as

"La Rancherita de la Semana." The show is aired on Saturday afternoons with a variable airing time depending on soccer programming.

Hablemos de Cine is a half-hour show dedicated to current movie blockbusters. The programs features interviews with actors, directors and other talent that fuel the film industry, as well as exciting clips from upcoming premiers. The show is aired Saturday and Sunday at 11 PM PST and CST/ 12 PM EST.

Names & Faces *The IT and Internet Guys*

Héctor Mercado

IT Manager

Víctor Sánchez

Graphic and
Web Design Coordinator

Behind our website are hard-working people with long histories at TV Azteca. Héctor has been with Azteca since 1999, serving in the Chairman's Office before moving to Azteca America two years later. Prior to joining Grupo Salinas, Héctor worked at IBM as a network engineer and later at the Mexican stock exchange, where



he also oversaw network development. Aside from aiding our staff here with everyday IT tasks, he oversaw initial telecommunications buildouts for Azteca America affiliates.

When not improving Azteca America technology, Héctor is working on Web pages with Víctor Sanchez, who joined TV Azteca in 1998. The two have collaborated on efforts for the Grupo Salinas and IR TV Azteca pages, not to mention the



newly-launched Azteca America page. Víctor has also coordinated pages for Fundación Azteca, as well as entertainment pages for *La Academia* and *El Conquistador del Fin del Mundo*.

www.aztecaamerica.com,
www.irtvazteca.com,
www.gruposalinas.com,
www.fundacionazteca.com.mx,
www.laacademia.tv,
www.elconquistador.tv
Congratulations!!!!

La Academia Concert Fills “El Grito” Celebration in LA



Fifteen members of *La Academia* were on hand in Huntington Park to celebrate Mexican Independence Day on the eve of Sept. 16. The concert featured a live hookup with the Zocalo in Mexico City and a special message from President Vicente Fox.



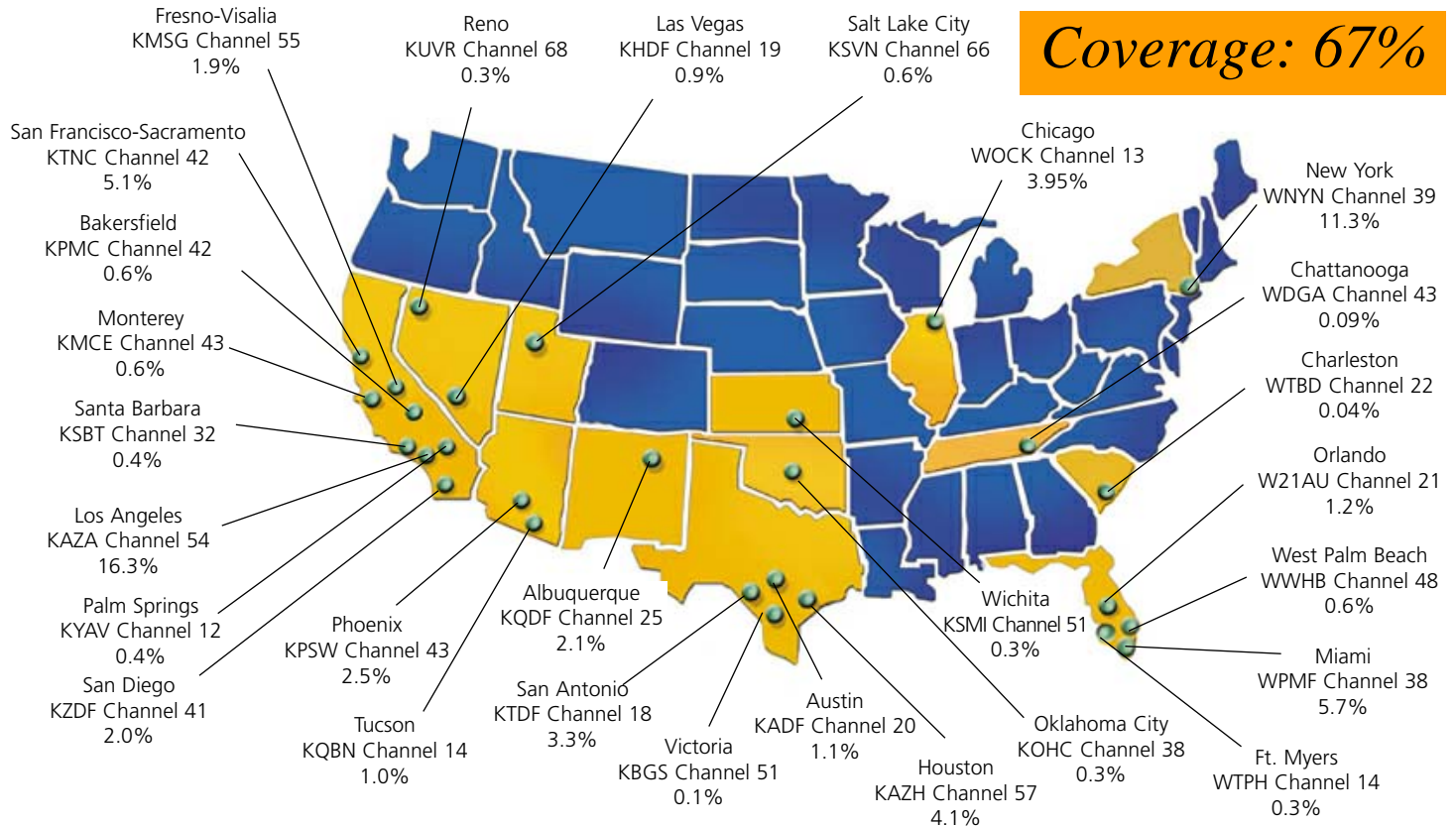
The masters of ceremony of the event were *Ventaneando* hosts Aurora Valle and Pedro Sola. The *La Academia* cast included Myriam, Víctor, Nadia, Héctor, Toñita, Wendolee, Estrella, Laura, Erika, Marco, Quique, Víctor Javier, Adrián, Freddy and Mauricio.

Also present during the event were former Treasury Secretary Rosario Marín, Huntington Park Mayor Edward Escareño and Mexican Alternate Consul Salvador Jiménez.

The event was sponsored by Azteca 54 KAZA TV and META 2000.

Viva México! And Viva El Orgullo Hispano! 🇲🇽

The Fastest Growing Hispanic Network in the U.S.



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

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A Grupo Salinas Company

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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.