

Q1 2015 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 first quarter of 2015.

Total U.S. Broadcast Prime Network Audience — 1st Quarter 2015

RANK	NETWORK	ADULTS 18-34 AVG. AUDIENCE (000)
1	FOX	1,218
2	NBC	1,160
3	ABC	1,044
4	CBS	943
5	Univision	682
6	AMC	459
7	CW	451
8	TBS	450
9	ESPN	444
10	USA	386

RANK	NETWORK	ADULTS 18-49 AVG. AUDIENCE (000)
1	NBC	3,081
2	CBS	2,926
3	FOX	2,876
4	ABC	2,678
5	Univision	1,472
6	CW	998
7	TBS	983
8	AMC	965
9	ESPN	921
10	USA	804

During the first quarter of 2015, Univision ranked as the fifth most-watched network in primetime, regardless of language and reported year-over-year as well as quarter-to-quarter audience growth among Adults 18-49, Adults 18-34 and Total Viewers 2+. Univision also ranked as the No. 1 network on more nights among Adults 18-34 (19 nights vs. 3 nights) and Adults 18-49 (5 nights vs. 1 night) compared to the first quarter of 2014. The Network out-delivered one or more of the English-language broadcast networks—ABC, CBS, NBC, or FOX—in primetime on more nights among Adults 18-34 (90 nights vs. 74 nights) and Adults 18-49 (66 nights vs. 59 nights) compared to the first quarter of 2014. Additionally during the quarter in primetime, Univision had the highest percentage of live Adult 18-49 viewers (91%) and continued to deliver one of the youngest audiences—with a median age of 40—which was 13 years younger than the average of its English-language broadcast competitors. Furthermore, 73% of Univision's primetime Adult 18-49 audience was unduplicated—meaning that viewers were not reached on any of the top-rated English-language networks.

Source: Nielsen, NPM, NPM-H First Quarter 2015 (12/29/2014-03/29/2015), First Quarter 2014 (12/30/2013-03/30/2014) and Fourth Quarter 2014 (09/29/2014-12/28/2014), Live+7. Broadcast Prime defined as M-Sat 8pm-11pm, Sun 7pm-11pm. % Live Viewership excludes sports and specials. Total number of nights Univision ranked #1 and out-delivered English-language broadcast networks based on Live+SD. Unduplicated Audience based on a qualified audience of 6+ minutes and on the percent of viewers that did not watch any of the top 10 English-language networks during the week of (02/09/2015-02/15/2015) Live+7.

KEY ANNOUNCEMENTS

Select announcements from Univision press releases in the first quarter of 2015:

- Sling TV Adds Univision Entertainment, News and Sports Content to Programming Portfolio

— Terms Cover Channels in the Univision Communications Inc. Portfolio Including Univision Network, UniMás, UDN and El Rey Network

- Univision Deportes Announces Multiyear Partnership with the NBA to Deliver Exclusive New Spanish-Language NBA Content Across Multiple Platforms

- Flama Launches Titles on Hulu

— New content agreement will make five Flama original series, including the premiere of the new comedy, 'Saving Lives,' available to stream on Hulu

- Univision Contigo, Too Small To Fail and Vroom Launch Second Annual Campaign With Enhanced Tools To Mobilize Hispanic Families And Boost Brain Building Moments With Young Children

— The campaign will be featured across all Univision platforms and in special events throughout April, empowering Hispanic families to transform everyday activities into meaningful brain building moments with a focus on early numeracy, literacy and the importance of bilingualism

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UniMás Network

In the first quarter of 2015, UniMás saw year-over-year audience growth among Adults 18-49 in prime access and daytime. The first quarter of 2015 also marked the second consecutive quarter of audience growth for UniMás in primetime among Adults 18-49, Adults 18-34 and Total Viewers 2+, and in total day among Adults 18-49. Additionally, UniMás out-performed Telemundo during the quarter in weekend daytime across key demographics including Adults 18-49, Adults 18-34 and Total Viewers 2+.

UniMás also had a higher percentage of live Adult 18-49 viewers during primetime than Telemundo (94% vs. 88%). Furthermore, UniMás continued to attract significantly more viewers in most key dayparts and demographic groups than the combined audiences of Azteca America, Estrella TV, and MundoFox, and remained as the youngest broadcast network during the quarter with a median age of 37 and 38 in primetime and total day, respectively.

Source: Nielsen, NPM, First Quarter 2015 (12/29/2014-03/29/2015), First Quarter 2014 (12/30/2013-03/30/2014), Fourth Quarter 2014 (09/29/2014-12/28/2014) and Third Quarter 2014 (06/30/2014-09/28/2014), 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), Late Night (M-Sun 11pm-2am), Weekend Daytime (7am-7pm), Total Day (M-Sun 7am-2am) and Weekend Prime (Sat 8-11pm/Sun 7-11pm). % Live Viewership excludes sports and specials.

Cable Networks

Galavisión continued to be the leader in Spanish-language entertainment cable during the first quarter of 2015, out-delivering the Adult 18-49 audiences of all other Spanish-language cable entertainment networks by double-digit percentages in daytime, early fringe, prime access, weekend, total day and by triple-digit percentages in early morning. Additionally, Galavisión experienced a 17% growth in early fringe, 13% growth in weekend day and 7% growth in prime among Adults 18-49 compared to the previous quarter. The top 10 programs in Spanish-language entertainment cable were all on Galavisión during the quarter including *La Familia P. Luche* and *Vecinos*.

Source: The Nielsen Company NPM- Live+7, program based dayparts (12/30/2013-3/30/2014, 12/29/2014-3/29/2015, 9/29/2014-12/28/2014) excludes breakouts. Top programs exclude single telecasts. 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).

During the first quarter of 2015, 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 double-digit percentages in primetime and total day. The first quarter was the eighth consecutive quarter of year-over-year growth for UDN, whose live events in the first quarter scored higher ratings among Total Viewers 2+ and Adults 18-49 than both ESPN Deportes and Fox Deportes. Additionally, UDN aired eight of the top 10 Spanish-language cable sports telecasts in the first quarter of 2015 among Adults 18-49.

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

KEY ANNOUNCEMENTS

continued:

- **Univision Local Media Launches Regional Morning Newscast in Texas**

- Based in Houston, “Noticias Texas Primera Edición” will air across Univision stations in Dallas, Houston, San Antonio, and Austin on weekdays from 4 a.m. to 6 a.m. beginning on Monday, April 6, 2015

- **Univision Deportes Delivers Blockbuster Sports Ratings in 1Q15**

- Aired 4 of the top 5 most-viewed soccer matches on all TV among both Total Viewers and Adults 18-49, regardless of language

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Local Stations

During the February 2015 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, Fresno and Bakersfield, and among Adults 18-34 in Los Angeles, Houston, Dallas and Fresno. In total day, Univision stations were ranked as the No. 1 station regardless of language among Adults 18-34 and Adults 18-49 in Los Angeles, Houston, Dallas and Fresno.

During the February 2015 sweep, UniMás local stations ranked No. 2 among Spanish-language broadcast stations in primetime among Adults 18-49 in Houston, Phoenix, and Raleigh, and among Adults 18-34 in Houston, San Antonio (tie), and Raleigh. Additionally, UniMás local stations ranked #2 among Spanish-language broadcast stations in total day among Adults 18-49 in Houston, San Antonio (tie), Sacramento and Fresno (tie), and among Adults 18-34 in New York, Houston, Dallas, San Antonio (tie), Phoenix and Sacramento.

Source: Nielsen, NSI, Feb15 sweep (1/29/15-2/25/15). 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. Total day defined as Mon-Fri 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). Data issued March 2015.

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DIGITAL HIGHLIGHTS

During the first quarter of 2015, Univision Digital generated a combined 77 million video impressions across its online and mobile properties, an increase of 16% compared to the first quarter of 2014. Mobile video impressions were the primary driver of growth in the quarter, increasing from 41 million to 57 million year-over-year, a 37% jump. Also during the first quarter, a total of 1.6 billion page views were generated across Digital's desktop and mobile offerings, a 20% increase year-over-year.

Sources: Online and Mobile Video Impressions are from FreeWheel, 1Q2014 & 1Q2015. Online and Mobile Page Views are from Adobe Analytics, 1Q2014 & 1Q2015.

RADIO HIGHLIGHTS

During the first quarter of 2015, Univision Radio had the No. 1 ranked Spanish-language radio station among Adults 18-49 in Los Angeles, Houston, Chicago, Dallas, San Francisco, San Antonio, and San Diego, where Nielsen Audio's® Portable People Meter ("PPM") is used. In three of the top 10 PPM markets (San Francisco, San Antonio, and San Diego), 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 six stations regardless of language, in a total of five PPM markets (Miami, Houston, Chicago, Dallas, and San Francisco). In Houston, Univision Radio had the highest ranked (#1) station among all A18-49 in the total radio market.

Source: Nielsen Audio PPM Jan-Mar 2015, Total Adults 18-49, Mon-Sun 6a-12m

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