

# Q4 2014 & YEAR END HIGHLIGHTS





## UCI TOTAL REACH SCORE

Univision Corporate Research developed the UCI Total Reach Score to estimate the Univision Communication Inc (UCI) total unduplicated audience across TV, Radio, Digital and our portfolio of consumer products and services.

In 2014, UCI reached **45 million** consumers monthly (a 10.1% increase vs. 2013).

Source: Based on a ratio from Simmons National Consumer Survey, Summer 2013 and 2014, six month study; Base 18+ (Ratio applied to TV's overall audience: In 2013 (Radio adds +11% and Digital adds 2%); In 2014 (Radio adds +15%; Digital adds +4%); Brand Extensions and Other adds +3%). Television: The Nielsen Company, NPM, 2013 (12/31/12 -11/24-13) 2014 (12/30/13-11/30/14), Mon-Sun 6a-6a, P 2+ (000), 6+ min qualifier, Live+7; Radio: Nielsen Audio PPM/Nationwide Spring 2014 vs. Spring 2013, Unduplicated P12+ Cume MSu 6a-12m incl. Spill (no P.R). Based on Univision O&Os, plus Ed Rico, Mediabase, BDS, Media Monitors; Digital: ComScore March-Nov 2014 vs. 2013; Base: Total Audience (Multi-platform); Base: P2+; UCI Brand Impressions and other reflect Univision estimates

## TELEVISION HIGHLIGHTS

### Univision Network

The following tables set forth the total U.S. primetime network audience and rankings of the country's leading broadcast television networks for the fourth quarter and full year of 2014.

#### Total U.S. Broadcast Prime Network Audience — 4th Quarter 2014

RANK	NETWORK	ADULTS 18-34 AVG. AUDIENCE (000)
1	NBC	1,417
2	ABC	1,117
3	FOX	1,088
4	CBS	1,037
5	<b>Univision</b>	<b>641</b>
6	CW	544
7	TEL	282
8	ION	160
9	<b>UniMás</b>	<b>158</b>
10	ETV	59

RANK	NETWORK	ADULTS 18-49 AVG. AUDIENCE (000)
1	NBC	3,527
2	CBS	3,164
3	ABC	2,880
4	FOX	2,498
5	<b>Univision</b>	<b>1,391</b>
6	CW	1,182
7	TEL	648
8	ION	371
9	<b>UniMás</b>	<b>323</b>
10	ETV	127

Source: Nielsen, NPM, NPM-H 4Q 2014 (09/29/2014-12/28/2014).  
Primetime defined as M-Sat 8pm-11pm, Sun 7pm-11pm. Broadcast Networks only. Live+7.

## KEY ANNOUNCEMENTS

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

- Univision News Wins Spanish-language News and Documentary Emmy Award
- Univision Deportes Announces Launch of Premios Univision Deportes (Univision Sports Awards)
  - Premios Univision Deportes is the ultimate sports award show for U.S. Hispanics honoring top athletes and teams from the leagues and sports that Hispanics care about most
- 15th Annual Latin Grammy Awards Reaches Nearly 10 Million Viewers with Double-Digit Audience Growth Among Adults 18-49 and Adults 18-34
- Univision Deportes Delivers Blockbuster Sports Ratings in 2014
  - UDN is the fastest-growing sports network in 2014 in both Total Day and Primetime regardless of language
- Univision Launches Novelas Xpress, New Short-Form Telenovela Format

continued on next page >



## Univision Network *continued*

### Total U.S. Broadcast Prime Network Audience — Full Year 2014

RANK	NETWORK	ADULTS 18-34 AVG. AUDIENCE (000)	RANK	NETWORK	ADULTS 18-49 AVG. AUDIENCE (000)
1	NBC	1,156	1	NBC	2,935
2	FOX	1,100	2	CBS	2,561
3	ABC	957	3	FOX	2,510
4	CBS	855	4	ABC	2,391
5	<b>Univision</b>	<b>673</b>	5	<b>Univision</b>	<b>1,455</b>
6	CW	368	6	CW	821
7	TEL	329	7	TEL	700
8	<b>UniMás</b>	<b>181</b>	8	<b>UniMás</b>	<b>377</b>
9	ION	157	9	ION	372
10	ETV	41	10	ETV	98

Source: Nielsen, NPM, NPM-H Full Year 2014 (12/30/2013-12/28/2014).  
Primetype defined as M-Sat 8pm-11pm, Sun 7pm-11pm. Broadcast Networks only. Live+7.

For the full year of 2014, Univision ranked as the fifth most-watched network in primetime, regardless of language, among Adults 18-34 and Adults 18-49. Univision also ranked higher during primetime than ABC, CBS, NBC or FOX on six out of every seven nights among Adults 18-34 (87% of the time), and on nearly three out of every four nights among Adults 18-49 (72% of the time) during the year. Furthermore, 2014 marked the second consecutive year that Univision ranked as the No. 1 network for the July Sweep—ahead of ABC, CBS, NBC and FOX—among Adults 18-49 and Adults 18-34. During the fourth quarter of 2014, Univision out-delivered one or more of the English-language broadcast networks—ABC, CBS, NBC, or FOX—on more nights during primetime among Adults 18-34 (76 nights vs. 63 nights) and among Adults 18-49 (57 nights vs. 43 nights) compared to the fourth quarter of 2013. Additionally during the quarter in primetime, Univision had the highest percentage of live Adult 18-49 viewers (91%) and continued to attract one of the youngest audiences with a median age of 40—on average, 13 years younger than its English-language broadcast competitors.

Source: Nielsen, NPM, NPM-H Fourth Quarter 2014 (09/29/2014-12/28/2014) and full year (12/30/2013-12/28/2014). Live+7. Broadcast Prime defined as M-Sat 8pm-11pm, Sun 7pm-11pm. % Live Viewership excludes sports and specials. Median age based on Persons 2+ versus ABC, CBS, NBC, FOX and CW. Total number of nights Univision ranked #1 and out-delivered English-language broadcast networks based on Live+SD. July 2014 Sweep (07/03/2014-07/30/2014), Live+SD.

## UniMás Network

In 2014, UniMás ranked as the No. 2 Spanish-language network, ahead of Telemundo, 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 viewers compared to Telemundo throughout 2014 (94% vs. 86%) and during the fourth quarter of 2014 (95% vs. 86%). UniMás continued to attract more viewers in key dayparts and demographics than the combined audience of Azteca America, Estrella TV and MundoFox during both the fourth quarter and full year of 2014.

Source: Nielsen, NPM Fourth Quarter 2014 (09/29/2014-12/28/2014) and full year (12/30/2013-12/28/2014). 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.

## KEY ANNOUNCEMENTS

*continued:*

- Univision San Antonio's KGSX launched Yo! 95.1 FM — Classic Jams
  - The station now carries the call letters KCOR-FM and complements Univision San Antonio's four other stations, KBBT 98.5 (The Beat), KROM 92.9 (Estereo Latino), KXTN 107.5 (Tejano & Proud) and KCOR Univision America 1350AM
- Univision Communications Inc. and Too Small to Fail Announce Expanded Multimedia Effort to Improve Early Learning for Hispanic Children
- Univision Announces Plans for Retail Concessions at LAX
  - Plans to open two specialty stores in early 2015 in the newly-redesigned Terminal 2 of the Los Angeles International Airport (LAX)

S  
H  
T  
G  
L  
H  
G  
H  
I  
4  
2  
0  
1  
4  
Q



## Cable Networks

Galavisión continued to be the leader in Spanish-language entertainment cable during the fourth quarter of 2014, out-delivering the Adult 18-49 audiences of all other Spanish-language cable entertainment networks by double-digit percentages in prime access, weekend day and total day, and by triple-digit percentages in early morning, daytime and early fringe. Additionally, Galavisión experienced an 8% growth in daytime and 4% growth in prime access among Adults 18-49 compared to the fourth quarter of 2013. The top 10 programs in Spanish-language cable during the quarter were all on Galavisión including *Los Heroes Del Norte 3*, *La Familia P. Luche* and *Rubi*, ranking as the top 3 programs of the quarter.

Source: Nielsen NPM Live+7, program based dayparts (09/29/2014-12/28/2014, 09/30/2013-12/29/2013) 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).

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 fourth quarter was the seventh consecutive quarter of year-over-year growth for UDN, whose live events in the fourth quarter of 2014 scored higher ratings among Total Viewers 2+ and Adults 18-49 than both ESPN Deportes and Fox Deportes. Additionally, UDN aired nine of the top 10 Spanish-language cable sports telecasts in the fourth quarter of 2014 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).

## Local Stations

During the November 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 and Adults 18-34 in Los Angeles, Houston, Dallas and Fresno. In total day, Univision broadcast stations ranked No. 1, regardless of language, among Adults 18-34 in Los Angeles, Houston, Dallas, Phoenix and Fresno, and among Adults 18-49 in Los Angeles, Houston and Fresno. Additionally, KMEX Univision 34 in Los Angeles had the No. 1 most watched early local newscast in the country among Adults 18-49.

During the November 2014 sweep, UniMás owned and operated local stations ranked No. 2 among Spanish-language broadcast stations in primetime among Adults 18-49 in Phoenix and Sacramento (tie), and among Adults 18-34 in Phoenix, Sacramento (tie) and Philadelphia. Additionally, UniMás local stations ranked No. 2 among Spanish-language broadcast stations in total day among Adults 18-49 and Adults 18-34 in Houston, Phoenix (tied Adults 18-49), Sacramento and Philadelphia (tie).

Source: Nielsen, NSI, Nov14 sweep (10/30/14-11/26/14). 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-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).

S  
T  
H  
G  
L  
H  
G  
H  
I  
4  
0  
1  
2  
4  
Q





## DIGITAL HIGHLIGHTS

During the fourth quarter of 2014, Univision Digital generated a combined 79 million video views across its online and mobile properties, an increase of 38% compared to the fourth quarter of 2013. Mobile video views were the primary driver of growth in the quarter, increasing from 32 million to 57 million year-over-year, a 79% jump. Also during the fourth quarter, a total of 1.5 billion page views were generated across Digital's desktop and mobile offerings, an 11% increase year-over-year.

Sources: Online and Mobile Video Views are from FreeWheel, 4Q2013 & 4Q2014. Online and Mobile Page Views are from Adobe Analytics, 4Q2013 & 4Q2014.

## RADIO HIGHLIGHTS

During the fourth 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 (Miami, Houston, 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 six stations regardless of language, in a total of five PPM markets (Los Angeles, Houston, Chicago, San Antonio, and San Diego).

Source: Nielsen Audio PPM Fall 2014, Total Adults 18-49, Mon-Sun 6a-12m.

## CONTACT

**MONICA TALAN**  
EVP, Corporate Communications  
and Public Relations

Direct: (212) 455-5331  
mtalan@univision.net

Univision Communications Inc.  
605 Third Avenue, 12th Floor  
New York, NY 10158

[univision.net](http://univision.net)