



# UNIVISION<sup>®</sup>

## COMMUNICATIONS INC

### **UNIVISION STATIONS IN LOS ANGELES, NEW YORK, MIAMI, HOUSTON AND DALLAS CLOSE THE FEBRUARY 2016 SWEEP AS THE MOST-WATCHED EARLY AND LATE LOCAL NEWSCASTS AMONG ADULTS 18-49, REGARDLESS OF LANGUAGE**

*Univision Stations in New York and Los Angeles Are the No. 1 and No. 2 Most-Watched Early and Late Local Newscasts in the Country, Respectively, at the Close of the 2016 February Sweep Period Among Adults 18-49 and Adults 18-34, Regardless of Language*

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**NEW YORK – MARCH 4, 2016** – Univision Local Media today announced that Univision stations in Los Angeles, New York, Miami, Houston and Dallas closed the February 2016 sweep as the most-watched early and late local newscasts among Adults 18-49, regardless of language. WXTV Univision 41 in New York had the most-watched early and late local newscast in the country among Adults 18-49 and Adults 18-34, regardless of language.

During the February 2016 sweep, Univision stations in Los Angeles, Houston and Dallas ranked No. 1 in Total Day viewing among Adults 18-34, regardless of language, and in Los Angeles among Adults 18-49. Additionally, the Univision station in Los Angeles ranked No.1 in primetime among Adults 18-49 and Adults 18-34.

“Our local newscasts are the go-to source of information for Hispanic families,” said John Eck, president of Local Media, Univision Communications Inc. “Our viewers are loyal to our morning news and depend on our early and late local news to know what is happening in their communities. These sweep results are a testament to the power of our brand in the Hispanic community and our position as their trusted news source that informs them about the issues and topics they care about most.”

#### **ADDITIONAL HIGHLIGHTS**

##### ***Total Day***

During the February 2016 sweep, Univision was the No. 1 broadcast station in total day viewing (Monday-Sunday 6 a.m.-2 a.m.) among:

- Adults 18-49 and Adults 25-54 in Los Angeles
- Adults 18-34 in Los Angeles, Houston and Dallas

Univision was the No. 2 broadcast station in total day viewing among:

- Adults 18-49 in Houston, Dallas and Phoenix
- Adults 18-34 in Phoenix

### ***Primetime***

During the February 2016 sweep, Univision was the No. 1 broadcast station in primetime among:

- Adults 18-49 and Adults 18-34 in Los Angeles

Univision was the No. 2 broadcast station in primetime viewing among:

- Adults 18-49, Adults 25-54 and Adults 18-34 in Houston

### ***Early Local News***

During the February 2016 sweep, Univision stations delivered the No. 1 early local news among:

- Total Viewers 2+ in Miami
- Adults 18-49 in Los Angeles, New York, Miami, Houston, Dallas and Chicago
- Adults 25-54 in Los Angeles, New York, Miami, Houston and Dallas
- Adults 18-34 in Los Angeles, New York, Houston, Dallas, Chicago, San Francisco and Phoenix

Univision stations delivered the No. 2 early local news among:

- Total Viewers 2+ in Los Angeles and New York
- Adults 18-49 in San Francisco, Phoenix and Sacramento
- Adults 25-54 in Chicago, Phoenix, and Sacramento

### ***Late Local News***

During the February 2016 sweep, Univision stations delivered the No. 1 late local news among:

- Total Viewers 2+ in Los Angeles and Miami
- Adults 18-49 in Los Angeles, New York, Miami, Houston, Dallas and Phoenix
- Adults 25-54 in Los Angeles, Miami, Houston, Dallas and Phoenix
- Adults 18-34 in Los Angeles, New York, Houston, Dallas and Phoenix

Univision stations delivered the No. 2 late local news among:

- Adults 18-49 and Adults 18-34 in San Francisco
- Adults 25-54 in New York

### ***No. 1 in the Country:***

Early News:

- Among Adults 18-49 and Adults 18-34, WXTV UNI (NY) and KMEX UNI (LA) are No. 1 and No. 2 in the country respectively during the February 2016 sweep.

Late News:

- Among Adults 18-49 and Adults 18-34, WXTV UNI (NY) and KMEX UNI (LA) are No. 1 and No. 2 in the country respectively during the February 2016 sweep.

Source: Nielsen, NSI, February 2016 Sweep (02/04/2016-03/02/2016). Early local news is defined as local newscasts with a Mon-Fri 6 p.m. ET/PT start time; Mon-Fri 5 p.m. CT/MT start time. Late Local News is defined as local newscasts with a Mon-Fri 10/11 p.m. ET/PT start time; Mon-Fri 9/10 p.m. CT/MT. Includes regular newscasts only. Primetime is defined as ABC/CBS/NBC/IND/UNI/UMA/TEL/AZA/MFZ/ETV Mon-Sat 8-11 p.m./Sun 7-11 p.m. ET/PT (Mon-Sat 7-10 p.m./Sun 6-10 p.m. CT/MT) and FOX/CW Mon-Sat 8-10 p.m./Sun 7-10 p.m. ET/PT (Mon-Sat 7-9 p.m./Sun 6-9 p.m. CT/MT). Total day defined as Mon-Sun 6 a.m.-2 a.m. Rankings based on impressions. Univision Late News includes simulcast on UniMas stations in the markets. KMEX in Los Angeles includes UMEX on Time Warner Cable. Most watched newscasts in the country based on impressions across 25 LPM markets. Live +SD

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***About Univision Communications Inc.***

*Univision Communications Inc. (UCI) is the leading media company serving Hispanic America. The Company, a leading content creator in the U.S., includes Univision Network, one of the top five networks in the U.S. regardless of language and the most-watched Spanish-language broadcast television network in the country available in approximately 93% of U.S. Hispanic television households; UniMás, a leading Spanish-language broadcast television network available in approximately 87% of U.S. Hispanic television households; Univision Cable Networks, including Galavisión, the most-watched U.S. Spanish-language cable network, as well as UDN (Univision Deportes Network), the most-watched U.S. Spanish-language sports network, Univision tlnovelas, a 24-hour cable network dedicated to telenovelas, ForoTV, a 24-hour Spanish-language cable network dedicated to international news, and an additional suite of cable offerings - De Película, De Película Clásico, Bandamax, Ritmoson and Telehit; Univision Television Group, which owns 59 television stations in major U.S. Hispanic markets and Puerto Rico; digital properties consisting of online and mobile websites and apps, including [Univision.com](http://Univision.com), the most visited Spanish-language website among U.S. Hispanics, UVideos, a bilingual digital video network and Uforia, a music application featuring multimedia music content; and Univision Radio, the leading Spanish-language radio group in the U.S. which owns and operates 67 radio stations including stations in 16 of the top 25 U.S. Hispanic markets and Puerto Rico. UCI's assets also include a minority stake in El Rey Network, a 24-hour English-language general entertainment cable network and a joint venture with Disney/ABC Television Network for Fusion, a 24-hour English-language news and lifestyle TV and digital network. Headquartered in New York City, UCI has television network operations in Miami and television and radio stations and sales offices in major cities throughout the United States. For more information, please visit [Univision.net](http://Univision.net).*

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