Mission Statement
TeleFutura was created to provide a new range of viewing choices for U.S. Hispanics. By “counter programming” traditional Spanish-language schedules with an innovative lineup of top-quality entertainment, TeleFutura satisfies the tremendous appetite for diverse programming that today’s multifaceted U.S. Hispanic community demands. TeleFutura reaches 89% of U.S. Hispanic homes.

Programming Highlights

Movies
TeleFutura’s signature programming is its monumental film library, which is among the largest ever assembled for Spanish-language television. Featuring some of Hollywood’s biggest blockbuster titles, TeleFutura is the seven-day-a-week destination for Hispanic movie lovers.

Game Shows
TeleFutura’s programming also includes fun-filled game shows ¿Qué Dice la Gente?, Mega Match and Guerra de los Sexos which offer lively entertainment for the entire family.

Sports
His programs include Sólo Boxeo, a weekly showcase of the most talented Hispanic boxers, Fútbol Liga Mexicana (Mexican League Soccer), and Contacto Deportivo, the only live nightly sports news program on Spanish-language television.

Talk and Variety
From the distinctive and riveting relationship talk show ¿Quién Tiene la Razón? To the combination of comedy, entertainment, talk and fun of Escándalo TV or the music talent search competition Objetivo Fama.

Novelas
Original productions and worldwide premieres like Así es la Vida and Por Amor, exclusively produced for TeleFutura’s audience.

News
Noticias Al Minuto (up-to-the-minute bulletins) provides the day’s most important national and international headlines.

Specials
Premios Oye is the most heralded music award show in Latin America. El Revencón del 4 de Julio celebrates our nation’s birth with a star-filled special event, the “Famosos” primetime specials feature top celebrities caught off-guard by the paparazzi, and TeleFutura finishes the year off with Escándalo de Año Nuevo.

Viewer Profile
Adults 18-34
Male/Female Split: 63%/37%
Adults 18-49
Male/Female Split: 62%/38%
Median Age: 33
Source: NTI 09/18/2006 – 05/23/2007, Mon-Sun 7p-11p

Demographic Targeted Programming
Adults
Movies – Cine De Las Estrellas, Cinescape, Cinemax, Cine Especial
Sólo Boxeo
Contacto Deportivo
Fútbol Liga Mexicana
Así es la Vida
Novelas
Men
¿Quién Tiene la Razón?

Women
Family
¿Qué Dice la Gente?
Guerra de los Sexos
Mega Match
Objetivo Fama

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NO ONE CAPTURES THE HEARTS AND MINDS OF VIEWERS LIKE WE DO.
Soccer on our networks is more than just a game. It’s an experience. From Fútbol Liga Mexicana and Major League Soccer to special tournaments like Copa Oro, our networks have a powerful connection to our sports fans’ language, culture and lives. Maybe it’s time to reach your goal with us.