

Q3 2014 HIGHLIGHTS



TELEVISION HIGHLIGHTS*

Univision Network

The following table sets forth the total U.S Broadcast primetime network audience and ranking of the country's leading broadcast and cable television networks for the third quarter of 2014.

Total U.S. Broadcast Prime Network Audience — 3rd Quarter 2014

RANK	NETWORK	ADULTS 18-34 AVG. AUDIENCE (000)	RANK	NETWORK	ADULTS 18-49 AVG. AUDIENCE (000)
1	NBC	958	1	NBC	2,387
2	FOX	752	2	CBS	2,057
3	Univision	716	3	FOX	1,719
4	CBS	711	4	ABC	1,655
5	ABC	634	5	Univision	1,533
6	USA	428	6	USA	883
7	TBS	405	7	TBS	820
8	ADSM	369	8	TEL	768
9	FX	360	9	ESPN	760
10	MTV	358	10	FX	739

Source: The Nielsen Company, NPM, NPM-H Third Quarter 2014 (06/30/2014-09/28/2014). Primetime defined as M-Sat 8pm-11pm, Sun 7pm-11pm. Based on Ad-Supported Networks. Live+7 data.

During the third quarter of 2014, Univision ranked as the third most-watched network in primetime, regardless of language, among Adults 18-34 for the 3rd consecutive third quarter, and finished as the fifth-ranked network among Adults 18-49 and Total Viewers 2+. The Network out-delivered one or more of the English-language broadcast networks — ABC, CBS, NBC, or FOX—in primetime 91% of the time among Adults 18-34 and 86% of the time among Adults 18-49. Univision also maintained its No. 1 network ranking on Friday night from the third quarter of 2013, outperforming its closest competitor (ABC) by 12% among Adults 18-49 and 46% among Adults 18-34. Additionally during the quarter, Univision delivered the youngest audience of any broadcast network—with a median age of 38—which was 15 years younger than the average median age of its English-language competitors, and had the highest percentage of live viewers (92%) among Adults 18-49 in primetime.

Source: The Nielsen Company, NPM, NPM-H. Third Quarter 2014 (06/30/2014-09/28/2014). Live+7 data. Broadcast Prime defined as M-Sat 8pm-11pm, Sun 7pm-11pm. % Live Viewership excludes sports and specials. Total number of nights that Univision out-delivered English-language broadcast networks based on Live+SD.

KEY ANNOUNCEMENTS

Select announcements from Univision press releases in the third quarter of 2014:

- Comcast and Univision Reach Long-Term Agreement for Distribution of Univision Deportes Network
 - Comcast to distribute Univision Deportes Network (UDN) to XFINITY TV customers who subscribe to its Digital Preferred or XFINITY Latino levels of service.
- Univision Appoints Kevin Cuddihy President of Local Media & Jessica Rodriguez Chief Marketing Officer
- UVideos Announces New & Original Digital-First Programming
 - Expands its content offering to offer more scripted series and reality shows, as well as provides digital-only extensions of some of Univision Network's top shows.
- Univision Deportes Delivers Blockbuster Sports Ratings in 3Q14
 - UDN aired nine of the 10 Spanish-language cable telecasts in the third quarter of 2014.

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UniMás Network

In the third quarter of 2014, UniMás saw year-over-year audience growth among Adults 18-49 and Adults 18-34 in prime access and early morning. Additionally, UniMás ranked as the No. 2 Spanish-language network, ahead of Telemundo, in weekend daytime among Adults 18-49, and in early morning among Adults 18-34. UniMás continued to attract significantly more viewers in key dayparts across key demographics than the combined audience of Azteca America, Estrella TV, and MundoFox.

Source: The Nielsen Company, NPM Third Quarter 2014 (06/30/2014-09/28/2014) vs. Third Quarter 2013 (07/01/2013-09/29/2013), Live+7. Daypart definitions: Early Morning (M-F 6am-9am), Daytime (M-F 9am-4pm), Early Fringe (M-F 4pm-7pm), Prime Access (M-Sat 7pm-8pm), Broadcast Prime (M-Sat 8pm-11pm, Sun 7pm-11pm), Weekend Daytime (7am-7pm) and Total Day (M-Sun 7am-2am).

Cable Networks

Galavisión continued to be the leader in Spanish-language entertainment cable during the third quarter of 2014, out-delivering the Adult 18-49 audiences of all other Spanish-language cable entertainment networks in prime access, cable primetime, weekend day, and total day, and by triple-digit percentages in early morning, daytime and early fringe. Additionally, Galavisión experienced a 35% growth in early fringe and 29% growth in prime access among Adults 18-49 compared to the third quarter of 2013.

Source: The Nielsen Company NPM Live+7, program based dayparts (06/30/2014-09/28/2014, 07/01/2013-09/29/2013) excludes breakouts. Daypart definitions: Early Morning (M-F 6am-10am), Daytime (M-F 10am-4pm), Early Fringe (M-F 4pm-7pm), Prime Access (M-Sun 7pm-8pm), Cable Primetime (M-Sun 8pm-11pm), Weekend Daytime (Sat-Sun 9:30am-7pm) and Total Day (M-Sun 7am-2am).

Univision Deportes Network (UDN) was the No. 1 Spanish-language sports cable network by out-delivering the Adult 18-49 audiences of all other Spanish-language sports cable networks by triple-digit percentages in primetime and total day. The third quarter was the sixth consecutive quarter of year-over-year growth for UDN, which aired more live events in the third quarter of 2014 than both ESPN Deportes and Fox Deportes, and scored higher ratings among Total Viewers 2+ and Adults 18-49. Additionally, UDN aired nine of the top 10 Spanish-language cable telecasts in the third quarter of 2014.

Source: The Nielsen Company, NPM, NPM-H, Live+7 data, Daypart definitions: Primetime (M-Sun 8pm-11pm) and Total Day (M-Sun 7am-2am).

Local Stations

During the July 2014 sweep, Univision's owned and operated local stations ranked No. 1 among all other broadcast stations in primetime, regardless of language, among Adults 18-49 in Los Angeles, New York, Houston, Dallas, Chicago, San Francisco, Phoenix, Sacramento, Fresno, Austin, Tucson and Bakersfield, and among Adults 18-34 in Los Angeles, New York, Houston, Dallas, San Francisco, San Antonio, Phoenix, Sacramento, Fresno, Austin and Bakersfield. In total day, Univision stations were ranked as the No. 1 station regardless of language among Adults 18-34 in Los Angeles, New York, Miami, Houston, Dallas, San Francisco, Phoenix, Sacramento, Fresno, Austin and Bakersfield, and among Adults 18-49 in Los Angeles, New York, Miami, Houston, Dallas, Phoenix, Sacramento, Fresno and Tucson. Additionally, KMEX Univision 34 in Los Angeles and WXTV Univision 41 in New York led all other stations in the country with the No. 1 and No. 2 most watched stations in primetime, respectively, among Adults 18-34 and Adults 18-49, as well as in total day among Adults 18-49. Additionally, WXTV Univision 41 in New York and KMEX Univision 34 in Los Angeles had the No. 1 and No. 2 most watched late local newscast in the country, respectively, among Adults 18-49.

KEY ANNOUNCEMENTS

continued:

- **Univision News presents Exclusive Interviews with 15 Distinguished Latinos in the Obama Administration**

— As a part of Hispanic Heritage month, Univision got exclusive access to the White House and aired: “Los Hispanos del Presidente” (The President’s Hispanics), which included personal interviews with 15 distinguished Latinos who currently serve in key roles in the Obama administration.

- **Univision opens Lines for its Humanitarian Relief Effort for Children at the Border**

— “Estamos con los Niños” (“We Are With The Children”) campaign is collecting donations to assist the children fleeing, and invites audiences across all of its media platforms to contribute to the charity, Save the Children, by dialing 1-800-NINOS-79, texting the word NINOS to 20222, or going online to savethechildren.org/ninos.



Local Stations *continued*

During the July 2014 sweep, UniMás local stations ranked No. 2 among Spanish-language broadcast stations in primetime among Adults 18-49 in Sacramento and Fresno, and among Adults 18-34 in Fresno. Additionally, UniMás local stations ranked #2 among Spanish-language broadcast stations in total day in Sacramento and Fresno (tie) among both Adults 18-34 and Adults 18-49.

Source: The Nielsen Company, NSI, July14 sweep (07/03/14 – 07/30/14). LPM markets and Set Meter markets (Los Angeles, New York, Miami, Houston, Dallas, Chicago, San Francisco, San Antonio, Phoenix, Sacramento, Philadelphia, Atlanta, Austin and Raleigh) based on Live+Same Day, Diary markets (Fresno, Tucson and Bakersfield) based on Live+1 Day. Most Watched Station in the Country statements based on average impressions in all U.S. LPM markets. Total day defined as Mon-Sun 6am-2am; primetime is defined as ABC/CBS/NBC/IND/UNI/UMA/TEL/AZA/MFX/EST Mon-Sat 8pm-11pm/Sun 7pm-11pm ET/PT (Mon-Sat 7pm-10pm/Sun 6pm-10pm CT/MT) and FOX/CW Mon-Sat 8pm-10pm/Sun 7pm-10pm ET/PT (Mon-Sat 7pm-9pm/Sun 6pm-9pm CT/MT).

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DIGITAL HIGHLIGHTS

During the third quarter of 2014, Univision Digital generated a combined 101 million video impressions across its online and mobile properties, an increase of 71% compared to the third quarter of 2013. Mobile video impressions were the primary driver of growth in the quarter, increasing from 32 million to 79 million year-over-year, a 143% jump. Also during the third quarter, a total of 2.1 billion page views were generated across Digital's desktop and mobile offerings, a 56% increase year-over-year.

Sources: Online and Mobile Video Impressions are from FreeWheel, 3Q2013 & 3Q2014. Online and Mobile Page Views are from Adobe Analytics, 3Q2013 & 3Q2014.

RADIO HIGHLIGHTS

During the third quarter of 2014, Univision Radio had the No. 1 ranked Spanish-language radio station among Adults 18-49 in Los Angeles, Miami, Houston, Chicago, Dallas, San Francisco, San Antonio and San Diego, where Nielsen Audio's® Portable People Meter ("PPM") is used. In four of the top 10 PPM markets (Los Angeles, Miami, San Francisco and San Antonio), Univision Radio also had both the No. 1 and No. 2 ranked Spanish language stations among Adults 18-49. Additionally, Univision Radio ranked among the top five stations during primetime, regardless of language, in a total of six PPM markets (Los Angeles, Houston, Chicago, Miami, Dallas and San Antonio).

Source: Nielsen Audio PPM Summer 2014, Total A18-49, Mon-Sun 6a-12m/Mon-Fri 6a-7p for Primetime.

*Data subject to change due to Nielsen's re-processing.