Univision is America’s Hispanic Superbrand and your connection to Hispanic America, the country’s #1 growth engine. We know the Hispanic consumer better than any other media company knows ANY consumer. We also speak to Hispanics in language and in culture, letting you engage an unduplicated audience across TV, digital, social, radio and live events. Maybe the best part is we’ll make it turnkey for you from beginning to end.

How do we do this?
Hispanics are a growing consumer with an appreciation for brands that speak to them **in-language** and **in-culture**

- **$2.3T** Hispanic GDP
- **82%** Workforce Growth
- **+32%** Hispanics are driving GDP growth 32% faster than non-Hispanics
- **61%** say Spanish-language is more important to them than it was 5 years ago
- **80%** Say it’s important for them to preserve their traditions for future generations
- **82%** of Hispanics adults 18-49 speak Spanish today

By reaching them with
THE ONLY PORTFOLIO
EXCLUSIVELY DEDICATED
TO U.S. HISPANICS
Your Connection To Hispanic America

Broadcast
- Univision
- UniMás
- 62+ Local TV Stations

Cable
- Galavisión
- TUDN
- 58+ Local Radio Stations

Audio
- Univision Audio
- Uforia

Community & Empowerment
- Unidos Nuestros
- Destino 2020

Sports Rights
- Various sports logos

News / News Entertainment
- Noticiero Univision
- Univision Deportes

Entertainment
- Various entertainment logos

Reality Shows
- MQB

Tentpoles
- 20

Digital
- Univision.com
- TUDN.com
- Noticiero Univision
- Univision NOW
- Univision Horas
- Univision App
Our consumers are EVERYWHERE.
As the largest Hispanic media company, we are everywhere with them.

**WE ARE #1**

**UNIVISION NETWORK IS THE #1 SPANISH-LANGUAGE NETWORK FOR 28 CONSECUTIVE BROADCAST SEASONS**

**UNIVISION IS THE MOST TRUSTED NETWORK IN THE COUNTRY FOR THE 20TH YEAR IN A ROW**

**UNIVISION DIGITAL IS THE #1 SPANISH-LANGUAGE DIGITAL PROPERTY IN THE U.S.**

**UNIVISION NEWS IS THE #1 NEWS SOURCE FOR U.S. HISPANICS**

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**BIG**

74M total reach across platforms and passion points, including 75% of Hispanic adults

**LIVE**

91% watch primetime live

91% watch ads in your content

**EXCLUSIVE**

83% of our primetime audience doesn’t watch any of the top 10 English-language networks

**ENGAGED**

Hispanics spend 2x more time with us than with Facebook or NBC Universal

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Source for Share: Nielsen, NPM-H (09/25/2017-09/23/2018) Mon-Sat 8pm-11pm/Sun 7pm-11pm, ad-supported networks, Adults 18-49, Live+7. Source for UCI Total Reach: Univision Corporate Research estimates of cross-platform usage of TV, Radio and Digital. Television: The Nielsen Company, NPM-H (4/2/2018-7/1/2018) Mon-Sun 6a-11pm, P 2+, 000, all networks, counts: Adults, All People. Source: Nielsen, NPM-H (04/02/2018-07/07/2018), Mon-Sun 6am-6am, Live+7. Average number of monthly minutes viewed based on unweighted reach across networks among Hispanics 18+. Total time spent is the sum of all minutes watched. Based on all programming, excluding repeats. FOX Life and Nat Geo Mundo (both only reportable in NPM-H) and FX Movie Channel (entire line-up includes repeats) are not included in FOX Entertainment Group; Discovery En Español and Discovery En Familia (both include line-up with repeats) are not included in Discovery Inc. Group; TV Land Classic (entire lineup includes repeats) not included in Viacom Media Networks Group.
And by finding new ways to
MORE DEEPLY CONNECT
How? With beginning-to-end Hispanic Marketing

With Univision Brand Labs, our expert team makes your journey with U.S. Hispanics easy to navigate.

Our capabilities give your brand the home-field advantage.

Click here for more information
FOR MORE VISIT:

Univision.net

https://twitter.com/UNI_Insights

Linkedin.com/company/Univision