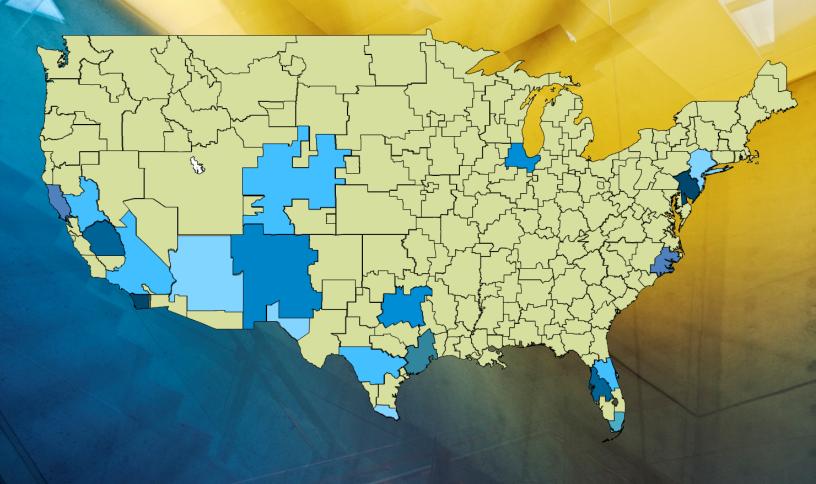
TOP 20 HISPANIC MARKET PROFILES

2016/2017



Albuquerque • Chicago • Dallas • Denver • El Paso • Fresno Harlingen • Houston • Los Angeles • Miami • New York • Orlando Philadelphia • Phoenix • Sacramento • San Antonio • San Diego San Francisco • Tampa • Washington DC



Hispanic Market Profiles 2016/2017



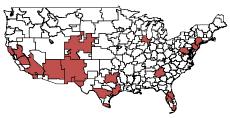
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OVERVIEW

NCC has prepared individual profiles for the top markets where 70% of US Hispanics live.

Each profile provides a quick reference to qualitative and quantitative metrics designed to help you develop the best Spot Cable plan for your Hispanic brand.



TOP 20 HISPANIC DMA's Covering 70% of Hispanic HHs

HIGHLIGHTS

GEOTARGETING: Drive your message home with pinpoint accuracy

Through NCC, Hispanic advertisers can align areas of highest Hispanic concentration with the right cable zones (systems). For example, in Chicago, 75% of Hispanics live in

the coverage area of just 15 out of 45 cable systems. 32% of all Chicago homes are in these areas, making the Hispanic concentration 42% above the national average.

Each market profile includes a Hispanic cable map identifying the right systems to reach Hispanics within the DMA.

Hispanics within the DMA.

Cover the Chicago D

Selecting only the most targeted cable systems in all your brand's markets will



45 Cable System Geographies Cover the Chicago DMA



14 Cable System Geographies cover 80% of Hispanic HHs in Chicago

Selecting only the most targeted cable systems in all your brand's markets will deliver your message to more Hispanic HHs with less waste. National advertisers can reach 75% of Hispanic HHs by advertising on only 525 out of 2,600 cable systems nationwide.



75% of Hispanics live in the coverage area of 525 out of 2,600 cable systems nationwide

CABLE NETWORKS: Target English and Spanish language viewers with the right networks

Spot Cable has dozens of networks and thousands of programs in each market to choose from when developing a schedule for a specific Hispanic target. Each profile lists the top English language networks Hispanics watch and the Spanish language networks available.

NCC can develop a customized Spot Cable plan specific to your brand using our unique SMART Buy process. For more information, contact your NCC representative.



ONLINE: Target Hispanics through NCC online opportunities

Every market profile includes a snapshot of online sites available through our cable operators.

1

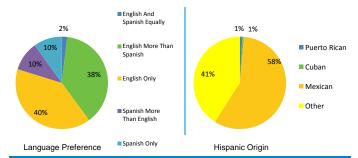
ALBUQUERQUE



MARKET PROFILE

Hispanic Market Rank 15

Albuquerque Market Snapshot				
	HH	% Penetration		
Hispanic TV HHs	257,080	38.8%		
Hispanic Population 2+	830,298	43.2%		
Hispanic Wired Cable, Telco & Satellite	192,660	74.9%		
Hispanic Wired Cable & Telco	55,510	21.6%		
Hispanic Median Age	31.2			
Hispanic Median Income	\$39,755			



Hispanic HH Penetration in Cable System Coverage Areas

System Name	% Conc	% of HA HHs/Mkt
Comcast/South Zone, NM	59.58%	20.85%
Comcast/North Zone, NM	34.96%	16.11%
Comcast/East Zone, NM	31.86%	10.17%
Comcast/Santa Fe, NM	41.95%	7.83%
Comcast/Rio Rancho, NM	33.79%	4.15%
Comcast/Hobbs, NM	46.76%	3.5%
Comcast/Roswell, NM	43.53%	3.24%
Ad Systems/Espanola, NM	63.23%	3.02%
Comcast/Farmington, NM	19.26%	2.5%
Comcast/Alamogordo-Ruidoso, NM	25.76%	2.42%
Comcast/Las Vegas, NM	77.54%	2.19%
Prime Media/Artesia, NM	41.79%	2.07%
Comcast/Deming, NM	54.94%	1.83%
Comcast/Silver City, NM	42.37%	1.64%

Local HA Demographic & Consumer Profile Compared to Acculturated

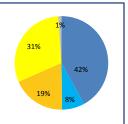
		% of
	% of HA in	Acculturated
	Market	Hispanics
HHI \$50k+	39.6%	48.6%
1 or more Children in HH	56.8%	68.2%
Own Residence	54.1%	54.2%
Any College	19.1%	29.9%
2+ times to Sit Down Restaurant Past Mo.	63.9%	59.8%
4+ times to a Quick Serve Restaurant Past Mo.	64.6%	72.0%
Bought New Vehicle	42.4%	43.0%
Used Credit Card in Past 3 Months	76.0%	78.5%
Taken 1+ plane trips past yr.	39.5%	39.3%

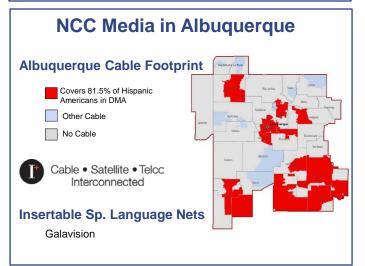
To Read: Among Albuquerque Hispanic Americans A18+39.6% have a Household Income of \$50,000+ compared to 48.6% Acculturated Hispanic Americans in the market.



Share of TV Viewing among Hispanic HHs

- English Ad Supported Cable Orig
- Spanish Cable Origination
- English Broadcast
- Spanish Broadcast
- Spanish Independents



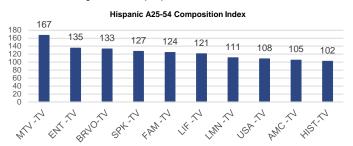


	Targeted Programming	
Network	Program Name	HA A25-54 RTG
AMC	WALKING DEAD	9.99
MTV	TEEN MOM	2.84
USA	WWE ENTERTAINMENT	2.08
VH1	LOVE AND HIP HOP	2.06
E!	KEEPING UP KARDASHIANS	1.90
BRAVO	VANDERPUMP RULES	1.58
DISC	GOLD RUSH	1.36
HGTV	FIXER UPPER	1.16
LIFE	LITTLE WOMEN LA	1.13

Online Market Snapshot – Xfinity			
Hispanic Cume	80,000		
Female	58.8%		
Male	41.3%		

Spot Cable Networks to Reach Hispanic Americans

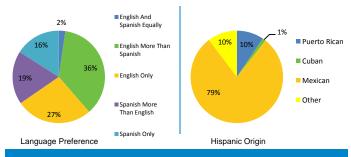
To Read: Hispanic Americans A25-54 in wired cable HHs are 67% more likely to watch MTV than the average Adult in Albuquerque





Hispanic Market Rank 6

Chicago Market Snapshot			
	HH	% Penetration	
Hispanic TV HHs	528,900	15.2%	
Hispanic Population 2+	2,110,675	21.7%	
Hispanic Wired Cable, Telco & Satellite	434,710	82.2%	
Hispanic Wired Cable & Telco	220,800	41.7%	
Hispanic Median Age	27.7		
Hispanic Median Income	\$48,444		



Hispanic HH Penetration in Cable System Coverage Areas

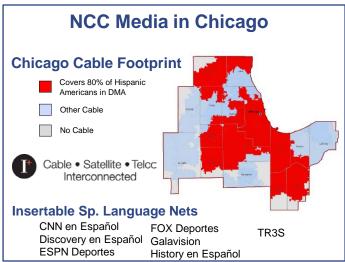
System Name	% Conc.	% of HA HHs/Mkt
Comcast/Chicago Southwest, IL	33.44%	11.88%
Comcast/Oak Park, IL	28.17%	8.27%
Comcast/Chicago Central, IL	27.94%	8.06%
Comcast/Chicago Northwest, IL	25.61%	6.43%
Comcast/Aurora-Naperville, IL	18.24%	4.17%
Comcast/Oak Park U-verse, IL	28.12%	3.04%
Comcast/RCN-Lakefront, IL	11.45%	3.03%
Comcast/Gurnee, IL	28.63%	2.86%
Comcast/Joliet West, IL	16.05%	2.8%
Comcast/City North, IL	8.63%	2.63%
Comcast/Chicago SouthWest U-verse, IL	33.81%	2.41%
Comcast/Chicago So-Central U-verse, IL	21.77%	2.25%
Comcast/Bloomingdale, IL	18.87%	2.22%
Comcast/North Lake, IN	21.03%	2.16%
Comcast/Orland Park, IL	10.12%	2.03%
Comcast/Mt. Prospect, IL	11.74%	1.95%
Comcast/Chicago South, IL	8.75%	1.77%
Comcast/South Lake Indiana, IN	8.38%	1.73%
Comcast/Chicago City N-NW U-verse, IL	15.91%	1.61%
Comcast/South Suburban, IL	8.86%	1.58%
Comcast/McHenry, IL	11.19%	1.53%
Comcast/Elgin, IL	28.98%	1.51%
Comcast/Joliet W-Frankfort U-verse, IL	12.0%	1.49%
Comcast/Crystal Lake, IL	10.8%	1.34%

Local HA Demographic & Consumer Profile Compared to Acculturated

		% of
	% of HA in	Acculturated
	Market	Hispanics
HHI \$50k+	39.6%	48.6%
1 or more Children in HH	56.8%	68.2%
Own Residence	54.1%	54.2%
Any College	19.1%	29.9%
2+ times to Sit Down Restaurant Past Mo.	63.9%	59.8%
4+ times to a Quick Serve Restaurant Past Mo.	64.6%	72%
Bought New Vehicle	42.4%	43%
Used Credit Card in Past 3 Months	76%	78.5%
Taken 1+ plane trips past yr.	39.5%	39.3%

To Read: Among Chicago Hispanic Americans A18+ 39.6% have a Household Income of \$50,000+ compared to 48.6% Acculturated Hispanic Americans in the market.



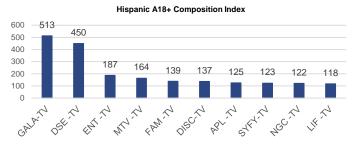


	Targeted Programming	
Network	Program Name	HA A25-54 RTG
AMC	WALKING DEAD	9.43
HIST	VIKINGS	2.78
MTV	SHANNARA	2.41
VH1	LOVE AND HIP HOP	2.40
BRAVO	REAL HOUSEWIVES ATLANTA	2.25
USA	WWE SMACKDOWN	1.32
HGTV	FIXER UPPER	1.06
E!	HOLLYWOOD MEDIUM	0.84
LIFE	LITTLE WOMEN LA	0.73

Online Market Snapshot – Xfinity			
Hispanic Page Views	3.0 million		
Hispanic Unique Visitors	107,000	Female	50.0%
HA Time Spent (min/visitor)	26.5	Male	50.0%

Spot Cable Networks to Reach Hispanic Americans

To Read: Hispanic Americans A18+ in wired cable HHs are 413% more likely to watch Galavision than the average Adult in Chicago



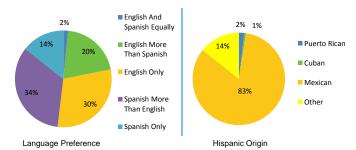
DALLAS-FT. WORTH



MARKET PROFILE

Hispanic Market Rank 5

Dallas-Ft. Worth Market Snapshot				
	HH	% Penetration		
Hispanic TV HHs	534,760	20.2%		
Hispanic Population 2+	2,080,040	27.5%		
Hispanic Wired Cable, Telco & Satellite	360,090	67.3%		
Hispanic Wired Cable & Telco	197,980	37%		
Hispanic Median Age	26.2			
Hispanic Median Income	\$41,445			



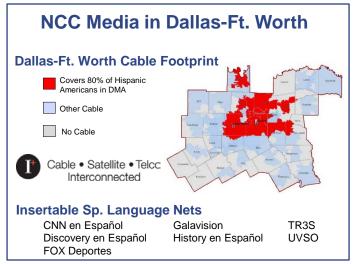
Hispanic HH Penetration in Cable System Coverage Areas			
	%	% of HA	
System Name	Conc.	HHs/Mkt	
Time Warner/Dallas East U-verse, TX	27.32%	6.46%	
Time Warner/Dallas East-Mesquite, TX	30.09%	6.46%	
Time Warner/Dallas South U-verse, TX	29.9%	5.71%	
Time Warner/Dallas South-DeSoto, TX	30.0%	5.68%	
Time Warner/FTW South U-verse, TX	21.33%	5.56%	
Time Warner/Arlington U-verse, TX	25.39%	5.37%	
Time Warner/TW ONLY-North Dallas, TX	25.93%	5.35%	
Time Warner/TW ONLY-Ft. Worth-North, TX	30.74%	4.25%	
Time Warner/FTW North U-verse, TX	19.11%	4.21%	
Time Warner/Ft. Worth - South, TX	23.14%	4.18%	
Time Warner/Dallas North U-verse, TX	27.24%	4.1%	
Time Warner/Arlington-Grand Prairie, TX	25.39%	3.78%	
Time Warner/TW ONLY-Irv-Coppel-Lewis, TX	28.09%	3.2%	
Time Warner/VZN ONLY-Irving, TX	29.69%	3.17%	
Time Warner/VZN ONLY-Richardson, TX	22.07%	2.84%	
Time Warner/McKinney U-verse, TX	12.14%	2.75%	
Time Warner/TW ONLY-Richards-Garlnd, TX	18.73%	2.43%	
Time Warner/TW ONLY-MKn-Alln-Frsc-Gvl,TX	12.25%	1.52%	
Time Warner/VZN ONLY-Denton, TX	14.7%	1.36%	
Time Warner/VZN ONLY-Plano, TX	10.75%	1.31%	
Time Warner/VZN ONLY-Dallas North, TX	19.74%	1.19%	

Local HA Demographic & Consumer Profile Compared to Acculturated

		%
	% of HA in Market	Acculturated Hispanics
HHI \$50k+	39.2%	45%
1 or more Children in HH	65.6%	67.1%
Own Residence	54.5%	59.3%
Any College	12.5%	25.7%
2+ times to Sit Down Restaurant Past Mo.	75.8%	76.4%
4+ times to a Quick Serve Restaurant Past Mo.	65%	73.6%
Bought New Vehicle	30.4%	40%
Used Credit Card in Past 3 Months	77.2%	82.1%
Taken 1+ plane trips past yr.	24.3%	26.4%

To Read: Among Dallas-Ft. Worth Hispanic Americans A18+ 39.2% have a Household Income of \$50,000+ compared to 45% Acculturated Hispanic Americans in the market.



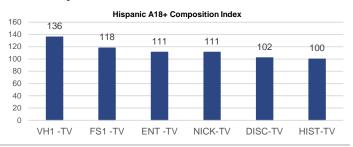


Targeted Programming			
Program Name	HA A25-54 RTG		
WALKING DEAD	7.59		
FIXER UPPER	2.99		
TEEN MOM	2.01		
HOLLYWOOD MEDIUM	1.73		
FAST N LOUD	1.68		
WWE ENTERTAINMENT	1.58		
MOB WIVES	0.70		
REAL HOUSEWIVES BEV HILLS	0.64		
VIKINGS	0.59		
	Program Name WALKING DEAD FIXER UPPER TEEN MOM HOLLYWOOD MEDIUM FAST N LOUD WWE ENTERTAINMENT MOB WIVES REAL HOUSEWIVES BEV HILLS		

Online Market Snapshot – TWC Central			
Hispanic Cume	367,000		
Female	56.6%		
Male	43.4%		

Spot Cable Networks to Reach Hispanic Americans

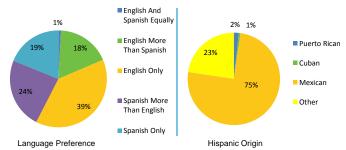
To Read: Hispanic Americans A18+ in wired cable HHs are 36% more likely to watch VH1 than the average Adult in Dallas-Ft. Worth





Hispanic Market Rank 17

Denver Market Snapshot			
	НН	% Penetration	
Hispanic TV HHs	242,680	15.4%	
Hispanic Population 2+	921,664	21.3%	
Wired Cable, Telco & Satellite	202,970	83.6%	
Hispanic Wired Cable & Telco	97,720	40.3%	
Hispanic Median Age	26.9		
Hispanic Median Income	\$43,340		



Hispanic HH Penetration in Cable	e System C	overage Areas
System Name	% Conc.	% of HA HHs/Mkt
Comcast/Central West, CO	30.1%	14.34%
Comcast/East, CO	18.85%	11.78%
Comcast/North East, CO	27.44%	10.27%
Comcast/North West, CO	20.78%	8.85%
Comcast/Central East, CO	14.03%	8.37%
Comcast/West, CO	16.82%	6.59%
Comcast/Greeley, CO	24.98%	5.71%
Comcast/Longmont, CO	18.56%	3.51%
Comcast/South West, CO	7.58%	3.23%
Comcast/Ft. Collins, CO	8.62%	2.25%
Comcast/South East, CO	6.21%	2.16%
Comcast/New North, CO	8.73%	1.93%
Comcast/Aspen-Glenwood-Rifle, CO	15.73%	1.81%

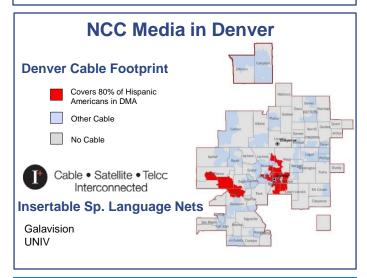
Local HA Demographic & Consumer Profile Compared to Acculturated

		% of
	% of HA in	Acculturated
	Market	Hispanics
HHI \$50k+	30.8%	39.8%
1 or more Children in HH	53.9%	56.1%
Own Residence	50.8%	48%
Any College	12.4%	32.7%
2+ times to Sit Down Restaurant Past Mo.	51.9%	58.2%
4+ times to a Quick Serve Restaurant Past Mo.	55.8%	69.4%
Bought New Vehicle	36.3%	33.7%
Used Credit Card in Past 3 Months	69.3%	74.5%
Taken 1+ plane trips past yr.	34.8%	40.8%

To Read: Among Denver Hispanic Americans A18+ 30.8% have a Household Income of \$50,000+ compared to 39.8% Acculturated Hispanic Americans in the market.



Share of TV Viewing among Hispanic HHs in Denver English Ad Supported Cable Orig Spanish Cable Origination English Broadcast Spanish Broadcast Spanish Independents

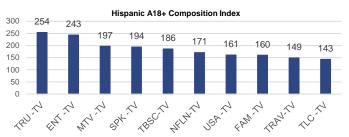


Targeted Programming			
Network	Program Name	HA A25-54 RTG	
AMC	WALKING DEAD	5.51	
MTV	TEEN MOM	4.45	
VH1	MOB WIVES	3.63	
E!	KEEPING UP KARDASHIANS	3.45	
DISC	GOLD RUSH	2.88	
HGTV	FIXER UPPER	2.24	
HIST	VIKINGS	1.82	
USA	WWE SMACKDOWN	1.31	
LIFE	LITTLE WOMEN LA	1.23	

Online Market Snapshot – Xfinity			
Hispanic Page Views	1 million		
Hispanic Unique Visitors	50,000	Female	65.3%
HA Time Spent (min/visitor)	7.1	Male	34.7%

Spot Cable Networks to Reach Hispanic Americans

To Read: Hispanic Americans A18+ in wired cable HHs are 154% more likely to watch TRU than the average Adult in Denver



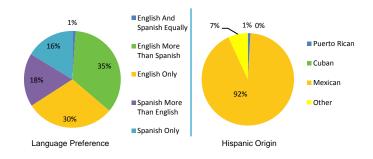
EL PASO (LAS CRUCES)



MARKET PROFILE

Hispanic Market Rank 19

El Paso Market Snapshot			
	HH	% Penetration	
Hispanic TV HHs	239,750	72%	
Hispanic Population 2+	829,755	77.4%	
Hispanic Wired Cable, Telco & Satellite	175,000	73%	
Hispanic Wired Cable & Telco	94,290	39.3%	
Hispanic Median Age	30.1		
Hispanic Median Income	\$36,397		



Hispanic HH Penetration in Cable System Coverage Areas

System Name	% Conc.	% of HA HHs/Mkt
Time Warner/El Paso, TX	75.43%	71.74%
Time Warner/El Paso U-verse, TX	71.65%	16.64%

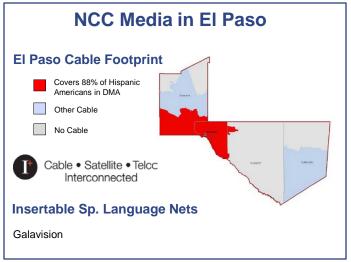
Local HA Demographic & Consumer Profile Compared to Acculturated

		% of
	% of HA in	Acculturated
	Market	Hispanics
HHI \$50k+	32.4%	42.7%
1 or more Children in HH	52.8%	63.5%
Own Residence	63.3%	64%
Any College	16.5%	40.9%
2+ times to Sit Down Restaurant Past Mo.	73.7%	76%
4+ times to a Quick Serve Restaurant Past Mo.	73.1%	85.1%
Bought New Vehicle	41.5%	45.9%
Used Credit Card in Past 3 Months	70.1%	78.4%
Taken 1+ plane trips past yr.	34.7%	42.4%

To Read: Among El Paso Hispanic Americans A18+ 32.4% have a Household Income of \$50,000+ compared to 42.7% Acculturated Hispanic Americans in the market.



Share of TV Viewing among Hispanic HHs English Ad Supported Cable Orig Spanish Cable Origination English Broadcast Spanish Broadcast Spanish Independents



Targeted Programming

Network	Program Name	HA A25-54 RTG
AMC	WALKING DEAD	9.99
MTV	TEEN MOM	2.24
USA	WWE ENTERTAINMENT	2.08
VH1	LOVE AND HIP HOP	2.06
E!	KEEPING UP KARDASHIAN	1.90
BRAVO	VANDERPUMP RULES	1.58
DISC	GOLD RUSH	1.36
HGTV	FIXER UPPER	1.16
LIFE	LITTLE WOMEN LA	1.13

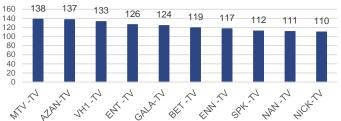
Online Market Snapshot - TWC Central

Hispanic Cume	46,000	
Female	49.6%	
Male	50.4%	

Spot Cable Networks to Reach Hispanic Americans

To Read: Hispanic Americans A25-54 in wired cable HHs are 38% more likely to watch MTV than the average Adult in El Paso

Hispanic A25-54 Composition Index



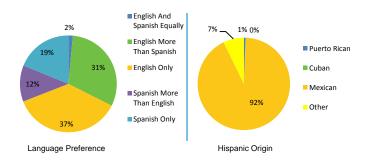
FRESNO-VISALIA



MARKET PROFILE

Hispanic Market Rank 13

Fresno Market Snapshot		
	HH	% Penetration
Hispanic TV HHs	261,390	46.3%
Hispanic Population 2+	1,122,198	55.5%
Hispanic Wired Cable, Telco & Satellite	198,850	76.1%
Hispanic Wired Cable & Telco	75,620	28.9%
Hispanic Median Age	26.1	
Hispanic Median Income	\$35,246	



Hispanic HH Penetration in Cable System Coverage Areas

System Name	% Conc.	% of HA HHs/Mkt
Comcast/Fresno, CA	44.66%	40.89%
Comcast/Fresno U-verse, CA	44.2%	11.59%
Comcast/Visalia, CA	43.1%	9.18%
Comcast/Porterville, CA	59.68%	7.73%
Comcast/Visalia U-verse, CA	52.24%	7.63%

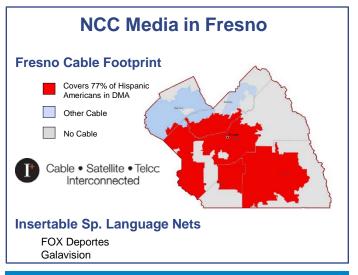
Local HA Demographic & Consumer Profile Compared to Acculturated

		% of
	% of HA in	Acculturated
	Market	Hispanics
HHI \$50k+	30%	33%
1 or more Children in HH	62.9%	70.1%
Own Residence	44.5%	41.5%
Any College	8.7%	26.2%
2+ times to Sit Down Restaurant Past Mo.	60.8%	63.9%
4+ times to a Quick Serve Restaurant Past Mo.	61.9%	74.5%
Bought New Vehicle	36.5%	41.2%
Used Credit Card in Past 3 Months	65%	71.1%
Taken 1+ plane trips past yr.	17.5%	19%

To Read: Among Fresno-Visalia Hispanic Americans A18+ 30% have a Household Income of \$50.000+ compared to 33% Acculturated Hispanic Americans in the market



Share of TV Viewing among Hispanic HHs English Ad Supported Cable Orig Spanish Cable Origination English Broadcast Spanish Broadcast Spanish Independents

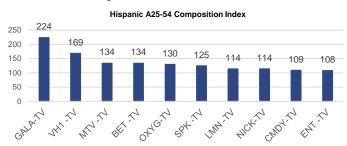


Targeted Programming		
Network	Program Name	HA A25-54 RTG
AMC	WALKING DEAD	9.99
MTV	TEEN MOM	2.24
USA	WWE ENTERTAINMENT	2.08
VH1	LOVE AND HIP HOP	2.06
E!	KEEPING UP KARDASHIAN	1.90
BRAVO	VANDERPUMP RULES	1.58
DISC	GOLD RUSH	1.36
HGTV	FIXER UPPER	1.16
LIFE	LITTLE WOMEN LA	1.13

Online Market Snapshot – Xfinity		
Hispanic Cume	107,000	
Female	46.3%	
Male	53.7%	

Spot Cable Networks to Reach Hispanic Americans

To Read: Hispanic Americans A25-54 in wired cable HHs are 124% more likely to watch Galavision than the average Adult in Fresno



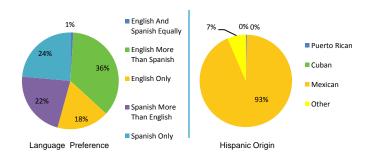
HARLINGEN-WSLCO-BRNSVL-MCALLEN



MARKET PROFILE

Hispanic Market Rank 10

Harlingen Market Snapshot			
HH % Penetration			
Hispanic TV HHs	316,640	87.1%	
Hispanic Population 2+	1,223,219	90.5%	
Hispanic Wired Cable, Telco & Satellite	224,760	71%	
Hispanic Wired Cable & Telco	122,350	38.6%	
Hispanic Median Age	28.4		
Hispanic Median Income	\$31,162		



Hispanic HH Penetration in Cable System Coverage Areas

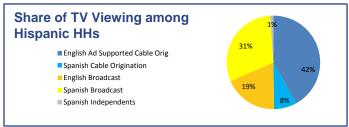
System Name	% Conc.	% of HA HHs/Mkt
Time Warner/RGV Master Zone, TX	84.77%	45.93%
Time Warner/McAllen, TX	85.89%	27.98%

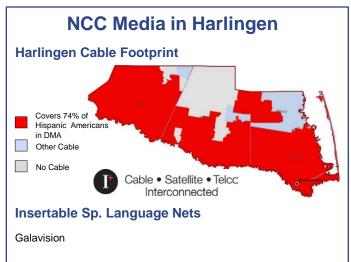
Local HA Demographic & Consumer Profile Compared to Acculturated

		%
	% of HA in	Acculturated
	Market	Hispanics
HHI \$50k+	23.9%	31.9%
1 or more Children in HH	56.8%	65.4%
Own Residence	67.6%	65.7%
Any College	12.4%	31%
2+ times to Sit Down Restaurant Past Mo.	67.5%	75.3%
4+ times to a Quick Serve Restaurant Past Mo.	67.4%	79.2%
Bought New Vehicle	37.4%	40.2%
Used Credit Card in Past 3 Months	62.3%	64.3%
Taken 1+ plane trips past yr.	23.1%	29.1%

To Read: Among Harlingen Hispanic Americans A18+ 23.9% have a Household Income of \$50,000+ compared to 31.9% Acculturated Hispanic Americans in the market







Targeted Programming

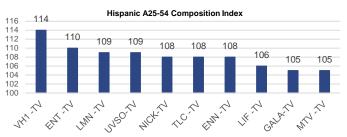
Network	Program Name	HA A25-54 RTG
AMC	WALKING DEAD	9.99
MTV	TEEN MOM	2.24
USA	WWE ENTERTAINMENT	2.08
VH1	LOVE AND HIP HOP	2.06
E!	KEEPING UP KARDASHIAN	1.90
BRAVO	VANDERPUMP RULES	1.58
DISC	GOLD RUSH	1.36
HGTV	FIXER UPPER	1.16
LIFE	LITTLE WOMEN LA	1.13

Online Market Snapshot – TWC Cent	ral
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	•	
Hispanic Cume	N/A	
Female (est)	49.5%	
Male (est)	54.1%	

Spot Cable Networks to Reach Hispanic Americans

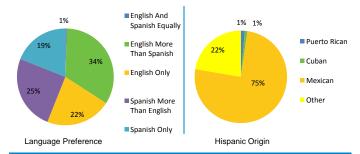
To Read: Hispanic Americans A25-54 in wired cable HHs are 14% more likely to watch VH1 than the average Adult in Harlingen





Hispanic Market Rank 4

Houston Market Snapshot				
HH % Penetratio				
Hispanic TV HHs	667,160	28.1%		
Hispanic Population 2+	2,465,078	36.1%		
Hispanic Wired Cable, Telco & Satellite	457,770	68.6%		
Hispanic Wired Cable & Telco	243,400	36.5%		
Hispanic Median Age	27.5			
Hispanic Median Income	\$42,993			



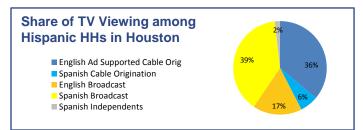
Hispanic HH Penetration in Cable System Coverage Areas

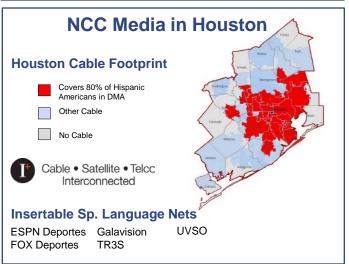
System Name	% Conc.	% of HA HHs/Mkt
Comcast/Humble-Atascocita, TX	35.08%	6.92%
Comcast/North Houston, TX	39.95%	6.88%
Comcast/Baytown-Crosby-Highlands, TX	39.58%	6.87%
Comcast/Pasadena, TX	47.63%	5.12%
Comcast/Houston North U-verse, TX	42.19%	5.07%
Comcast/Pearland-Friendswood, TX	33.49%	5.04%
Comcast/Westchase U-verse, TX	31.19%	4.47%
Comcast/Pasadena U-verse, TX	52.43%	4.44%
Comcast/Westchase, TX	27.68%	3.81%
Comcast/Pearland U-verse, TX	30.51%	3.67%
Comcast/Sugar Land, TX	22.0%	3.55%
Comcast/Galleria-Memorial, TX	33.7%	3.55%
Comcast/Katy U-verse, TX	31.27%	2.51%
Comcast/Inner Loop, TX	18.75%	2.16%
Comcast/Baytown U-verse, TX	48.01%	2.12%
Comcast/Humble U-verse, TX	36.49%	1.98%
Comcast/Katy Bear Creek, TX	28.31%	1.96%
Comcast/Galveston Bay, TX	21.51%	1.79%
Comcast/Clear Lake, TX	15.09%	1.74%
Comcast/Champions U-verse, TX	21.42%	1.65%
Comcast/Champions, TX	21.39%	1.62%
Comcast/Cypress, TX	24.85%	1.6%
Comcast/Galleria U-verse, TX	31.66%	1.53%

Local HA Demographic & Consumer Profile Compared to Acculturated

		% of
	% of HA in	Acculturated
	Market	Hispanics
HHI \$50k+	43.9%	51.6%
1 or more Children in HH	56.9%	61.8%
Own Residence	63.1%	62.4%
Any College	13.3%	29.9%
2+ times to Sit Down Restaurant Past Mo.	76.3%	80.9%
4+ times to a Quick Serve Restaurant Past Mo.	73.8%	80.3%
Bought New Vehicle	42.3%	42%
Used Credit Card in Past 3 Months	81.1%	82.8%
Taken 1+ plane trips past yr.	31.5%	35.7%

To Read: Among Houston Hispanic Americans A18+ 43.9% have a Household Income of \$50,000+ compared to 51.6% Acculturated Hispanic Americans in the market...



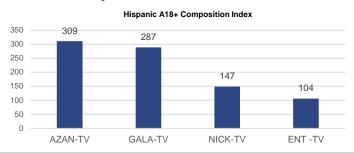


Targeted Programming			
Network	Program Name	HA A25-54 RTG	
AMC	WALKING DEAD	10.55	
UNIV	LIGA MX L	4.60	
USA	WWE ENTERTAINMENT	3.26	
BRAVO	REAL HOUSEWIVES BEV HILLS	3.21	
E!	TOTAL DIVAS	2.56	
MTV	TEEN MOM	1.51	
DISC	FAST N LOUD	1.04	
HGTV	FLIP OR FLOP	1.24	
VH1	MOB WIVES	0.62	

Online Market Snapshot – Xfinity			
Hispanic Page Views	1 million		
Hispanic Unique Visitors	85,000	Female	40.2%
HA Time Spent (min/visitor)	10.7	Male	59.8%

Spot Cable Networks to Reach Hispanic Americans

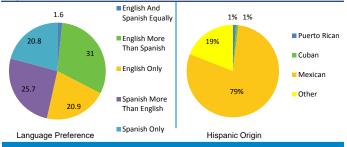
To Read: Hispanic Americans A18+ in wired cable HHs are 209% more likely to watch ESPD than the average Adult in Houston





Hispanic Market Rank 1

Los Angeles Market Snapshot				
HH % Penetration				
Hispanic TV HHs	1,924,270	35.1%		
Hispanic Population 2+	8,396,518	46.1%		
Wired Cable, Telco & Satellite	1,538,970	80%		
Hispanic Wired Cable & Telco	740,590	38.5%		
Hispanic Median Age	29			
Hispanic Median Income	\$47,481			



Hispanic HH Penetration in Cable System Coverage Areas

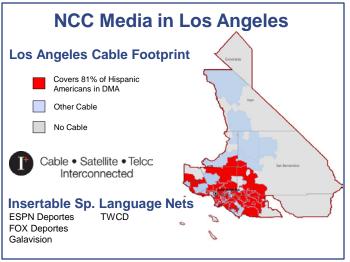
System Name	% Conc. %	of HA HHs/Mkt
Time Warner/Central Los Angeles, CA	46.64%	4.18%
Time Warner/Los Feliz, CA	50.99%	4.15%
Time Warner/East San Fernando Valley, CA	49.9%	4.13%
Time Warner/Hacienda Heights, CA	62.27%	3.75%
Time Warner/Los Angeles U-verse, CA	41.72%	3.59%
Time Warner/Downey-MidCities, CA	64.57%	3.56%
Time Warner/Hollywood, CA	34.64%	3.43%
Time Warner/San Gabriel Vly U-verse, CA	40.45%	3.05%
Time Warner/San Bernardino County, CA	56.02%	2.86%
Time Warner/San Pedro, CA	53.4%	2.68%
Time Warner/Frontier-San Gabriel, CA	65.53%	2.53%
Time Warner/West San Fernando Valley, CA	30.98%	2.38%
Time Warner/South Orange County, CA	45.81%	2.26%
Time Warner/East Ventura, CA	45.77%	2.14%
Time Warner/Central Orange County, CA	35.08%	2.01%
Time Warner/Moreno Valley, CA	42.82%	1.93%
Time Warner/Antelope Valley, CA	38.22%	1.85%
Time Warner/South OC U-verse, CA	30.7%	1.85%
Time Warner/Riverside-Corona U-verse, CA	40.77%	1.77%
Time Warner/Norwalk-Whittier, CA	59.62%	1.76%
Time Warner/Frontier-Ontario-Pomona, CA	42.54%	1.72%
Time Warner/Redlands, CA	42.0%	1.7%
Time Warner/Riverside, CA	42.22%	1.66%
Time Warner/Frontier-Long Beach, CA	29.79%	1.57%
Time Warner/Torrance, CA	31.33%	1.55%
Time Warner/Alhambra, CA	38.79%	1.53%

Local HA Demographic & Consumer Profile Compared to Acculturated

		% of
	% of HA in	Acculturated
	Market	Hispanics
HHI \$50k+	36.1%	49.1%
1 or more Children in HH	58.5%	66.1%
Own Residence	38.8%	45.1%
Any College	11.9%	29.7%
2+ times to Sit Down Restaurant Past Mo.	68.9%	72.8%
4+ times to a Quick Serve Restaurant Past Mo.	67.8%	76.9%
Bought New Vehicle	43.5%	48.8%
Used Credit Card in Past 3 Months	71.4%	78.6%
Taken 1+ plane trips past yr.	28.9%	35.4%

To Read: Among Los Angeles Hispanic Americans A18+ 36.1% have a Household Income of \$50,000+ compared to 49.1% Acculturated Hispanic Americans in the market.





Targeted Programming

Network	Program Name	HA A25-54 RTG
AMC	WALKING DEAD	9.94
MTV	TEEN MOM	3.61
BRAVO	VANDERPUMP RULES	3.55
VH1	MOB WIVES	2.94
E!	KEEPING UP KARDASHIANS	2.36
DISC	FAST N LOUD	1.86
VH1	LOVE AND HIP HOP	1.85
USA	WWE ENTERTAINMENT	1.42
HGTV	FLIP OR FLOP	1.29

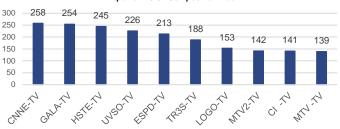
Online Market Snapshot - NCC Gateway

Hispanic Page Views	2 million		
Hispanic Unique Visitors	124,000	Female	52.8%
HA Time Spent (min/visitor)	11.3	Male	47.2%

Spot Cable Networks to Reach Hispanic Americans

To Read: Hispanic Americans A25-54 in wired cable HHs are 158% more likely to watch CNNE than the average Adult in Los Angeles

Hispanic A25-54 Composition Index



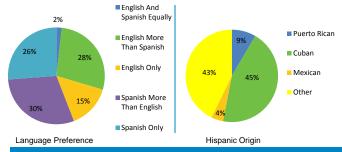
MIAMI-FT. LAUDERDALE



MARKET PROFILE

Hispanic Market Rank 3

Miami-Ft. Lauderdale Market Snapshot				
HH % Penetration				
Hispanic TV HHs	770,180	46.4%		
Hispanic Population 2+	2,236,253	48.5%		
Hispanic Wired Cable, Telco & Satellite	658,480	85.5%		
Hispanic Wired Cable & Telco	480,660	62.4%		
Hispanic Median Age	39.2			
Hispanic Median Income	\$41,890			



Hispanic HH Penetration in Cable System Coverage Areas

System Name	% Conc.	% of HA HHs/Mkt
Comcast/Miami, FL	58.55%	12.99%
Comcast/Doral-Hialeah, FL	90.18%	10.63%
Comcast/North Dade, FL	41.2%	7.28%
Comcast/Homestead-Redlands, FL	62.63%	6.26%
Comcast/South Dade, FL	76.6%	6.03%
Comcast/Miami Beach, FL	49.23%	5.65%
Comcast/South Dade U-verse, FL	80.51%	5.43%
Comcast/Kendall-Perrine, FL	67.13%	5.27%
Comcast/South Broward, FL	34.29%	4.55%
Comcast/Sunrise-Plantation, FL	22.63%	3.27%
Comcast/Mia and Bchs U-verse, FL	58.91%	3.21%
Comcast/Kendall U-Verse, FL	65.14%	3.01%
Comcast/Coral Gables, FL	76.44%	2.67%
Comcast/Davie, FL	26.74%	2.19%
Comcast/Homestead U-Verse, FL	49.29%	1.98%

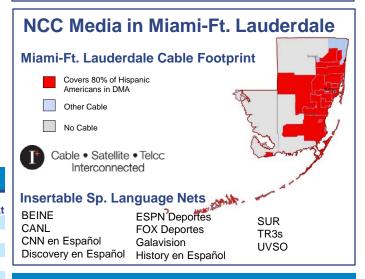
Local HA Demographic & Consumer Profile Compared to Acculturated

		% of
	% of HA in	Acculturated
	Market	Hispanics
HHI \$50k+	43.6%	62.2%
1 or more Children in HH	41.1%	51.9%
Own Residence	50.4%	51.9%
Any College	22.6%	47.1%
2+ times to Sit Down Restaurant Past Mo.	67%	75.3%
4+ times to a Quick Serve Restaurant Past Mo.	57%	74.6%
Bought New Vehicle	45%	50.9%
Used Credit Card in Past 3 Months	78.2%	84.2%
Taken 1+ plane trips past yr.	37.6%	48.5%

To Read: Among Miami Hispanic Americans A18+ 43.6% have a Household Income of \$50.000+ compared to 62.2% Acculturated Hispanic Americans in the market.



Share of TV Viewing among Hispanic HHs in Miami English Ad Supported Cable Orig Spanish Cable Origination English Broadcast Spanish Broadcast Spanish Independents

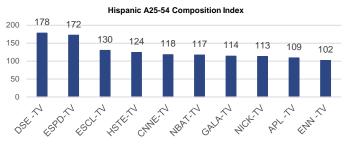


Targeted Programming			
Network	Program Name	HA A25-54 RTG	
AMC	WALKING DEAD	4.59	
HGTV	FIXER UPPER	1.11	
HIST	VIKINGS	1.07	
MTV	TEEN MOM	0.99	
E!	KEEPING UP KARDASHIANS	0.98	
DISC	GOLD RUSH	0.83	
BRAVO	REAL HOUSWIVES ATLANTA	0.83	
VH1	LOVE AND HIP HOP	0.68	
USA	WWE ENTERTAINMENT	0.44	

Online Market Snapshot – Xfinity			
Hispanic Page Views	5 million		
Hispanic Unique Visitors	231,000	Female	48.8%
HA Time Spent (min/visitor)	16.2	Male	51.2%

Spot Cable Networks to Reach Hispanic Americans

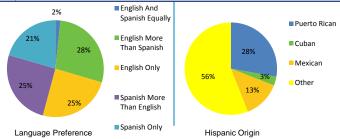
To Read: Hispanic Americans A25-54 in wired cable HHs are 78% more likely to watch DSE than the average Adult in Miami-Ft. Lauderdale





Hispanic Market Rank 2

New York Market Snapshot				
HH % Penetration				
Hispanic TV HHs	1,437,900	19.5%		
Hispanic Population 2+	5,050,062	23.6%		
Hispanic Wired Cable, Telco & Satellite	1,280,550	89.1%		
Hispanic Wired Cable & Telco	1,106,850	77%		
Hispanic Median Age	31.8			
Hispanic Median Income	\$45,231			



Hispanic HH Penetration in Cable System Coverage Areas

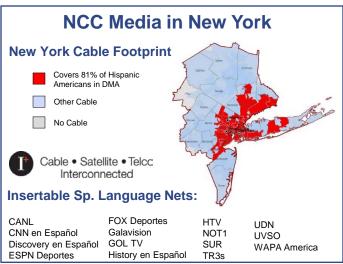
System Name	% Conc.	% of HA HHs/Mkt
Time Warner/Verizon-Queens Zone, NY	23.35%	12.32%
Cablevision/Bronx, NY	51.08%	11.54%
Time Warner/Manhattan Zone, NY	20.28%	10.24%
Viamedia/Verizon-Lower Hudson Valley, NY	37.62%	6.65%
Cablevision/Brooklyn, NY	17.44%	5.51%
Time Warner/Verizon-Brooklyn Zone, NY	16.62%	5.49%
Comcast/Verizon-Hudson, NJ	34.62%	2.99%
Comcast/Verizon-Passaic-Essex County, NJ	25.39%	2.84%
Cablevision/Hudson County, NJ	46.2%	2.0%
Comcast/Verizon-Union-UpMidsx County, NJ	23.61%	1.76%
Comcast/Verizon-Bergen East, NJ	18.74%	1.48%
Cablevision/Hauppauge, NY	13.51%	1.45%
Cablevision/Passaic West, NJ	18.1%	1.41%
Comcast/Union South, NJ	20.56%	1.41%
Cablevision/South Nassau, NY	12.95%	1.35%
Time Warner/Bergen, NJ-Mt. Vernon, NY	24.69%	1.3%
Cablevision/Bridgeport, CT	17.27%	1.24%
Cablevision/Newark, NJ	30.68%	1.23%
Viamedia/Verizon-South Nassau, NY	12.46%	1.15%
Comcast/New York City, NY	19.87%	1.14%
Cablevision/Norwalk, CT	13.07%	1.11%
Comcast/Jersey City, NJ	24.06%	1.06%
Cablevision/Yonkers, NY	30.79%	1.05%
Time Warner/Verizon-Staten Island, NY	14.13%	1.03%
Cablevision/Paterson, NJ	54.04%	1.01%
Cablevision/Raritan Valley So, NJ	12.14%	0.94%

Local HA Demographic & Consumer Profile Compared to Acculturated

	% of HA in Market	% of Acculturated Hispanics
HHI \$50k+	39.5%	53.7%
1 or more Children in HH	52.2%	59.6%
Own Residence	28.1%	35.1%
Any College	16.7%	37.4%
2+ times to Sit Down Restaurant Past Mo.	59.4%	65.2%
4+ times to a Quick Serve Restaurant Past Mo.	46.2%	57.1%
Bought New Vehicle	21.8%	25.4%
Used Credit Card in Past 3 Months	72.8%	80.2%
Taken 1+ plane trips past yr.	38.2%	46.4%

To Read: Among New York Hispanic Americans A18+ 39.5% have a Household Income of \$50,000+ compared to 53.7% Acculturated Hispanic Americans in the market.





Targeted Programming

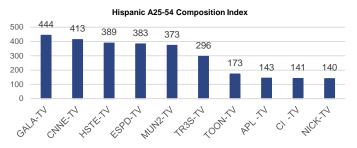
Network	Program Name	HA A25-54 RTG
AMC	WALKING DEAD	10.69
VH1	LOVE AND HIP HOP	3.40
USA	WWE ENTERTAINMENT	2.63
BRAVO	REAL HOUSEWIVES ATLANTA	1.32
E!	KEEPING UP KARDASHIANS	1.31
MTV	TEEN MOM	1.20
LIFE	LITTLE WOMEN LA	0.94
HGTV	FLIP OR FLOP	0.91
HISTORY	VIKINGS	0.68

Online Market Snapshot – NCC Gateway

Hispanic Page Views	4 million		
Hispanic Unique Visitors	166,000	Female	48.3%
HA Time Spent (min/visitor)	14.6	Male	51.7%

Spot Cable Networks to Reach Hispanic Americans

To Read: Hispanic Americans A25-54 in wired cable HHs are 344% more likely to watch GALA than the average Adult in New York



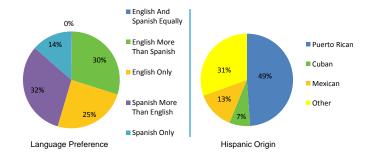
ORLANDO-DAYTONA BCH-MELBRN



MARKET PROFILE

Hispanic Market Rank 14

Orlando Market Snapshot			
	HH	% Penetration	
Hispanic TV HHs	257,140	17.3%	
Hispanic Population 2+	837,400	21.2%	
Hispanic Wired Cable, Telco & Satellite	217,760	84.7%	
Hispanic Wired Cable & Telco	161,250	62.7%	
Hispanic Median Age	31.7		
Hispanic Median Income	\$37,881		



Hispanic HH Penetration in Cable System Coverage Areas

System Name	% Conc.	% of HA HHs/Mkt
Bright House Networks/Orl East-Com Z, FL	30.18%	29.0%
Bright House Networks/Orlando South, FL	44.96%	16.55%
Bright House Networks/Orlando North, FL	16.37%	8.87%
Bright House Networks/Orlando West, FL	17.03%	8.46%
Bright House Networks/Lake (Z 4), FL	8.88%	7.24%
Bright House Networks/Volusia (Z 3), FL	8.55%	6.85%
Bright House Networks/Brevard (Z 2), FL	7.17%	5.48%

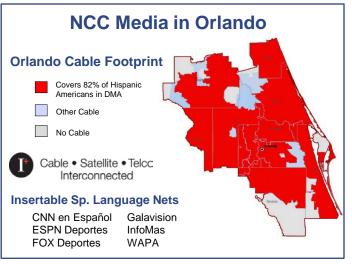
Local HA Demographic & Consumer Profile Compared to Acculturated

		% of
	% of HA in Market	Acculturated Hispanics
HHI \$50k+	34.9%	43.9%
1 or more Children in HH	41%	54.5%
Own Residence	49.7%	42.4%
Any College	18.5%	37.9%
2+ times to Sit Down Restaurant Past Mo.	56.3%	63.6%
4+ times to a Quick Serve Restaurant Past Mo.	63.3%	65.2%
Bought New Vehicle	36.8%	42.4%
Used Credit Card in Past 3 Months	79%	75.8%
Taken 1+ plane trips past yr.	46.6%	54.5%

To Read: Among Orlando Hispanic Americans A18+ 34.9% have a Household Income of \$50,000+ compared to 43.9% Acculturated Hispanic Americans in the market.



Share of TV Viewing among Hispanic HHs in Orlando English Ad Supported Cable Orig Spanish Cable Origination English Broadcast Spanish Broadcast Spanish Independents



Targeted Programming

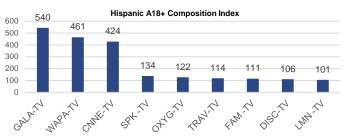
Network	Program Name	HA A25-54 RTG
AMC	WALKING DEAD	12.52
BRAVO	REAL HOUSEWIVES ATLANTA	6.22
VH1	LOVE AND HIP HOP	5.54
USA	WWE ENTERTAINMENT	3.91
E!	KEEPING UP KARDASHIANS	2.02
MTV	TEEN MOM	1.70
HGTV	FLIP OR FLOP	1.22
LIFE	LITTLE WOMEN LA	1.13
DISC	FAST N LOUD	0.76

Online Market Snapshot – NCC Gateway

Hispanic Page Views	1 million		
Hispanic Unique Visitors	44,000	Female	36.8%
HA Time Spent (min/visitor)	46.4	Male	63.2%

Spot Cable Networks to Reach Hispanic Americans

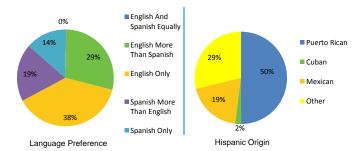
To Read: Hispanic Americans A18+ in wired cable HHs are 440% more likely to watch GALA than the average Adult in Orlando





Hispanic Market Rank 16

Philadelphia Market Snapshot			
	HH	% Penetration	
Hispanic TV HHs	248,030	8.5%	
Hispanic Population 2+	910,288	11.2%	
Hispanic Wired Cable, Telco & Satellite	232,680	93.8%	
Hispanic Wired Cable & Telco	168,900	68.1%	
Hispanic Median Age	27.2		
Hispanic Median Income	\$38,806		



Hispanic HH Penetration in Cable System Coverage Areas

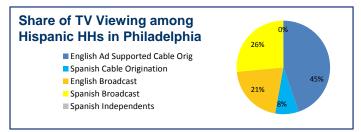
System Name	% Conc.	% of HA HHs/Mkt
Comcast/NE Philadelphia, PA	15.4%	8.14%
Comcast/Berks County, PA	20.55%	7.86%
Comcast/Verizon-Philly, PA	10.87%	7.75%
Comcast/Camden County West, NJ	15.22%	7.59%
Comcast/Lehigh Valley, PA	13.71%	7.24%
Viamedia/Svc Electric-Lehigh Valley, PA	11.57%	6.1%
Comcast/SW Jersey, NJ	16.2%	5.74%
Comcast/Mercer County, NJ	12.66%	5.36%
Comcast/Wilmington, DE	7.04%	5.32%
Comcast/Atlantic County, NJ	13.21%	4.82%
Comcast/Center City, PA	10.02%	4.63%
Comcast/Burlington County, NJ	5.44%	3.44%
Comcast/University City-Manayunk, PA	6.23%	3.03%
Comcast/Chester County, PA	4.84%	2.63%
Comcast/Chestnut Hill-Mt. Airy, PA	9.37%	2.45%

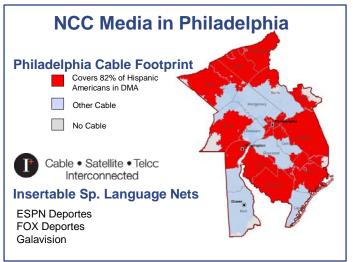
Local HA Demographic & Consumer Profile Compared to Acculturated

		% of
	% of HA in Market	Acculturated Hispanics
HHI \$50k+	45%	55.6%
1 or more Children in HH	49.8%	63.6%
Own Residence	51.3%	58.6%
Any College	19.5%	29.3%
2+ times to Sit Down Restaurant Past Mo.	64.7%	69.7%
4+ times to a Quick Serve Restaurant Past Mo.	64.5%	71.7%
Bought New Vehicle	41.3%	51.5%
Used Credit Card in Past 3 Months	67.8%	81.8%
Taken 1+ plane trips past yr.	35.4%	36.4%

To Read: Among Philadelphia Hispanic Americans A18+ 45% have a Household Income of \$50,000+ compared to 55.6% Acculturated Hispanic Americans in the market.







Targeted	Programmi	ng
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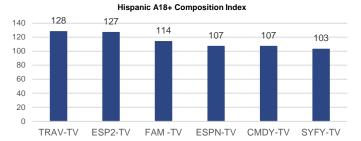
Network	Program Name	HA A25-54 RTG
AMC	WALKING DEAD	12.21
USA	WWE ENTERTAINMENT	4.02
VH1	LOVE AND HIP HOP	3.75
UNIV	LIGA MX L	3.58
MTV	TEEN MOM	3.39
E!	KEEPING UP KARDASHIANS	1.91
DISC	FAST N LOUD	1.82
HGTV	FLIP OR FLOP	1.14
BRAVO	REAL HOUSEWIVES ATLANTA	0.84

Online Market Snapshot – Xfinity

Hispanic Page Views	13 million		
Hispanic Unique Visitors	139,000	Female	46.7%
HA Time Spent (min/visitor)	163.1	Male	53.3%

Spot Cable Networks to Reach Hispanic Americans

To Read: Hispanic Americans A18+ in wired cable HHs are 28% more likely to watch TRAV than the average Adult in Philadelphia



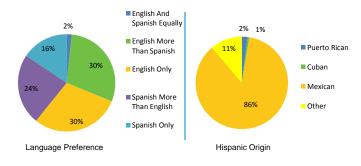
PHOENIX (PRESCOTT)



MARKET PROFILE

Hispanic Market Rank 9

Phoenix Market Snapshot			
	HH	% Penetration	
Hispanic TV HHs	376,070	20.3%	
Hispanic Population 2+	1,500,730	28.3%	
Hispanic Wired Cable, Telco & Satellite	255,890	68%	
Hispanic Wired Cable & Telco	108,160	28.8%	
Hispanic Median Age	26.1		
Hispanic Median Income	\$38,731		



Hispanic HH Penetration in Cable System Coverage Areas

System Name	% Conc.	% of HA HHs/Mkt
Cox Media/Phoenix, AZ	43.28%	35.97%
Cox Media/East Valley, AZ	17.05%	12.6%
Cox Media/West Valley, AZ	18.21%	11.27%
Cox Media/North Phoenix, AZ	14.5%	9.21%
Viamedia/Phoenix, AZ	20.46%	7.04%
Cox Media/Southeast Valley, AZ	15.43%	6.99%

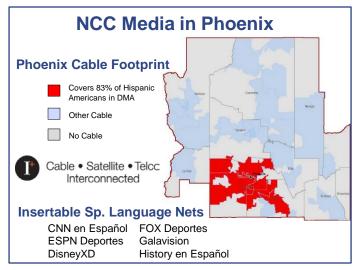
Local HA Demographic & Consumer Profile Compared to Acculturated

		% of
	% of HA in	Acculturated
	Market	Hispanics
HHI \$50k+	34.9%	52.7%
1 or more Children in HH	61.4%	65.9%
Own Residence	42.9%	44.2%
Any College	13.3%	31.8%
2+ times to Sit Down Restaurant Past Mo.	63.2%	69.8%
4+ times to a Quick Serve Restaurant Past Mo.	63.7%	68.2%
Bought New Vehicle	36.9%	41.1%
Used Credit Card in Past 3 Months	68.2%	73.6%
Taken 1+ plane trips past yr.	24.2%	34.9%

To Read: Among Phoenix Hispanic Americans A18+ 34.9% have a Household Income of \$50,000+ compared to 52.7% Acculturated Hispanic Americans in the market.



Share of TV Viewing among Hispanic HHs in Phoenix English Ad Supported Cable Orig Spanish Cable Origination English Broadcast Spanish Broadcast Spanish Independents



Targeted Programming	
Program Name	HA A25-54 RTG
WALKING DEAD	12.21
WWE ENTERTAINMENT	4.02
LOVE AND HIP HOP	3.75
TEEN MOM	3.39
KEEPING UP KARDASHIANS	1.91
FAST N LOUD	1.82
FLIP OR FLOP	1.14

0.84

0.32

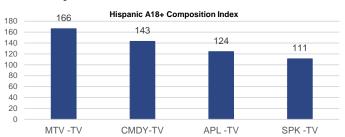
Online Mark	et Snapshot	-Cox.com	
Hispanic Page Views	386,000		
Hispanic Unique Visitors	67,000	Female	53.7%
HA Time Spent (min/visitor)	3.4	Male	44.3%

REAL HOUSEWIVES ATLANTA

LITTLE WOMEN LA

Spot Cable Networks to Reach Hispanic Americans

To Read: Hispanic Americans A18+ in wired cable HHs are 66% more likely to watch MTV than the average Adult in Phoenix



Network AMC USA

VH1

MTV E! DISC HGTV

BRAVO

LIFE

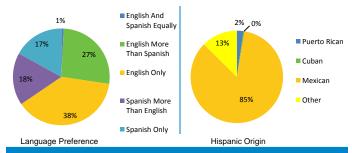
SACRAMENTO-STKTON-MODESTO



MARKET PROFILE

Hispanic Market Rank 11

Sacramento Market Snapshot		
	HH	% Penetration
Hispanic TV HHs	282,240	20.9%
Hispanic Population 2+	1,160,381	27.7%
Hispanic Wired Cable, Telco & Satellite	236,120	83.7%
Hispanic Wired Cable & Telco	77,930	27.6%
Hispanic Median Age	26.6	
Hispanic Median Income	\$44,079	



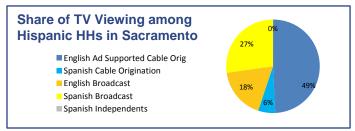
Hispanic HH Penetration in Cable System Coverage Areas %of HA System Name % Conc. HHs/Mkt

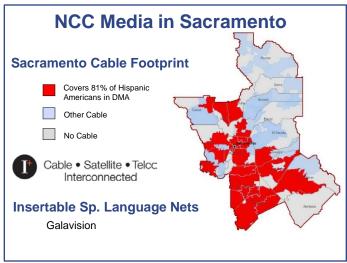
System Name	% Conc.	HHs/Mkt
Comcast/Stockton, CA (Zone 15)	35.93%	10.75%
Comcast/Modesto, CA	32.41%	9.57%
Comcast/Elk Grove, CA	21.58%	9.27%
Comcast/Stanis Cnty-Turloc, CA (Zone 24)	35.5%	6.5%
Comcast/Downtown Sacramento, CA (Zone 2)	18.18%	6.44%
Comcast/Citrus Heights, CA (Zone 3)	12.44%	3.75%
Comcast/Yuba City, CA (Zone 18)	23.27%	3.66%
Comcast/Stockton Lodi U-verse, CA	33.32%	3.59%
Comcast/West Sacramento (Zone 13)	32.75%	3.45%
Viamedia/Sacramento, CA	14.87%	3.06%
Comcast/Turlock U-verse, CA	36.27%	3.01%
Comcast/Fairfield, CA	21.2%	2.82%
Comcast/Manteca, CA (Zone 17)	31.78%	2.8%
Comcast/Tracy, CA (Zone 21)	29.2%	2.55%
Comcast/Modesto U-verse, CA	26.41%	2.41%
Comcast/Lodi, CA (Zone 16)	24.94%	1.95%
Comcast/Folsom, CA (Zone 4)	11.22%	1.94%
Comcast/West Sac U-verse, CA	32.83%	1.94%
Comcast/Downtown Sac U-verse, CA	18.94%	1.83%

Local HA Demographic & Consumer Profile Compared to Acculturated

	% of HA in Market	% of Acculturated Hispanics
HHI \$50k+	42.9%	55.6%
1 or more Children in HH	55.8%	60.3%
Own Residence	46.1%	51.7%
Any College	13.9%	27.8%
2+ times to Sit Down Restaurant Past Mo.	70.1%	72.2%
4+ times to a Quick Serve Restaurant Past Mo.	66.6%	72.8%
Bought New Vehicle	42.1%	44.4%
Used Credit Card in Past 3 Months	73%	72.8%
Taken 1+ plane trips past yr.	25.1%	33.8%

To Read: Among Sacramento Hispanic Americans A18+ 42.9% have a Household Income of \$50,000+ compared to 55.6%% Acculturated Hispanic Americans in the market.





Targeted Programming

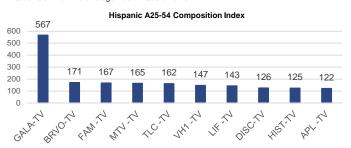
Network	Program Name	HA A25-54 RTG
AMC	WALKING DEAD	12.06
E!	KEEPING UP KARDASHIANS	4.65
MTV	TEEN MOM	3.95
DISC	FAST N LOUD	3.68
VH1	MOB WIVES	2.91
BRAVO	REAL HOUSEWIVES BEV HILLS	2.69
LIFE	LITTLE WOMEN LA	1.58
HIST	VIKINGS	0.98
HGTV	FLIP OR FLOP	0.63

Online Market Snapshot – Xfinity

Hispanic Page Views	2 million		
Hispanic Unique Visitors	44,000	Female	56.6%
HA Time Spent (min/visitor)	57.3	Male	43.4%

Spot Cable Networks to Reach Hispanic Americans

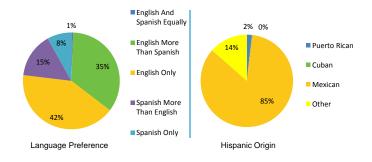
To Read: Hispanic Americans A25-54 in wired cable HHs are 467% more likely to watch Galavision than the average Adult in Sacramento





Hispanic Market Rank 7

San Antonio Market Snapshot			
HH % Penetration			
Hispanic TV HHs	443,440	48.9%	
Hispanic Population 2+	1,487,980	55.8%	
Hispanic Wired Cable, Telco & Satellite	365,490	82.4%	
Hispanic Wired Cable & Telco	215,190	48.5%	
Hispanic Median Age	30.3		
Hispanic Median Income	\$43,219		



Hispanic HH Penetration in Cable System Coverage Areas

		% of HA
System Name	% Conc.	HHs/Mkt
Time Warner/San Antonio Central, TX	65.63%	31.47%
Time Warner/North West, TX	49.09%	9.85%
Time Warner/SA South West U-verse, TX	75.33%	8.74%
Suddenlink/Del Rio-Eagle Pass-Uvalde, TX	80.28%	8.19%
Time Warner/SA North West U-verse, TX	49.09%	7.05%
Time Warner/North Central, TX	34.78%	6.32%
Time Warner/North East, TX	29.82%	6.19%
Time Warner/SA North Central U-verse, TX	35.65%	3.7%

Local HA Demographic & Consumer Profile Compared to Acculturated

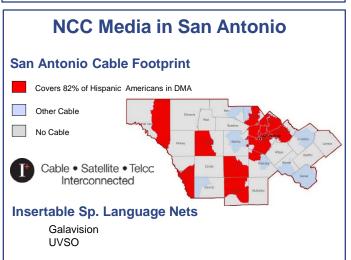
		% of
	% of HA in	Acculturated
	Market	Hispanics
HHI \$50k+	41.6%	44.8%
1 or more Children in HH	43.8%	62.3%
Own Residence	58.8%	49.6%
Any College	13.7%	26.6%
2+ times to Sit Down Restaurant Past Mo.	73.5%	75.8%
4+ times to a Quick Serve Restaurant Past Mo.	74%	82.1%
Bought New Vehicle	39.7%	35.7%
Used Credit Card in Past 3 Months	71%	77%
Taken 1+ plane trips past yr.	26.6%	29.8%

To Read: Among San Antonio Hispanic Americans A18+ 41.6% have a Household Income of \$50,000+ compared to 44.8% Acculturated Hispanic Americans in the market.



Share of TV Viewing among Hispanic HHs English Ad Supported Cable Orig Spanish Cable Origination English Broadcast

Spanish BroadcastSpanish Independents

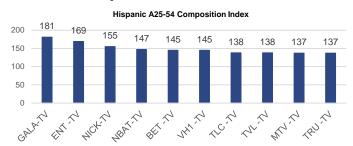


	Targeted Programming	
Network	Program Name	HA A25-54 RTG
AMC	WALKING DEAD	9.99
MTV	TEEN MOM	2.84
USA	WWE ENTERTAINMENT	2.08
VH1	LOVE AND HIP HOP	2.06
E!	KEEPING UP KARDASHIANS	1.90
BRAVO	VANDERPUMP RULES	1.58
DISC	GOLD RUSH	1.36
HGTV	FIXER UPPER	1.16
LIFE	LITTLE WOMEN LA	1.13

Online Market Snapshot – TWC Central	
118,000	
45.8%	
54.2%	
	118,000 45.8%

Spot Cable Networks to Reach Hispanic Americans

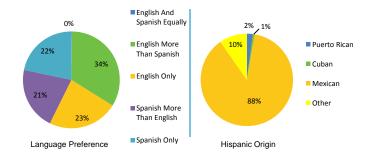
To Read: Hispanic Americans A25-54 in wired cable HHs are 81% more likely to watch Galavision than the average Adult in San Antonio





Hispanic Market Rank 12

San Diego Market Snapshot				
HH % Penetratio				
Hispanic TV HHs	263,390	25.0%		
Hispanic Population 2+	1,086,596	33.4%		
Hispanic Wired Cable, Telco & Satellite	215,760	81.9%		
Hispanic Wired Cable & Telco	148,340	56.3%		
Hispanic Median Age	28.4			
Hispanic Median Income	\$46,030			



Hispanic HH Penetration in Cable System Coverage Areas

System Name	% Conc.	% of HA HHs/Mkt
Cox Media/Central-South Zone, CA	36.28%	35.3%
Cox Media/San Diego U-verse Zone, CA	24.36%	26.56%
Cox Media/North Zone, CA	24.29%	15.91%
Cox Media/East Zone, CA	19.72%	9.2%

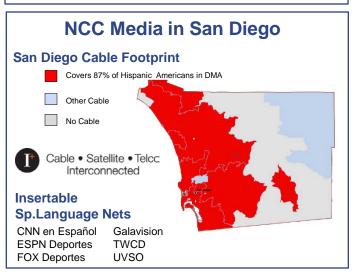
Local HA Demographic & Consumer Profile Compared to Acculturated

		% of
	% of HA in	Acculturated
	Market	Hispanics
HHI \$50k+	42.4%	51.5%
1 or more Children in HH	57.7%	67%
Own Residence	43%	43.2%
Any College	13.5%	27.3%
2+ times to Sit Down Restaurant Past Mo.	69.8%	73.6%
4+ times to a Quick Serve Restaurant Past Mo.	67.5%	70.9%
Bought New Vehicle	51%	48.9%
Used Credit Card in Past 3 Months	75.4%	77.1%
Taken 1+ plane trips past yr.	36.3%	37.9%

To Read: Among San Diego Hispanic Americans A18+ 42.4% have a Household Income of \$50,000+ compared to 51.5% Acculturated Hispanic Americans in the market.



Share of TV Viewing among Hispanic HHs English Ad Supported Cable Orig Spanish Cable Origination English Broadcast Spanish Broadcast Spanish Independents



Targeted Programming

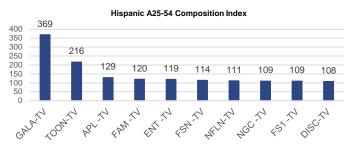
Network	Program Name	HA A25-54 RTG
AMC	WALKING DEAD	9.99
MTV	TEEN MOM	2.84
USA	WWE ENTERTAINMENT	2.08
VH1	LOVE AND HIP HOP	2.06
E!	KEEPING UP KARDASHIANS	1.90
BRAVO	VANDERPUMP RULES	1.58
DISC	GOLD RUSH	1.36
HGTV	FIXER UPPER	1.16
LIFE	LITTLE WOMEN LA	1.13

Online Market Snapshot - Cox.com

Hispanic Page Views	1 million		
Hispanic Unique Visitors	54,000	Female	38.2%
HA Time Spent (min/visitor)	8.9	Male	61.8%

Spot Cable Networks to Reach Hispanic Americans

To Read: Hispanic Americans A25-54 in wired cable HHs are 269% more likely to watch GALA than the average Adult in San Diego



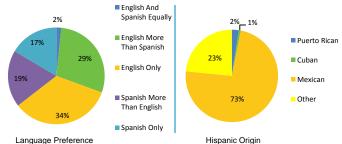
SAN FRANCISCO-OAK-SAN JOSE



MARKET PROFILE

Hispanic Market Rank 8

San Francisco Market Snapshot				
HH % Penetratio				
Hispanic TV HHs	426,450	17.2%		
Hispanic Population 2+	1,775,830	23.9%		
Hispanic Wired Cable, Telco & Satellite	374,870	87.9%		
Hispanic Wired Cable & Telco	221,690	52.0%		
Hispanic Median Age	29.2			
Hispanic Median Income	\$58,261			



Hispanic HH Penetration in Cable System Coverage Areas System Name % Conc. % of HA HHs/Mkt 25.2% Comcast/San Jose Zone, CA 15.4% Comcast/San Francisco Zone, CA 9 14% 11.63% Comcast/Hayward Zone, CA 23.27% 6.49% Comcast/Berkeley Zone, CA 18.48% 5 26% Comcast/Oakland Zone, CA 16.36% 5.12% Comcast/Mid-Peninsula Zone. CA 16.3% 4.92% Comcast/Delta Valley Zone, CA 27.2% 4.65% Comcast/San Jose U-verse, CA 27.84% 4.46% Comcast/North Peninsula Zone, CA 20.88% 3.36% Comcast/Silicon Valley East, CA 13.85% 3.28% Comcast/Gilroy Zone, CA 38.76% 3.04% Comcast/Contra Costa Valley Zone, CA 10.38% 3.02% Comcast/Fremont Zone, CA 15.13% 2.94% Comcast/Santa Rosa Zone, CA 2.85% 19.49% Comcast/Napa Zone, CA 21.09% 2.63% Comcast/Redwood Empire Zone, CA 13.82% 2.62%

Local HA Demographic & Consumer Profile Compared to Acculturated

9.99%

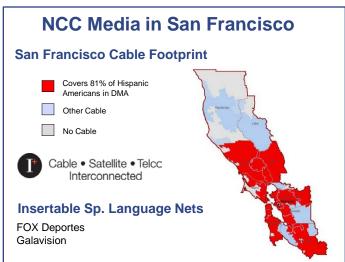
Comcast/Marin Zone, CA

		% of
	% of HA in Market	Acculturated Hispanics
HHI \$50k+	46.8%	64.6%
1 or more Children in HH	59%	59.9%
Own Residence	37%	43.1%
Any College	19.2%	36%
2+ times to Sit Down Restaurant Past Mo.	63%	67.3%
4+ times to a Quick Serve Restaurant Past Mo.	52.2%	59.9%
Bought New Vehicle	48.9%	46.5%
Used Credit Card in Past 3 Months	78%	84.5%
Taken 1+ plane trips past yr.	34.2%	46.5%

To Read: Among San Francisco Hispanic Americans A18+ 46.8% have a Household Income of \$50,000+ compared to 64.6% Acculturated Hispanic Americans in the market.







rangotoa i rognamming			
Network	Program Name	HA A25-54 RTG	
AMC	WALKING DEAD	7.25	
DISC	FAST N LOUD	2.39	
HGTV	FLIP OR FLOP	2.10	
BRAVO	REAL HOUSEWIVES BEV HILLS	1.45	
VH1	MOB WIVES	1.10	
USA	WWE ENTERTAINMENT	1.10	
E!	KEEPING UP KARDASHIANS	1.02	
HIST	VIKINGS	0.55	

Targeted Programming

Online Market Snapshot – Xfinity			
Hispanic Page Views	7 million		
Hispanic Unique Visitors	86,000	Female	52.4%
HA Time Spent (min/visitor)	115.2	Male	47.6%

TEEN MOM

Spot Cable Networks to Reach Hispanic Americans

To Read: Hispanic Americans A25-54 in wired cable HHs are 394% more likely to watch Galavision than the average Adult in San Francisco

2.14%

MTV

0.47

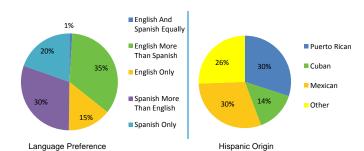
TAMPA-ST. PETE (SARASOTA)



MARKET PROFILE

Hispanic Market Rank 20

Tampa-St. Pete Market Snapshot					
HH % Penetration					
Hispanic TV HHs	234,260	12.6%			
Hispanic Population 2+	773,429	16.9%			
Hispanic Wired Cable, Telco & Satellite	201,860	86.2%			
Hispanic Wired Cable & Telco	146,140	62.4%			
Hispanic Median Age	29.9				
Hispanic Median Income	\$38,598				



Hispanic HH Penetration in Cable System Coverage Areas

	%	% of HA
System Name	Conc.	HHs/Mkt
Viamedia/Verizon-Hillsborough North, FL	24.96%	13.86%
Bright House Networks/North Tampa, FL	24.91%	10.37%
Bright House Networks/Polk County, FL	12.88%	9.83%
Viamedia/Verizon-Hillsborough South, FL	16.77%	8.37%
Bright House Net/Hillsborough East, FL	17.5%	7.02%
Bright House Networks/South Tampa, FL	23.5%	6.41%
Bright House Networks/Pasco County, FL	10.09%	5.15%
Bright House Network/Citrus-Hernando, FL	7.03%	3.98%
Bright House Networks/Manatee, FL	9.6%	3.79%
Bright House Networks/North Pinellas, FL	7.42%	3.69%
Comcast/Sebring, FL	16.02%	3.45%
Bright House Network/Middle Pinellas, FL	6.73%	3.37%
Viamedia/Verizon-Pas-Citrus-Hernando, FL	9.27%	3.12%

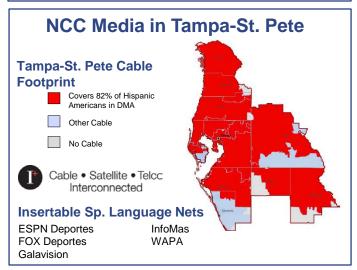
Local HA Demographic & Consumer Profile Compared to Acculturated

		% of
	% of HA in	Acculturated
	Market	Hispanics
HHI \$50k+	31.1%	38.2%
1 or more Children in HH	54.4%	64%
Own Residence	49.3%	59.6%
Any College	18.8%	34.8%
2+ times to Sit Down Restaurant Past Mo.	69.5%	62.9%
4+ times to a Quick Serve Restaurant Past Mo.	59.1%	56.2%
Bought New Vehicle	33%	42.7%
Used Credit Card in Past 3 Months	74%	74.2%
Taken 1+ plane trips past yr.	40.1%	27%

To Read: Among Tampa Hispanic Americans A18+ 31.1% have a Household Income of \$50,000+ compared to 38.2% Acculturated Hispanic Americans in the market.



Share of TV Viewing among Hispanic HHs in Tampa-St. Pete English Ad Supported Cable Orig Spanish Cable Origination English Broadcast Spanish Broadcast Spanish Independents



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				~

Network	Program Name	HA A25-54 RTG
AMC	WALKING DEAD	9.72
USA	WWE ENTERTAINMENT	3.79
HIST	VIKINGS	2.00
VH1	MOB WIVES	1.71
E!	TOTAL DIVAS	1.58
MTV	TEEN MOM	1.57
BRAVO	VANDERPUMP RULES	1.35
DISC	FAST N LOUD	0.75
HGTV	FLIP OR FLOP	0.60

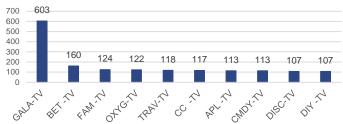
Online Market Snapshot - BAYNEWS9.COM

Hispanic Cume	82,000
Female	53.0%
Male	47.0%

Spot Cable Networks to Reach Hispanic Americans

To Read: Hispanic Americans A18+ in wired cable HHs are 503% more likely to watch Galavision than the average Adult in Tampa-St. Pete $\frac{1}{2} \frac{1}{2} \frac{1}{2$

Hispanic A18+ Composition Index



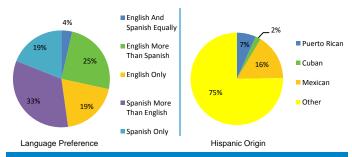
WASHINGTON DC



MARKET PROFILE

Hispanic Market Rank 18

Washington DC Market Snapshot		
	HH	% Penetration
Hispanic TV HHs	241,770	9.9%
Hispanic Population 2+	959,084	14.0%
Hispanic Wired Cable, Telco & Satellite	227,210	94.0%
Hispanic Wired Cable & Telco	184,890	76.5%
Hispanic Median Age	29.3	
Hispanic Median Income	\$68,769	



Hispanic HH Penetration in Cable System Coverage Areas

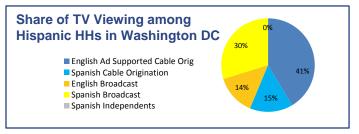
System Name	% Conc.	% of HA HHs/Mkt
Comcast/Prince George's, MD-North	16.07%	10.72%
Comcast/The District Of Columbia, DC	8.14%	8.85%
Comcast/Montgomery, MD-East	15.94%	8.7%
Comcast/Fairfax County, VA	11.63%	8.19%
Comcast/Verizon-Fairfax South, DC	14.77%	6.89%
Comcast/Montgomery North, MD	15.71%	6.73%
Comcast/Prince William, VA-East	17.89%	5.78%
Comcast/Prince William West, VA	12.49%	5.38%
Comcast/Loudoun, VA	9.82%	4.81%
Comcast/Arlington, VA	10.74%	4.77%
Comcast/Montgomery Central, MD	8.64%	4.68%
Comcast/Verizon-Fairfax North, DC	9.22%	3.24%
Comcast/Alexandria, VA	11.24%	2.91%

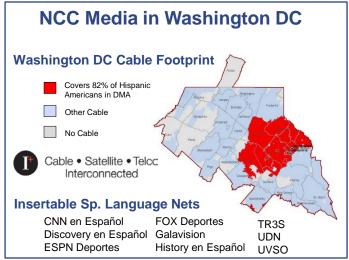
Local HA Demographic & Consumer Profile Compared to Acculturated

		% of
	% of HA in	Acculturated
	Market	Hispanics
HHI \$50k+	49.2%	67.7%
1 or more Children in HH	57.1%	64.6%
Own Residence	37.6%	48.5%
Any College	20.6%	40.8%
2+ times to Sit Down Restaurant Past Mo.	68.1%	77.7%
4+ times to a Quick Serve Restaurant Past Mo.	59.9%	73.1%
Bought New Vehicle	41.7%	55.4%
Used Credit Card in Past 3 Months	81.4%	85.4%
Taken 1+ plane trips past yr.	40.1%	52.3%

To Read: Among Washington DC Hispanic Americans A18+ 49.2% have a Household Income of \$50,000+ compared to 67.7% Acculturated Hispanic Americans in the market.







Targeted Prog	gramming

Network	Program Name	HA A25-54 RTG
AMC	WALKING DEAD	8.09
HIST	VIKINGS	3.63
BRAVO	REAL HOUSEWIVES ATLANTA	2.93
MTV	TEEN MOM	2.72
LIFE	LITTLE WOMEN LA	1.11
USA	WWE ENTERTAINMENT	0.66
E!	KEEPING UP KARDASHIANS	0.57
DISC	GOLD RUSH	0.45
VH1	MOB WIVES	0.18

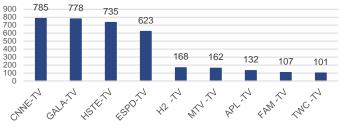
Online Market Snapshot – NCC Gateway

Hispanic Page Views	1 million		
Hispanic Unique Visitors	89,000	Female	33.5%
HA Time Spent (min/visitor)	10.3	Male	66.5%

Spot Cable Networks to Reach Hispanic Americans

To Read: Hispanic Americans A18+ in wired cable HHs are 685% more likely to watch CNNE than the average Adult in Washington DC

Hispanic A18+ Composition Index



NCC Media

The Chrysler Building 405 Lexington Ave. 6th Floor New York, NY 10174 Phone: 212.548.3300

Atlanta 404.267.0254

Boston 617.267.0077

Chicago 312.527.5755

Cleveland 216.901.9295

Dallas 214.932.2910

Denver 303.273.0012

Detroit 248.728.0800

Kansas City 913.663.5013

Los Angeles 310.254.2220

Miami 305.443.9050

Minneapolis 612.334.3310

San Francisco 415.844.1440

Seattle 206.903.6440

St. Louis 314.290.7000

Washington, DC 301.951.2620



NCC media TARGETING
HISPANIC
CONSUMERS ON
EVERY SCREEN

ARE HISPANICS INTEGRAL TO YOUR MEDIA AND MARKETING STRATEGY?

If not they should be...

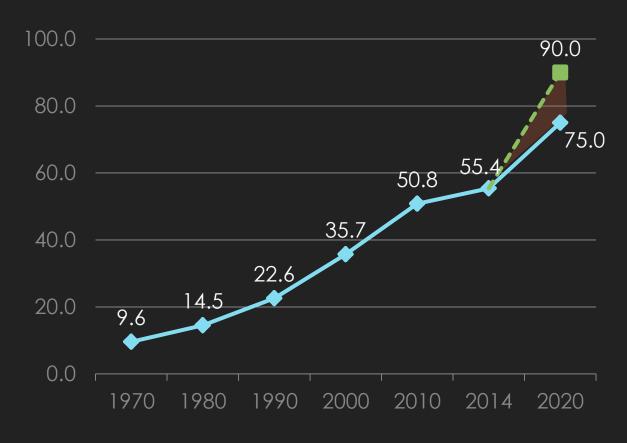
Marketers under pressure to find expansion opportunities

55 Million	U.S. Hispanic market today
75–90 Million	U.S. Hispanic market 2020
	Growing bi-cultural, bi-lingual consumer audience
28.1	Median age of U.S. Hispanic Population. Significant Millennial population 10 years younger than average U.S. 37.6 years

There's ample opportunity to build business for your brand:

\$1.5 Trillion 2015 consumer buying power

U.S. Hispanic Population Growth (in millions)





HOW SIGNIFICANT IS HISPANIC ECONOMIC BUYING POWER?

If Hispanic consumers 18–49 stopped buying cars the auto industry would lose \$2.2B in revenue in a week.

AUTO

Weekly:	-\$2.2B
Monthly:	-\$9B
Yearly:	-\$115B







WHAT IS THE ECONOMIC IMPACT OF HISPANIC CONSUMERS FOR OTHER INDUSTRY SECTORS?



Weekly:	-\$1.1B
Monthly:	-\$4.9B
Yearly:	-\$58.0B



Weekly:	-\$341M
Monthly:	-\$1.5B
Yearly:	-\$17.8B

TRAVEL	
Weekly:	-\$130M
Monthly:	–\$563M
Yearly:	-\$6.8B







HISPANICS SPEND MORE TIME WITH SMARTPHONE AND PC VIDEO

Hispanics are 54% more likely to watch video on a Smartphone and 43% more likely to watch video on a PC than the general population.

(Monthly Hours : Minutes)

	Smartphone Video	PC Video
Hispanic	3:24	19:49
Total Composite	2:12	13:52
Hispanic Index	154	143





HISPANICS DROVE CABLE GROWTH BY +12% IN RECENT YEARS

That's 3 times the growth rate for cable subscribers in general.



2008-2015 CABLE & SATELLITE HH UNIVERSE COMPARISON (000)

Year	Hispanic
2008	11,023
2015	12,320
% Growth	+12%
# HHs	1,297

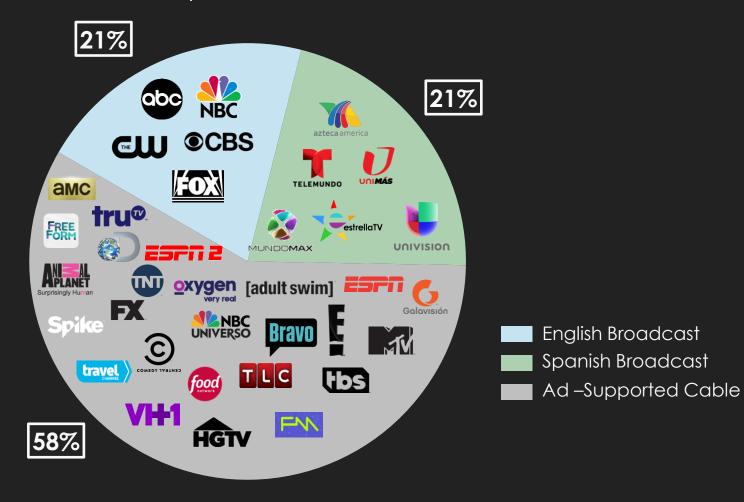


WHAT DO HISPANIC VIEWERS WATCH?

Hispanic viewers prefer ad supported cable over English and Spanish language broadcast programming.

- Hispanics 18–49 in general spend 58% of their television viewing time with adsupported English or Spanish language cable
- As of 2nd Q 2016, Galavision is now insertable on DirecTV

% of Viewing P18-49 Hispanic TV Viewers





DO HISPANIC BROADCAST NETWORKS DELIVER ALL HISPANICS?

According to Nielsen NPower, in November 2015, 60% of Hispanics tuned to one of the Spanish language broadcasters for at least 6 minutes.

What does that mean???

40% of all Hispanics NEVER tuned to any Spanish language broadcaster in an entire month

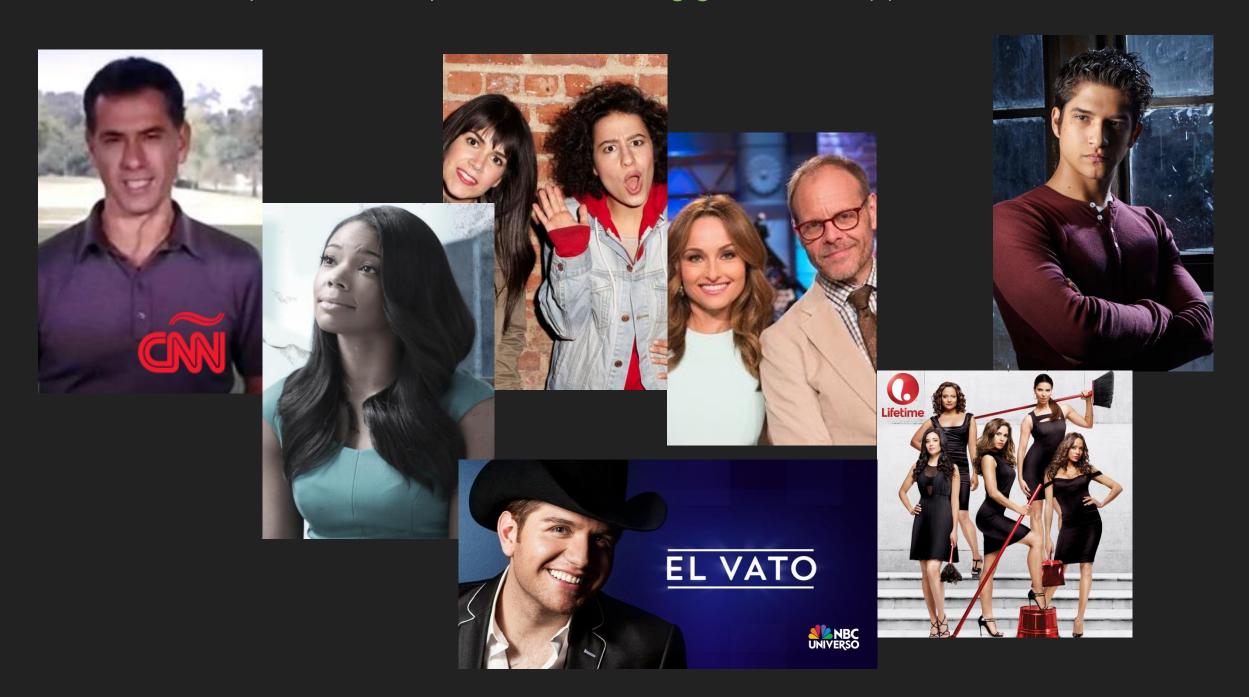
52% didn't tune in for more than an hour cumulatively in a month.



PROGRAMMING APPEAL AMONG HISPANICS

What are Hispanic audiences watching?

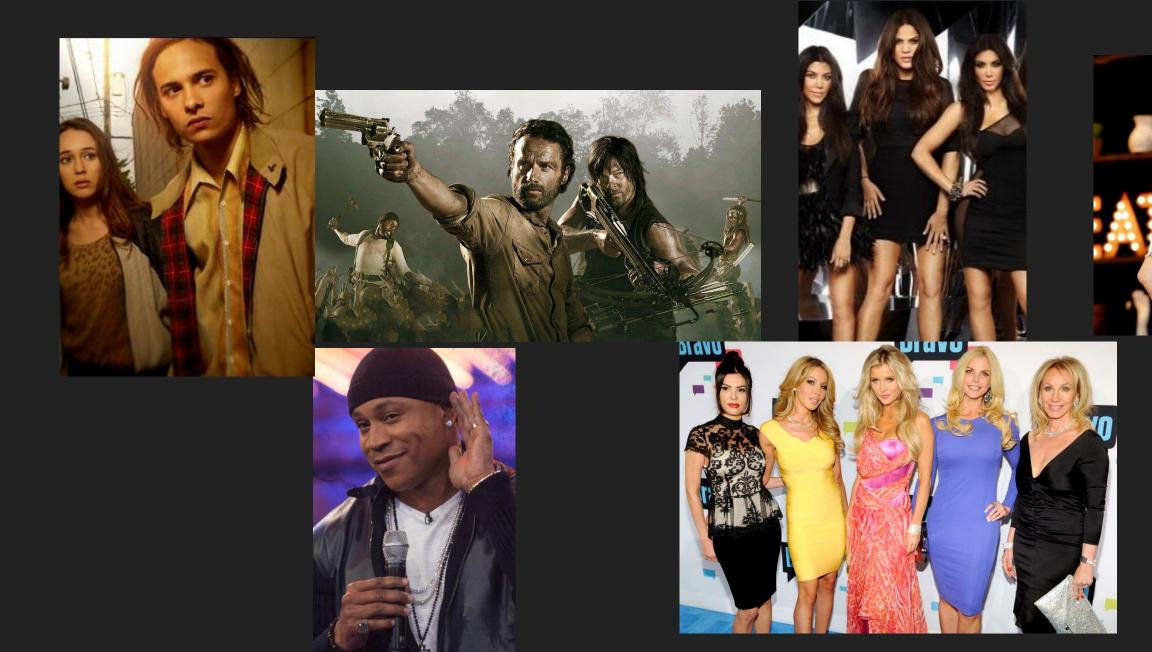
Nearly 60% of all Hispanic 18-49 viewing goes to ad supported cable.





ENTERTAINMENT & MUSIC

AMC's "The Walking Dead" was the highest rated English language program among all Hispanics in 2015



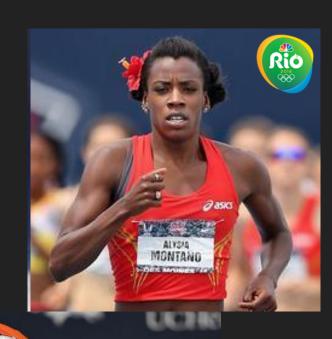


SPORTS

In 2015, Monday Night Football ranked as the highest rated non-Spanish language program among Hispanics.







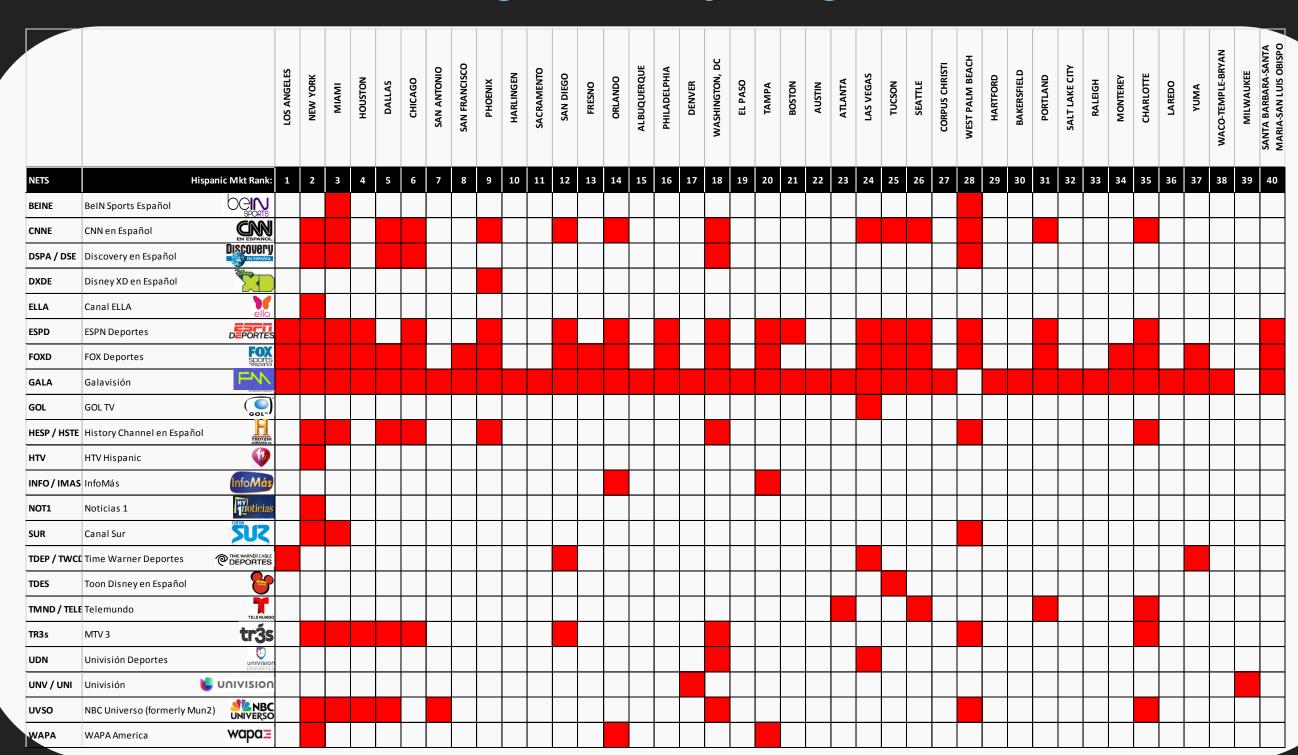








AVAILABLE SPANISH LANGUAGE CABLE NETWORKS FOR AD INSERTION





UTILIZE SPANISH LANGUAGE AD CREATIVE ON ENGLISH AD SUPPORTED CABLE NETWORKS IN SELECTED MARKETS

NCC Media offers opportunities to place culturally-themed or Spanish language ad creative on English ad-supported cable networks in select Top 20 Hispanic markets









IN-MARKET PROMOTIONS, SPONSORSHIPS AND BRANDING OPPORTUNITIES

Make deep brand impressions with passionate Hispanic consumers by running sponsorship messages across dozens of cable networks and digital platforms.

Olympics Promotional Example



:20 Second Profile

Market relevant local athlete
profiles feature hometown
connections



:10 Second Tag
Voice over and video tag copy:
brought to you locally by...



:10 Announcer Tag: "Lexus. En busca de la perfeccion."





Some Other Opportunities For Sponsorship









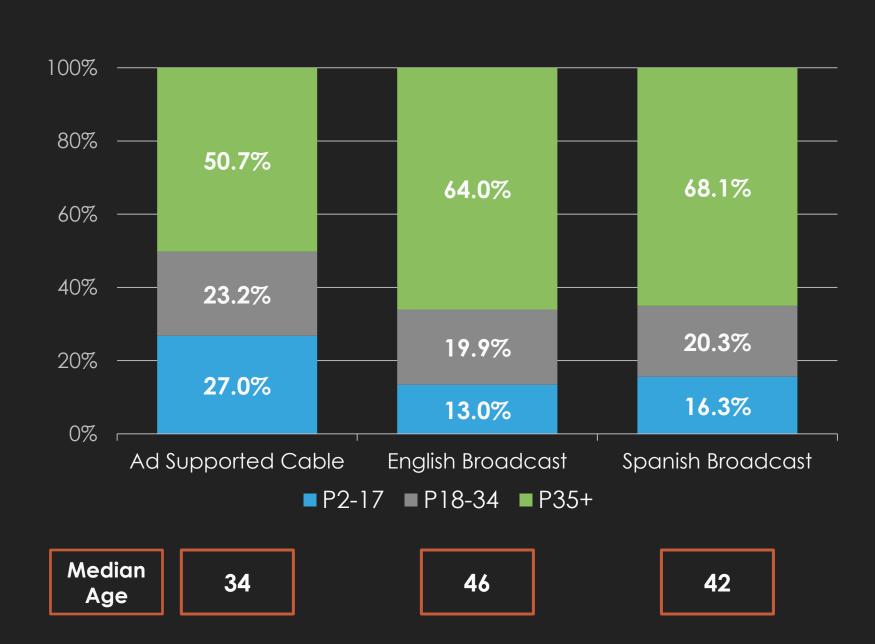


HOW DOES TV VIEWERSHIP AMONG HISPANICS BREAK DOWN BY AGE?

Cable has millennials covered

Half of all Hispanic viewers watching ad supported cable are under 35

Only a third of English and Spanish language broadcast Hispanic audiences are under 35





ACCULTURATED HISPANICS

Who are they?

Why are they important to you?

How do they consume media differently than the Hispanic market in general?



WHO ARE ACCULTURATED HISPANICS?

Brand marketers who target acculturated Hispanic consumers will grow their market shares

What is Acculturation?

- Incorporating/Acquiring a new culture without foregoing past cultural traditions
- They tend to be younger with an income over \$50k and prefer to speak English at home

How big is this segment?

- Geoscape identifies 45% of the Hispanic population is acculturated
- Both Hispanic households with income over \$50k+
 \$75k+ experienced growth in their respective universes



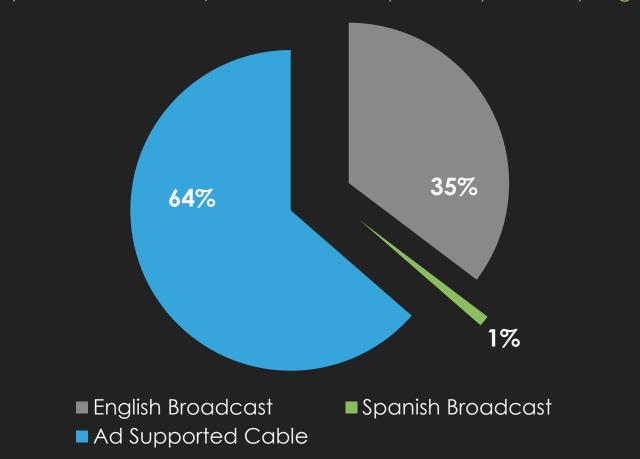


ACCULTURATED HISPANICS STRONGLY PREFER AD SUPPORTED CABLE OVER ENGLISH & SPANISH BROADCAST

They watch virtually no Spanish broadcast

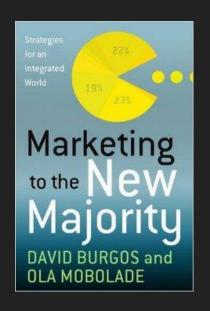
- Acculturated Hispanics spend virtually all their TV time with English Language networks especially Ad Supported Cable
- Only 1% of their Television time is spent watching Spanish Broadcast networks like Univision or Telemundo

Share of Viewing Among Acculturated Hispanics
Hispanic 18-49 & HHI \$50k+ & Prefer to speak only or mostly English





CULTURALLY RELEVANT BRAND CAMPAIGNS RESONATE WITH HISPANIC / LATINO COMMUNITIES



Ola Mobolade, Author of "Marketing to the New Majority: Strategies for an integrated world



Adding cultural flavor can take an ad from good to great. You're not educating your consumers about Hispanic culture, you're telling a story about your brand, in a culturally-relevant way.







We know that Hispanic Americans like to see themselves represented in general markets as well as in the creative that is targeted to them on our Spanish speaking outlets"



WHAT DO ACCULTURATED HISPANICS WATCH?

Acculturated Hispanics 18-49

Index of performance for \$50k+ and \$75k+ 18-49 Acculturated Hispanics

- Hispanic Passion Point Networks
 - Food Food Network & Cooking Channel
 - Entertainment / Music E!, MTV, LOGO,
 Bravo
 - Sports MLBN, NFLN, FS1, ESPN, Reg Sports
 Nets

	Accul Hisp w/ \$50k+ HHI			
Network	Indexed to Median P2+ UE			
E!	206			
MLBN	205			
ADSM	192			
FX	153			
NFLN	150			
Cooking Channel	145			
SPK	143			
AMC	143			
Fox Sports 1	140			
MTV	137			
ESPN	135			
FXX	132			
TBSC	132			
FAM	131			
TRU	127			
FOOD	126			
CMDY	121			
BRVO	121			
CNBC	118			
CNN	116			
APL	115			
BBCA	115			
DIY	114			
TLC	110			

	Accul Hisp w/ \$75k+ HHI			
Network	Indexed to Median P2+ UE			
MLBN	287			
ADSM	159			
E!	144			
NFLN	140			
BRVO	135			
TBSC	132			
Fox Sports 1	131			
ESPN	128			
AMC	125			
FOOD	117			
ESQ	116			
FYI	116			
FX	115			
MTV	115			
FBN	114			
CMDY	113			
SPK	111			
CNBC	110			
CMT	109			
NGC	109			
TRU	107			
POP	105			
LIF	104			
CNN	103			



WHAT AREN'T ACCULTURATED HISPANICS WATCHING?

Acculturated Hispanics 18-49 are much less inclined to watch English broadcast

An index of audience compositions shows
Acculturated Hispanics are 29% less likely to watch English language broadcast networks

English Language Broadcast	Acculturated Hispanic Index to Median 2+		
abc	67		
CBS	50		
CHELU	74		
FOX	95		
NBC	69		
Average Index	71		



TARGET YOUR ADVERTISING MESSAGES TO REACH DESIRED HISPANIC CONSUMER SEGMENTS IN KEY DMAS

Marketers who want to improve their advertising message's reach to acculturated Hispanic consumers must know where to find them in every market.

Acculturated Hispanic HH's on \$50K & \$75K+

80% Top 30 Hispanic DMA's

70% Top 20 Hispanic DMA's

We can create a portfolio of the right markets, and cable systems to reach your Hispanic targets.

		Hispanic	Composition	Hispanic	Composition
DM A	Hispanic	HHIds w/	of Hispanic	HHIds w/	of Hispanic
	HHlds	\$75K+ Ranked	Hhlds \$75k+	\$50K+	Hhlds \$50k+
Los Angeles	2,023,015	561,747	27.8%	956,906	47.3%
New York	1,493,217	430,667	28.8%	683,556	45.8%
Vliami/Ft. Lauder	751,043	188,054	25.0%	315,246	42.0%
San Fran/Oakland	448,885	166,254	37.0%	253,238	56.4%
Houston	663,662	157,650	23.8%	280,842	42.3%
Chicago	542,349	151,146	27.9%	261,853	48.3%
San Antonio	456,639	113,088	24.8%	195,908	42.9%
Dallas/Ft. Worth	543,281	112,710	20.7%	216,034	39.8%
Washington, DC	243,614	109,639	45.0%	158,554	65.1%
Phoenix	392,776	75,914	19.3%	145,943	37.2%
Sacramento/Stktn	303,082	74,818	24.7%	132,456	43.7%
San Diego	271,880	73,926	27.2%	124,514	45.8%
Albuquerque	281,323	62,918	22.4%	111,643	39.7%
Denver	260,712	62,172	23.8%	111,578	42.8%
Philadelphia	250,721	57,081	22.8%	98,963	39.5%
Harl/Wesl/BrnsvI	329,207	56,767	17.2%	104,875	31.9%
∃ Paso	250,266	50,999	20.4%	92,311	36.9%
Austin	187,998	49,086	26.1%	84,131	44.8%
Boston	181,617	48,015	26.4%	75,881	41.8%
Fresno/Visalia	271,928	46,756	17.2%	92,850	34.1%
Orlando/Dayt Bch	258,405	45,966	17.8%	92,241	35.7%
Tampa/St. Pete	232,604	45,604	19.6%	86,611	37.2%
Seattle/Tacoma	134,151	37,900	28.3%	64,124	47.8%
Atlanta	181,982	35,135	19.3%	66,433	36.5%
Las Vegas	169,117	32,812	19.4%	67,639	40.0%
Corpus Christi	121,224	30,832	25.4%	52,314	43.2%
West Palm Beach	116,751	27,788	23.8%	48,547	41.6%
Hartford/New Hvn	109,628	26,556	24.2%	43,713	39.9%
Tucson/Nogales	133,864	25,036	18.7%	47,582	35.5%
Salt Lake City	104,127	23,598	22.7%	45,570	43.8%
Total All 210 Markets	15,201,997	3,722,892	24.5%	6,461,930	42.5%
Total Top 30 Markets	11,709,068	2,980,634	25.5%	5,112,056	43.7%
Pop % of Top 30 Mkts	77%	80%		79%	



HOW IS NCC MEDIA ABLE TO GEO-TARGET YOUR DESIRED CONSUMER SEGMENTS?

Proprietary sources can add critical value to targeting

- We use client proprietary data to reach intended consumer targets
- We apply Zip Code targeting to markets and cable systems
 - brand sales
 - media, lifestyle or purchasing behaviors



REACH HISPANIC CONSUMERS WITH TARGETED TV MESSAGES IN KEY MARKETS ACROSS THE COUNTRY

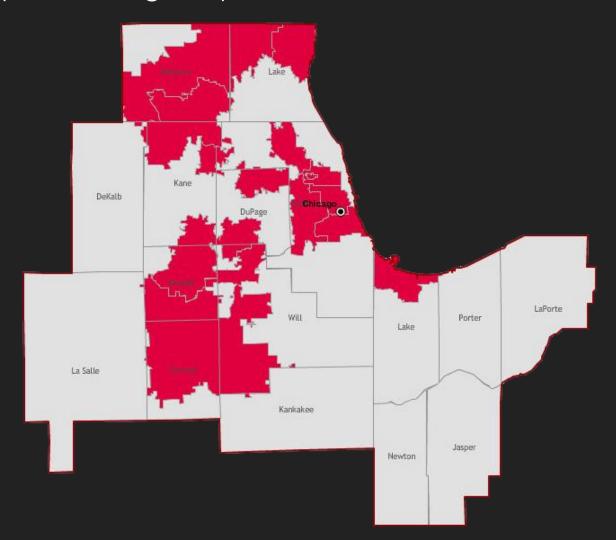
- Over 2,600 cable systems across all 210 DMA's
- NCC represents every Multi Video Program Distributor (MVPD) in every market in the US



HOW CAN YOU PUT NCC'S GEO-TARGETING CAPABILITIES TO WORK FOR YOU TO REACH HISPANICS?

- Target high density systems within a market that serve Hispanic households
- Reach over 80% of all Hispanic TV
 households in Chicago with just 6 cable
 systems out of the total 41 cable system
 geographies that service the Chicago DMA
- By linking together all high Hispanic concentration cable systems you effectively create a Hispanic Interconnect

Example: Chicago Hispanic Interconnect



Covers 80% of all Hispanic Americans in DMA

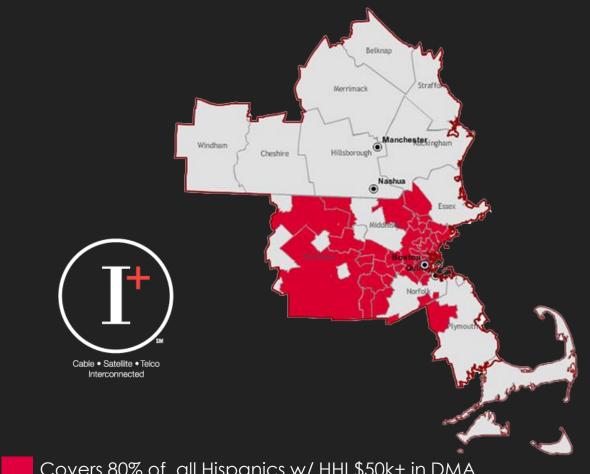


NCC MEDIA CAN HELP MARKETERS TARGET ACCULTURATED HISPANICS THROUGHOUT A DMA

Targeting Acculturated Consumers

- Target the highest concentration of Hispanic households with income \$50k+
- One third of cable systems in the Boston DMA represents half of the population but 80% Acculturated Hispanics
- NCC Media can create an Acculturated Hispanic Interconnect for your brand

Example: Boston Hispanic Interconnect

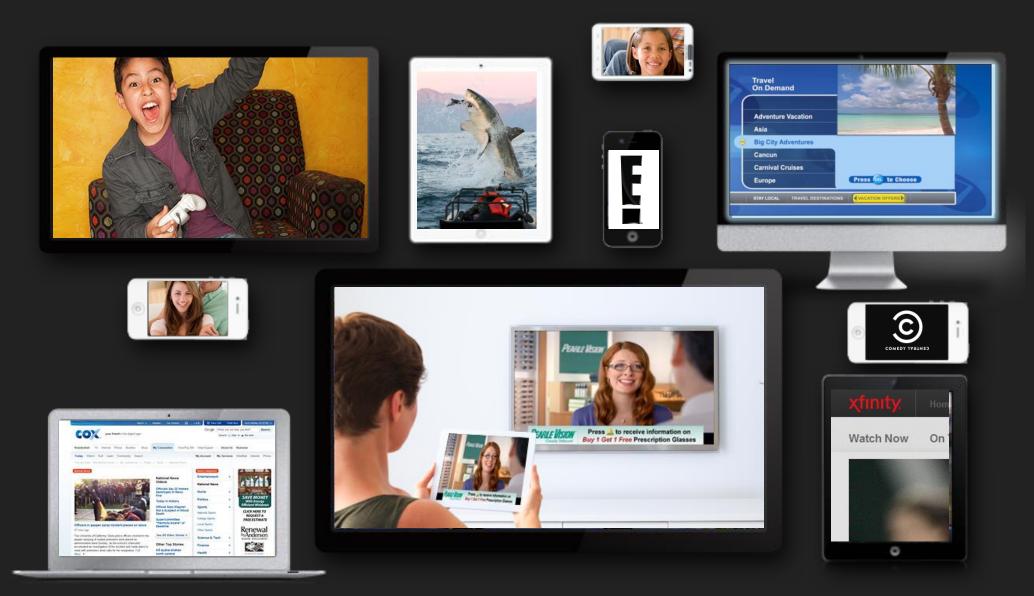


Covers 80% of all Hispanics w/ HHI \$50k+ in DMA

Of the 45 total cable systems in Boston, only 17 systems are needed to reach 80% of all Hispanics with a HHI \$50k+.



HISPANICS ARE AMONG THE LEADERS IN MULTI-SCREEN MEDIA USE



According to PWC study, 43 percent of Hispanics stream video on their smartphones and tablets, compared to just 25 percent of the general U.S. population.



REACHING TARGETED AUDIENCES ACROSS ALL SCREENS

By leveraging the assets of our owners and affiliates, NCC Media provides digital advertising and marketing solutions that deliver









RE-THINKING HOW TO USE CABLE AND DIGITAL MEDIA TO REACH ALL HISPANICS — PARTNER WITH NCC MEDIA

- 1. Ad-supported cable has the lions share of viewing among ALL Hispanics unfortunately support of cable by Hispanic advertisers does not reflect share of viewing
- 2. Target Acculturated Hispanics they're big–spend a lot and respond to culturally infused ads
- 3. Use the full menu of cable ad opportunities:
 - a. Spanish Language ads on Spanish language cable, in cable, telco and satellite homes
 - b. Spanish Language ads on English Language Networks in select high density geographies
 - c. Culturally infused ads can be run as an unwired network across Hispanic markets
- 4. High profile and relevant program sponsorships run across all screens and networks
- 5. Geo-target Hispanics in the markets and cable systems where they live
- 6. Include digital video and VOD in your plan



WANT A DEEPER DIVE ON THE ACCULTURATED HISPANIC MARKET?

Presentation materials from today's webinar are available from NCC and include the presentation itself and the Top 20 Hispanic Market Profiles that will guide decision making

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Madelaine Casanovas

Director of Sales NCC Media Madelaine.Casanovas@nccmedia.com 305-443-9050

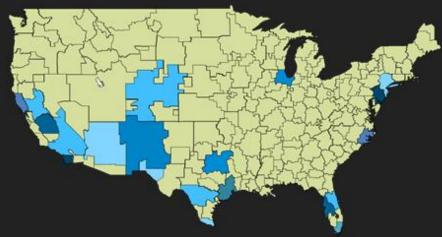
Yasmin Mitchell

VP Research NCC Media

Yasmin.Mitchell@nccmedia.com 212-548-3371

TOP 20 HISPANIC MARKETS

MARKET PROFILES 2016



Albuquerque

• Chicago

• Dallas

• Den∨er El Paso

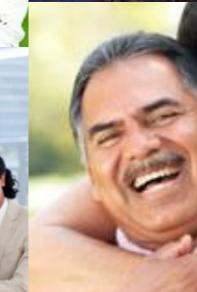
• Fresno

• Harlingen Houston • Los Angeles • Miami • New York • Orlando • Philadelphia Phoenix • Sacramento • San Antonio • San Diego • San Francisco Tampa • Washington DC



































NCC 20/20











































