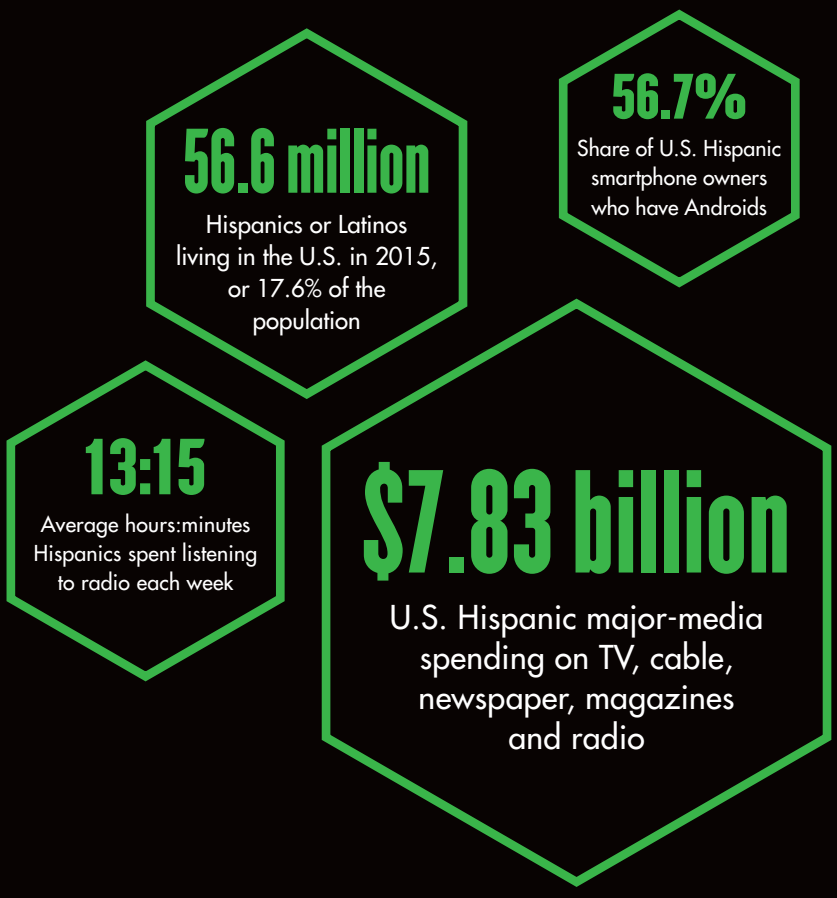
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SOURCE: Hulu Internal data Q2 2016

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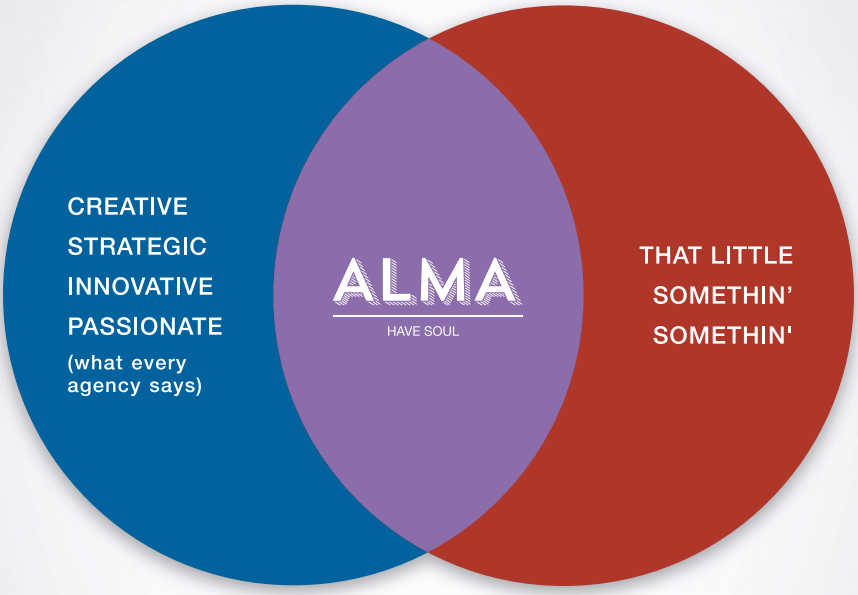
Email: Datacenter@adage.com

Send mail to: Advertising Age
150 N. Michigan Ave., Ste. 1737
Chicago, IL 60601

Ad sales:
Brent Rupp, (212) 210-0790,
brupp@adage.com

Staff:
Datacenter:
Kevin Brown, Bradley Johnson, Kim Bauer and Catherine Wolf
Global editor: Laurel Wentz
Deputy art director: Jennifer Chiu

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Most Awarded U.S. Multicultural Agency at Cannes 2016
Agency of the Year at FIAP 2016
Ad Age's 2016 Agency A-List

Follow the money

Hispanic marketing, media, agencies and demographics

The U.S. Hispanic population of 56.6 million—accounting for 17.6% of U.S. inhabitants and 11.3% of all purchasing power—is a particularly key demographic in this presidential election year, with about 27.3 million eligible Hispanic voters who are adult U.S. citizens. Spanish-language media giant Univision Communications has pledged to try to register 3 million new Latino voters.

Looking ahead, there are many more potential future Latino voters; Hispanics account for more than 25% of the U.S. population age 9 and under. And from ages 10 to 39, Hispanics are more than 20% of the population (p. 27).

Spanish-language network and cable TV revenue, accounting for 79.1% of all Hispanic media spending and dominated by Univision, totaled $6.19 billion in 2015 (p. 8). The market has been soft, due at least in part to the absence of World Cup advertising that brought Univision $174.3 million in ad revenue in 2014. (Parent Univision Holdings continues to inch toward an initial public offering, postponed until fall 2016 at the earliest, by its private-equity owners.)



We Believers and Saltwater Brewery accept Cannes Gold Lion.

The 50 largest Hispanic marketers increased 2015 U.S. measured-media spending by 2.6% to $3.8 billion. Within their ranks, there were major double-digit swings, even within the same product category (p.10).

Among auto makers, Toyota Motor Corp. and Honda Motor Co. cut spending by 12.3% and 14.9% respectively, while Ford Motor Co. was up by 13.3%. Spending by retailers was sharply down, including Walmart (-9.5%), Target (-11.4%) and J.C. Penney (-26.9%).

There were several new additions to the 50 largest spenders ranking: Samsung, up 88% to $43.8 million, and travel site Expedia, up 188% to $50.9 million.

It was a year of extremes for Hispanic agencies, too. Among the top 10 in Ad Age's ranking of the 50 largest U.S. Hispanic agencies, three saw double-digit 2015 revenue growth thanks to new business wins—Alma, Dieste and Casanova// McCann—while three had a double-digit decline—Lopez Negrete Communications, LatinWorks and GlobalHue. Overall, estimated revenue for the 50 largest U.S. Hispanic agencies grew by 1.2% to $583 million (p. 32).

Hispanic agencies are tackling more assignments for the total market, not just Hispanic-targeted work. Omnicom Group's Alma, the most-awarded Hispanic shop in the last year, collected many of its creative awards for campaigns targeting all teens for Tobacco Free Florida. And independent We Believers and craft brewer Saltwater Brewery won four Cannes Lions for "Edible Six-Pack Rings," an effort to reduce wildlife-killing plastic in the ocean by swapping the plastic rings on six-packs of beer for biodegradable, edible rings (p. 28).

As part of a major reorg, Publicis Groupe in 2016 consolidated three multicultural practices that operated as separate brands—Tapestry, MV42 and ZO Multicultural—under the newly formed Publicis Media, led by Lisa Torres, who previously ran ZO Multicultural.

That roll-up of three of the top four Hispanic media agencies gives Publicis Media's multicultural practice an estimated total revenue of $64.83 million from Hispanic media services. WPP's GroupM Multicultural, which will continue to operate as separate brands, its four media agencies (MEC Multicultural, Mindshare Multicultural, MediaCom Multicultural and Maxus Multicultural), had an estimated total 2015 revenue from Hispanic media services of $47.52 million (p. 34).

In Ad Age creative honors, The Community was our Multicultural Agency of the Year, and Alma was named to Ad Age's A-List of the top 10 agencies in the U.S. **—LAUREL WENTZ**

PLAN FOR THE TOTAL HISPANIC SPORTS FAN

Exclusive Opportunities Available for Your Brand

ESPN DEPORTES

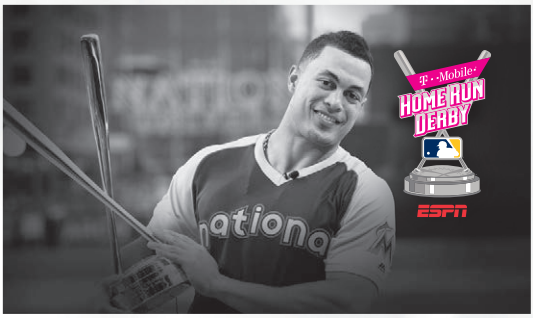
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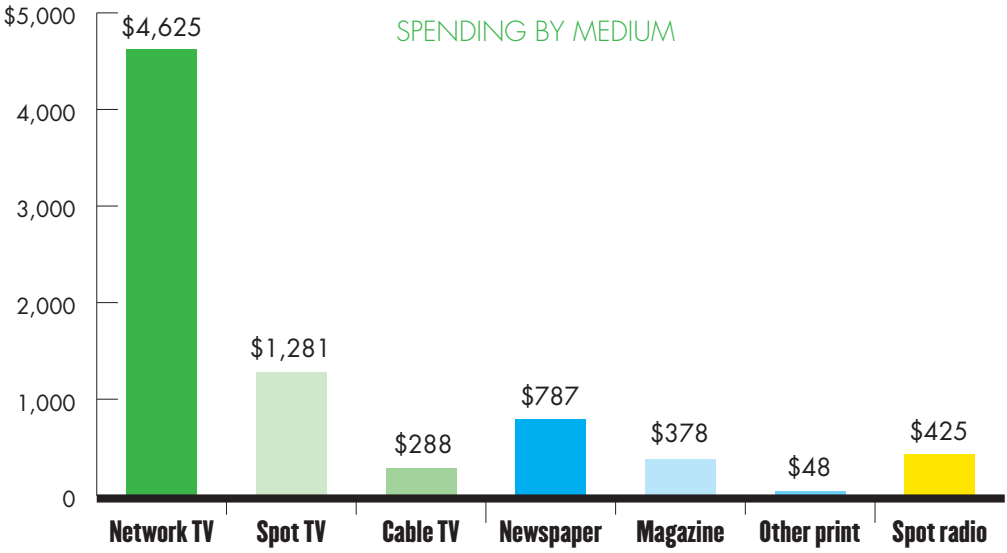


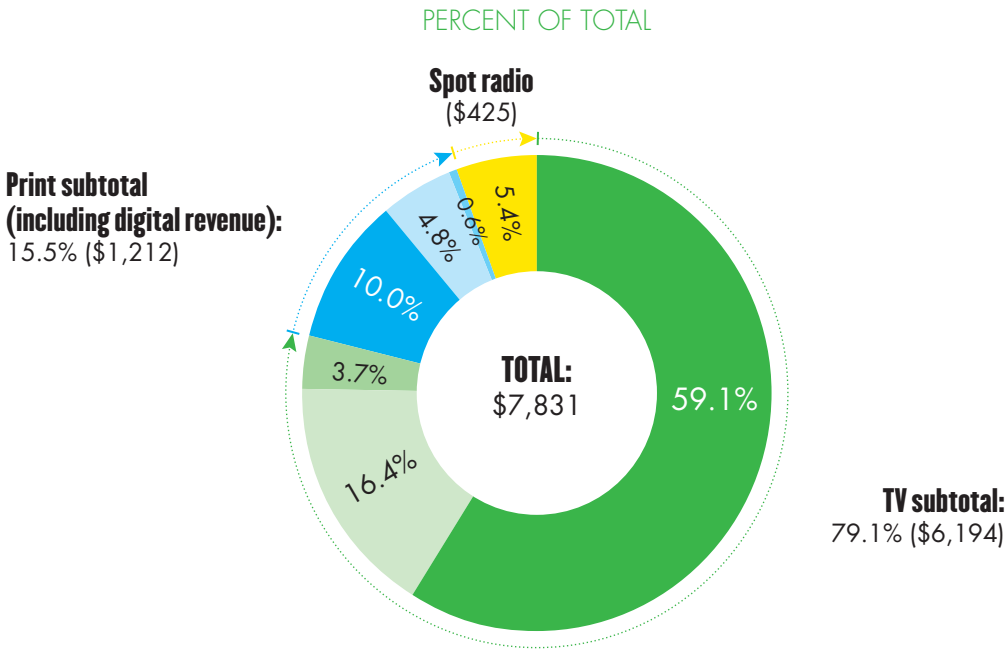


Marketers

HISPANIC MAJOR-MEDIA AD SPENDING IN 2015 BY MEDIUM

Across U.S. ad spending. Dollars in millions.





Sources: TV data are measured media from Kantar Media (kantarmedia.us). Print from Latino 247 Media Group. Newspaper includes classified. Other media includes annuals, catalogues, journals, newsletters and yellow pages. Print includes Puerto Rican publications as well as Mexican border publications with U.S. circulation. Kantar Media also measures Hispanic newspapers and magazines. Spot radio data from Nielsen.



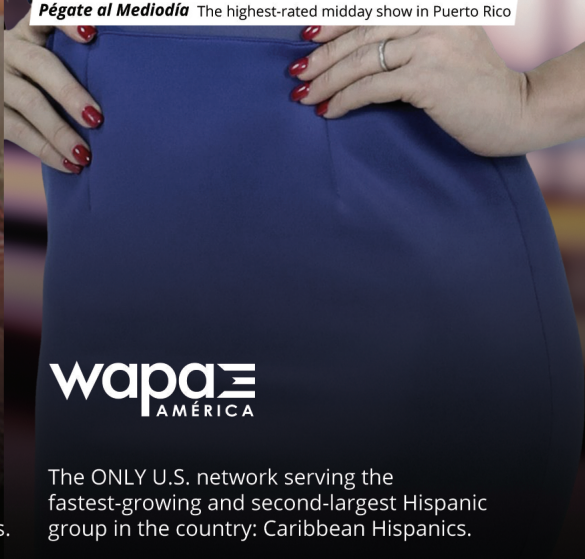


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HEMISPHERE MEDIA GROUP

Two networks of Hemisphere Media Group, Inc., the only publicly traded pure-play U.S. Hispanic TV/cable networks and content platform.

50 LARGEST SPENDERS IN HISPANIC MEDIA

Companies ranked by U.S. measured-media spending. Dollars in thousands.

#	Marketer	2015	% chg
1	**Genomma Lab Internacional**	$427,767	21.5
2	**Procter & Gamble Co.**	315,531	-12.9
3	**Dish Network Corp.**	165,278	12.9
4	**AT&T**	135,167	13.2
5	**L'Oréal**	120,320	4.7
6	**Deutsche Telekom** (T-Mobile)	117,462	12.2
7	**Johnson & Johnson**	101,837	46.4
8	**Verizon Communications**	98,961	-2.5
9	**General Motors Co.**	95,255	-2.6
10	**McDonald's Corp.**	91,903	-29.7
11	**SABMiller** (MillerCoors)	90,711	25.5
12	**Nissan Motor Co.**	85,635	-7.3
13	**Walmart Stores**	84,122	-9.5
14	**Comcast Corp.**	79,868	17.8
15	**State Farm Mutual Auto Insurance Co.**	78,843	-9.0
16	**SoftBank Group** (Sprint Corp.)	75,449	-2.0
17	**Univision Holdings**	74,442	-12.7
18	**Toyota Motor Corp.**	71,893	-12.3
19	**PayPal Holdings**	68,518	117.0
20	**Anheuser-Busch InBev**	66,010	-9.4
21	**Mars Inc.**	63,875	-25.2
22	**General Mills**	62,103	14.4
23	**U.S. Government**	59,383	39.4
24	**Grupo Televisa**	58,212	20.8
25	**Ford Motor Co.**	55,150	13.3
26	**Constellation Brands**	53,725	-10.2
27	**Hershey Co.**	51,384	1.6
28	**Church & Dwight Co.**	51,252	-14.5
29	**Expedia**	50,891	188.0
30	**Allstate Corp.**	50,525	-12.4
31	**Target Corp.**	49,028	-11.4
32	**ITT Educational Services**	47,883	NA
33	**Charter Communications**	45,646	0.7
34	**Samsung Electronics Co.**	43,822	88.0
35	**Fiat Chrysler Automobiles**	43,708	-6.0
36	**Home Depot**	42,751	-0.9
37	**Yum Brands**	42,497	3.3
38	**PepsiCo**	42,114	-9.7
39	**Nestlé**	40,213	12.0
40	**Macy's**	40,151	6.7
41	**Honda Motor Co.**	39,435	-14.9
42	**Kraft Heinz Co.**	37,628	-9.5
43	**SC Johnson**	36,625	50.1
44	**Kia Motors Corp.**	36,488	11.5
45	**J.C. Penney Co.**	36,179	-26.9
46	**Lions Gate Entertainment Corp.**	36,147	22.8
47	**Guthy-Renker Corp.**	35,860	-63.8
48	**Clorox Co.**	34,616	-8.2
49	**Colgate-Palmolive Co.**	34,275	-22.0
50	**Walt Disney Co.**	34,256	-17.5
TOP 50 ($ in millions)		**$3,801**	**2.6**

Source: Ad Age Datacenter analysis of data from Kantar Media (kantarmedia.us). Data represent the sum of broadcast TV and cable networks, Spanish-language magazines (including PIB-monitored Spanish-language magazines), Spanish-language newspapers, Spanish-language newspapers and Spanish-language spot TV.

LARGEST MARKETERS BY HISPANIC MEDIUM

Companies ranked by U.S. measured-media spending (dollars in thousands) except websites, which are ranked by impressions in thousands.

MAGAZINE

#	Marketer	2015	% chg
1	**L'Oréal**	$32,618	-24.0
2	**Procter & Gamble Co.**	13,932	-53.2
3	**Johnson & Johnson**	8,771	16.1
4	**Mars Inc.**	8,119	18.9
5	**Grupo Televisa**	7,317	-13.0
Top five ($ in millions)		**$71**	**-25.9**

BROADCAST AND CABLE NETWORK TV

#	Marketer	2015	% chg
1	**Genomma Lab Internacional**	$418,499	28.1
2	**Procter & Gamble Co.**	295,803	-9.5
3	**Dish Network Corp.**	159,494	13.7
4	**Deutsche Telekom** (T-Mobile)	110,896	18.9
5	**AT&T**	106,274	44.5
Top five ($ in millions)		**$1,090.97**	**0.1**

NEWSPAPER

#	Marketer	2015	% chg
1	**Target Corp.**	$6,853	-18.2
2	**Sears Holdings Corp.**	5,129	-35.0
3	**Macy's**	3,715	0.8
4	**Kohl's Corp.**	3,661	0.4
5	**Academy Sports & Outdoor Stores**	3,318	73.7
Top five ($ in millions)		**$23**	**-0.1**

SPOT TV

#	Marketer	2015	% chg
1	**Charter Communications**	$41,949	-4.2
2	**Nissan Motor Co.**	39,518	-0.5
3	**Comcast Corp.**	37,312	1.1
4	**AT&T**	26,536	-39.4
5	**Ford Motor Co.**	25,947	-15.3
Top five ($ in millions)		**$171.26**	**-0.1**

SPOT RADIO

#	Marketer	2015	% chg
1	**SoftBank Group** (Sprint Corp.)	14,959	88.0
2	**Deutsche Telekom** (T-Mobile)	14,066	-1.1
3	**AT&T**	11,724	5.8
4	**Univision Holdings**	9,642	24.7
5	**Verizon Communications**	8,583	31.0
Top five ($ in millions)		**$58.97**	**0.2**

LARGEST ADVERTISERS ON HISPANIC WEBSITES

#	Marketer	Impressions[1]
1	**Verizon Communications**	2,372,071
2	**Kellogg Co.**	1,790,113
3	**AT&T**	1,589,996
4	**Nissan Motor Co.**	1,513,539
5	**Charter Communications**	1,495,534
Top five websites		**8,761,254**

Sources: For magazine, newspaper, broadcast and cable network TV, spot TV, Ad Age Datacenter analysis of data from Kantar Media (kantarmedia.us). Data represent the sum of broadcast TV and cable networks, Spanish-language magazines (including PIB-monitored Spanish-language magazines), Spanish-language newspapers, Spanish-language spot TV and Spanish-language websites. Ad spending data are from Spanish-language TV stations. Automotive dealers and associations are excluded. For spot radio, Nielsen (nielsen.com). Nielsen monitors 91 Hispanic stations. For largest Hispanic websites, ComScore (comscore.com). Impressions are in thousands. Impressions are for desktop display only and exclude broadband video and search. Numbers rounded. See p. 21 for information on ComScore's Hispanic Ad Focus category. 1. By May 2015 to April 2016 display ad impressions in ComScore Hispanic Ad Focus sites.

Media

HISPANIC LANGUAGE PREFERENCES

By media type for ages 18 and up

Responses by percent	Reading	Watching TV	Listening to radio	When online
Only in English	40.0%	31.4%	27.6%	44.0%
Mostly in English, but some in Spanish	20.8	29.3	26.0	18.3
Mostly in Spanish, but some in English	15.4	19.4	20.4	10.2
Only in Spanish	20.3	13.5	18.7	12.5
In some other language	0.7	0.7	0.8	0.8

Source: Simmons Research (simmonsresearch.com/product-portfolio/). Data based on Simmons National Hispanic Consumer Study, Winter 2016, for the dates of Feb. 2, 2015, through March 2, 2016. Base: Hispanic adults.

25 LARGEST HISPANIC DESIGNATED MARKET AREAS

By Hispanic TV households in 2016

#	Designated market area	Hispanic TV homes	Percent of U.S.
1	**Los Angeles**	1,924,270	13.1%
2	**New York**	1,437,900	9.8
3	**Miami-Fort Lauderdale, Fla.**	770,180	5.2
4	**Houston**	667,160	4.5
5	**Dallas-Fort Worth, Texas**	534,760	3.6
6	**Chicago**	528,900	3.6
7	**San Antonio**	443,440	3.0
8	**San Francisco-Oakland-San Jose, Calif.**	426,450	2.9
9	**Phoenix (Prescott, Ariz.)**	376,070	2.6
10	**Harlingen-Brownsville, Texas[1]**	316,640	2.2
11	**Sacramento-Stockton-Modesto, Calif.**	282,240	1.9
12	**San Diego**	263,390	1.8
13	**Fresno-Visalia, Calif.**	261,390	1.8
14	**Orlando-Daytona Beach-Melbourne, Fla.**	257,140	1.7
15	**Albuquerque-Santa Fe, N.M.**	257,080	1.7
16	**Philadelphia**	248,030	1.7
17	**Denver**	242,680	1.7
18	**Washington (Hagerstown, Md.)**	241,770	1.6
19	**El Paso, Texas (Las Cruces, N.M.)**	239,750	1.6
20	**Tampa-St. Petersburg, Fla. (Sarasota)**	234,260	1.6
21	**Boston (Manchester, N.H.)**	182,290	1.2
22	**Austin, Texas**	179,300	1.2
23	**Atlanta**	173,520	1.2
24	**Las Vegas**	164,990	1.1
25	**Tucson, Ariz. (Sierra Vista)**	127,500	0.9
TOTAL U.S.		**14,700,490**	**100.0%**

Source: Nielsen (nielsen.com). Estimates as of Jan. 1, 2016, and used throughout the 2015-2016 TV season. Numbers may not add up to 100% because "don't know/didn't answer" responses are not included. 1. Harlingen, Weslaco, Brownsville and McAllen, Texas.

HISPANIC TV NETWORK VIEWERSHIP

Broadcast TV networks ranked by Hispanic persons ages 2 and up

#	Orginator, parent	# of tele-casts	Total duration (min)	% of Hisp. HH live +7	Hisp. HH share live +7	Hisp. HH live +7 (000)	% of Hisp. viewers live +7	Hisp. P2+ share live +7	Hisp. persons live+7 (000)
1	**Univision**, Univision Holdings	125	8,382	7.5%	14.2%	1,126	3.4%	12.6%	1,722
2	**Telemundo**, Comcast Corp.'s NBC Universal	121	8,326	6.0	11.4	908	2.7	10.1	1,379
3	**UniMás**, Univision Holdings	108	8,400	2.1	4.0	313	1.1	4.0	539
4	**ABC**, Walt Disney Co.	103	6,540	2.4	4.6	369	1.0	3.6	512
5	**NBC**, Comcast Corp.'s NBC Universal	102	6,762	2.1	4.0	319	0.9	3.2	439
6	**CBS**, CBS Corp.	126	6,600	2.0	3.6	295	0.8	2.8	396
7	**Fox**, 21st Century Corp.	85	4,693	1.5	2.9	232	0.6	2.3	322
8	**CW**, CBS Corp./Time Warner	53	3,001	1.4	2.5	212	0.6	2.0	297
9	**Estrella**, Liberman Broadcasting	145	8,370	0.9	1.6	131	0.4	1.5	199
10	**MundoMax**, RCN Television Group	156	8,400	0.6	1.0	83	0.2	0.8	111
11	**Ion Television**, Ion Media Networks	140	8,400	0.5	1.0	81	0.2	0.8	107
12	**Azteca**, Grupo Salinas' Azteca	136	8,400	0.5	0.9	68	0.2	0.7	101
13	**Grit**, Katz Broadcasting	84	5,040	0.1	0.2	17	0.0	0.2	22
14	**MeTV**, Wegiel Broadcasting Co.	245	8,400	0.1	0.2	17	0.0	0.2	21
15	**Bounce TV**, Bounce Media	167	8,400	0.1	0.1	9	0.0	0.1	13

Source: Nielsen (nielsen.com) based on Hispanic prime-time viewership from 7 p.m. to 11 p.m., Monday through Sunday (4/25/2016-5/29/2016). Strict daypart. Rating is percent of Hispanic TV households; share is percent of those households with TV sets in use and watching the network. P2+ counts total Hispanic viewing persons in thousands tuned in to the network. Viewing estimates include seven days of timeshifted viewing. Percent of households is the rating. Share is percent of TV sets in use.

SPANISH-LANGUAGE CABLE NETWORKS

By cable TV coverage as a percent of all Hispanic TV households

#	Network, parent	Cable coverage as % of all Hispanic TV HH	Share as % of Hispanic cable HH
1	**Galavisión**, Univision Holdings	67.7%	85.4%
2	**NBC Universo**, Comcast Corp. (NBC Universal's Telemundo)	50.6	63.8
3	**Univision Deportes**, Univision Holdings	50.6	63.8
4	**Fox Deportes**, 21st Century Fox	42.5	53.6
5	**ESPN Deportes**, Walt Disney Co.	38.1	48.1
6	**BeIN Sport Español**, BeIN Media Group	33.5	42.3
7	**Discovery en Español**, Discovery Communications	26.3	33.2
8	**Discovery Familia**, Discovery Communications	25.4	32.0
9	**Nat Geo Mundo**, 21st Century Fox	22.4	28.2
10	**Fox Life**, 21st Century Fox	19.1	24.1

Source: Nielsen May 2016 (nielsen.com). This table ranks the networks by penetration. There are 12 million Hispanic cable households out of 15.11 million Hispanic TV households (versus 11.99 million Hispanic cable households out of 14.81 Hispanic TV households in 2015). Networks are those with coverage of 20% or more. These are monthly averages of homes able to receive cable.

SPANISH-LANGUAGE BROADCAST NETWORK TV PRIMETIME PROGRAM LEADERS

Ranked by Hispanic persons ages 2 and up[1]

#	Program, day	Originator	# of telecasts	Total duration (min)	Rating: % of Hisp. HH live +7	Hisp. HH live +7 (000)	Rating: % of Hisp. persons live +7	Hisp. persons live+7 (000)
1	**Pasión y Poder**, Thursday	Univision	1	180	12.8%	1,935	6.1%	3,129
2	**Pasión y Poder**, Monday	Univision	1	63	11.1	1,673	5.3	2,700
3	**Pasión y Poder**, Wednesday	Univision	1	63	11.5	1,737	5.2	2,667
4	**Pasión y Poder**, Tuesday	Univision	1	63	11.4	1,724	5.2	2,657
5	**Tres Veces Ana**, Monday	Univision	1	120	10.5	1,589	4.6	2,372
6	**Nuestra Belleza**, Sunday	Univision	4	493	9.5	1,430	4.4	2,230
7	**Tres Veces Ana**, Tuesday	Univision	1	120	9.3	1,401	4.3	2,210
8	**Tres Veces Ana**, Friday	Univision	1	120	8.6	1,295	4.0	2,033
9	**Tres Veces Ana**, Wednesday	Univision	1	120	8.6	1,307	4.0	2,029
10	**Sal y Pimienta**, Sunday	Univision	3	170	8.9	1,344	4.0	2,027

Source: Nielsen (nielsen.com). Rating is the percent of Hispanic TV households tuned to the program. Households and viewers are in thousands. May 2016 (4/25/16-5/29/16), Hispanic Prime (Mon-Sun 7p-11p). Viewing estimates include Live viewing plus seven days of timeshifted viewing. Excludes breakouts, specials and programs less than five minutes in duration. 1. Spanish-language broadcast networks.

ENGLISH-LANGUAGE BROADCAST NETWORK TV PRIMETIME PROGRAM LEADERS

Ranked by Hispanic persons ages 2 and up[1]

#	Program, day	Originator	# of telecasts	Total duration (min)	Rating: % of Hisp. HH live +7	Hisp. HH live +7 (000)	Rating: % of Hisp. persons live +7	Hisp. persons live+7 (000)
1	**Empire**	Fox	4	240	7.3%	1,107	3.1%	1,565
2	**Grey's Anatomy**	ABC	4	240	4.7	716	1.9	966
3	**The Big Bang Theory**	CBS	3	93	4.6	697	1.9	953
4	**Dancing with the Stars**	ABC	5	545	4.0	608	1.6	825
5	**NCIS**	CBS	3	180	3.7	566	1.6	814
6	**Modern Family**	ABC	4	124	3.8	569	1.6	806
7	**Chicago Fire**	NBC	4	240	3.6	551	1.5	750
8	**Flash**	CW	5	302	3.3	499	1.5	743
9	**The Voice**, Tuesday	NBC	5	360	3.3	495	1.4	715
10	**Chicago Med**	NBC	4	240	3.5	530	1.4	713

Source: Nielsen (nielsen.com). Rating is the percent of Hispanic TV households tuned to the program. Households and viewers are in thousands. May 2016 (4/25/16-5/29/16), Hispanic Prime (Mon-Sun 7p-11p). Viewing estimates include Live viewing plus seven days of timeshifted viewing. Excludes breakouts, specials and programs less than five minutes in duration. 1. English-language broadcast networks.

SPANISH-LANGUAGE CABLE TV PRIMETIME PROGRAM LEADERS

Ranked by Hispanic persons ages 2 and up[1]

#	Program, day	Originator	# of telecasts	Total duration (min)	Rating: % of Hisp. HH live +7	Hisp. HH live +7 (000)	Rating: % of Hisp. persons live +7	Hisp. persons live+7 (000)
1	**Liga MX**, 5/29/16	Univision Deportes	1	132	3.9%	595	2.1%	1,081
2	**Concacaf L.C. L**	Univision Deportes	1	150	3.9	589	2.0	1,018
3	**Super Clasico**, 5/15/16	Univision Deportes	1	150	3.4	512	1.8	915
4	**Liga MX**, 5/18/16	Univision Deportes	1	150	3.4	509	1.6	818
5	**Fútbol Liga Pachuca Final**, 5/24/16	NBC Universo	1	132	3.3	500	1.6	807
6	**Liga MX L**	Univision Deportes	9	1,183	2.4	358	1.2	604
7	**Liga MX (Ef)**, Sunday	Univision Deportes	1	130	2.0	307	0.9	484
8	**Fútbol Central**, 5/29/16	Univision Deportes	1	24	1.8	274	0.8	428
9	**Liga MX**, Saturday	Univision Deportes	3	399	1.8	271	0.8	426
10	**Fútbol Liga Pachuca Semi**, 5/22/16	NBC Universo	1	132	1.5	225	0.8	393

Source: Nielsen (nielsen.com). Rating is the percent of Hispanic TV households tuned to the program. Households and viewers are in thousands. May 2016 (4/25/16-5/29/16), Hispanic Prime (Mon-Sun 7p-11p). Viewing estimates include Live viewing plus seven days of timeshifted viewing. Excludes breakouts, specials and programs less than five minutes in duration. 1. Spanish-language cable networks.

ENGLISH-LANGUAGE CABLE TV PRIMETIME PROGRAM LEADERS

Ranked by Hispanic persons ages 2 and up[1]

#	Program	Originator	# of telecasts	Total duration (min)	Rating: % of Hisp. HH live +7	Hisp. HH live +7 (000)	Rating: % of Hisp. persons live +7	Hisp. persons live+7 (000)
1	**NBA Playoffs Conference Finals L**	TNT	6	971	5.0%	756	2.3%	1,160
2	**Frozen**	Disney Channel	1	105	2.9	437	1.3	673
3	**NBA Playoffs Round 2 L**	TNT	11	1,801	2.9	435	1.2	627
4	**WWE Entertainment**	USA Network	15	950	2.7	407	1.2	608
5	**NBA Playoffs Conference Finals L**	ESPN	6	947	2.7	404	1.1	585
6	**Fear the Walking Dead**	AMC	8	488	2.3	350	1.1	544
7	**NBA Playoffs Conference Semis L**	ESPN	6	974	2.4	358	1.0	504
8	**Diary of a Wimpy Kid: Rodrick Rules**	Disney Channel	1	110	1.9	285	0.9	473
9	**NFL Draft**	ESPN	2	284	2.1	321	0.9	455
10	**The Incredibles**	Disney Channel	2	240	1.7	256	0.8	432

Source: Nielsen (nielsen.com). Rating is the percent of Hispanic TV households tuned to the program. Households and viewers are in thousands. May 2016 (4/25/16-5/29/16), Hispanic Prime (Mon-Sun 7p-11p). Viewing estimates include Live viewing plus seven days of timeshifted viewing. Excludes breakouts, specials and programs less than five minutes in duration. 1. English-language cable networks.

TOP RADIO STATIONS AMONG HISPANICS

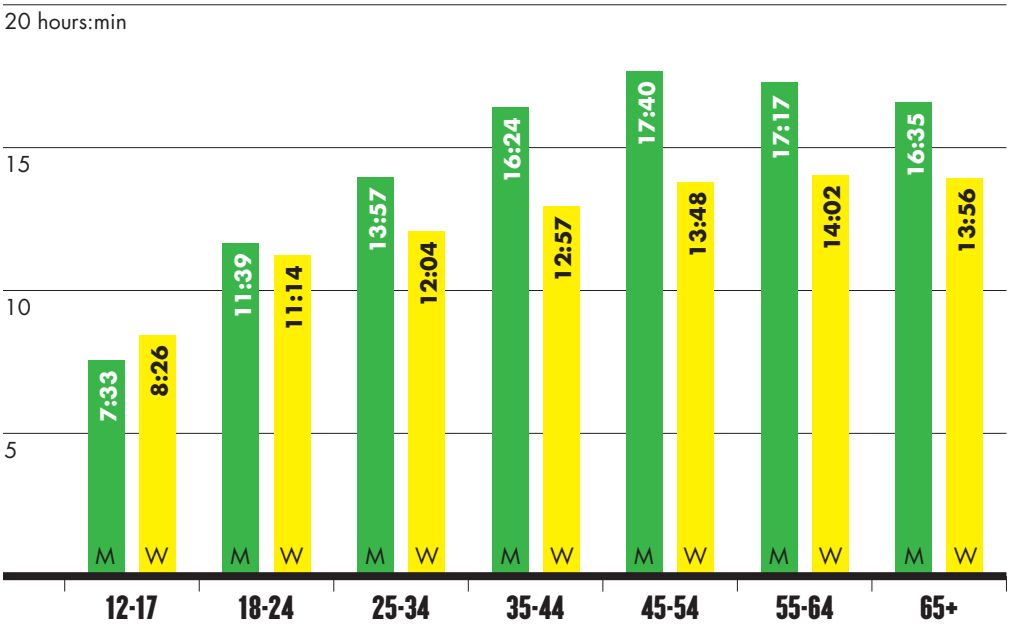
Among all formats by fall 2015 weekly cume persons

#	Station, market	Format	Owner[1]	Weekly cume persons[2]	Average listeners[3]	Time spent listening
1	**KIIS-FM**, Los Angeles	Pop contemporary hit radio	IHM	1,934,500	26,500	1:30
2	**KBIG-FM**, Los Angeles	Hot adult contemporary	IHM	1,799,700	24,100	1:45
3	**KLVE-FM**, Los Angeles	Spanish contemporary	Uni	1,760,900	46,400	3:15
4	**KOST-FM**, Los Angeles	Adult contemporary	IHM	1,674,600	27,500	2:00
5	**WSKQ-FM**, New York	Spanish tropical	SBS	1,660,600	55,400	4:15
6	**KRTH-FM**, Los Angeles	Classic hits	CBS	1,571,500	23,300	1:45
7	**KPWR-FM**, Los Angeles	Rhythmic contemporary hit radio	Emmis	1,517,800	18,600	1:30
8	**KAMP-FM**, Los Angeles	Pop contemporary hit radio	CBS	1,454,100	18,000	1:30
9	**KLYY-FM**, Los Angeles	Spanish adult hits	ECC	1,376,200	36,500	3:15
10	**WXNY-FM**, New York	Spanish contemporary	Uni	1,372,600	32,800	2:45

Source: Nielsen Audio Fall 2015 (nielsen.com/audio), Hispanic Persons 12+, Monday through Sunday, 6 a.m. to midnight. 1. IHM = iHeartMedia; Uni = Univision Communications; SBS = Spanish Broadcasting System; CBS = CBS Radio; Emmis = Emmis Communications; ECC = Entravision Communications Corp. 2. Stations ranked by weekly cume persons, or the number of unique consumers per week. 3. Average number of listeners per quarter hour. 4. Weekly time spent listening in hours and minutes.

TIME SPENT LISTENING TO RADIO

Average weekly time spent listening (hh:mm) for all radio listening-Hispanics across the different age groups. Hispanic listeners age 12 and up averaged 13 hours, 15 minutes per week.



Source: Nielsen RADAR 129 (nielsen.com/audio), June 2016. Average weekly time spent listening (hh:mm) for all radio listening-Hispanics across the different age groups. Monday through Sunday, midnight to midnight.

SMARTPHONE USER ACTIVITIES

Hispanic smartphone owners use these apps in a typical week

	PERCENT WHO USED THIS FUNCTION IN A TYPICAL WEEK						
Category	Hispanic	Non-Hispanic	Hispanic millennials	Non-Hispanic millennials	U.S. born	Foreign born	All users
Camera	79.1%	80.9%	79.3%	82.3%	78.0%	80.1%	80.6%
App store	53.3	50.3	52.0	49.6	53.2	53.4	50.7
Email	64.2	68.6	63.1	69.4	62.8	65.5	67.9
Maps	48.3	52.1	50.9	57.2	48.7	47.9	51.5
Messaging in app	50.4	47.3	53.1	51.8	48.3	52.5	47.8
Music	64.7	65.4	67.6	70.6	62.9	66.5	65.3
Games	41.9	44.9	38.6	46.6	43.3	40.5	44.4
News	29.1	33.6	29.9	33.1	29.0	29.3	32.9
Social media	71.9	72.1	72.3	76.5	69.4	74.4	72.1
Voice call	49.4	39.8	44.0	36.8	46.5	52.2	41.3
Messaging	83.8	88.9	83.1	88.9	83.3	84.3	88.1
Browsing	86.5	88.4	84.6	89.8	87.0	85.9	88.1
Video online	65.1	53.0	63.7	57.8	64.7	65.6	54.9

Source: Simmons Research (simmonsresearch.com/product-portfolio/). Data based on Simmons Connect Study, Winter 2016. Data from the smartphone panel was collected Feb. 2, 2015, to March 2, 2016. Base: 62% of all computer owners.

PURCHASES VIA DEVICE BY CATEGORY

Percent who have purchased items using a PC, tablet or cellphone

	PERSONAL COMPUTER		TABLET		CELLPHONE	
Category	Hispanic	All adults	Hispanic	All adults	Hispanic	All adults
Apparel/accessories	56.4%	61.7%	53.8%	46.4%	41.3%	29.9%
Electronics	58.3	55.5	53.6	36.1	30.9	18.1
Food	24.1	23.6	28.8	20.4	19.0	12.0
Pharmaceuticals/drugs	21.3	21.5	30.8	20.2	18.5	11.7
Stocks/bonds/mutual funds	9.0	13.8	22.0	12.6	8.2	6.8
Tickets to movies/events	45.6	47.6	52.0	34.8	18.9	12.0
Toys/games	41.4	33.6	46.3	31.7	18.9	12.0
Travel services/reservations	56.4	61.8	41.7	34.0	18.9	12.0
Personal care/toiletries	26.3	27.2	20.5	13.7	19.4	12.7
Auction items	32.5	27.2	25.6	20.3	12.8	10.9
Charitable donations	20.2	14.8	23.3	16.5	15.8	11.2

Source: Simmons Research (simmonsresearch.com/product-portfolio). Data based on Simmons New Media Study, Fall 2015, for the dates of Oct. 27, 2014, through Dec. 2, 2015. Base of device owners for each device (e.g. 56% of Hispanics who own a computer have purchased apparel/accessories using their computer vs. 62% of all computer owners).

TELEMUNDO AND **NBC UNIVERSO**

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With over 1,100 hours of innovative formats & multiplatform content, it's our time to:

Say goodbye to traditional telenovelas and hello to hard-hitting drama, adrenaline-pumping action and heartfelt bio-musicals. Welcome to the new age of Hispanic media being created right now by Telemundo and NBC Universo.

It's time for Super Series™ like El Señor de los Cielos and Señora Acero, which rocketed Telemundo to #1 at 10 pm. And the best of celeb-reality like The Riveras and Larrymania, and mega hits like The Walking Dead en Español on NBC Universo.

It's time for connecting digitally and socially, through partnerships with content gurus like BuzzFeed, Mashable and Tastemade.

And next year, we're taking over the game by owning the FIFA Confederations Cup Russia 2017 followed by the 2018 FIFA World Cup Russia™, the most watched sporting event on earth.

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LARGEST U.S. MULTIPLATFORM DIGITAL PROPERTIES

Among Hispanics by unique visitors

#	Property	Unique visitors in thousands	Percent reach[1]	HISPANIC COMPOSITION Percent	Index
1	**Google sites**	36,066	94.0%	14.9%	100
2	**Facebook**	31,954	83.3	15.3	103
3	**Yahoo sites**	29,686	77.4	14.5	98
4	**Microsoft sites**	28,937	75.4	14.6	98
5	**Amazon sites**	26,206	68.3	14.4	97
6	**Comcast NBC Universal**	23,249	60.6	14.7	99
7	**Apple**	21,761	56.7	15.5	104
8	**CBS Interactive** (part of CBS Corp.)	21,120	55.0	14.6	98
9	**AOL** (part of Verizon Communications)	20,915	54.5	13.7	92
10	**Twitter**	19,882	51.8	17.3	116
11	**Mode Media**	19,687	51.3	15.5	104
12	**LinkedIn**	18,912	49.3	14.8	99
13	**Pandora.com**	17,317	45.1	20.5	138
14	**Wikimedia Foundation sites**	17,253	45.0	14.9	100
15	**Turner Digital** (part of Time Warner)	16,290	42.5	13.4	90
16	**Weather Co.** (part of IBM Corp.)	16,234	42.3	13.6	91
17	**Hearst Corp.**	15,011	39.1	14.1	94
18	**eBay**	14,698	38.3	14.3	96
19	**Yelp**	14,580	38.0	15.8	106
20	**Time Inc. Network** (U.S.)	13,799	36.0	12.8	86
	Total Internet	**38,374**	**100.0%**	**14.9%**	**100**

Source: ComScore (comscore.com), May 2016. Multiplatform data include both desktop and mobile platforms, and are inclusive of website, video and app content. 1. Percent reach here is the percent of all Hispanic internet users.

LARGEST HISPANIC MULTIPLATFORM DIGITAL PROPERTIES

From ComScore's Hispanic Ad Focus[1] category. May 2016 unique visitors in thousands among all Hispanics

#	Property	Total digital population	Desktop	Mobile	Desktop only	Mobile only	Desktop/ mobile overlap
1	**Univision Digital**	6,761	1,529	5,545	1,215	5,232	313
2	**NBC Universal Hispanic Group[2]**	3,898	616	3,331	568	3,282	49
3	**Terra - Telefónica**	948	721	322	626	227	95
4	**Prisa**	685	676	34	652	10	24
5	**Grupo Televisa**	545	536	35	510	9	26
6	**EHowEnEspañol.com**	425	425	0	425	0	0
7	**Musica.com**	392	311	116	277	81	34
8	**ImpreMedia sites**	387	189	217	170	198	19
9	**Batanga media sites**	386	368	61	325	18	43
10	**Orange sites**	371	301	81	289	70	11
	Total Internet: Hispanics	**38,374**	**31,321**	**31,757**	**6,616**	**7,052**	**24,705**

Source: ComScore (comscore.com), May 2016. Multiplatform data include both desktop and mobile platforms, and are inclusive of website, video and app content. 1. Hispanic Ad Focus category measures the entire U.S. audience at sites and other ad-supporting entities oriented toward the U.S. Hispanic audience. 2. Includes Telemundo.

LARGEST HISPANIC WEBSITES

From ComScore's Hispanic Ad Focus[1] category. Unique visitors in thousands

AMONG ALL HISPANICS USING DESKTOP

#	Property	Unique visitors	HISPANIC COMPOSITION[2] Percent	Index
1	**Univision Digital**	954	56.0%	416
2	**Terra - Telefónica**	699	74.0	550
3	**Prisa**	621	72.4	538
4	**EHowEnEspañol.com**	425	89.7	666
5	**Batanga Media sites**	368	89.7	666
6	**Musica.com**	307	73.9	549
7	**NBC Universal Hispanic Group**	304	62.4	464
8	**Orange sites**	300	63.7	473
9	**Fox News Latino**	253	15.4	115
10	**Grupo Televisa**	221	82.4	612
Total		**31,321**	**13.5%**	**100**

AMONG USERS WHO SPEAK PRIMARILY SPANISH USING DESKTOP

#	Property	Unique visitors	SPANISH-PRIMARY HISPANIC COMPOSITION[3] Percent	Index
1	**Univision Digital**	508	29.8%	973
2	**Terra - Telefónica**	458	48.5	1,582
3	**Prisa**	449	52.3	1,706
4	**EHowEnEspañol.com**	325	68.7	2,238
5	**Batanga Media sites**	258	63.0	2,052
6	**Orange sites**	226	47.9	1,561
7	**NBC Universal Hispanic Group**	187	38.4	1,251
8	**Musica.com**	165	39.7	1,295
9	**Grupo Televisa**	164	61.1	1,991
10	**CCM.net in Spanish**	161	82.1	2,675
Total		**7,136**	**3.1%**	**100**

Source: ComScore (comscore.com), May 2016. Data are for desktop only. 1. Hispanic Ad Focus category measures the entire U.S. audience at sites and other ad-supporting entities oriented toward the U.S. Hispanic audience. 2. Read Hispanic Composition as 72.4% of Prisa's desktop audience is Hispanic. 3. Read Spanish-Primary Hispanic Composition as 52.3% of Prisa's desktop audience is Hispanic and speaks primarily Spanish.

SOCIAL NETWORKING

Largest multiplatform digital properties among U.S. Hispanics by unique visitors, in thousands

#	Property	Unique visitors in thousands	Percent reach[1]	HISPANIC COMPOSITION Percent	Index
1	**Facebook and Messenger**	**31,419**	81.9%	15.2%	102
2	**Twitter**	**19,882**	51.8	17.3	116
3	**LinkedIn**	**18,912**	49.3	14.8	99
4	**Google+**	**13,926**	36.3	16.6	112
5	**Pinterest**	**13,616**	35.5	14.7	99
6	**Tumblr**	**12,349**	32.2	22.4	150
7	**Snapchat**	**12,048**	31.4	23.1	155
8	**Reddit**	**8,455**	22.0	16.4	110
9	**Goodreads.com**	**2,816**	7.3	13.4	90
10	**VK.com**	**2,594**	6.8	16.6	112
	Total internet: Hispanic all	**38,374**	**100.0%**	**14.9%**	**100**
	Social media - social networking	**34,730**	90.5	14.8	100
	Instagram	**21,763**	56.7	19.7	132

Source: ComScore (comscore.com), May 2016. Percent reach here is the percent of all Hispanic internet users (38.4 million). Multiplatform data include both desktop and mobile platforms, and are inclusive of website, video and app content.
See notes on p. 21 for more about Hispanic Composition.

ATTITUDES TOWARD SOCIAL MEDIA

Site users who agree with the following statements

People who agree	Hispanic	Non-Hispanic	Percent of all
I talk about things I see on social sharing/networking websites in face-to-face conversations	**38.8%**	49.4%	47.8%
I would rather read other people's comments on social sharing/networking websites than post my own	**35.1**	46.9	45.0
People frequently send me requests to connect with them on a social sharing/networking website	**34.6**	39.7	38.9
I often click on links or items posted by other people on social sharing/networking websites	**33.7**	39.7	38.8
I often access social sharing/networking websites from different devices	**33.6**	35.9	35.5
I pay attention to ratings and reviews posted online by other consumers	**31.6**	34.8	34.3
I like to follow my favorite brands or companies on social sharing/networking websites	**28.8**	23.2	24.0
I often post or comment on social sharing/networking websites	**28.2**	29.9	29.6
Social sharing/networking websites are a way for me to tell people about companies and products that I like	**27.2**	22.3	23.1
I sometimes post ratings or reviews online for other consumers to read	**22.4**	20.1	20.4

Source: Simmons Research (simmonsresearch.com/product-portfolio/). Data based on Simmons National Hispanic Consumer Study, Winter 2016, for the dates of Feb. 2, 2015, through March 2, 2016. Base: Social-media users.

MEDIA USAGE: AVERAGE TIME IN AN AVERAGE DAY SPENT ON MEDIA-RELATED ACTIVITIES

How online Hispanics consume media

	HOURS SPENT PER ACTIVITY		
Activity	**Hispanic**	**Non-Hispanic**	**All consumers**
Play video games on gaming console	**3.5**	1.4	1.7
Using internet on home computer	**3.2**	3.1	3.1
Watching TV	**2.8**	3.3	3.2
Listen to MP3 player	**2.5**	2.1	2.2
Watching videos online	**2.5**	2.1	2.1
Using internet on a tablet	**2.3**	2.1	2.1
Play video games on computer	**2.3**	2.1	2.1
Using internet on cell phone	**2.3**	1.8	1.9
Play video games on cell phone	**2.3**	2.1	2.1
Listening to music online	**2.2**	2.2	2.2
Instant messaging	**2.2**	1.7	1.8
Read books in print	**2.2**	2.0	2.0
Video chatting	**2.1**	1.6	1.7
Read magazines	**2.1**	1.0	1.1
Read newspapers	**2.0**	1.2	1.3
Listen to radio	**2.0**	1.5	1.5
Playing video games on a tablet	**1.9**	2.2	2.1
Emailing	**1.9**	1.0	1.1
Texting on cell phone	**1.8**	1.5	1.6
Play video games on portable console	**1.8**	1.5	1.6
Talking on cell phone	**1.8**	1.2	1.3
Talking on a landline	**1.8**	0.9	1.0
Read e-books	**1.8**	1.9	1.9

Source: Simmons Research (simmonsresearch.com/product-portfolio/). Data based on Simmons New Media Study, Fall 2015, for the dates of Oct. 27, 2014, through Dec. 2, 2015. Each activity is the average among online adults who engage in that activity during a typical day.

LEADING HISPANIC AD FOCUS AD NETWORKS AND CUSTOM WEB ENTITIES

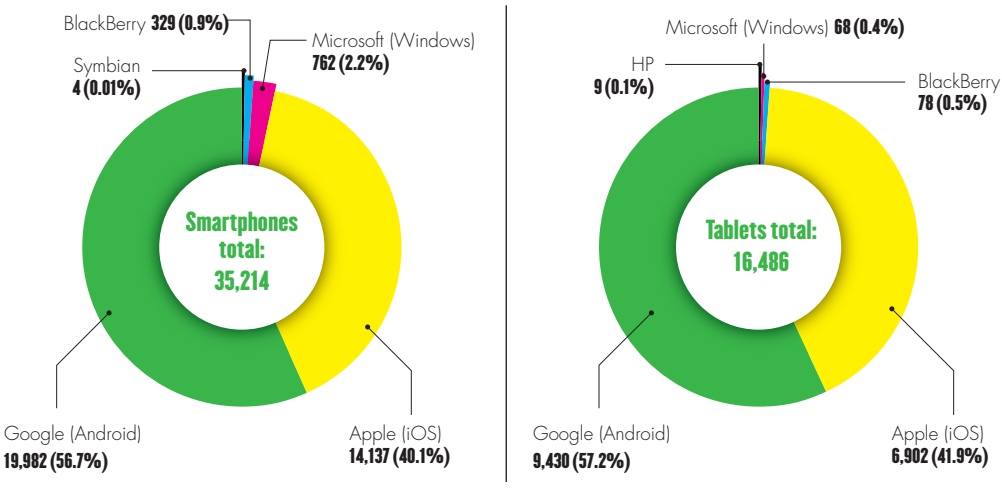
By unique visitors in thousands

#	Ad networks	Unique visitors	Percent reach[1]	HISPANIC COMPOSITION Percent	Index
1	**Pulpo Media**	**40,944**	17.6%	18.5%	137
2	**Batanga Media Exchange (BMX) - potential reach**	**26,750**	11.5	22.1	164
3	**Univision Digital Network**	**7,301**	3.1	50.7	376
4	**ImpreMedia Impower**	**4,923**	2.1	35.7	265
5	**H Code Media**	**4,084**	1.8	55.9	415
6	**Mundial Sports Network**	**2,753**	1.2	60.6	450
7	**Telemundo Digital Hispanic Network**	**2,609**	1.1	20.0	149
8	**Univision.com**	**1,014**	0.4	70.9	527
9	**GDA Digital**	**740**	0.3	86.8	645
10	**Evolve Media Hispanic Portfolio**	**624**	0.3	85.2	633
11	**Exponential - Hispanic**	**485**	0.2	33.6	249
12	**AOL Networks: Hispanic**	**444**	0.2	48.4	359
13	**MSN Latino Network**	**436**	0.2	82.5	613
14	**EPMG Latino**	**390**	0.2	69.6	517
15	**PAL**	**308**	0.1	88.0	654

Source: ComScore (comscore.com), May 2016. To be included in Hispanic Ad Focus, entities must have at least 20% of their page views consumed by Hispanic audiences. Some ComScore clients may want to make available additional combinations of URLs, called custom entities. These are used to demonstrate "true" reach of syndicated content, among other things. 1. Percent reach here is the percent of all desktop internet users (232.6 million).

MOBILE PLATFORM SHARE AMONG HISPANICS

Smartphone and tablet ownership, audience in thousands



Source: ComScore (comScore.com). Three months average ending April 2016.

KEY HISPANIC NEWSPAPERS

In the 10 largest U.S. Hispanic markets

#	Designated market area	Key newspapers, parent company (frequency)
1	**Los Angeles**	**El Aviso Magazine**[1], El Aviso de Ocasion (weekly); **El Clasificado**[1], EC Hispanic Media (weekly); **Hoy**, Tronc (three times a week); **La Opinión**, ImpreMedia (daily); **Excelsior**, Digital First Media (weekly); **La Prensa**, Digital First Media (weekly)
2	**New York**	**El Diario/La Prensa,** ImpreMedia (daily); **El Especialito**, Ibarria Media Group (weekly); **Impacto Latin News**, Impacto Latin News (weekly); **La Tribuna Hispana USA**, La Tribuna Hispana USA (weekly)
3	**Miami/Fort Lauderdale, Fla.**	**Diario Las Américas**, Américas Multimedia Group (daily); **El Nuevo Herald**, McClatchy Co. (daily); **El Sentinel**, Tronc (weekly)
4	**Houston**	**La Subasta**, La Subasta (weekly); **La Voz de Houston**, Hearst Corp. (twice a week); **Semana News**, Newspan Media Corp. (weekly)
5	**Dallas/Fort Worth, Texas**	**Al Día**, A.H. Belo Corp. (twice a week); **El Hispano News**, El Hispano News (weekly); **La Estrella En Casa**, McClatchy Co. (weekly); **La Subasta**, Las Subasta (weekly)
6	**Chicago**	**Hoy**, Tronc (daily); **La Raza**, ImpreMedia (weekly); **Reflejos**, Paddock Publications (weekly)
7	**San Antonio**	**Conexión**, Hearst Corp. (weekly); **La Prensa**, La Prensa (twice a week)
8	**San Francisco/Oakland/ San Jose, Calif.**	**La Opinión de la Bahia**, ImpreMedia (weekly); **Alianza Metropolitan News**, Alianza Media Group (once a month); **El Observador** [San Jose], El Observador Publications (weekly)
9	**Phoenix/Prescott, Ariz.**	**La Voz**, Gannett Co. (weekly); **Prensa Hispana**, Prensa Hispana (weekly)
10	**Harlingen/Weslaco/ McAllen/Brownsville, Texas**	**El Norte**, Editora El Sol S.A. de C.V. (daily); **El Nuevo Heraldo**, AIM Media Texas (daily); **El Periódico USA**, Spanish Print Media (weekly)

Source: Guidance on key publications from Latino 247 Media Group. Two of the nation's largest Hispanic newspapers serve the El Paso, Texas; Juarez, Mexico, market. They are El Diario and El Norte. 1. These publications are newsprint magazines.

SELECTED HISPANIC MAGAZINES

Shown with advertising revenue and ad pages

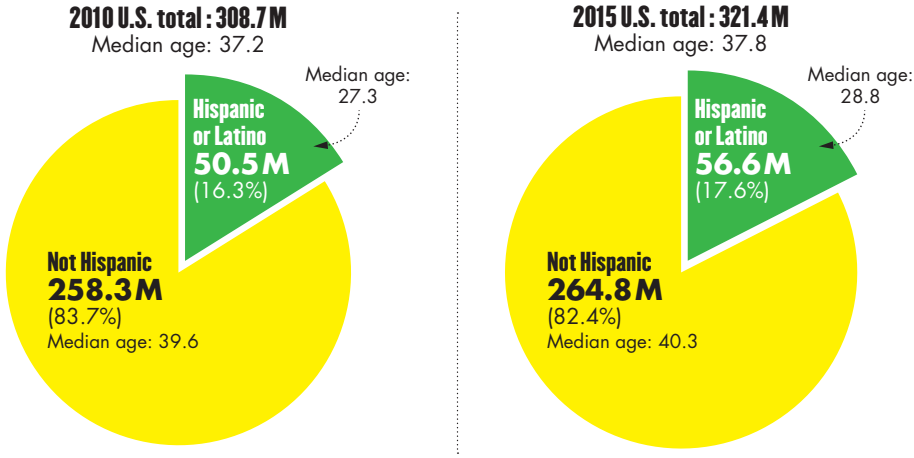
	ADVERTISING REVENUE IN MILLIONS		ADVERTISING PAGES	
Magazine, parent	2015	2014	2015	2014
Automundo, Automundo Productions	$4.2	$3.8	243.89	222.10
Hispanic Network, DiversityComm	1.3	1.2	150.42	136.98
Latina, Latina Media Ventures	28.8	31.5	557.17	619.61
Latina Style, Latina Style	1.9	1.8	132.00	124.00
Latino Leaders, Ferraez Publications of America	1.5	2.2	99.58	155.43
People en Español, Time Inc.	66.8	76.1	742.82	891.69
Ser Padres Bebé, Meredith Corp.	0.5	0.6	6.50	7.83
Ser Padres Espera, Meredith Corp.	1.4	3.6	22.00	63.33
Siempre Mujer, Meredith Corp.	15.5	16.6	205.05	227.98
TV y Novelas, Grupo Televisa (Televisa Publishing)	12.3	20.5	287.24	412.53
Vanidades, Grupo Televisa (Televisa Publishing)	20.2	25.9	318.35	383.79

Source: Ad Age Datacenter analysis of data from Kantar Media (kantarmedia.us). Excludes revenue from circulation and digital revenue. This table is not a comprehensive list of the largest Spanish language magazines.

Demographics

POPULATION

U.S. Hispanic population: 56,592,793 on July 1, 2015. Hispanics have accounted for nearly half of the U.S. population growth since 2010.



Source: Census Bureau (Annual Estimates of the Resident Population by Sex, Age, Race and Hispanic Origin for the United States and States: April 1, 2010, to July 1, 2015. Release date: June 2016). 2015 = estimate for July 1, 2015. 2010 = Census (April 1, 2010). Numbers rounded. More info: census.gov.

DISCRETIONARY SPENDING IN 2015

Dollars in billions by region and designated market area

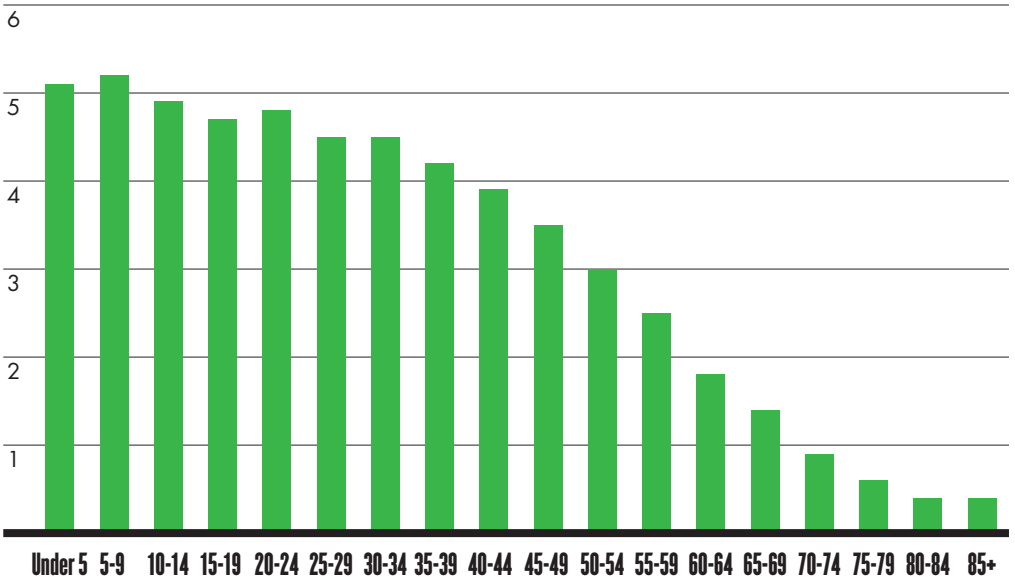
Region/Designated market area	Hispanic mean discretionary spending	Hispanic percent of total	Total U.S. spending	Non-Hispanic spending
Northeast	$30.35	9.0%	$346.10	$315.75
Midwest	18.61	5.1	368.50	349.88
South	85.73	12.0	711.94	626.21
West	79.39	17.0	467.36	387.96
Boston	0.90	1.8	50.19	49.28
Chicago	6.49	12.7	51.01	44.52
Dallas	7.28	16.7	43.49	36.21
Houston	9.70	32.2	30.14	20.43
Los Angeles	38.40	31.3	122.84	84.44
Miami	19.52	56.3	34.68	15.16
New York	22.62	16.6	136.07	113.45
San Antonio	9.59	34.0	28.26	18.66
San Francisco	8.63	12.2	70.98	62.35
Total	**$214.09**	**11.3%**	**$1,893.90**	**$1,679.81**

Source: Simmons Research (simmonsresearch.com/product-portfolio/). Data based on Simmons National Hispanic Consumer Study, Winter 2016, for the dates of Feb. 2, 2015, through March 2, 2016. Dollars in billions. Table shows amount and proportion of nation's total discretionary spending contributed by Hispanics and their household by region and market, 2015. Discretionary purchases include household spending on items such as tobacco, alcohol, education, reading, personal care, apparel, dining out, donations, household furniture and numerous forms of entertainment.

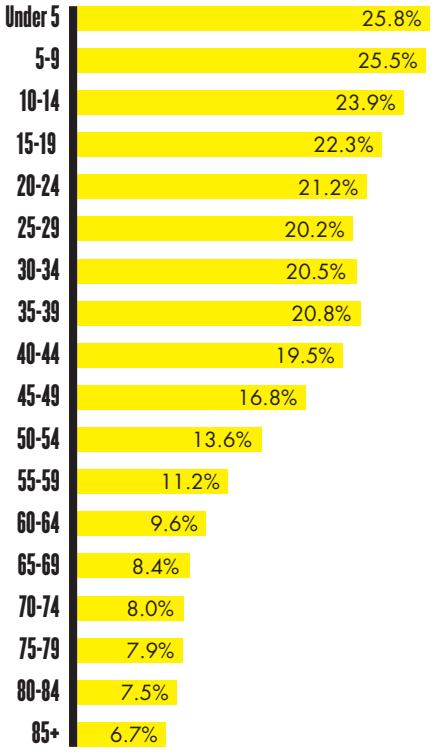
HISPANIC 2015 U.S. POPULATION BY AGE GROUP

More than half (52%) of the Hispanic population is below age 30.

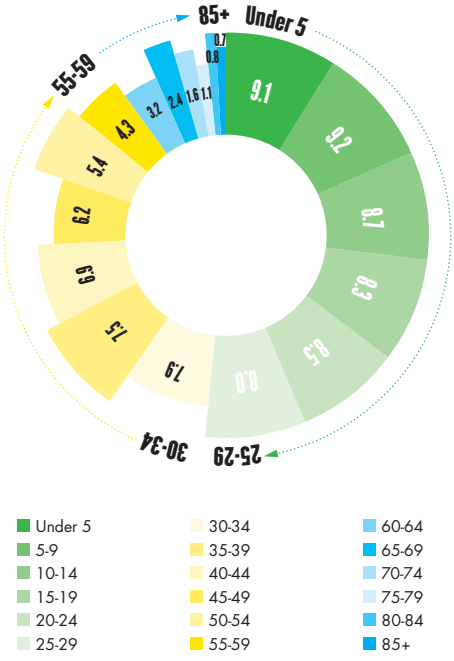
U.S. HISPANIC POPULATION IN MILLIONS BY AGE



HISPANICS AS A PERCENT OF U.S. POPULATION IN 2015



AGE GROUP AS PERCENT OF HISPANIC POPULATION IN 2015



Source: Census Bureau (Annual Estimates of the Resident Population by Sex, Age, Race and Hispanic Origin for the United States and States: April 1, 2010, to July 1, 2015. Release date: June 2016). 2015 = estimate for July 1, 2015. Numbers rounded. More info: census.gov.

Agencies



HISPANIC AGENCY WINNERS

How they did at Cannes and other creative contests

In another strong year for U.S. Hispanic creative work, Hispanic agencies won 16 Lions at the 2016 Cannes Lions International Festival of Creativity, including eight for Omnicom Group's Alma and four for New York-based independent startup We Believers.

At the 2016 Wave Festival for Latin America, organized by an Ad Age partner, Meio & Mensagem, with Ad Age's participation, nine U.S. agencies won 29 prizes, including two Grand Prix, the first time U.S. Hispanic agencies have won top honors at the Wave.

The annual U.S.H. Idea Awards, organized by Circulo Creativo for the U.S. Hispanic market, are being revamped this year as an October awards show after being held for the last four years during the annual April conference of AHAA: The Voice of Hispanic Marketing. The awards, which will take place in Miami on Oct. 12, are being moved partly to take advantage of fresher work that breaks later in the year. Due to the move to October, this year's winning "Five Best Ideas" from the U.S.H. Idea Awards will appear in next year's Hispanic Fact Pack.

U.S. Hispanic work is increasingly winning creative kudos around the world. For the first time at the 2016 Cannes Lions festival, U.S. Hispanic was the second most-awarded Spanish-language market in the Americas, after Argentina.

Here's a look at some of the most-awarded U.S. Hispanic creative work from the last year:

ALMA

Radio is traditionally a strong category for the U.S. Hispanic market, and that's where Miami-based Alma was unbeatable. Six of the agency's eight Cannes Lions were for stirring radio spots for Clorox bleach, Walmart and Tobacco Free Florida.

The Tobacco Free Florida campaign, which also won a Lion in the Health and Wellness competition, used the fast pace of an auction ("Auctioneer") and a race track ("Tobacco


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Downs") to illustrate how quickly tobacco destroys a young smoker's health.

At the Wave festival, Alma—part of Omnicom's DDB Worldwide Communications Group—picked up the only two gold awards for radio (a category in which no Grand Prix was awarded) for Tobacco Free Florida spots that detail for the teenage target some of the 7,000 chemicals found in cigarettes.

Among other prizes, Alma also was awarded for "Lovin' El Musical," a branded-content effort targeting Hispanic millennials in the form of an impromptu musical set in a McDonald's restaurant.

An infamous tweet by Kanye West inspired former fan and Alma senior copywriter Gabriel Ferrer to counter the artist's Twitter rant about being in debt and soliciting donations with the catchy hashtag "HelpKenyaNotKanye." After Mr. West tweeted "You'd rather open up one school in Africa like you really helped the country," Mr. Ferrer's site encouraged fans to donate to more worthy causes and won another Cannes Lion for Alma.

WE BELIEVERS

Rising star We Believers won four Cannes Lions, including two golds, for "Edible Six Pack Rings" for Florida craft beer brand Saltwater Brewery. The effort addressed the discarded plastic rings that hold together six-packs of beer and often end up killing wildlife in the ocean. The solution: Edible six-pack rings, made from wheat and barley, that are safe enough for wildlife and sturdy enough to support the cans. The concept, and its execution, appealed to three different Cannes juries: Innovation, Promo & Activation, and PR.

At the Wave festival, We Believers won five awards, including the Direct Grand Prix, for an earlier tiny-budget campaign called "Volvo Hijacking Service," involving fake ads that popped up in luxury car buyers' Google searches, offering customers free rides to the dealerships they searched, but in a Volvo driven by a Volvo salesman.

THE COMMUNITY

Print work from Miami-based The Community for Argentinian client BICI, the City of Buenos Aires Public Bike System, continues to be a favorite among awards juries.

The latest iteration from The Community (part of Publicis Groupe's SapientNitro), "Don't Act Like a Pedestrian When You're on Wheels," won two Lions and addresses the safety issues of novice cyclists continuing to act more like beverage-sipping, music-listening pedestrians when they hop on a bike.

The original campaign, "Never Stop Riding," let cyclists know the Buenos Aires city bike program had started operating around the clock. It won a Grand Prix at the Wave festival earlier this year, as well as a Grand Prix at last year's Cannes festival, for ads using the wheels of a bike to pair familiar partners in a chase,

like a baby and a breast, and a dog and its tail.

WING

Wing, the Hispanic agency of WPP-owned Grey Group, won a gold Lion at Cannes for outdoor ads supporting #Improudtobemexican. Each ad juxtaposes an infamous Donald Trump quote vilifying Mexicans with an image of American tourists behaving foolishly while on vacation in Mexico. The tagline is "We don't judge you when you are in Mexico. Don't judge us."

At the Wave festival, other big winners included Conill (part of Publicis' Saatchi & Saatchi) for its much-awarded "Mas Que Un Auto" ("More Than a Car") Toyota campaign; Lapiz (part of Publicis' Leo Burnett Worldwide) for "Doppelganger Tourists" for the Mexico Tourism Board; and Omnicom's Dieste for "Adoptable Trends" for Dallas Pets Alive.

Prizes also went to independent Zubi Advertising for "One Beat at a Time" for Ford Motor Co.; Omnicom-backed LatinWorks for "Jack" for Music Has No Enemies; and independent Walton Isaacson for "Turn Ignorance Around," a film that turned Donald Trump's negative statements about Latinos against him, on behalf of CHIRLA (Coalition for Humane Immigrant Rights of Los Angeles).

In Ad Age creative honors, The Community was our Multicultural Agency of the Year and Alma was named to Ad Age's A-List of the top 10 agencies in the U.S.

And for the first time, a team from a U.S. Hispanic agency won Ad Age's Young Creatives Cover Competition, a contest in which young creatives around the world submitted more than 500 designs for the cover of Ad Age's Cannes issue. Nicholas Ross and Nicole Hamilton, junior digital art directors at Dieste, saw their design–a cover that turned into a virtual reality viewer leading to a joyous, kaleidoscopic video of the creative process–on our Cannes issue and won a trip to the festival.

—LAUREL WENTZ









Clockwise from top left: The Community's print ads for BICI; We Believers' 'Edible Six Pack Rings'; Ferrer's 'HelpKenyaNotKanye' website; and an outdoor ad for #Improudtobemexican.

50 LARGEST U.S. HISPANIC AGENCIES

By U.S. revenue in 2015. Dollars in thousands.

#	Agency, parent or affiliation [network], headquarters	Key executives	2015 revenue[1]	% chg
1	**Eventus**, Advantage Solutions, Doral, Fla.	*Debbie Aguiar, president*	$33,834	7.8%
2	**Lopez Negrete Communications** √, Houston	*Alex López Negrete, president and CEO*	33,438	-21.0
3	**Conill***, Publicis [Saatchi & Saatchi], El Segundo, Calif.	*Carlos Martinez, president*	32,853	-4.8
4	**Alma***, Omnicom [DBB], Miami	*Luis Miguel Messianu, CEO and creative chairman*	32,677	15.0
5	**Bravo Group***, WPP [Young & Rubicam], Miami	*Eric Hoyt, president and CEO*	30,270	-5.4
6	**LatinWorks***√, Omnicom, Austin, Texas	*Manny Flores, CEO and managing partner; Alejandro Ruelas, CMO and managing partner; Christy Kranik, executive VP and general manager*	30,119	-16.4
7	**Dieste***, Omnicom, Dallas	*Greg Knipp, CEO*	25,500	20.0
8	**Grupo Gallegos** √, Huntington Beach, Calif.	*John Gallegos, founder and CEO*	25,000	-3.8
9	**GlobalHue***√[2], Southfield, Mich.	*Donald Coleman, chairman and CEO*	22,623	-13.5
10	**Casanova//McCann***, Interpublic [McCann], Costa Mesa, Calif.	*Ingrid Smart, president and CEO*	21,500	22.9
11	**Zubi Advertising Services** √, Coral Gables, Fla.	*Joe Zubizarreta, chief operating officer; Michelle Zubizarreta, chief administrative officer*	19,000	0.5
12	**República** √, Miami	*Jorge A. Plasencia, co-founder, chairman and CEO*	16,200	11.7
13	**The Community***, Publicis [SapientNitro], Miami	*Luis Montero, president; José Mollá and Joaquín Mollá, co-chief creative officers*	16,043	21.8
14	**Lapiz***, Publicis [Leo Burnett], Chicago	*Gustavo Razzetti, executive VP and managing director*	14,971	11.5
15	**Epsilon**, Alliance Data Systems Corp., Irving, Texas	*Andrew Frawley, CEO*	14,774	-1.7
16	**Richards/Lerma**, Dallas	*Pete Lerma, principal; Aldo Quevedo, principal and creative director*	12,700	10.4
17	**Marca Miami** √, Eastport Holdings, Coconut Grove, Fla.	*Tony Nieves, president*	12,221	-0.3
18	**Cárdenas Marketing Network**, Chicago	*Henry Cárdenas, president and CEO*	11,908	NA
19	**De la Cruz Group** √, Guaynabo, Puerto Rico	*René de la Cruz, chairman and CEO*	11,436	12.0
20	**PM3**, Atlanta	*Ricky Echegaray, partner; Eduardo Perez, partner*	10,682	18.7
21	**Axis Agency***, Interpublic, West Hollywood, Calif.	*Armando Azarloza, president and CEO*	10,039	-0.4
22	**Walton Isaacson** √, Culver City, Calif.	*Cory Isaacson, partner; Aaron Walton, partner*	9,914	17.1
23	**D Expósito & Partners** √, New York	*Daisy Expósito-Ulla, chairman and CEO*	9,607	1.6
24	**Acento Advertising** √, Santa Monica, Calif.	*Roberto Orci, CEO*	8,667	0.2

#	Agency, parent or affiliation [network], headquarters	Key executives	2015 revenue[1]	% chg
25	**Interlex Communications** √, San Antonio	*Rudy Ruiz, president and CEO; Heather Kristina Ruiz, principal and chief creative officer*	$8,007	223.2%
26	**Marketing Arm***, Omnicom, Dallas	*Ray Clark, CEO*	7,720	10.3
27	**Orcí** √, Santa Monica, Calif.	*Andrew Orcí, CEO and president*	7,000	16.7
28	**Wing***, WPP [Grey], New York	*Michael Houston, global president-Grey Sandra Alfaro, managing director-Wing*	6,849	-18.2
29	**Lopito Ileana & Howie** √, Guaynabo, Puerto Rico	*Carlos J. Rodriguez, CEO and president*	6,791	5.5
30	**Octagon***, Interpublic, Norwalk, Conn.	*Rick Dudley, chairman and CEO*	5,966	0.3
31	**Latin3** √, Hollywood, Fla.	*Matias Perel, founder and CEO*	5,000	0.0
32	**MullenLowe Profero***, Interpublic [MullenLowe], New York	*Wayne Arnold, global CEO*	4,888	30.0
33	**LatinMedios.com**, Aventura, Fla.	*Joel Bary, CEO*	4,664	52.0
34	**Pinta** √, Miami Beach, Fla.	*Mike Valdes-Fauli, president and CEO*	4,550	40.0
35	**Riester**, Phoenix	*Tim Riester, founder and CEO*	4,468	6.7
36	**Integer Group***, Omnicom [TBWA], Lakewood, Colo.	*Mike Sweeney, CEO*	4,211	-5.0
37	**AlPunto Advertising** √, Tustin, Calif.	*Eduardo Bottger, president and executive creative director; Enrique Turégano, VP and business strategist*	4,100	0.0
38	**Hispanic Group**, Miami	*José Luis Valderrama, president and CEO*	3,242	-1.3
39	**Sensis** √, Los Angeles	*José Villa, CEO and president*	3,001	-8.5
40	**Gravity Media**, New York	*Yuriy Boykiv, CEO*	2,629	-9.3
41	**SMG (Shopper Marketing Group)** √, Porter Ranch, Calif.	*Mario Echevarria, CEO and managing partner*	2,500	25.0
42	**San Jose Group** √, Chicago	*George L. San Jose, president and chief creative officer*	1,976	-11.8
43	**22squared**, Atlanta	*Richard Ward, president and CEO*	1,916	32.9
44	**Moroch Partners** √, Dallas	*Rob Boswell, CEO*	1,878	-1.5
45	**Sanders/Wingo** √, El Paso, Texas	*Leslie Wingo, president and CEO*	1,861	-23.8
46	**Elemento L2** √, Chicago	*Marco López, executive VP and partner; Ivan López, managing director and partner*	1,800	2.9
47	**Mother New York**, Mother Holdings	*Peter Ravailhe, CEO*	1,500	NA
48	**Upshot**, Chicago	*Brian Kristofek, president and CEO*	1,500	15.4
49	**Muse** √, Culver City, Calif.	*Jo Muse, CEO*	1,500	50.0
50	**Tombras Group**, Knoxville, Tenn.	*Charles Tombras, president*	1,400	12.0
Total and percent change for report's 90 units with Hispanic-American revenue			**$583 M**	**1.2%**

Dollars are in thousands. *Figures are Ad Age estimates. A check mark denotes agency reported minority-owned certification by city, state or organization. Data are from Ad Age's 72nd annual Agency Report (May 2, 2016). To appear in Ad Age's Agency Report 2017, fill out the questionnaire that can be found at AdAge.com/arq. 1. Agencies are ranked by 100% of U.S. revenue unless Hispanic activities are less than 75% of revenue, in which case they are ranked at that percent of revenue. 2. GlobalHue, with services across multicultural markets, was the largest U.S. multicultural agency in 2015 with estimated revenue of $43.9 million.

LARGEST U.S. HISPANIC MEDIA AGENCIES AND AGENCY GROUPS

Agencies and agency groups with more than $3 million in estimated 2015 U.S. revenue from Hispanic media activities. Media-services revenue in thousands.

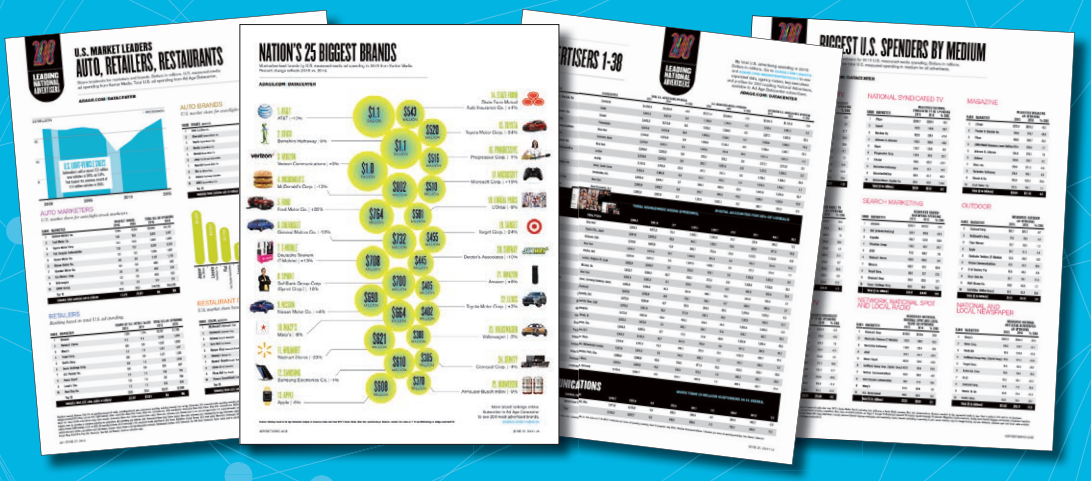
#	Agency, parent or affiliation [network or agency group], headquarters	Key executives	2015 revenue
1	**Tapestry***, Publicis [Publicis Media], Chicago/Miami		$24,440
2	**MEC Multicultural**, WPP [MEC], New York	*Vilma Vale-Brennan, managing partner, multicultural lead*	22,530
3	**MV42***, Publicis [Publicis Media], New York		22,148
4	**ZO Multicultural***, Publicis [Publicis Media], New York		18,245
5	**OMD Multicultural**, Omnicom [OMD], Chicago	*Ana Crandell, group account director, OMD Multicultural*	12,415
6	**Mindshare Multicultural**, WPP [Mindshare], New York		12,278
7	**Horizon Media**, New York/Los Angeles	*Karina Dobarro, VP-managing director, multicultural brand strategy*	9,822
8	**MediaCom Multicultural**, WPP [MediaCom], New York	*Ronald Méndez, managing partner, multicultural lead*	7,815
9	**Conill**, Publicis [Saatchi], El Segundo, Calif.	*Diana Stumvoll, VP-media director*	6,400
10	**Zubi Advertising Services**, Coral Gables, Fla.	*Isabella Sanchez, VP-media integration*	5,200
11	**Maxus Multicultural**, WPP [Maxus], New York	*Leyda Reyes-Rodriguez, multicultural director*	4,902
12	**Casanova//McCann**, Interpublic [McCann], Costa Mesa, Calif.	*Roxane Garzon, media director; Diana Sheehan, media director*	4,900
13	**LatinWorks Media** Omnicom [LatinWorks (49%)], Austin, Texas	*Chloe King, director-media investment; Jaime Clausen, director-media strategy*	4,646
14	**Lopez Negrete Communications**, Houston	*Colette Peterson, group managing director of media strategy*	3,778
15	**Acento Advertising**, Santa Monica, Calif.	*Tony Aguilar-Arellano, partner and chief integration officer*	3,445

#	Agency group, parent, headquarters	Key executives	2015 revenue
1	**Publicis Media, Multicultural Practice***, Publicis, New York	*Lisa Torres, president*	$64,832
2	**GroupM Multicultural** (MEC Multicultural, Mindshare Multicultural, MediaCom Multicultural, Maxus Multicultural), WPP, New York	*Gonzalo Del Fa, president*	47,525

Source: Ad Age Datacenter. Revenue figures are Ad Age Datacenter estimates based on data collected for Agency Report 2016 (May 2016) and additional data collected in June and July 2016. Dollars in thousands. *Publicis Groupe in 2016 consolidated three multicultural practices – MV42, Tapestry and ZO Multicultural – under newly formed Publicis Media.

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