

Agenda

- » Background
- » Pilot Objective
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- » Data and Findings
- » Conclusions
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Background

» Entravision (EVC) owns and operates television and



Univision
Television



Telefutura
TV



KXPK-FM



KJMN-FM



KMXA-AM

» In 2010, Entravision and Arbitron partnered to conduct a single-source television and radio measurement pilot utilizing Arbitron's Portable People Meter™ (PPM) solution in Denver

Pilot Objective

The objective of the Entravision/Arbitron pilot was to answer two key questions:

1. What is the combined impact of Entravision radio and TV on advertising campaign delivery?
2. What is the payoff for advertisers who use both Entravision media in their media mix versus using just one or the other?

Methodology



- » PPM radio currency panel of 1,274 persons aged 6+ in the Denver Metro geography
- » Survey period:
August 19 - September 15, 2010
- » Entravision radio and TV properties in Denver encoded for the PPM system
- » Weighted for language to the Geoscape Universe Estimates
- » Estimates live + same day

Limitations and Considerations

- » Entravision dominates Spanish media in the Denver market
- » Study results may not apply to general market media outlets
- » One-month survey period only

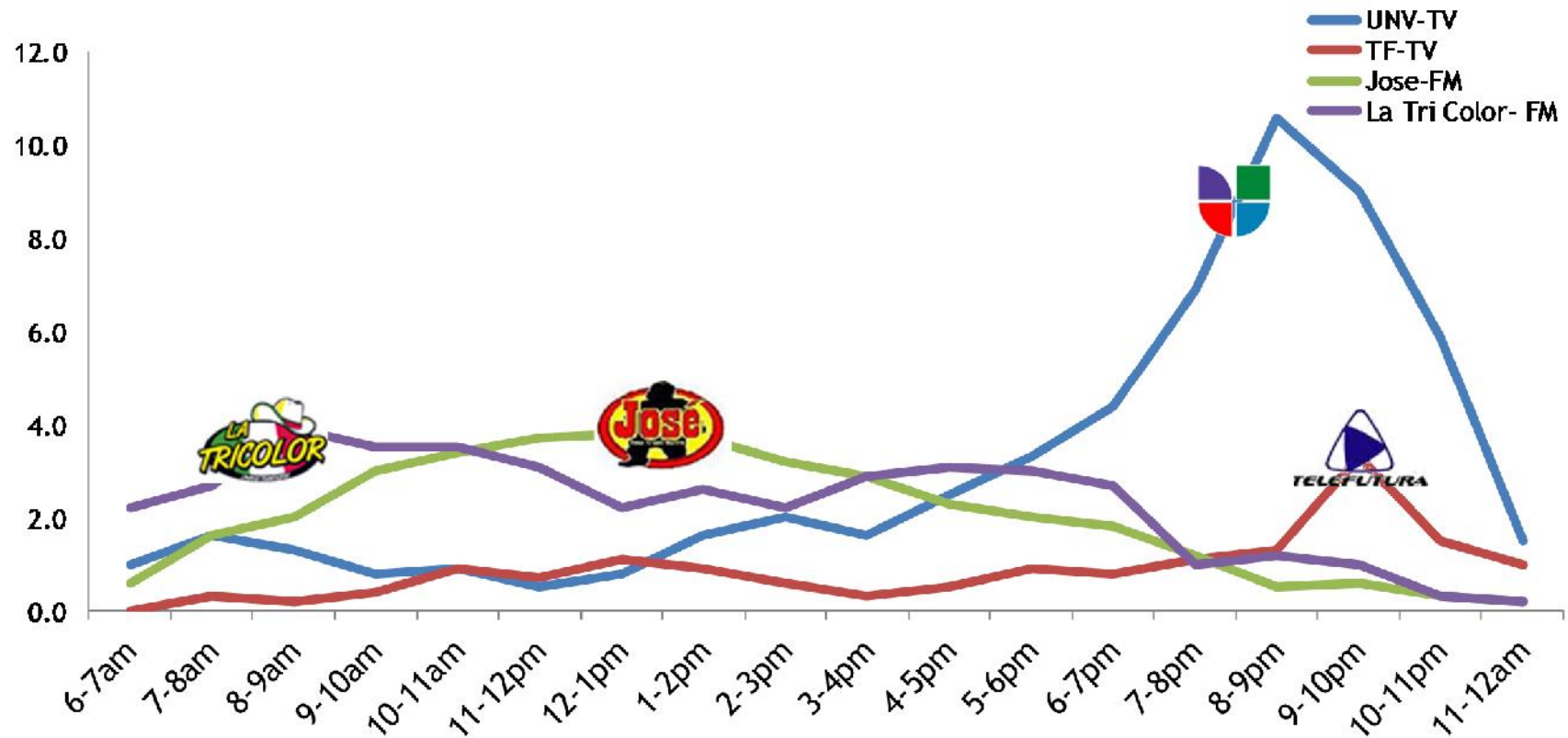


EVC TV Dominates Access and Prime EVC Radio Dominates Daytime

Hispanic A18-49 AQH Ratings

TV stations: KCEC/UNV and KTFD/TF

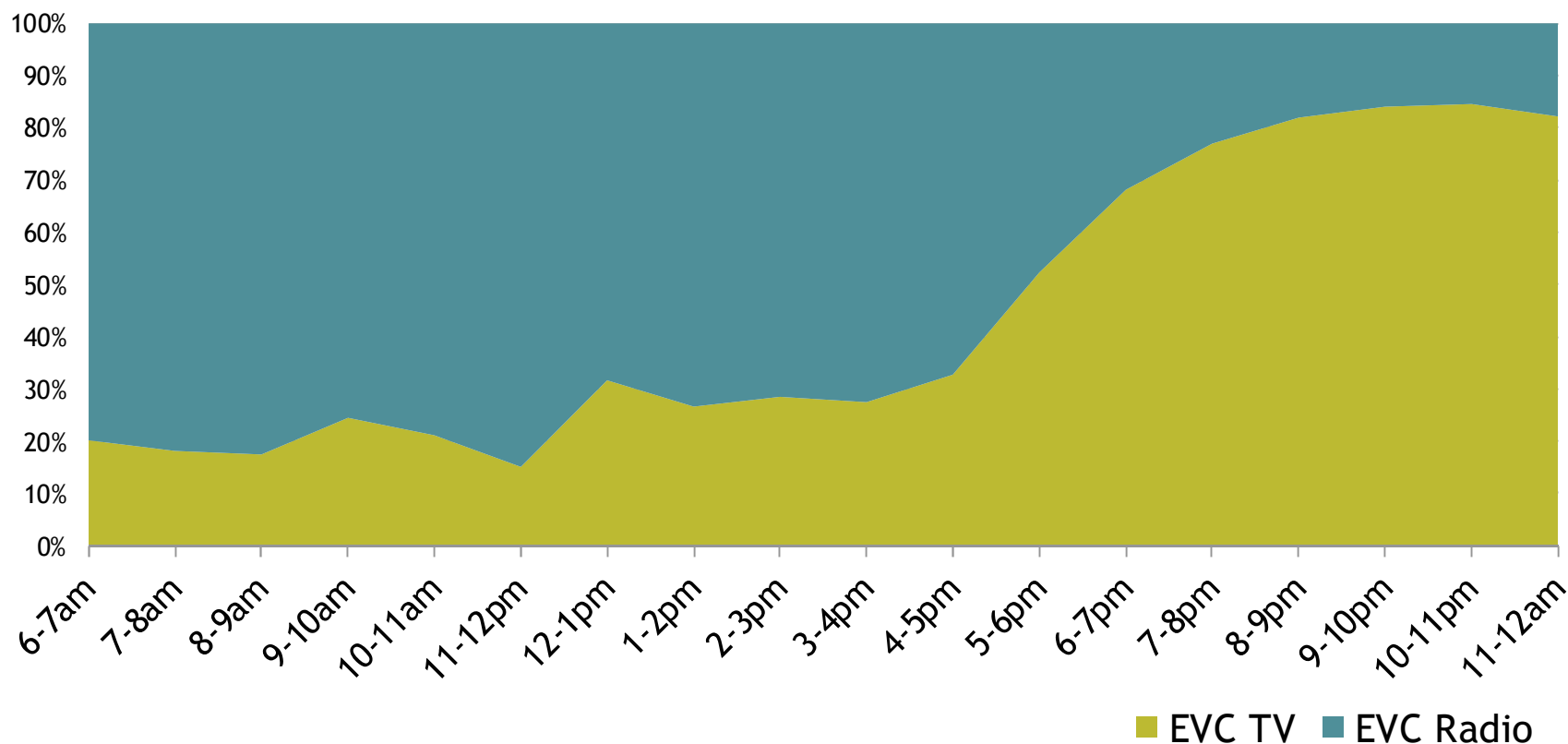
Radio stations: KJMN/Jose-FM and KXPK/La Tri Color-FM



Source: Arbitron PPM Cross Platform custom report, August 19, 2010 - September 15, 2010, Hispanic Adults 18-49, Mon-Sun 6AM-6AM

EVC Radio and TV Follow Users Throughout Their Day

Radio vs. TV Share of EVC Hispanic A18-49 Impressions



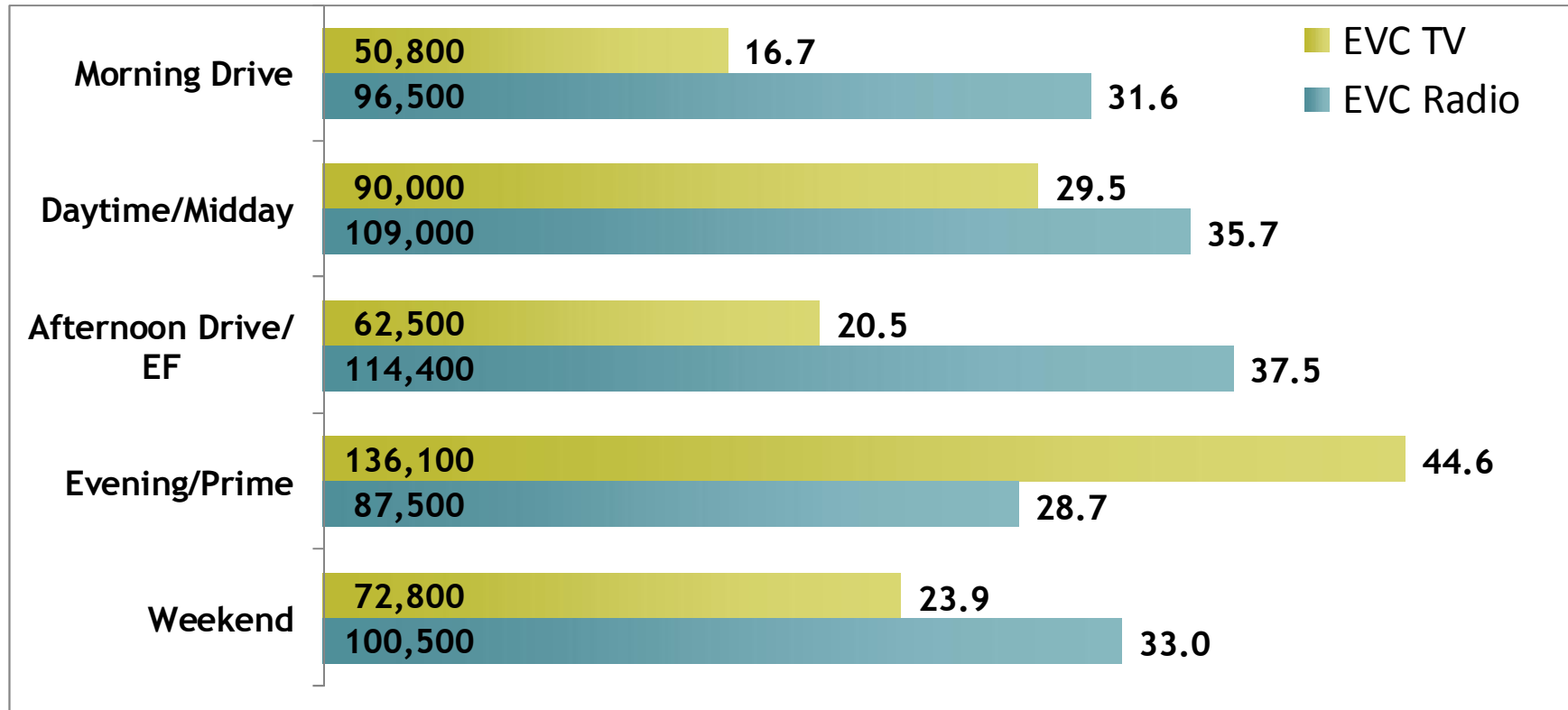
Source: Arbitron PPM Cross Platform custom report, August 19, 2010 - September 15, 2010, Hispanic Adults 18-49, Mon-Fri 6a-Mid



Radio and TV Both Deliver Significant Reach

EVC Cumes by Daypart

% of Hispanic A18-49



TV: Morning M-F 6a-10a, Daytime M-F 10a-5p, Early Fringe M-F 5p-6p, Prime Time M-F 6p-10p, Weekend PM Sa-Su 1p-7p
 Radio: Morning M-F 6a-10a, Midday M-F 10a-3p, PM Drive M-F 3p-7p, Evening M-F 7p-12m, Weekend Sa-Su 10a-7p

Source: Arbitron PPM Cross Platform custom report. August 19, 2010 - September 15, 2010 Hispanic Adults A18-49 M-Su 6a-6a



Frequency Differs Dramatically by Time of Day and Medium

EVC TV and Radio Average Weekly Frequency by Daypart
Hispanic A18-49

	Morning	Midday	EF/PM Drive	Prime	Weekend
UNV-TV	7.1	8.2	3.9	14.8	4.6
Telefutura-TV	3.7	7.0	2.5	8.0	5.1
Jose-FM	8.4	14.3	7.8	4.1	7.6
La Tri Color-FM	10.1	10.4	7.6	3.5	6.3

TV: Morning M-F 6a-10a, Daytime M-F 10a-5p, Early Fringe M-F 5p-6p, Prime Time M-F 6p-10p, Weekend PM Sa-Su 1p-7p
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Source: Arbitron PPM Cross Platform custom report, August 19, 2010 - September 15, 2010

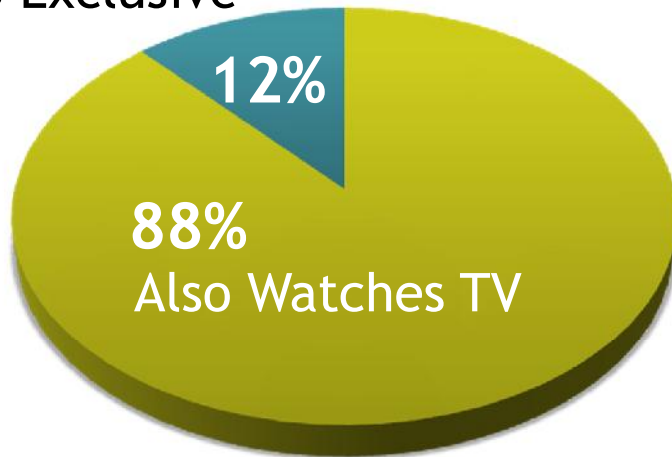


Each Medium Has Exclusive Audience

Radio and TV Cume

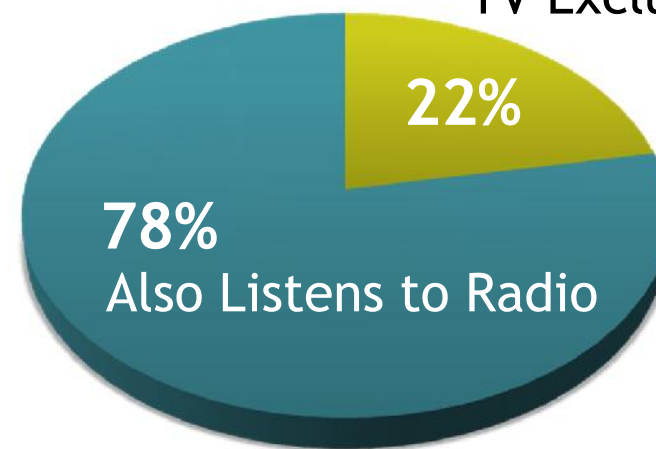
Radio Audience

Radio Exclusive



Television Audience

TV Exclusive

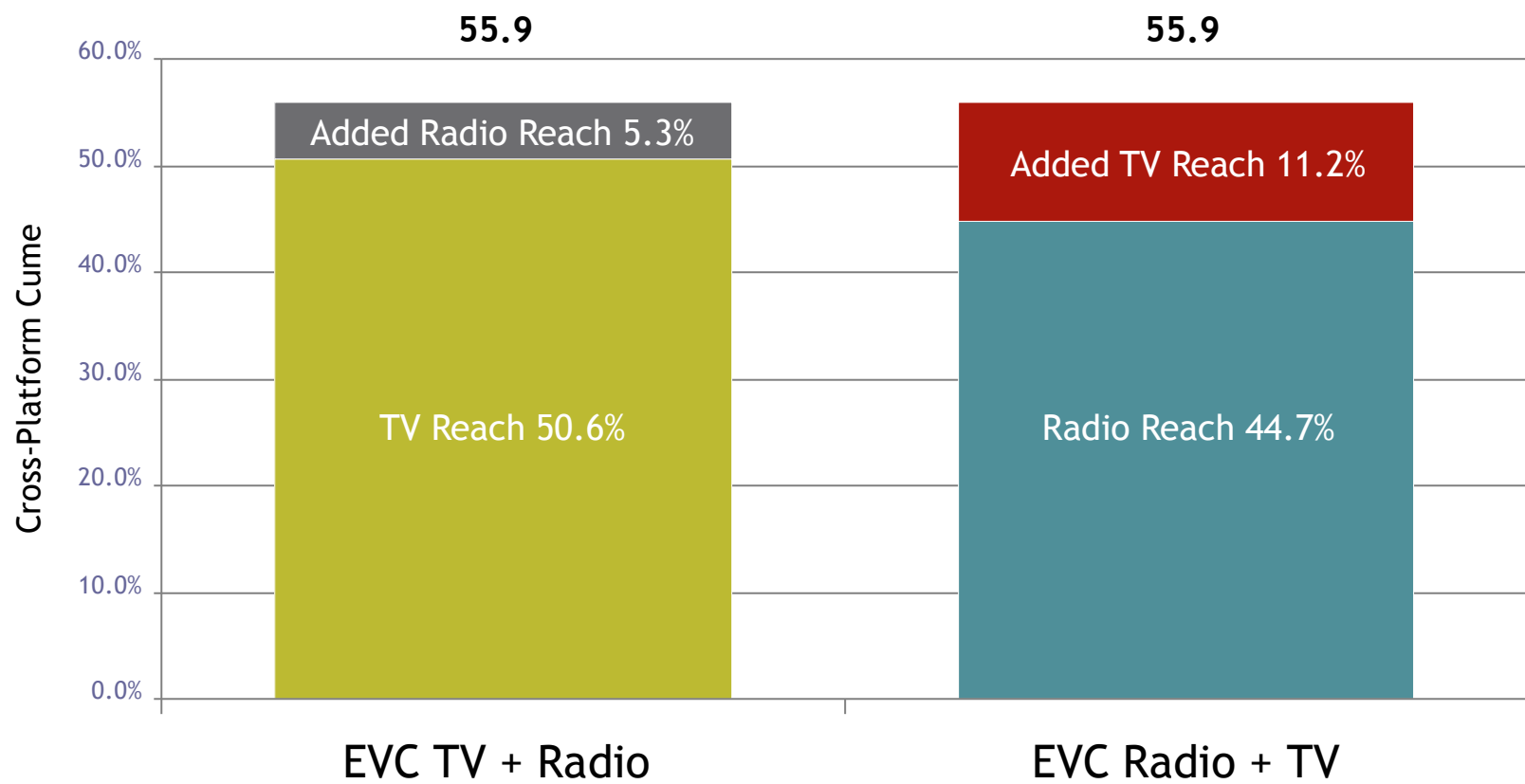


This gives the cross-platform use of radio and TV the capability of increasing advertiser's *reach*

Source: Arbitron PPM Cross-Platform custom report, August 19, 2010 - September 15, 2010, Hispanic Adults 18-49, Mon-Sun 6AM-6AM

Combined, Radio & TV Reaches More than Half of the Hispanics in Denver

EVC TV + Radio Hispanic P18-49 Cume

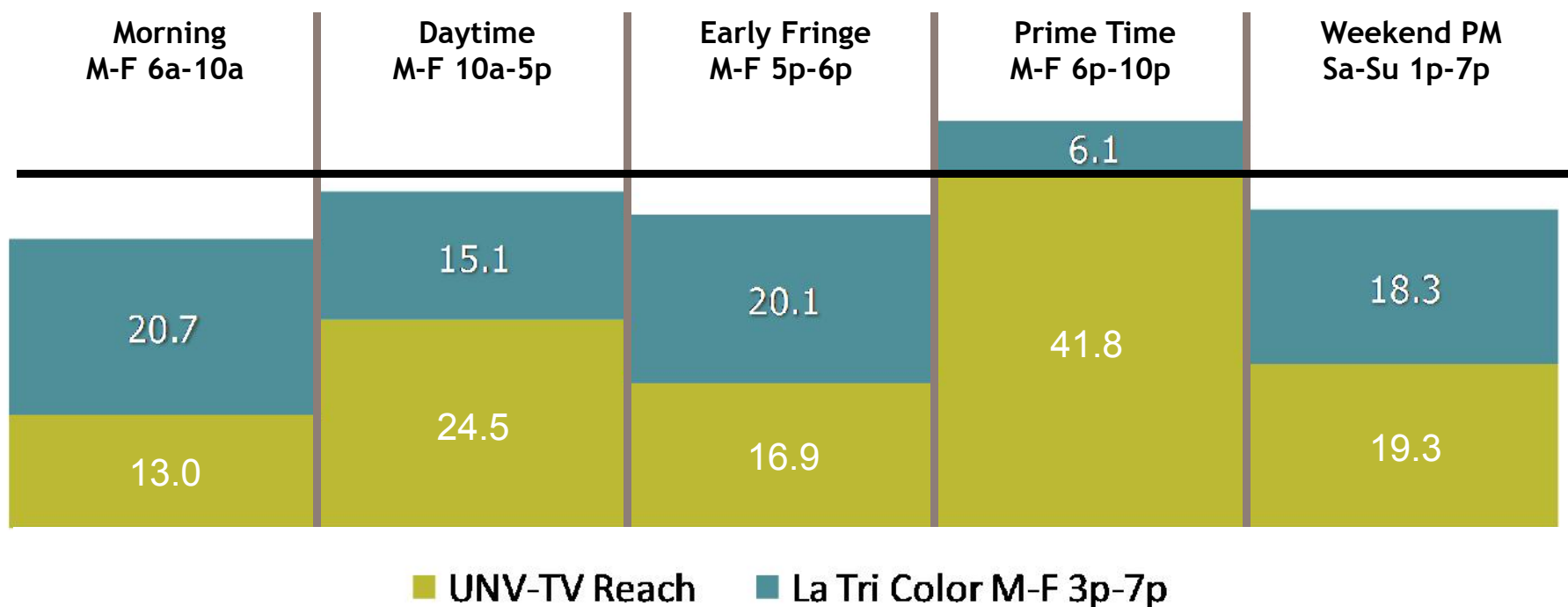


Source: Arbitron PPM Cross-Platform custom report, August 19, 2010 - September 15, 2010, Hispanic Adults 18-49, Mon-Sun 6AM-6AM



Adding Radio to TV Delivers Near-Prime Time Levels All Day Long

Added La Tri Color Reach When Combined with UNV-TV by Daypart
 % Hispanic A18-49



HOW TO READ: Add another 20.1 Hispanic A18-49 reach points to Univision TV's M-F 5P-6P reach, when including La Tri Color M-F 3P-7P
 Source: Arbitron PPM Cross Platform custom report. August 19, 2010 - September 15, 2010



Heavy vs. Light EVC TV and Radio Quintile Analysis

TV Audience

Heavy Viewers

(Top 2 Quintiles)

- Averaging 120.4 minutes of EVC TV per day

Light Viewers

(Bottom 2 Quintiles)

- Averaging 6.8 minutes of EVC TV per day

Radio Audience

Heavy Listeners

(Top 2 Quintiles)

- Averaging 111.5 minutes of EVC Radio per day

Light Listeners

(Bottom 2 Quintiles)

- Averaging 4.2 minutes of EVC Radio per day

Source: Arbitron PPM Cross Platform custom report. August 19, 2010 - September 15, 2010, Hispanic Persons, Mon-Sun 6AM-Mid



Heavy vs. Light EVC TV and Radio Audience Profile

Television Audience

		Heavy Viewers	Light Viewers
Radio	Heavy Listeners	21.0% of Audience <ul style="list-style-type: none"> Consumes approximately 2 hours of each TV and Radio per day Skew slightly younger- Median Age 37.5, 59% Female; 62% <25K HH Income; 95% Spanish Dominant 	7.4% of Audience <ul style="list-style-type: none"> Consume 6.2 minutes of TV and 88.9 minutes of radio per day Oldest skewing segment- Median Age 40.0 75% Male; 25% 50K+ HH Income; Most Likely to be Employed, 91% Spanish Dominant
	Light Listeners	5.6% of Audience <ul style="list-style-type: none"> Consume 131.6 minutes of TV and 7.0 minutes of radio per day Youngest Segment- Median Age of 29 77% Female; Skews Middle Income Most Likely to Have Children Most Bilingual 	13.0% of Audience <ul style="list-style-type: none"> Consumes approximately 5 minutes of each TV and Radio per day 52% Male; Skews Middle Income Most Likely to Not Have Children Most English Dominant

These differences warrant the use of both TV and radio to expand an advertiser's reach!

* Audience refers to all of EVC's Radio and TV audience

Source: Arbitron PPM Cross Platform custom report. August 19, 2010 - September 15, 2010, Hispanic Persons, Mon-Sun 6AM-Mid



McDonald's® Radio + TV Schedule Detail

Radio Schedule

- 8/19 - 9/15/2010
- 23 Spots on Jose
- 23 Spots on KMXA
- 105 Spots on La Tri Color
- 151 Spots Total
- \$17,940

TV Schedule

- 8/19 - 9/15/2010
- 112 Spots on Univision TV
- 14 Spots on Telefutura TV
- 152 Spots Total
- \$36,451

McDonald's® Schedule Increases Reach, Frequency and GRPs

McDonald's Schedule Results
TV, Radio and TV + Radio Schedule Delivery
Hispanic A18-49

	Radio	TV	Radio + TV
# Spots	151	152	303
Cost	\$17,940	\$36,451	\$54,391
Reach (%)	38.4	46.0	49.9
AQH Rtg	2.0	3.2	2.6
Avg. Freq.	8.02	10.67	16.03
GRPs	308.1	491.6	799.7
CPM	\$19.1	\$24.3	\$22.3

Source: Arbitron PPM Cross Platform custom report. August 19, 2010 - September 15, 2010, Hispanic Persons, Mon-Sun 6AM-Mid



Conclusions

- » Radio and TV together
 - Can bring advertisers prime-time audience levels throughout the entire day
 - Increases both reach and frequency
 - Are more powerful in combination than either media is alone
- » To better meet the objectives of their advertisers, Entravision confirmed that they should be selling their Radio and TV properties in combination

Next Steps to Confirm and Expand These Findings

- » Perform longitudinal analysis of data to study the impact of seasonality
- » Repeat study in another market
 - More Spanish outlets
 - Larger Hispanic population
- » Repeat study with general market media company