

NBCUniversal

INTERNATIONAL

NETWORKS

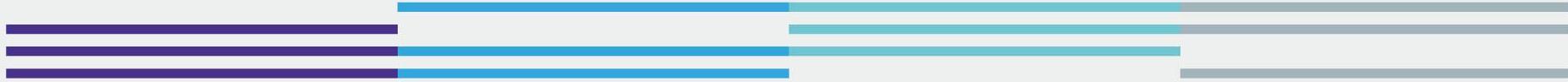
CONTENT COMMITTEE MEETING – DAY 2

AUGUST 2016





RESEARCH



2016 YTD SCORECARD

PRIME TIME PERFORMANCE



REG	P18-49	UNIVERSE	MEN	WOMEN	4-11	12-17	18-24	25-34	35-49	50-54	55+	HIGH	MEDIUM	LOW
PAN	14%	0%	20%	11%	0%	50%	0%	13%	13%	13%	0%	13%	14%	17%
ARG	17%	50%	67%	29%	300%	125%	-20%	0%	13%	0%	50%	17%	125%	0%
BRA	0%	0%	-50%	25%	0%	0%	0%	-50%	33%	-17%	-22%	0%	0%	-
CHI	22%	14%	33%	27%	0%	280%	0%	33%	22%	-5%	0%	-9%	10%	67%
COL	0%	0%	0%	-11%	-75%	0%	-33%	13%	-13%	50%	-33%	-9%	-20%	-33%
MEX	25%	20%	13%	29%	0%	0%	33%	7%	45%	42%	6%	7%	70%	25%
CAM	11%	30%	11%	21%	0%	63%	-35%	63%	29%	40%	46%	0%	18%	33%
PER	67%	100%	100%	50%	100%	25%	50%	100%	33%	100%	100%	20%	100%	200%

Kantar Ibope Media MC09 – Cable Universe, 18:00 – 24:00 Hrs, RAT%

JAN-JUL 2015

JAN-JUL 2016

2016 YTD SCORECARD



PAN	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	20.1	24.2	+21%
SHR P18-49	0.2	0.2	+20%
AVG VIEWERS M18-49	6.8	7.5	+11%
SHR M18-49	0.1	0.1	-
AVG VIEWERS W18-49	13.3	16.7	+26%
SHR W18-49	0.2	0.2	+22%
RANK P18-49	37	38	-1
RANK M18-49	38	38	-
RANK W18-49	31	33	-2

ARG	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	1.7	1.8	+6%
SHR P18-49	0.1	0.1	-
AVG VIEWERS M18-49	0.5	0.6	+27%
SHR M18-49	0.1	0.1	-
AVG VIEWERS W18-49	1.2	1.2	-
SHR W18-49	0.2	0.2	0%
RANK P18-49	34	33	+1
RANK M18-49	34	33	+1
RANK W18-49	35	35	-

BRA	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	2.7	2.8	+6%
SHR P18-49	0.1	0.1	-
AVG VIEWERS M18-49	1.0	0.8	-19%
SHR M18-49	0.1	0.0	-20%
AVG VIEWERS W18-49	1.7	2.0	+20%
SHR W18-49	0.1	0.1	+17%
RANK P18-49	33	30	+3
RANK M18-49	32	33	-1
RANK W18-49	31	29	+2

Kantar Ibope Media MC09 – Cable Universe, 18:00 – 24:00 Hrs, RAT%

JAN-JUL 2015

JAN-JUL 2016

2016 YTD SCORECARD



CHI	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	1.1	1.4	+27%
SHR P18-49	0.2	0.2	+16%
AVG VIEWERS M18-49	0.4	0.6	+37%
SHR M18-49	0.2	0.2	+25%
AVG VIEWERS W18-49	0.7	0.9	+21%
SHR W18-49	0.2	0.2	+9%
RANK P18-49	34	31	+3
RANK M18-49	33	31	+2
RANK W18-49	32	28	+4

COL	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	3.1	3.1	-
SHR P18-49	0.2	0.2	-6%
AVG VIEWERS M18-49	1.0	1.1	+18%
SHR M18-49	0.1	0.1	+18%
AVG VIEWERS W18-49	2.1	1.9	-9%
SHR W18-49	0.2	0.2	-14%
RANK P18-49	37	38	-1
RANK M18-49	40	41	-1
RANK W18-49	35	35	-

MEX	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	8.2	11.0	+34%
SHR P18-49	0.3	0.3	-
AVG VIEWERS M18-49	3.0	3.2	+8%
SHR M18-49	0.2	0.2	+15%
AVG VIEWERS W18-49	5.2	7.8	+49%
SHR W18-49	0.3	0.4	+43%
RANK P18-49	34	33	+1
RANK M18-49	36	36	-
RANK W18-49	30	27	+3

Kantar Ibope Media MC09 – Cable Universe, 18:00 – 24:00 Hrs, RAT%

JAN-JUL 2015

JAN-JUL 2016

2016 YTD SCORECARD



CAM	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	2.7	3.2	+19%
SHR P18-49	0.4	0.5	+10%
AVG VIEWERS M18-49	0.7	0.9	+19%
SHR M18-49	0.2	0.3	+17%
AVG VIEWERS W18-49	2.0	2.4	+18%
SHR W18-49	0.6	0.6	+11%
RANK P18-49	32	28	+4
RANK M18-49	38	38	-
RANK W18-49	25	21	+4
PER	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	0.6	0.9	+52%
SHR P18-49	0.1	0.1	+57%
AVG VIEWERS M18-49	0.2	0.3	+45%
SHR M18-49	0.1	0.1	+50%
AVG VIEWERS W18-49	0.4	0.6	+55%
SHR W18-49	0.1	0.1	-
RANK P18-49	38	38	-
RANK M18-49	38	39	-1
RANK W18-49	35	34	+1

Kantar Ibope Media MC09 – Cable Universe, 18:00 – 24:00 Hrs, RAT%

JAN-JUL 2015

JAN-JUL 2016

PERFORMANCE OVERVIEW

2016: YEAR OF E!



	SPANISH LATAM	ARG	BRA	CHI	COL	MEX	PER	CA	VEN
PT Rat%	0.04	0.03	0.02	0.05	0.04	0.08	0.03	0.12	0.06
ATS	13:49	10:29	13:58	08:50	11:34	16:23	10:28	19:16	19:46
Ranking	#44/ 64	#53/ 73	59/ 72	#49/147	#52/ 70	#47/ 93	#50/ 67	#33/ 57	#44/ 118
Penetration	64	80	59	93	82	65	96	94	32
YoY	0%	0%	+100%	+25%	0%	+33%	+50%	+33%	-25%

RANKING

COMPETITIVE ATS WITHIN TIER 3 CHANNELS

Pan-LATAM

	Channel	rat%	ATS
1	Fox	0.63	37:47
2	TNT	0.41	29:47
3	Discovery Kids	0.38	41:57
4	Space	0.38	29:02
5	Disney Channel	0.34	32:49
37	ESPN	0.07	14:48
38	Telemundo*	0.07	34:40
39	TLC	0.07	18:28
40	AMC	0.06	14:12
41	TCM	0.06	16:32
42	TNT Series	0.06	19:23
43	HBO	0.05	23:22
44	E! Ent	0.04	13:49
45	Lifetime	0.04	26:51
46	Comedy Central	0.03	17:38
47	E! Gourmet	0.02	12:15
48	ESPN3	0.02	12:00
49	Glitz	0.02	18:09
50	H2	0.02	19:56
51	HBO2	0.02	24:12



	Channel	rat%	ATS
1	Fox	0.85	42:02
2	Fox Sports	0.62	40:31
3	TN	0.61	28:15
4	TyC Sports	0.51	35:51
5	C5N	0.50	31:07
46	Sony	0.07	13:39
47	Studio Universal	0.07	18:26
48	ISat	0.06	13:54
49	Metro	0.05	15:59
50	MTV	0.05	16:13
51	TLC	0.05	18:09
52	CM TV	0.03	12:32
53	E! Ent	0.03	10:29
54	CNN Español	0.02	10:50
55	Film & Arts	0.02	11:10
56	Fox Sports3	0.02	09:48
57	HBO	0.02	23:04
58	Lifetime	0.02	26:14
59	Syfy	0.02	17:32
60	CBA24N	0.01	11:23



	Channel	rat%	ATS
1	Discovery Kids	0.59	53:22
2	Sportv	0.53	33:55
3	Fox	0.46	36:31
4	Megapix	0.45	35:00
5	Cartoon Net	0.40	42:50
52	E! Maxx	0.03	16:52
53	Fox Sports2	0.03	13:29
54	HBO Plus Pan	0.03	18:16
55	Paramount	0.03	18:23
56	Telecine Cult	0.03	13:44
57	Band Sports	0.02	09:59
58	Comedy Central	0.02	16:12
59	E! Ent	0.02	13:58
60	HBO Family	0.02	18:55
61	MAX Prime	0.02	12:22
62	Nick Jr	0.02	39:34
63	Syfy	0.02	11:29
64	AMC	0.01	12:59
65	ESPN+	0.01	10:48
66	HBO Plus Brazil	0.01	13:04

RANKING

MEXICO BECOMING A STRONG PERFORMING MARKET



	Channel	rat%	ATS
1	Fox	0.87	38:48
2	Discovery Kids	0.49	40:53
3	TNT	0.39	24:48
4	Cinecanal	0.38	26:58
5	Cartoon Network	0.33	28:28
42	CNN Chile	0.07	08:56
43	ESPN	0.07	10:12
44	TNT Series	0.07	11:09
45	America	0.06	13:00
46	Fox Sports 1 Chile	0.06	41:15
47	ISAT	0.06	07:04
48	TLC	0.06	08:53
49	E! Ent	0.05	08:50
50	truTV	0.05	22:37
51	Via X	0.05	07:43
52	Film & Arts	0.04	07:01
53	H2	0.04	20:44
54	MundoFox	0.04	07:32
55	TBS	0.04	20:23
56	El Gourmet	0.03	06:36



	Channel	rat%	ATS
1	Fox	0.80	38:02
2	TNT	0.59	28:32
3	Space	0.48	26:42
4	Disney Channel	0.34	27:33
5	Cinecanal	0.31	25:03
45	Paramount	0.06	16:07
46	truTV	0.06	12:34
47	El Tiempo TV	0.05	10:12
48	MundoFox	0.05	11:02
49	Telemundo	0.05	19:56
50	Cable Noticias	0.04	09:30
51	De Pelicula	0.04	17:56
52	E! Ent	0.04	11:34
53	ESPN3	0.04	09:50
54	TCM	0.04	08:26
55	CNN Español	0.03	09:17
56	Discovery Turbo	0.03	11:04
57	El Gourmet	0.03	11:18
58	Fox Sports3	0.03	08:00
59	Nick Jr	0.03	24:21



	Channel	rat%	ATS
1	Fox	0.70	41:42
2	Distrito Comedia	0.57	38:03
3	Disney Ch	0.49	40:21
4	Space	0.45	34:47
5	Golden	0.36	28:55
40	Tiin	0.11	22:25
41	Boomerang	0.10	34:08
42	Nick Jr	0.10	51:13
43	TDN	0.10	26:04
44	MTV	0.09	25:52
45	Paramount	0.09	27:46
46	AMC	0.08	19:11
47	E! Ent	0.08	16:23
48	ESPN	0.08	18:33
49	UTDN	0.08	19:04
50	Cinelatino	0.07	22:33
51	ID	0.07	33:27
52	Ritmo Son	0.07	17:38
53	TLC	0.07	24:24
54	Multicinema	0.06	21:54

RANKING

VENEZUELA WITH HIGHEST ATS



	Channel	rat%	ATS
1	Fox	0.40	28:51
2	Discovery Kids	0.37	32:04
3	TNT	0.36	25:44
4	Cartoon Net	0.29	26:46
5	Disney Ch	0.26	24:22
43	Gol Peru	0.05	22:09
44	Lifetime	0.05	14:19
45	ESPN2	0.04	09:05
46	H2	0.04	12:39
47	MTV	0.04	14:35
48	Syfy	0.04	12:20
49	truTV	0.04	16:21
50	E! Ent	0.03	10:28
51	Fox Life	0.03	11:49
52	Telemundo	0.03	24:59
53	TLC	0.03	09:53
54	hTV	0.02	12:00
55	ISAT	0.02	07:07
56	MundoFox	0.02	06:44
57	Ritmo Son	0.02	09:42

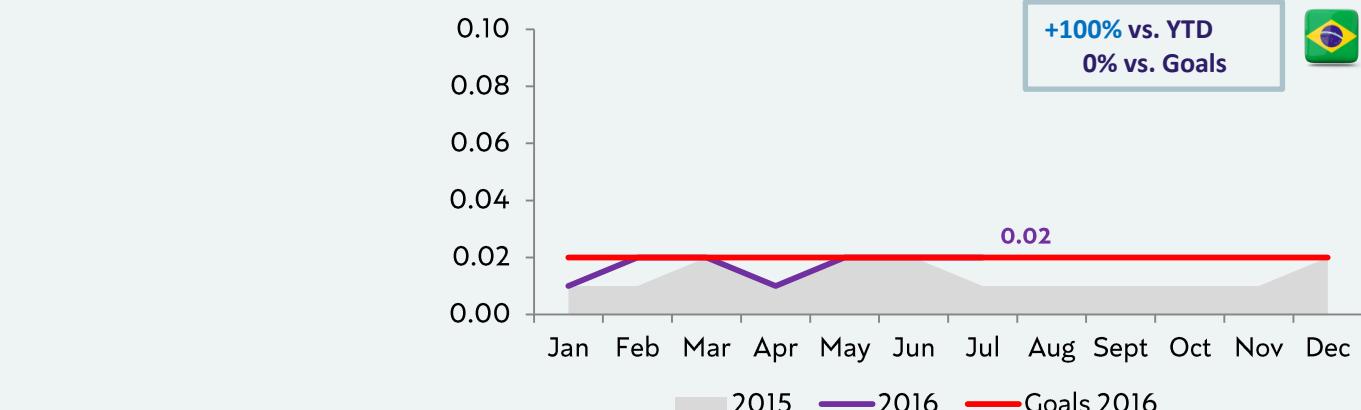
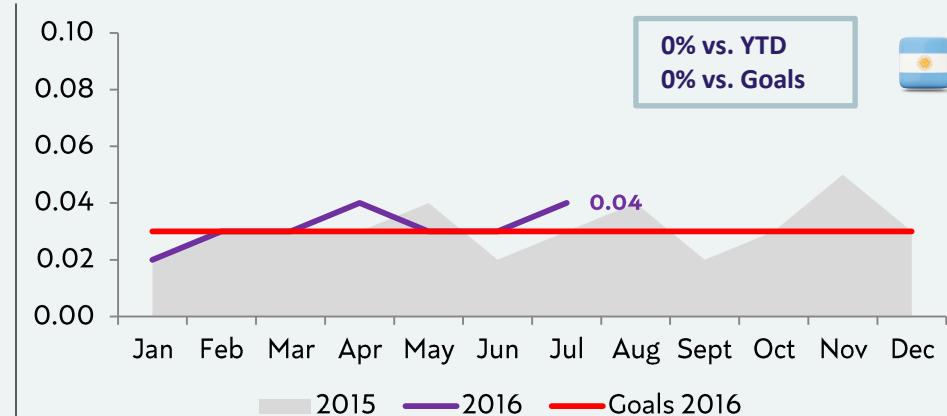


	Channel	rat%	ATS
1	Fox	0.60	33:42
2	Disney Ch	0.56	34:37
3	Canal Estrellas	0.53	37:10
4	TNT	0.53	29:19
5	Disney Jr	0.46	39:02
28	Fox Sports	0.15	19:28
29	TBS	0.15	22:50
30	TCM	0.15	16:16
31	Cinemax	0.14	21:12
32	Nickelodeon	0.13	22:08
33	A&E	0.12	18:15
34	De Pelicula	0.11	17:36
35	E! Ent	0.11	17:50
36	ESPN	0.11	16:11
37	MundoFox	0.11	15:32
38	TLC	0.11	17:27
39	Fox Sports2	0.10	16:05
40	Sony	0.10	16:41
41	MTV	0.09	17:54
42	AMC	0.08	13:39

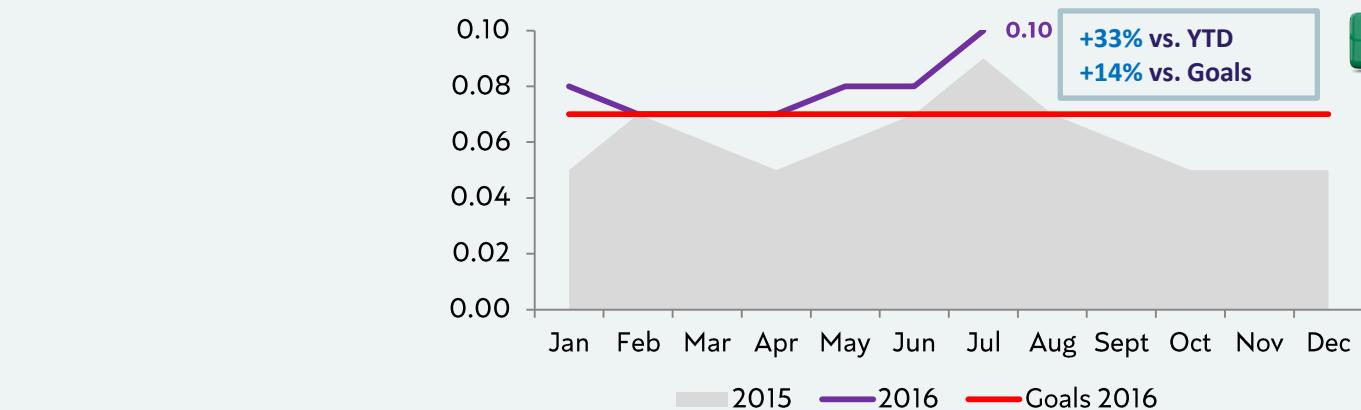
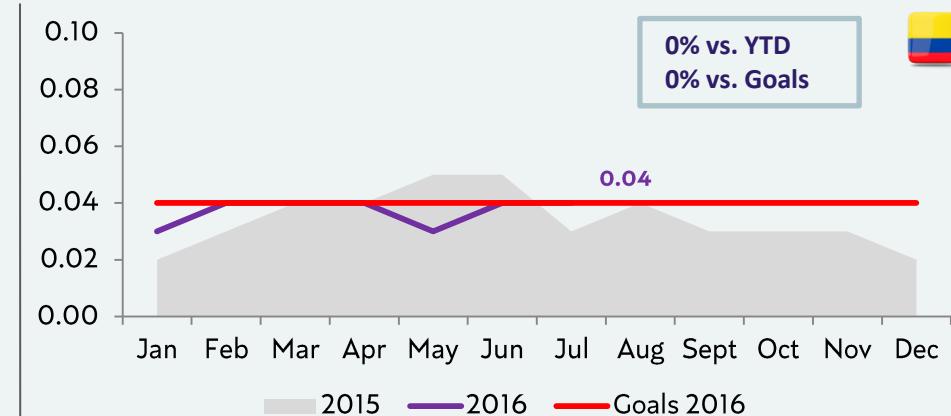
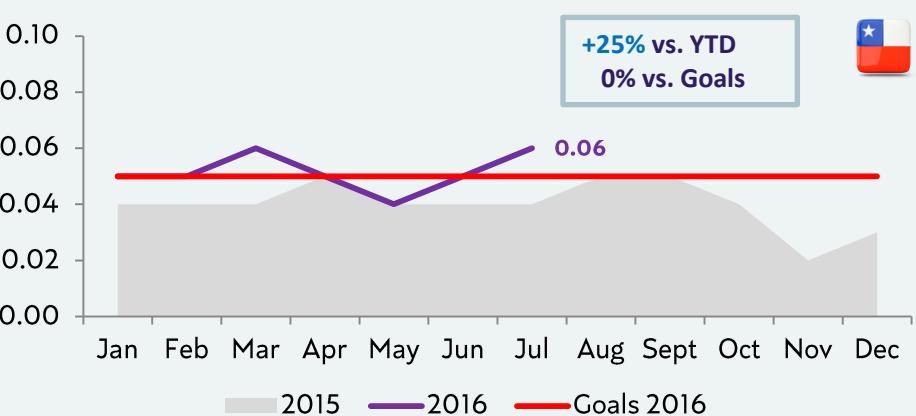


	Channel	rat%	ATS
1	Telemundo	0.75	1:14:49
2	TNT	0.36	40:12
3	Disney Ch	0.33	45:39
4	Fox	0.31	44:48
5	Venevision P	0.30	45:55
37	Glitz	0.08	27:35
38	TBS	0.08	23:42
39	Mas Chic	0.08	26:22
40	TLC	0.07	20:24
41	MTV	0.07	23:00
42	Fox Life	0.07	26:31
43	Animal Planet	0.06	18:36
44	E Ent	0.06	19:46
45	MundoFox	0.06	26:55
46	Tnt Series	0.06	30:16
47	De Pelicula	0.05	29:57
48	HBO 2	0.05	32:40
49	ESPN Andina	0.05	18:06
50	Lifetime	0.05	30:36
51	Fox Sports	0.04	18:41

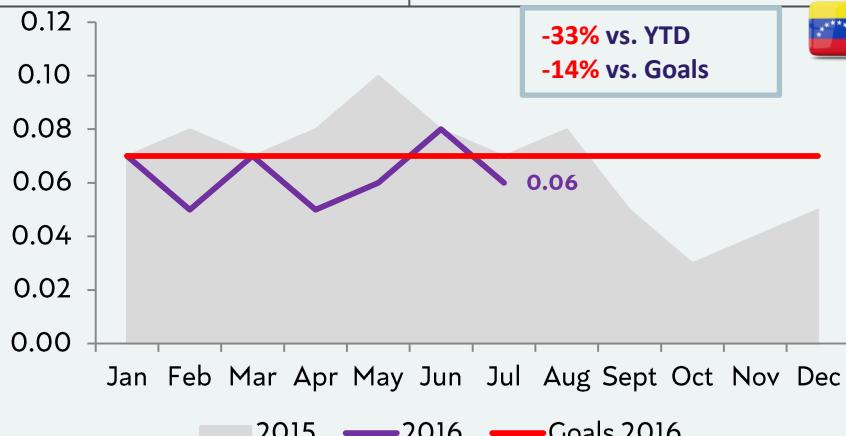
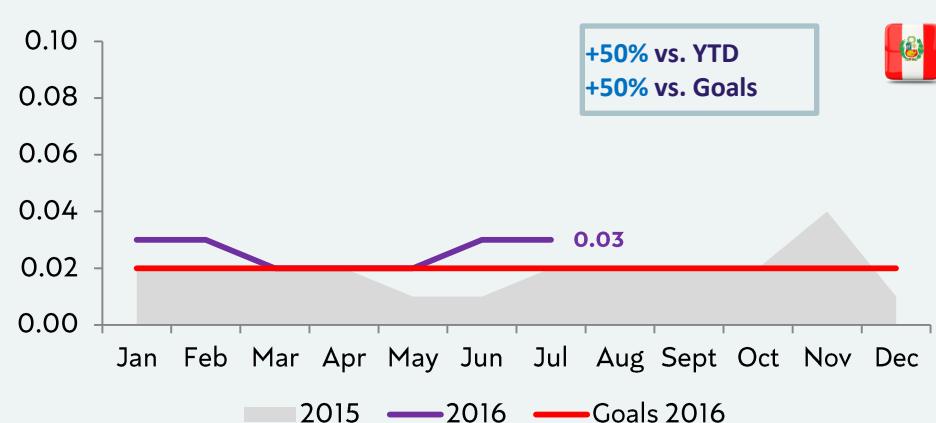
PERFORMANCE



PERFORMANCE

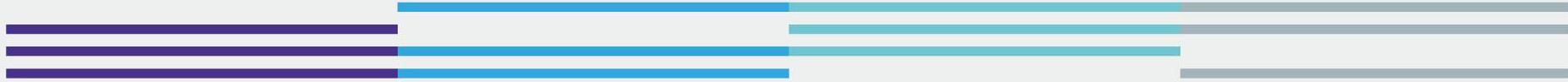


PERFORMANCE





PROGRAMMING



2016 PROGRAMMING STRATEGY UPDATE



- ✓ Live events → More *Red Carpet* coverage (linear + digital)
- ~~ Celebrity News → Support E! News onlinelatino
- ~~ Reality Content → Become a 100% reality and ratings-driven channel

2016 PROGRAMMING STRATEGY UPDATE



□ Live events → More Red Carpet coverage:

- ✓ Live transmission of all Red Carpet events coming from E! USA with V.O. in Spanish and Portuguese (32 hours)

and

Continuous repetition of the awards within the following two days

- ✓ Live streaming of seven other Red Carpet events relevant to the region
- ✓ Acquisition of Teen Choice Awards

LFR RESULTS

Popular among young viewers **18-34**,
both **Men** and **Women** with
High and **Medium SEL**



Overall performance has improved the channel's primetime average by:



+63%



+25%



+71%

*

Timeslot ranking

#4

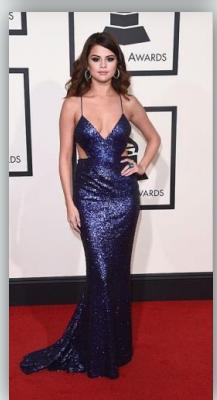
W25+ High/ Men 18-34 H+M
0.49/ 0.43% rat

#10

W 18+ High
0.32% rat

#1

Men 18-34 High
2.6% rat





Jul 31st 2016 @ 19:00 hrs.



Top Targets
Rat%/ AFF

Men Medium 0.99
W18-34 Med 1.16
25-34 High 1.24
18-24 H+M 611
W18-34 Med 688

Overall Total Views: 123k
Facebook Live video views 75k/61%
YouTube video views 48k /39%

Avg **LIVE** View duration 10'47 "
Avg **VOD** View duration 3'13"

Total Reach: 631k
Total Comments: 7.1k
(2.1K in FB and 5K in YT)

Appealed to Men and Women, Young and with High and Medium SEL

vs. previous timeslot

3x among Men /12-17/ 25-49/ H+M mix targets

2x vs. the channel's primetime average



#2
Men Medium,
12-17 H+M
Rat% 0.99, 0.78



#3
18-24 H+M
AFF 688



#3
W18-34 Med
AFF 611



#3
W18-34 Med
Rat% 1.16



#4
25-34 High
Rat% 1.24

2016 PROGRAMMING STRATEGY UPDATE



Celebrity News → Support E! News onlinelatino by making of news a 360 degree experience:

- ✓ 15-min E! News Int'l dubbed
- ✓ One-hour daily E! News US aired on E! Now in English
- Add news-crawl to channel
- ✓ Producing and airing *Live From E!* simultaneously on digital and linear

LFE ON LINEAR TV

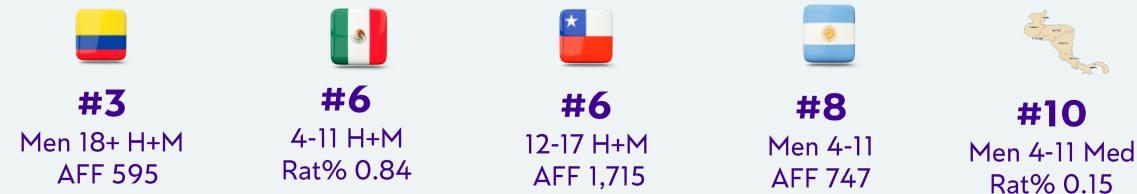


Aug 2nd, 2016 @ 16:00/ 17:00/ 18:00 hrs.

Popular among young **18-24**
and very young viewers **4-17**
Men with
High and Medium SEL



2x vs. the channel's daytime average



2016 PROGRAMMING STRATEGY UPDATE



- Reality Content → Become a 100% reality and ratings-driven channel by:
 - ✓ Maximizing E! US content
 - ✓ Complementing E! US programming with reality / lifestyle premieres and 'new library' content
 - ✓ Producing rating-drivers

FEWER E! U.S. HOURS FROM 2016 TO 2017

E!

E! Output Deal 2016 & 2017

	HOURS PER DEAL	2016 HOURS	DIFFERENCE		USED
			HRS	% CHG	
NEWS	385*	385*	0	0%	81
TOPICAL/SHORT WINDOW	196	12	-184	-94%	12
RED CARPET	30	32	+2	+7%	32
REALITY	120	165	+45	+38%	165
CLIP/BIO	18	0	-18	-100%	0
TOTAL	749	594	-155	-21%	290
TOTAL W/O NEWS	364	209	-155	-43%	209

2016 Value: \$6M**
2017 Value: \$6.4M**

Short by \$300K

2017 HOURS	DIFFERENCE		USED
	HRS	% CHG	
385*	0	0%	81
12	-184	-94%	12
32	2	+7%	32
142	+22	+18%	142
0	-18	-100%	0
571	-178	-24%	267
186	-178	-49%	186

Short by \$800K

-23 hrs



177 U.S. PREMIERE HOURS

2016 Domestic Content

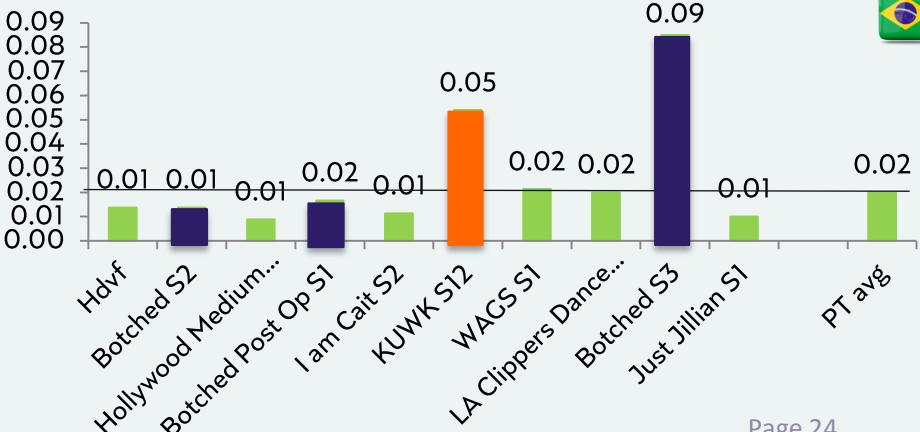
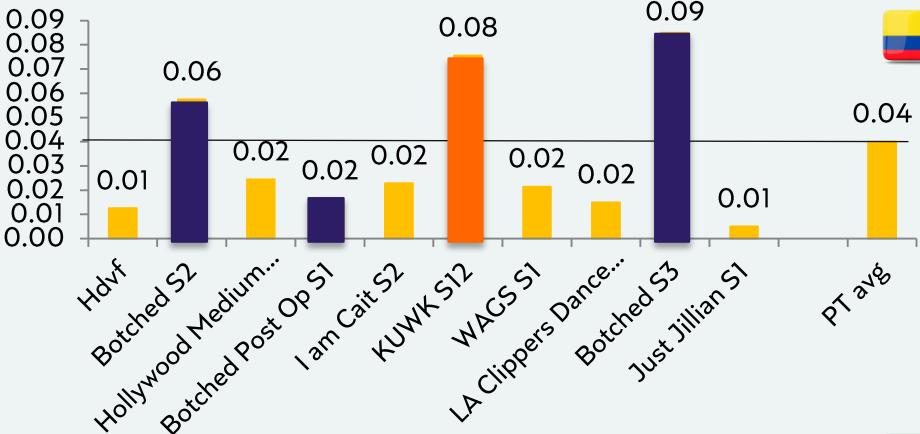
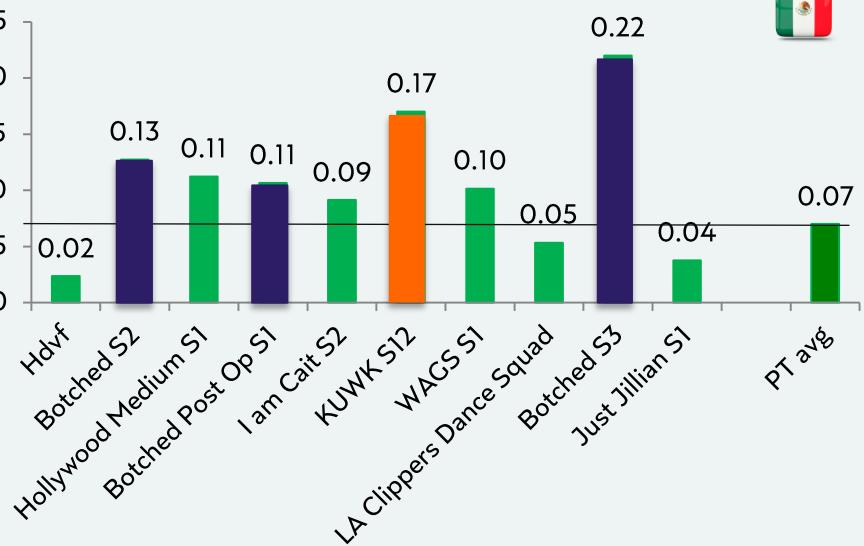
US Premiere	Title	Season	Eps	Dur	Total Hrs	LATAM Premiere
2015	WAGS	S1	12	1	12	Jun
Jan	Keeping Up With The Kardashians	S11	7	1	7	Jan
Jan	Just Jillian	S1	8	1	8	Jul
Jan	Hollywood Medium with Tyler Henry	S1	9.5	1	9.5	Apr
Mar	I Am Cait	S2	8	1	8	May
Mar	LA Clippers Dance Squad	S1	8	1	8	Jun
Apr	#Richkids of Beverly Hill	S4	8	1	8	Sep
May	Keeping Up With The Kardashians	S12A	16	1	16	May
May	Botched	S3A	13	1	13	Jul
Jun	Famously Single	S1	8	1	8	Aug
Jun	EJNYC	S1	6	1	6	Aug
Jun	WAGS	S2	12	1	12	Nov
Aug	Hollywood Medium with Tyler Henry	S2	8	1	8	Oct
Aug	Botched By Nature	S1	8	1	8	Dec
Aug	Botched Post-Op	S2	8	0.5	4	Nov
Sep	Rob & Chyna	S1	6	1	6	Nov
Oct	Total Bellas*	S1	6	1	6	Dec
Oct	Keeping Up With The Kardashians	S12B	5	1	5	Nov
Oct	WAGS Miami	S1	8	1	8	Jan '17
Oct	Catching Kelce	S1	9	1	9	Dec
Nov	Hollywood & Football	S1	4	1	4	Jan '17
Nov	Mariah's World	S1	3	1	3	Dec

Total hours received

177

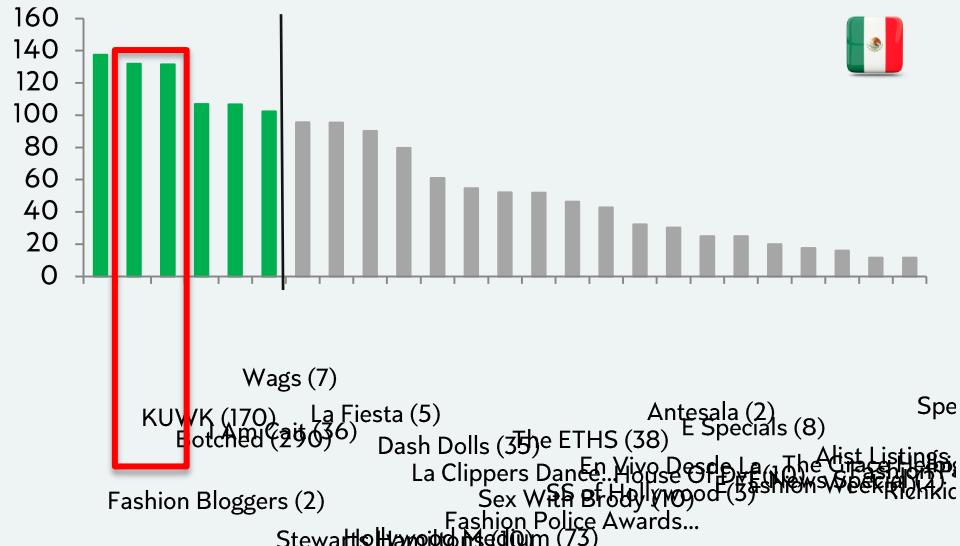
Reality lifestyle (42.5 hours)

DOMESTIC SERIES PERFORMANCE



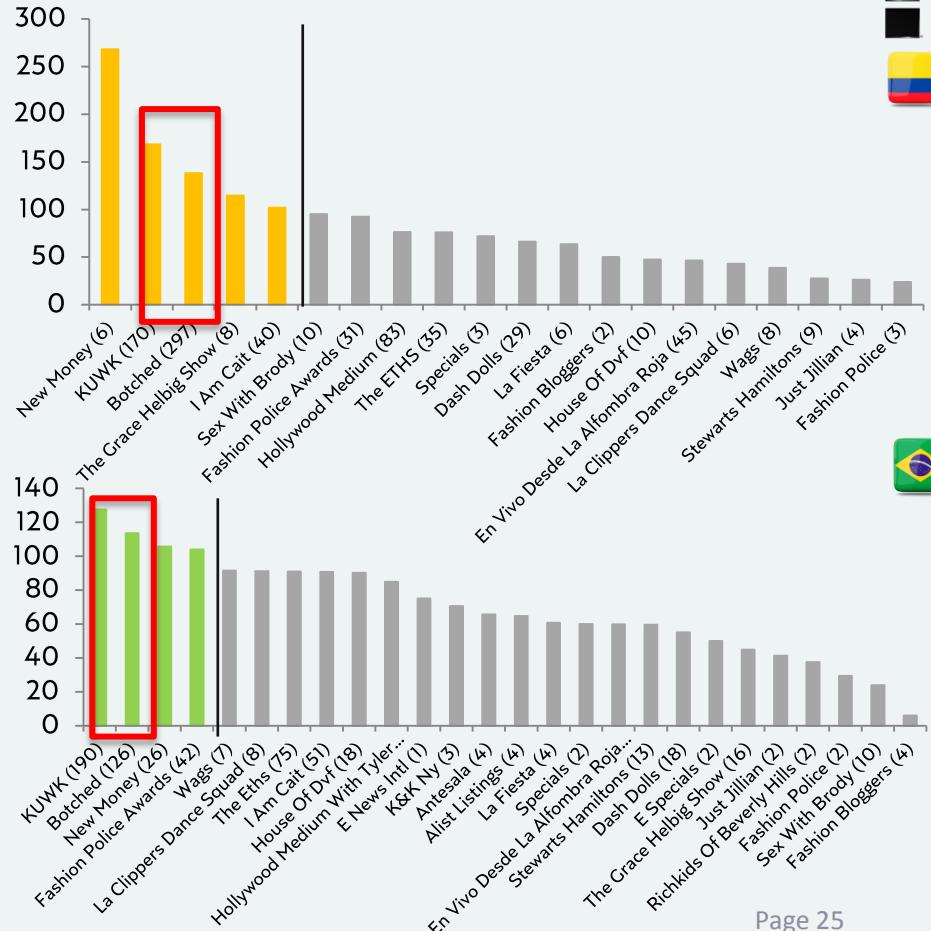
PEI = Program Efficiency Index
% Viewing / % Grid time * 100

DOMESTIC PROGRAM EFFICIENCY INDEX



PEI = Program Efficiency Index
% Viewing / % Grid time * 100

Source: Kantar IBOPE Media Argentina, Colombia and Mexico, Period: Jan 1st to Jul 31st 2016. Target: 18-49. Primetime: 18:00-24:00.



3RD PARTY ACQUISITIONS

FROM 2016 TO 2017

TITLE	EPS	TRT	TOTAL HRS
2016 TOTAL HOURS			185
SERIES PRIOR TO 2016			104
FILMS & STARS 2015-2016	39	0.5	20
HOLLYWOOD BUZZ 2015-2016	39	0.5	20
WALL OF SOUND 2015-2016	39	0.5	20
PROJECT RUNWAY S9	15	1	15
MADE IN CHELSEA S8	13	1	13
THE ROYALS S2 (Scripted)	10	1	10
YOUNGER S2 (Scripted)	12	0.5	16
NEW SERIES			30
SKIN WARS S1 & S2	20	1	20
TBD / NAIL'D IT! S1	10	1	10
LIBRARY SERIES			51
STYLE HER FAMOUS (Library) S1, S2 & S3	30	0.5	15
WHOSE WEDDING IS IT ANYWAY? (New library) S9, S10 & S11	36	1	36
HOW DO I LOOK? (New library)			
HOW DO I LOOK? (New library)			

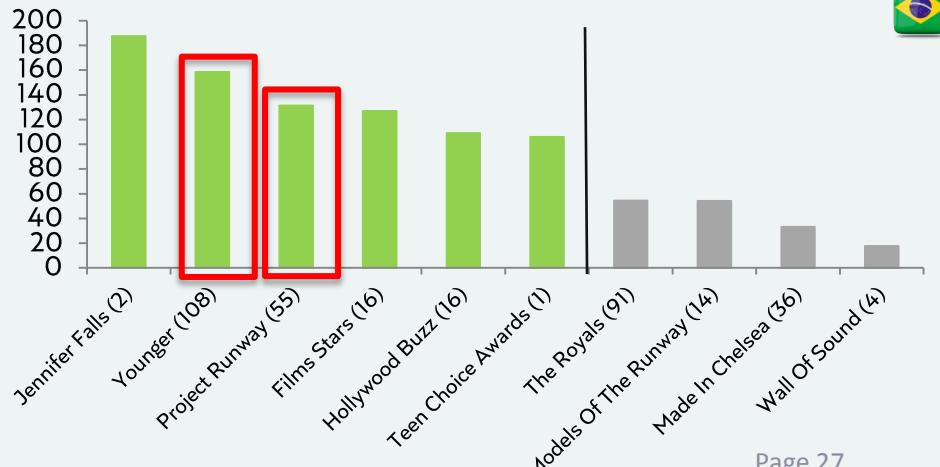
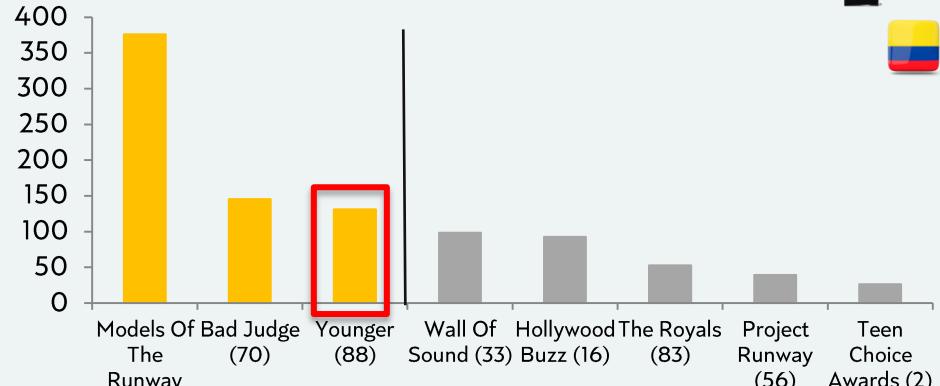
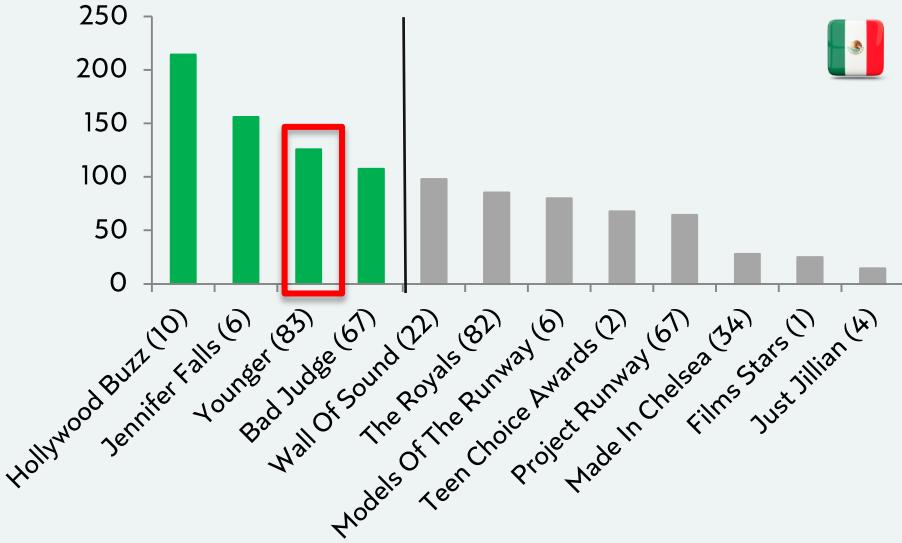
SEASON	EPS	TRT	TOTAL HRS
2017 TOTAL HOURS			151
			30
S10	14	1	
S9			1
S3	10	1	
S3	12	0.5	
			40
S3	10	1	
			111
S10, S11 & S12	69	1	
S7, S8 & S9	42	42	42

-34 hrs

Recurring



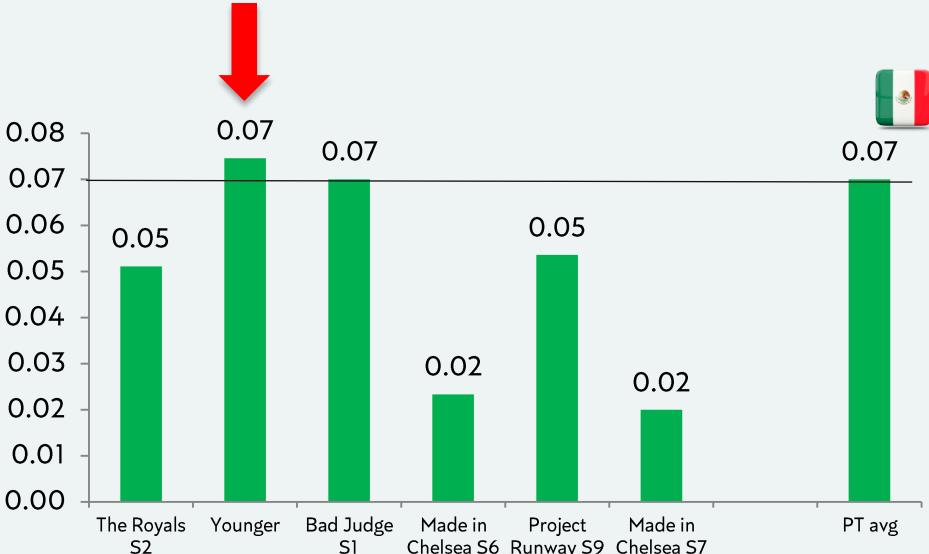
ACQUISITIONS PROGRAM EFFICIENCY INDEX



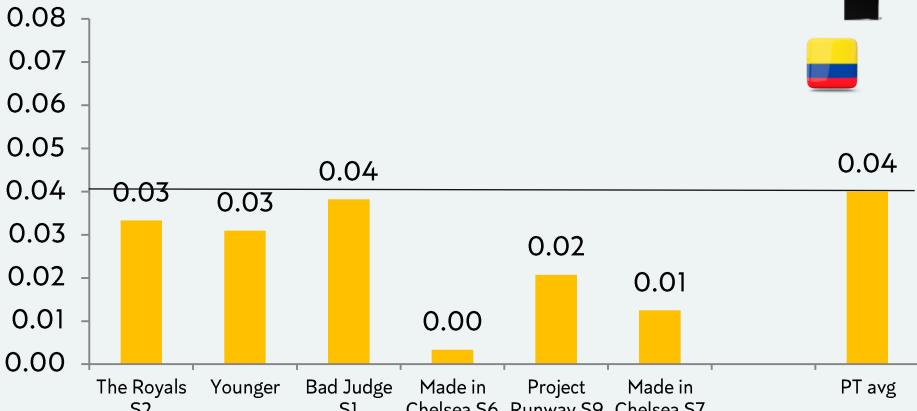
PEI = Program Efficiency Index
% Viewing / % Grid time * 100



ACQUISITIONS SERIES PREMIERES



PEI = Program Efficiency Index
 % Viewing / % Grid time * 100



MEXICO PAY TV ORIGINAL PRODUCTIONS



%rat new episodes / % vs channel's PT average

Source: IBOPE Kantar Media Mexico, Jan 2015 to Jun 2016, Primetime: 18:00 – 24:00, New episodes only. Target: 18-49

LATAM PAY TV ORIGINAL PRODUCTIONS

Argentina



Colombia



Brazil



%rat new episodes / % vs channel's PT average

Source: IBOPE Kantar Media Argentina, Brazil and Colombia, Jan 2015 to Jun 2016. Primetime: 18:00 – 24:00, New episodes only. Target: 18-49



ORIGINAL PRODUCTION FROM 2016 TO 2017

E! ORIGINAL PRODUCTION						
2016						
TITLE	EPS	R	TOTAL HRS	COST PER EPISODE	COST PER HOUR	COST PER SHOW
MULTIMARKET			47		\$1,042,089	
% of total budget					54%	
LIVE FROM E! (LINEAR & DIGITAL)	40	30	20	\$6,452	\$12,904	\$258,089
LIVE STREAMING - DIGITAL STREAMING - LFC: TV Y NOVELAS	1	2	2	\$8,000	\$4,000	\$8,000
LIVE STREAMING - LRC: BILLBOARDS DE LA MUSICA LATINA	1	2	2	\$8,000	\$4,000	\$8,000
LIVE STREAMING - LRC: PREMIOS TU MUNDO (TEL)	1	2	2	\$8,000	\$4,000	\$8,000
LIVE STREAMING - LRC: TEEN CHOICE AWARDS	1	2	2	\$8,000	\$4,000	\$8,000
LIVE STREAMING - LRC: LATIN AMERICA MUSIC AWARDS (TEL)	1	2	2	\$8,000	\$4,000	\$8,000
LIVE STREAMING - LRC: LATIN GRAMMY AWARDS	1	2	2	\$8,000	\$4,000	\$8,000
LIVE STREAMING - LRC: PREMIOS CINE FENIX	1	2	2	\$8,000	\$4,000	\$8,000
STYLE HER FAMOUS	26	30	13	\$28,000	\$56,000	\$728,000
HOW DO I LOOK S1						
MEXICO			40		\$882,000	
% of total budget					46%	
LA SOPA MEX	40	30	20	\$11,300	\$22,600	\$452,000
ZONA TRENDY MEX	40	30	20	\$10,750	\$21,500	\$430,000
TOTAL			87		\$1,924,089	

E! ORIGINAL PRODUCTION						
2017						
EPS	R	TOTAL HRS	COST PER EPISODE	COST PER HOUR	COST PER SHOW	
		54			\$1,074,089	
					55%	
40	30	20	\$4,770	\$12,904	\$258,089	
1	2	2	\$8,000	\$4,000	\$8,000	
1	2	2	\$8,000	\$4,000	\$8,000	
1	2	2	\$8,000	\$4,000	\$8,000	
1	2	2	\$8,000	\$4,000	\$8,000	
1	2	2	\$8,000	\$4,000	\$8,000	
1	2	2	\$8,000	\$4,000	\$8,000	
1	2	2	\$8,000	\$4,000	\$8,000	
1	2	2	\$8,000	\$4,000	\$8,000	
1	2	2	\$8,000	\$4,000	\$8,000	
20	60	20	\$38,000	\$38,000	\$760,000	
					\$882,000	
					45%	
40	30	20	\$11,300	\$22,600	\$452,000	
40	30	20	\$10,750	\$21,500	\$430,000	
94					\$1,956,089	
				+7 hrs		

ANCINE ORIGINAL PRODUCTION

2016 - 2017



- ❑ GOAL: To produce Brazilian shows with the purpose of:
 - Maintain the ANCINE quota
 - Bring ratings to the Brazilian feed (and other Spanish speaking feeds if possible)
 - Find new show formats
- ❑ Five shows per year:
 - Four funded by TVD (one per quarter)
 - One funded by E!/HBO
- ❑ We will pay a license fee (13% of total production cost) to TVD for each of the funded shows

ANCINE PRODUCTION 2016						
TITLE	EPS	RT	TOTAL HRS	COST PER EPISODE	COST PER HOUR	COST PER SHOW
BRASIL			26			\$60,078
ALTO LEBLON	13	1	13	\$3,909	\$3,909	\$50,820
MODA-O-RAMA	13	1	13	\$712	\$712	\$9,258
TVD SERIES #1 (TVD Investment R1.5M = \$385K)						
TVD SERIES #2 (TVD Investment R1.5M = \$385K)						
TVD SERIES #3 (TVD Investment R1.5M = \$385K)						
TVD SERIES #4 (TVD Investment R2M = \$512K)						

ANCINE PRODUCTION 2017						
EPS	RT	TOTAL HRS	COST PER EPISODE	COST PER HOUR	COST PER SHOW	
		52				\$216,706
13	1	13	\$3,850	\$3,850	\$50,049	
13	1	13	\$3,850	\$3,850	\$50,049	
13	1	13	\$3,850	\$3,850	\$50,049	
13	1	13	\$5,120	\$5,120	\$66,559	

ORIGINAL PRODUCTION STATUS

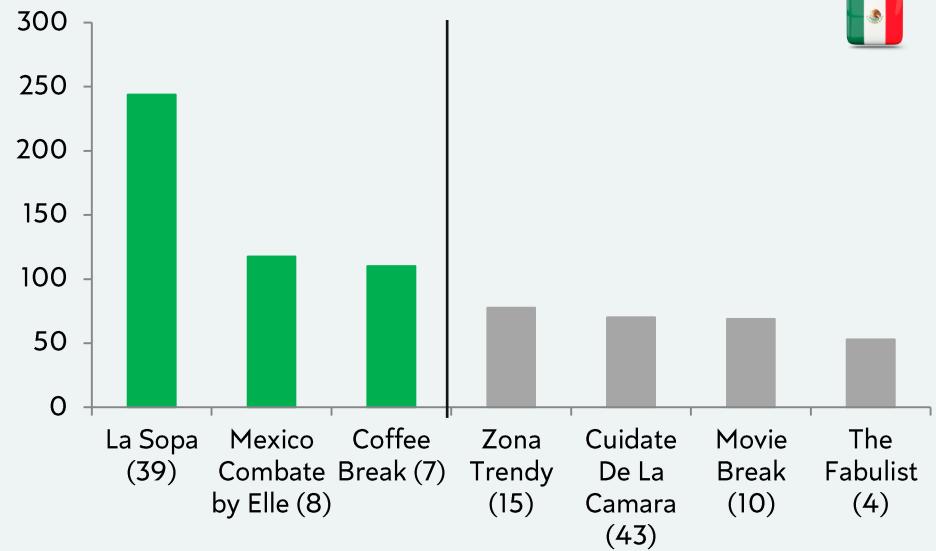
LATAM

- Live from E! – in production
- La Sopa Mexico – in production
- Zona Trendy – in production
- How Do I Look – in pre-production
- Style Her Famous – awaiting internal approval

BRAZIL

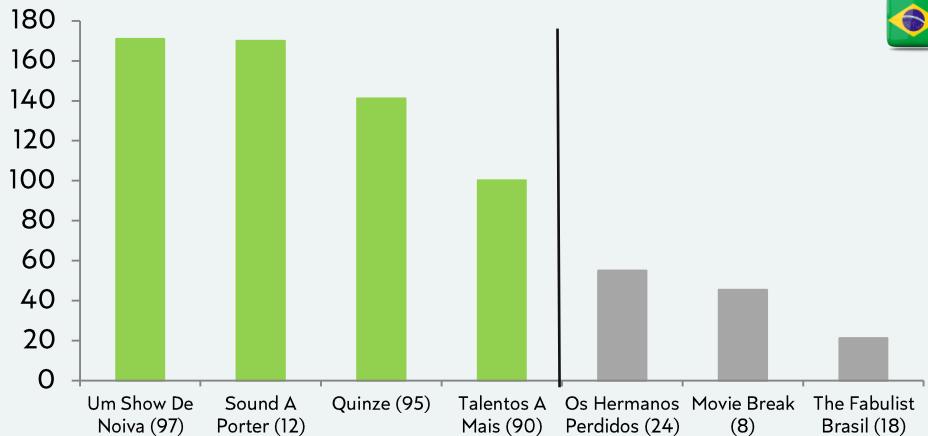
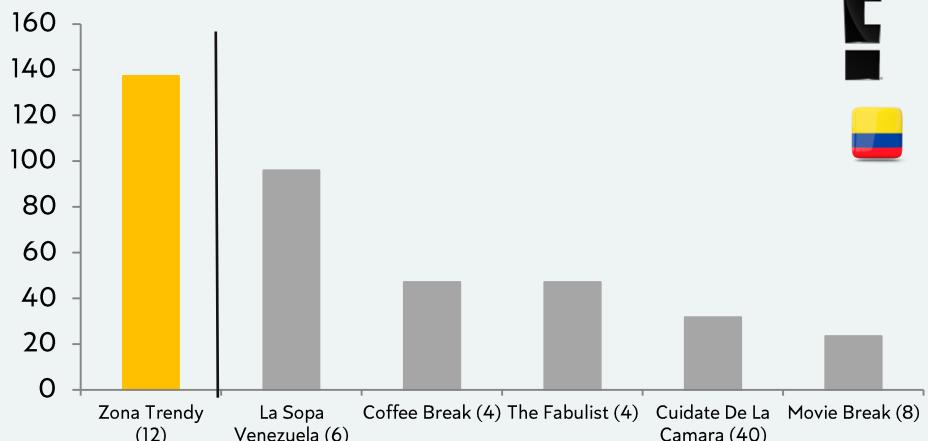
- Sound-A-Porter – completed
- Som Nas Alturas/Sao Paolo Nas Alturas – in production
- Alto Leblon – in production
- Drag Me as a Queen – in development
- Um Show de Noiva (S.2.) – in pre-production
- Moda-o-Rama – in post-production
- To Chegando – Registered; pending ANCINE approval
- Criador de Celebridades - Awaiting production approval

OP PROGRAM EFFICIENCY INDEX

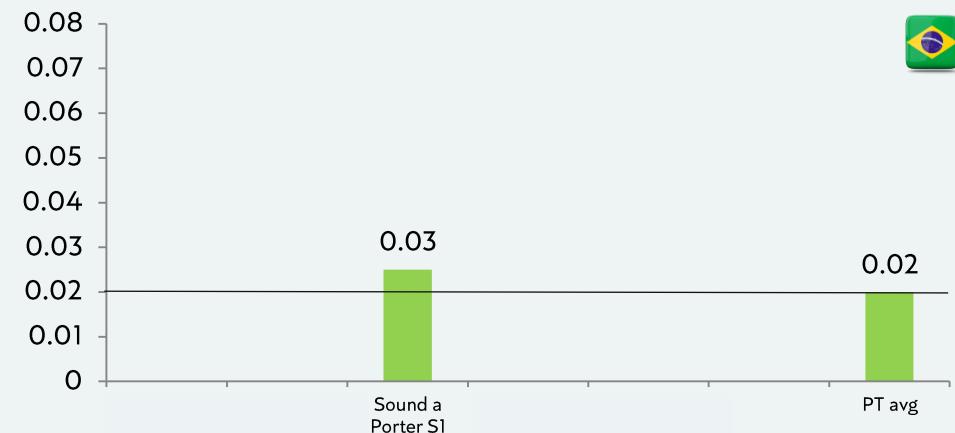
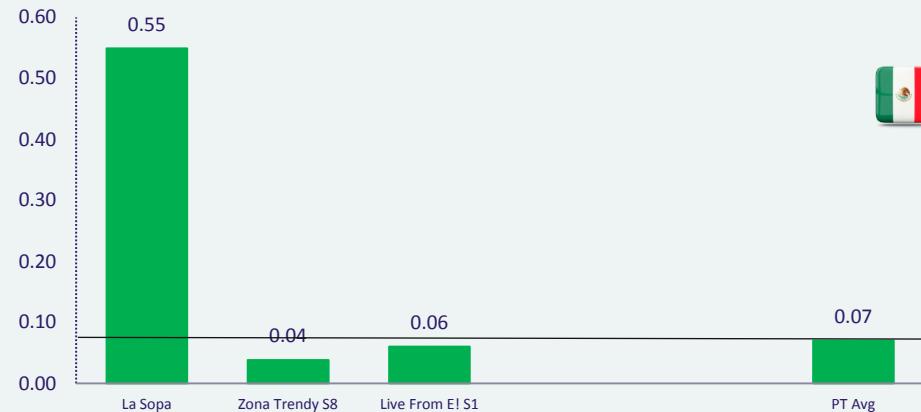


PEI = Program Efficiency Index
% Viewing / % Grid time * 100

Source: Kantar IBOPE Media Argentina, Colombia and Mexico, Period: Jan 1st to Jul 31st 2016. Target: 18-49. Primetime: 18:00-24:00.



OP SERIES PERFORMANCE





TOTAL PROGRAM HOURS FROM 2016 TO 2017

Source	2016 Hours	2017 Hours	Difference
E! Output Deal (incl. E! News Int'l)	290	267	-23
3 rd Party Acquisitions	185	151	-34
Original Production	87	94	+7
TOTAL	562	512	-50
ANCINE	23	52	+29

MONTHLY MASTER GRID – Q4 2016

MEXICO

	LUNES	MARTES	MIERCOLES	JUEVES	VIERNES	SABADO	DOMINGO	
18:00			ACCESS PRIME STRIP / BOTCHED			Cuidate de la Camara	Hollywood Medium S2	18:00
19:00			ACCESS PRIME STRIP / KARDASHIANS			#Richkids of Beverly Hills S4	Guerra de Pieles	19:00
20:00	Guerra de Pieles	Kardashians	Kardashians	Guerra de Pieles	Project Runway	#Richkids of Beverly Hills S4	Guerra de Pieles	20:00
21:00	Guerra de Pieles	Kardashians	Hollywood Medium S2	Botched	Project Runway	Hollywood Medium S2	Botched	21:00
22:00	La Sopa	Kardashians	Hollywood Medium S2		#Richkids of Beverly Hills S4	Zona Trendy / LFE	Botched	22:00
23:00	LATE STRIP / BOTCHED	ZONA TRENDY MX	LATE STRIP / BOTCHED		Wall of Sound	Guerra de Pieles	23:00	
0:00	STRIP BOTCHED / GUERRA DE PIELES					Guerra de Pieles	0:00	

2ND CCM - NEXT STEPS

❑ Original Production:

- Produce *How Do I Look Mexico* and *Style Her Famous Mexico*
- Monitor performance of OPs in Brasil for possible renewals and/or airing dubbed versions in Latam feed
- Monitor performance of *Zona Trendy* and *Live From E!*

❑ Live events:

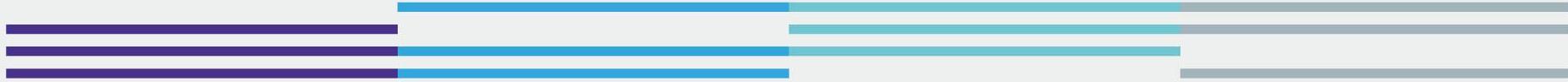
- Maximize engagement of all live events by using digital/social media to drive audiences between linear and digital
- Continue to expand coverage of major Red Carpet Events in the region
- Do V.O. Spanish in L.A. with E! US (shared costs)
- Agree w/ E! US in one-hour E! News going straight to E! Now
- Add news-crawl to channel

❑ Reality content:

- Acquire TVD unscripted content with the approx. \$300K ‘shortage’ from E! US



SUPERCHARGING E!





SUPERCHARGING E!

GOAL

- ❑ E! LatAm to own 100% the reality genre, with the goal of positioning the channel among the top 20 entertainment channels in the region (A18-49, 18:00 – 24:00, Mon-Sun)

MARKET OPPORTUNITIES

- ❑ There are several int'l channels (with +35% reality content in their grid) in the region enjoying solid Advertising and Affiliate revenues (see Appendix)
- ❑ Even though ratings are presently low, the E! Brand continues to hold strong in the territory
- ❑ E! enjoys basic distribution in the region
- ❑ Local unscripted content is very popular among A, B, and C classes (see Appendix)

SUPERCHARGING E!

STRATEGY

- ❑ To develop the ‘two dimensions’ of the E! Brand:
 - The Linear Channel as a 100% reality-driven channel – Own the genre!
 - ✓ Build and own the reality genre to launch other platform businesses such as OTT / SVOD
 - The Digital Platform as the ‘up-to-date Celebrity News authority’ in the region
- ❑ Create a channel where ‘aspirational,’ ‘inspirational,’ and ‘relatable’ go hand-in-hand
- ❑ Launch local version of the successful *Real Housewives Franchise* – *Real Housewives of Mexico*
 - Other spin offs to be launched based on rating and revenue success: Brasil, Argentina, and Colombia
- ❑ Fuel the reality content from the E!, Bravo and Oxygen content pipeline
- ❑ Acquire only unscripted content
 - Increase the unscripted content premieres to up to 850 hours per year
- ❑ Produce for PT up to 35% of premiere hours of local content within the next 5 years



SUPERCHARGING E!

ASSUMPTIONS

- Output deal between NBCUniversal and UNISLA will be in place for the duration of the agreement (5 years)
 - E! News MG (\$900K annually) to be repurposed into other content
 - Any shortfall from E! US in the output deal to be repurposed into other acquisitions
- Once scripted shows (ex. Royals, and Younger) end, they will not be replaced by any other scripted content
- Similar to E! shows, Bravo, Oxygen, and 3rd party vendor shows will be dubbed and subtitled into both Spanish and Portuguese
- All OP produced in Spanish will be premiered throughout the region, including Brazil
- Ancine productions will be evaluated for possible scheduling in Spanish feed

REALITY: A DOMINATING GENRE

2014

RNK	GENRE
1	DRAMA
2	SOAP OPERA
3	REALITY SHOW
4	SWEEPSTAKES
5	TALK SHOW
6	SPORTS
7	COMEDY
8	MOVIES
9	TV SERIES
10	NEWS

2015

RNK	GENRE
1	DRAMA
2	SOAP OPERA
3	SWEEPSTAKES
4	SPORTS
5	TV SERIES
6	REALITY SHOW
7	TALK SHOW
8	MOVIES
9	MAGAZINE
10	CARTOONS

2016

RNK	GENRE
1	DRAMA
2	SOAP OPERA
3	REALITY SHOW
4	TV SERIES
5	COMEDY
6	SPORTS
7	MOVIES
8	MAGAZINE
9	CARTOONS
10	NEWS



REALITY: 2ND MOST CONSUMED GENRE AFTER DRAMA

	MON	TUE	WED	THU	FRI	SAT	SUN
Breaks	0.09	0.09	0.09	0.09	0.08	0.05	0.06
Cartoons	0.17	0.18	0.18	0.18	0.13	0.08	0.09
Children	0.08	0.10	0.07	0.10	0.08	0.08	0.09
Comedy	0.24	0.28	0.27	0.26	0.25	0.21	0.25
Culture	0.04	0.03	0.04	0.03	0.03	0.04	0.06
Debate	0.05	0.10	0.06	0.08	0.03	0.04	0.07
Drama	0.89	0.94	0.92	0.88	0.84	0.24	0.10
General	0.08	0.08	0.08	0.08	0.08	0.09	0.10
Goverment Affairs	0.03	0.03	0.03	0.03	0.03	0.02	0.03
Infomercial	0.03	0.03	0.04	0.03	0.04	0.02	0.02
Magazine	0.20	0.20	0.20	0.20	0.17	0.14	0.14
Movies	0.14	0.14	0.13	0.14	0.18	0.26	0.29
Musicals	0.08	0.08	0.08	0.09	0.08	0.09	0.11
News in general	0.13	0.13	0.13	0.13	0.12	0.06	0.05
Reality Show	0.84	0.83	0.91	0.93	0.35	0.01	0.01
Religion	0.05	0.03	0.04	0.01	0.11	0.02	0.03
Soap Operas	0.51	0.52	0.52	0.53	0.46	0.12	0.18
Sports	0.12	0.11	0.17	0.14	0.24	0.34	0.32
Sweepstakes	0.36	0.28	0.37	0.34	0.32	0.22	0.58
TV Series	0.30	0.33	0.30	0.31	0.24	0.19	0.24
Talk Show	0.08	0.08	0.09	0.08	0.08	0.06	0.05



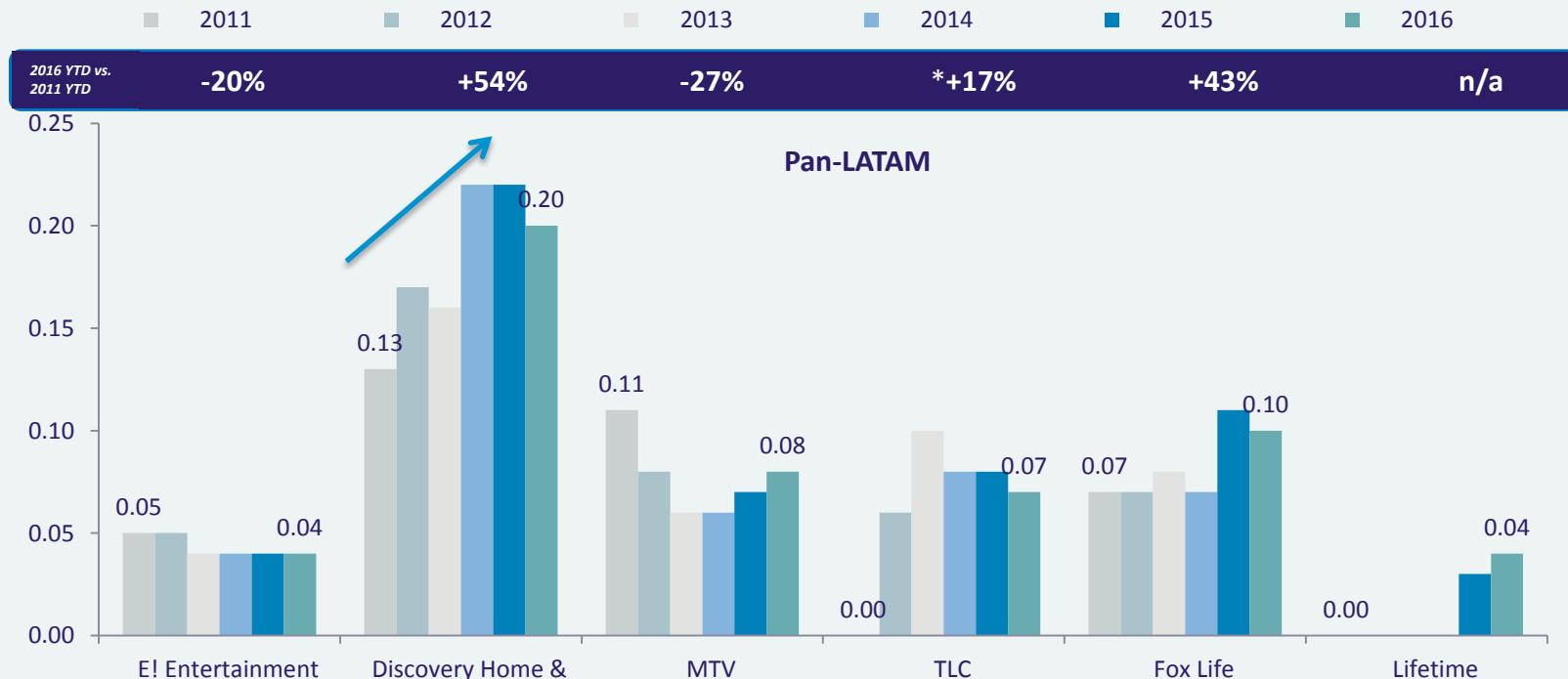
Reality Show on WEDs are
similar to Drama Performance



THUs performs better
than Drama

H&H GROWS EXPONENTIALLY

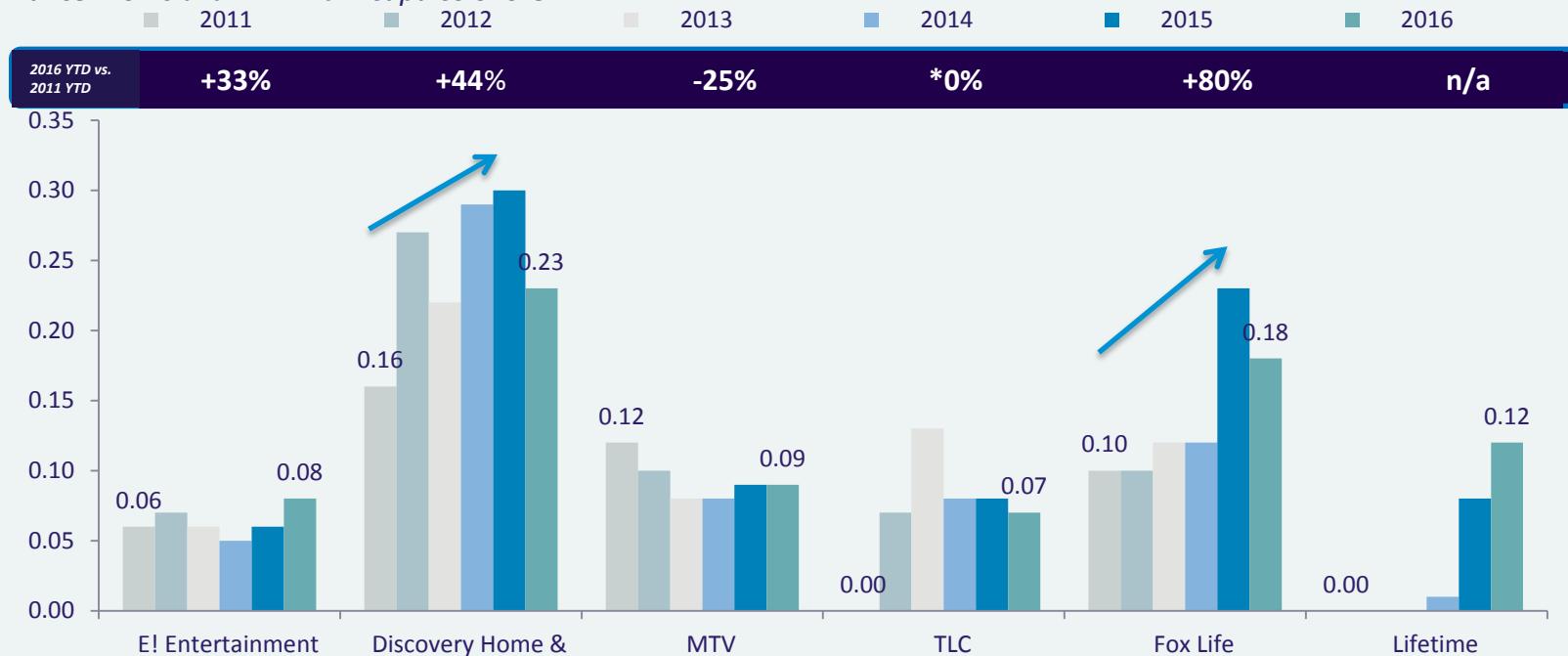
- Discovery Home & Health impelled by *Cake Boss* and *Masterchef: Mexico, Colombia and Brazil*; Fox Life succeeded with *Escuela Para Maridos Mexico and Colombia*, and *Bones*; MTV propelled by *Acapulco Shore*



* TLC 4 year comparison

H&H AND FOX LIFE GROW IN MEXICO

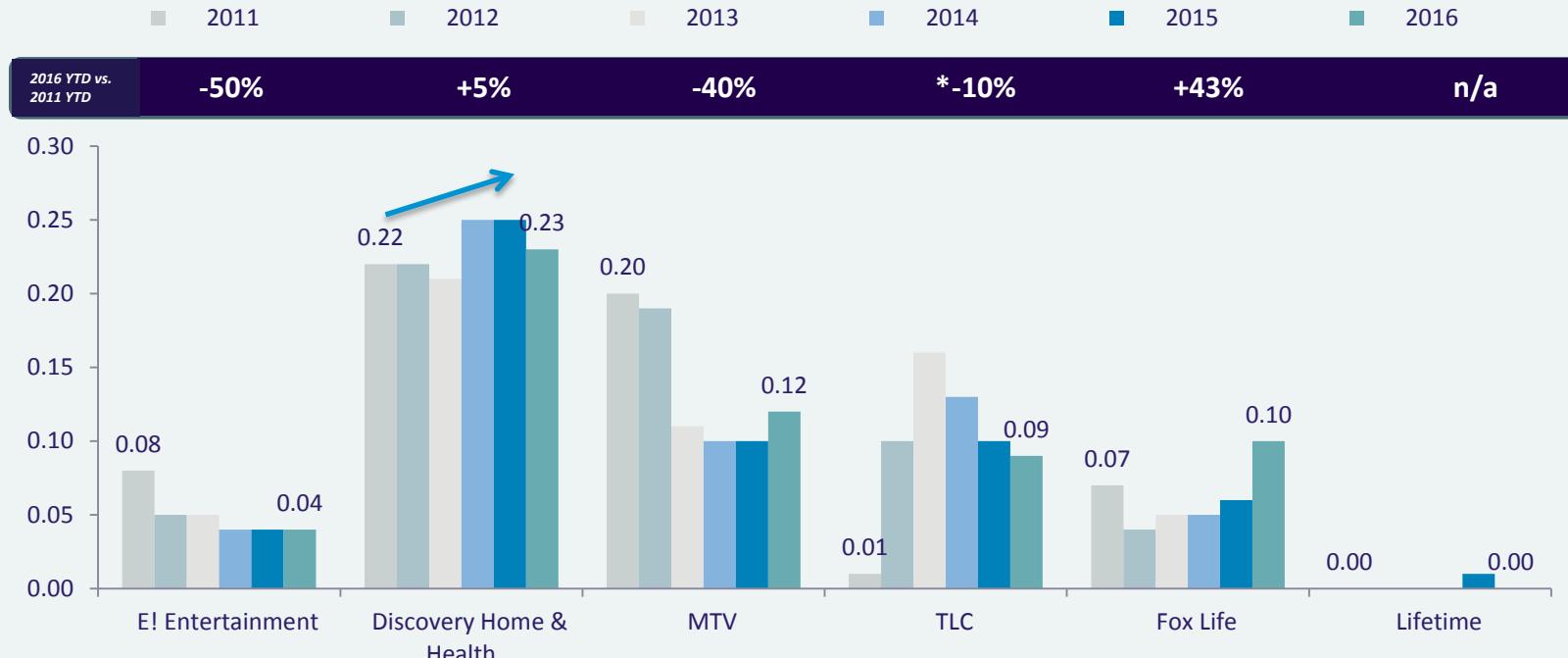
- Facing strong offer by competition thus far in 2016: **Discovery H&H** sustained with *Cake Boss*, *Say Yes to the Dress* and *Masterchef Mexico*. **Fox Life** benefitted from its local production success *Lucky Ladies* and *Escuela Para Maridos Mexico*. **Lifetime** propelled by *Dance Moms* and **MTV** with *Acapulco Shore*.



* TLC 4 year comparison

H&H STANDS ITS GROUND IN COLOMBIA

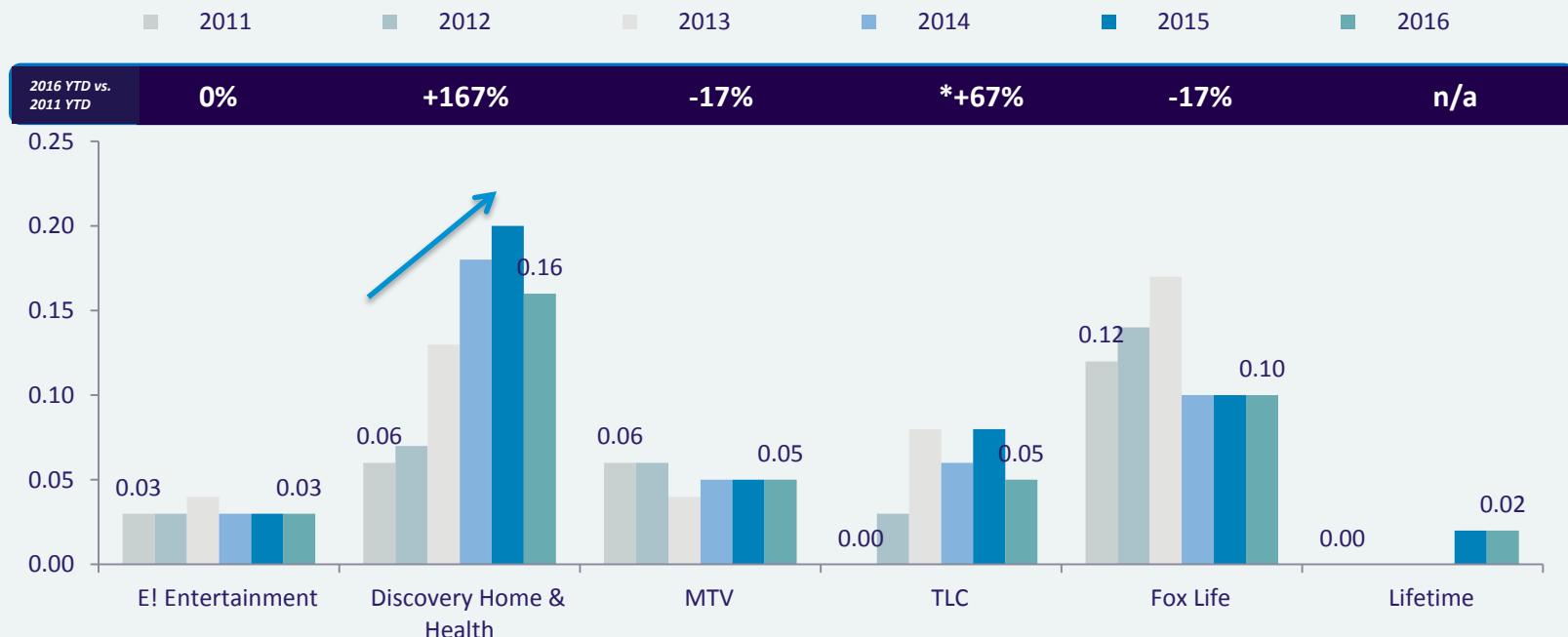
- Discovery H&H impelled by *Cake Boss* and *Masterchef Colombia*. Fox Life supported by *Bones* and *Escuela Para Maridos Colombia* and MTV popular with *Super Shore* and *Acapulco Shore*



* TLC 4 year comparison

H&H'S SECOND STRONGEST GROWTH

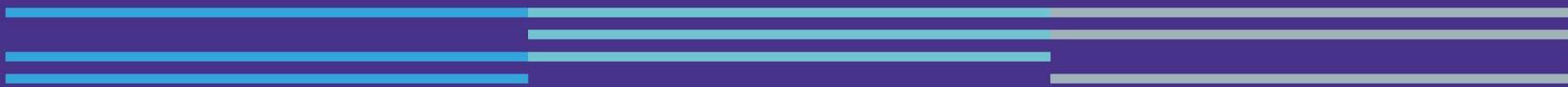
- Discovery H&H supported by *Cake Boss* and *What Not to Wear*; Fox Life sustained with *Escuela Para Maridos Argentina* and *Bones*; and TLC eroded with *Long Island Medium* and *Kitchen Nightmares*

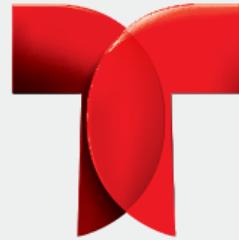


* TLC 4 year comparison



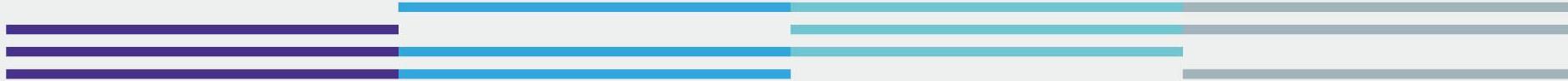
TELEMUNDO
INTERNACIONAL





TELEMUNDO
INTERNACIONAL

RESEARCH



2016 YTD SCORECARD

PRIME TIME PERFORMANCE



REG	P18-49	UNIVERSE	MEN	WOMEN	4-11	12-17	18-24	25-34	35-49	50-54	55+	HIGH	MEDIUM	LOW
PAN	1100%	600%	900%	750%	800%	400%	1100%	900%	600%	1500%	1000%	600%	367%	700%
ARG														
BRA														
CHI														
COL	700%	600%	300%	100%	100%	300%	400%	500%	700%	1800%	1100%	500%	1200%	500%
MEX	240%	130%	180%	350%	160%	100%	270%	190%	260%	340%	550%	310%	270%	230%
CAM	218%	226%	253%	198%	275%	265%	294%	213%	192%	200%	188%	120%	200%	271%
PER	600%	700%	1000%	700%	200%	600%	200%	300%	100%	100%	280%	200%	800%	170%

Kantar Ibope Media MC09 – Cable Universe, 18:00 – 24:00 Hrs, RAT%

JAN-JUL 2015

JAN-JUL 2016

2016 YTD SCORECARD



PAN	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	4.1	34.5	+740%
SHR P18-49	0.0	0.3	+733%
AVG VIEWERS M18-49	1.2	10.9	+804%
SHR M18-49	0.0	0.2	+800%
AVG VIEWERS W18-49	2.9	23.7	+717%
SHR W18-49	0.0	0.3	+675%
RANK P18-49	52	33	+19
RANK M18-49	53	37	+16
RANK W18-49	49	29	+20

COL	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	0.0	2.4	+240%
SHR P18-49	0.0	0.1	+100%
AVG VIEWERS M18-49	0.0	0.9	+900%
SHR M18-49	0.0	0.1	+100%
AVG VIEWERS W18-49	0.0	1.4	+1400%
SHR W18-49	0.0	0.1	+100%
RANK P18-49	51	42	+9
RANK M18-49	51	42	+9
RANK W18-49	51	39	+12

MEX	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	0.0	17.6	+1800%
SHR P18-49	0.0	0.6	+600%
AVG VIEWERS M18-49	0.0	4.8	+500%
SHR M18-49	0.0	0.4	+400%
AVG VIEWERS W18-49	0.0	12.8	+1280%
SHR W18-49	0.0	0.7	+700%
RANK P18-49	51	25	+26
RANK M18-49	51	29	+22
RANK W18-49	51	23	+28

Kantar Ibope Media MC09 – Cable Universe, 18:00 – 24:00 Hrs, RAT%

JAN-JUL 2015

JAN-JUL 2016

2016 YTD SCORECARD



CAM	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	4.1	13.6	+232%
SHR P18-49	0.6	1.9	+218%
AVG VIEWERS M18-49	1.2	4.9	+305%
SHR M18-49	0.4	1.5	+292%
AVG VIEWERS W18-49	2.9	8.8	+203%
SHR W18-49	0.8	2.3	+186%
RANK P18-49	27	8	+19
RANK M18-49	36	13	+23
RANK W18-49	22	6	+16
PER	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	0.0	0.9	+900%
SHR P18-49	0.0	0.1	+100%
AVG VIEWERS M18-49	0.0	0.2	+200%
SHR M18-49	0.0	0.1	+100%
AVG VIEWERS W18-49	0.0	0.7	+700%
SHR W18-49	0.0	0.1	+100%
RANK P18-49	49	44	+5
RANK M18-49	48	45	+3
RANK W18-49	47	44	+3

Kantar Ibope Media MC09 – Cable Universe, 18:00 – 24:00 Hrs, RAT%

JAN-JUL 2015

JAN-JUL 2016

RANKING TOP 15 AND TOP 10 WITH HIGH ATS



	Channel	rat%	ATS
1	Fox	0.69	41:43
2	Distrito Comedia	0.56	38:03
3	Disney Channel	0.49	40:23
4	Space	0.45	34:40
5	Golden	0.36	28:47
6	Unicable	0.35	35:58
7	Discovery Channel	0.34	34:24
8	TNT	0.34	35:05
9	Discovery Kids	0.30	43:02
10	Disney XD	0.29	30:33
11	De Pelicula	0.29	26:14
12	Cartoon Network	0.28	38:49
13	Disney Jr	0.28	38:44
14	Warner	0.26	30:17
15	Telemundo	0.26	42:47
16	Fox Sports	0.26	28:24
17	FX	0.26	32:51
18	History	0.24	31:15
19	TL Novelas	0.24	35:14
20	Discovery H&H	0.23	33:54

	Channel	rat%	ATS
1	Fox	0.60	33:41
2	Disney Channel	0.56	34:38
3	TNT	0.54	29:25
4	Canal Estrellas	0.53	37:22
5	Disney Jr	0.46	39:01
6	Space	0.46	27:19
7	Telemundo	0.46	35:25
8	Cartoon Network	0.37	31:37
9	Cinecanal	0.36	28:29
10	Boomerang	0.33	31:03
11	Discovery Channel	0.30	25:59
12	Discovery H&H	0.29	30:24
13	Golden	0.29	21:29
14	TL Novelas	0.29	35:54
15	Film Zone	0.27	22:15
16	FX	0.26	24:13
17	Universal Channel	0.25	21:57
18	AXN	0.23	29:54
19	Warner	0.22	22:12
20	Discovery Kids	0.21	29:24



RANKING #1 IN VENEZUELA



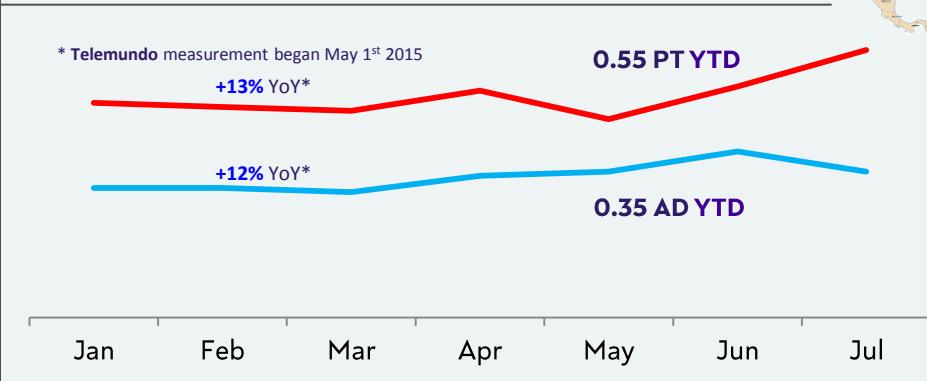
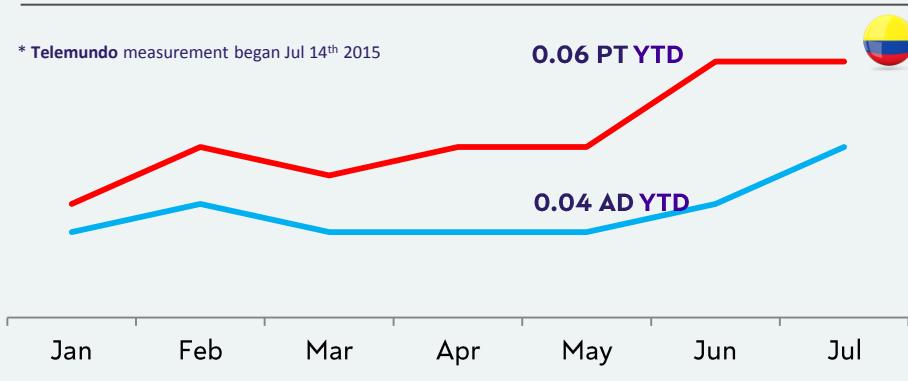
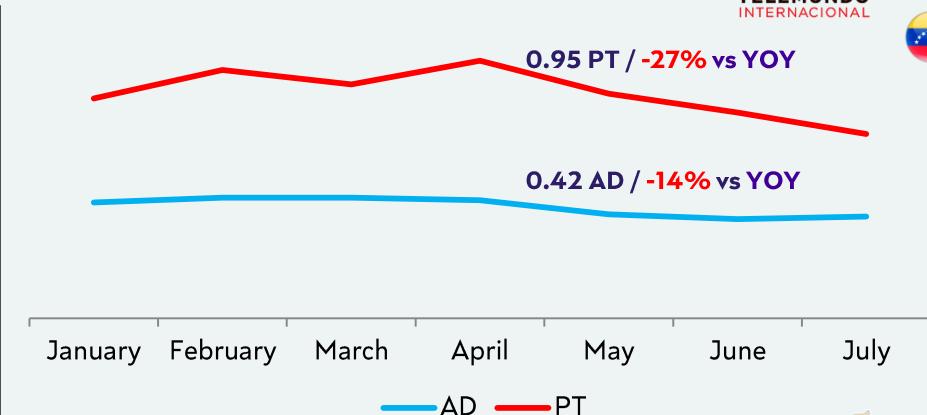
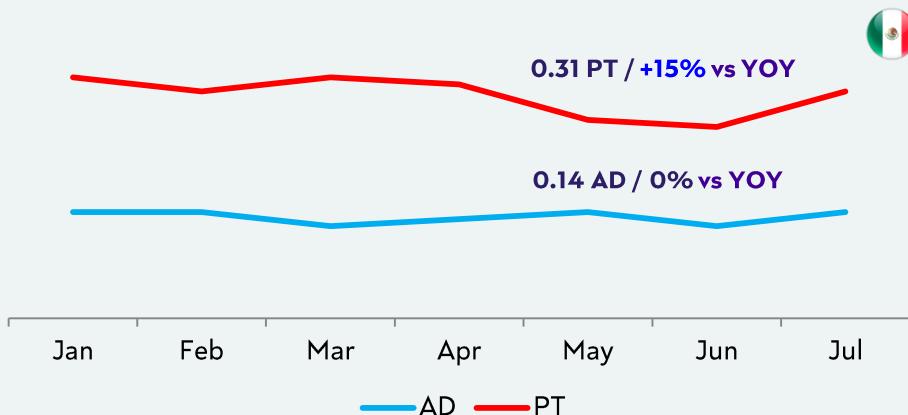
	Channel	rat%	ATS
1	Fox	0.79	37:56
2	TNT	0.58	28:26
3	Space	0.48	26:35
4	Disney Channel	0.34	27:40
5	Cinecanal	0.32	25:21
6	Disney Jr	0.28	33:09
7	Fox Sports	0.28	17:39
8	Film Zone	0.26	20:06
9	Cartoon Net	0.25	23:52
10	Discovery H&H	0.23	22:21
11	AXN	0.22	29:46
12	Discovery Ch	0.22	21:20
13	FX	0.22	20:12
14	Golden	0.20	17:26
15	Fox Sports2	0.19	18:30
16	Cinemax	0.18	19:17
17	Warner	0.18	22:03
18	Discovery Kids	0.17	24:14
19	National Geo	0.16	18:01
49	Telemundo Int	0.05	20:18

	Channel	rat%	ATS
1	Telemundo	0.75	1:14:49
2	TNT	0.36	40:12
3	Disney Ch	0.33	45:39
4	Fox	0.31	44:48
5	Venevision Plus	0.30	45:55
6	TInovelas	0.28	1:03:23
7	Discovery Kids	0.24	57:26
8	Space	0.23	35:14
9	Caracol Int	0.22	39:32
10	Canal Estrellas	0.21	52:58
11	Boomerang	0.20	43:59
12	Axn	0.19	43:37
13	Cnn Esp	0.19	32:45
14	Cartoon Net	0.18	40:23
15	Discovery Ch	0.18	37:15
16	Discovery H&H	0.17	32:24
17	ID	0.14	36:49
18	Film Zone	0.14	25:46
19	Warner	0.14	31:16
20	Cinemax	0.14	28:51



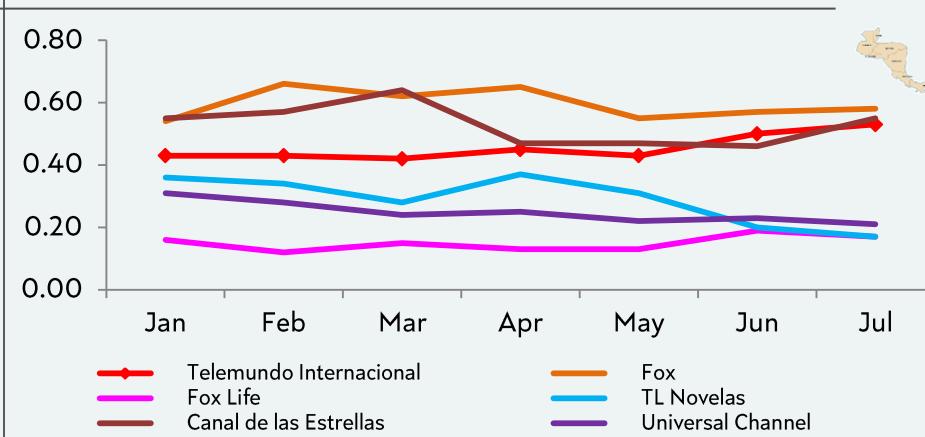
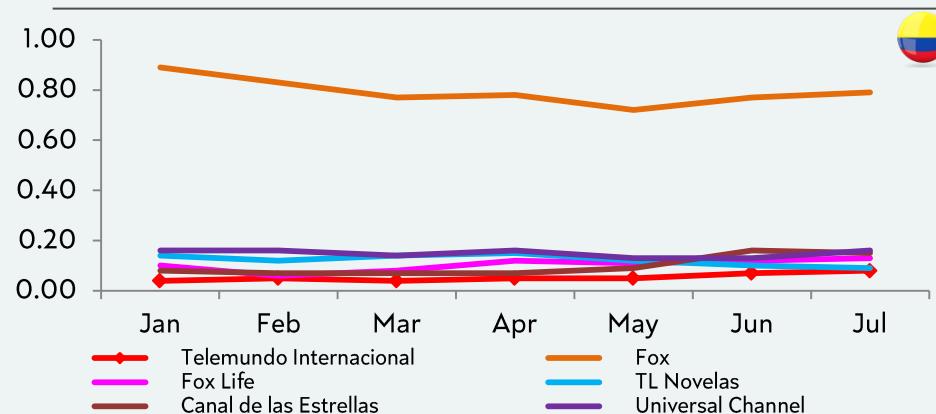
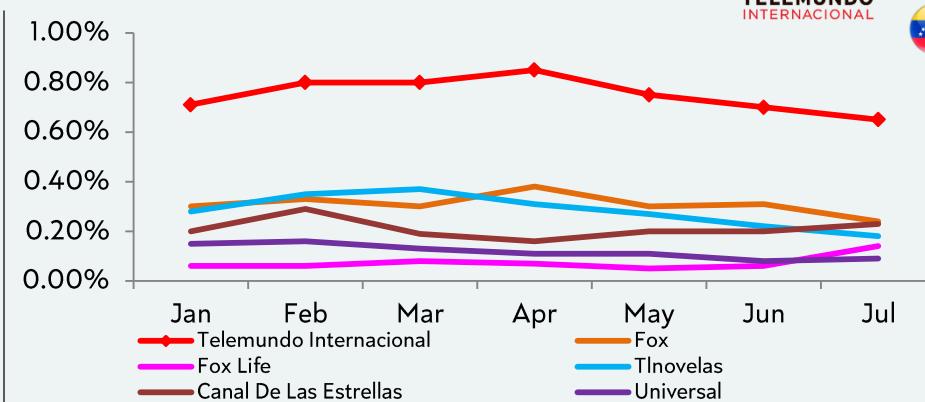
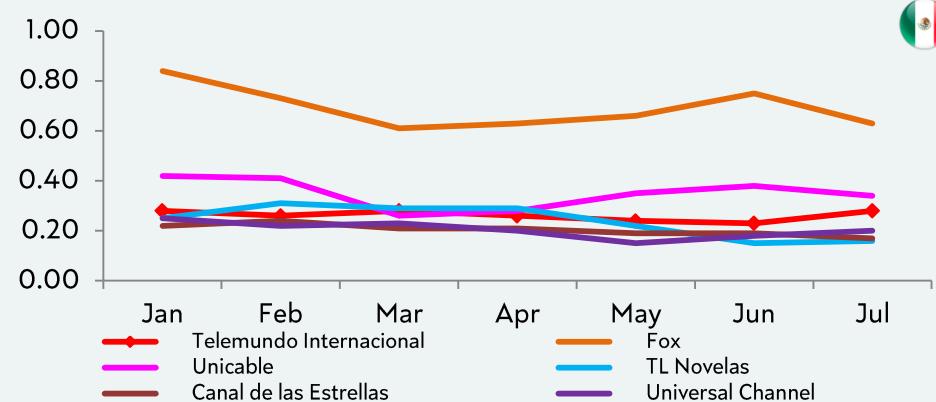
WEEKDAY TREND

PRIMETIME - Monday to Friday



SOLID PERFORMANCE ACROSS THE REGION

PRIMETIME - Monday to Sunday



STRONG PERFORMANCE IN LATAM



Penetration: 64%
Rating: 0.26

#2
en Ratings

Amas de Casa ABC+C
Personas 18-34 ABC+
Mujeres 25-34 ABC+
Mujeres 18+ ABC+

18%
YOY GROWTH

ATS: 42:47

#15/93
Todos los canales



Penetration: 91%
Rating: 0.46

#1
en ATS y ratings

Amas de Casa
Personas 25+

#7/57
Todos los canales

ATS: 35:26



STRONG PERFORMANCE IN LATAM



Penetration: 45%
Rating: 0.05

#1
en ATS

Personas 25-49 NSE Alto
Mujeres 25-49 NSE
Alto+Med

#49/70
Todos los Canales

ATS: 20:18"



Penetration: 30%
Rating: 0.75

#1
en ATS y ratings

Personas 25-49 AB
Mujeres 25-49 NSE AB
Mujeres 25-49 ABC

#1/118
Todos los Canales

**#1 ATS w/
1:14'**



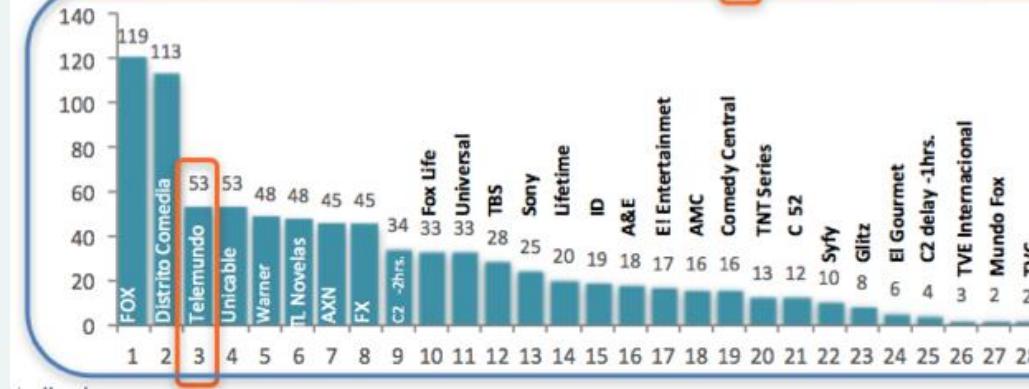
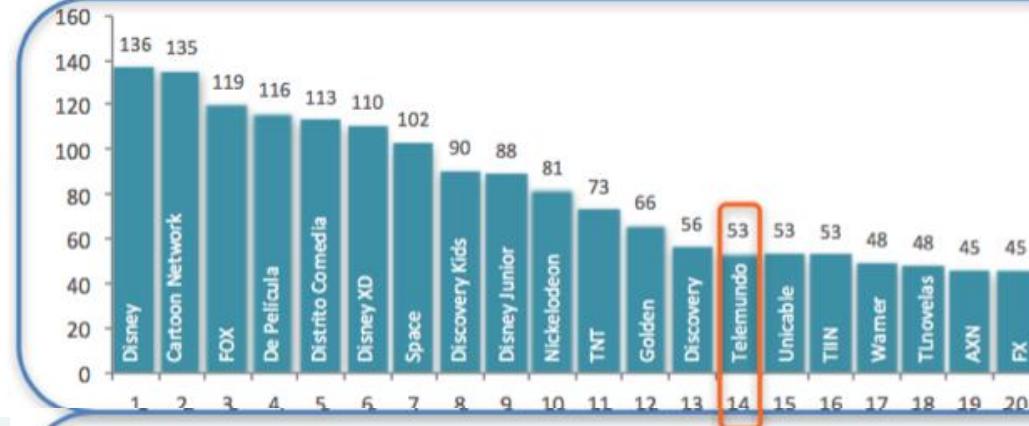


JULY - ALL DAY

Ranking - Mexican National Pay TV Universe People 4+ years

Monday to Sunday, 06:00 a 24:00 hrs.

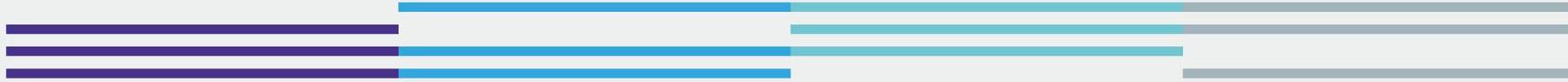
Jul 2016





TELEMUNDO
INTERNACIONAL

PROGRAMMING



PROGRAMMING STRATEGY PROMISE



- 
- CONTINUE MON-FRI STRATEGY WHICH IS DELIVERING STRONG RESULTS
 - Launch Super Series slot at 10pm to continue strengthening our primetime ratings
 - Opportunity to improve our overall positioning by developing a Weekend strategy to counter program our market competitors
 - Acquire & Produce entertainment programming FOR PRIMETIME
 - Introduce SUNDAY night series – Turkish production

ACCESS & PRIMETIME GRID

MON-FRI 5PM - 12AM



	Q1' 16	Q2' 16	Q3' 16	Q4' 16
17:00				
18:00				
19:00				
20:00				REINA de CORZONES
21:00				
22:00				
23:00				
24:30				



“12 CORAZONES”

TOP RANKING PROGRAM IN DAYTIME



TOTAL HOGARES – TV PAGA		
#	CHANNEL/SHOW	000's
1	FOX Los Simpsons	139
2	TELEMUNDO 12 Corazones	112
3	TLNOVELAS Fuego en la Sangre	53
4	DISTRITO COMEDIA Maria de Los angeles	53
5	CANAL 2 -2HORA La Rosa Guadalupe	47
6	UNIVERSAL Elementary	35
7	UNICABLE Bitch Slap	28
8	BANDAMAX Videos	26
9	WARNER Series	18
10	SONY Will and Grace	13

P. 18-49 – TV PAGA		
#	CHANNEL/SHOW	000's
1	FOX Los Simpsons	74
2	TELEMUNDO 12 Corazones	64
3	DISTRITO COMEDIA Maria de Los angeles	38
4	TLNOVELAS Fuego en la Sangre	35
5	CANAL 2 -2HORA La Rosa Guadalupe	24
6	UNIVERSAL Elementary	20
7	UNICABLE Bitch Slap	15
8	WARNER Series	14
9	BANDAMAX Videos	14
10	SONY Will and Grace	8

P. 30+ - TV PAGA		
#	CHANNEL/SHOW	000's
1	TELEMUNDO 12 Corazones	87
2	FOX Los Simpsons	55
3	TLNOVELAS Fuego en la Sangre	50
4	DISTRITO COMEDIA Maria de Los angeles	50
5	CANAL 2 -2HORA La Rosa Guadalupe	22
6	UNIVERSAL Elementary	20
7	UNICABLE Bitch Slap	19
8	E! La Sopa	18
9	WARNER Series	14
10	BANDAMAX Videos	10

Mexico, May 30th- Jun 3rd, 2016 MON – FRI / 17:00 – 18:00





“LO MEJOR DE CASO CERRADO”

LEADING AT 6PM



TOTAL HOGARES – TV PAGA		
#	CHANNEL/SHOW	000's
1	FOX Cine	157
2	TELEMUNDO LMCC	125
3	CANAL 2 -2HORA Amor de barrio	76
4	DISTRITO COMEDIA Tanto madre como padre	59
5	TLNOVELAS Muchachitas	47
6	UNICABLE La Querida del Centauro	43
7	WARNER Series/películas	37
8	BANDAMAX videos	34
9	UNIVERSAL Ley y Orden	24
10	SONY Nashville	22

P. 18-49 – TV PAGA		
#	CHANNEL/SHOW	000's
1	FOX Cine	82
2	TELEMUNDO LMCC	53
3	DISTRITO COMEDIA Tanto madre como padre	42
4	CANAL 2 -2HORA Amor de barrio	38
5	UNICABLE La Querida del Centauro	30
6	TLNOVELAS Muchachitas	29
7	BANDAMAX videos	22
8	UNIVERSAL Ley y Orden	11
9	SONY Nashville	9
10	E! Botched	5

P. 30+ - TV PAGA		
#	CHANNEL/SHOW	000's
1	TELEMUNDO LMCC	95
2	FOX Cine	76
3	CANAL 2 -2HORA Amor de barrio	44
4	TLNOVELAS Muchachitas	33
5	DISTRITO COMEDIA Tanto madre como padre	33
6	UNICABLE La Querida del Centauro	27
7	WARNER Series/películas	22
8	UNIVERSAL Ley y Orden	15
9	SONY Nashville	12
10	BANDAMAX videos	11

Mexico, May 30th- Jun 3rd, 2016 MON – FRI / 18:00 – 19:00





“CASO CERRADO”

NECK TO NECK WITH FOX CHANNEL



TOTAL HOGARES- TV PAGA		
#	CHANNEL/SHOW	000's
1	FOX Los Simpsons	153
2	TELEMUNDO Caso Cerrado	134
3	CANAL 2 -2 HORA Amor de Barrio	83
4	TLNOVELAS El Pecado de Oyuki	74
5	DISTRITO COMEDIA Vecinos	64
6	UNICABLE Las Netas	61
7	WARNER Series/películas	50
8	BANDAMAX videos	40
9	UNIVERSAL Ley y Orden	32
10	SONY Shark tank Mx	19

P-18-49 – TV PAGA		
#	CHANNEL/SHOW	000's
1	FOX Los Simpsons	86
2	TELEMUNDO Caso Cerrado	55
3	CANAL 2 -2 HORA Amor de Barrio	48
4	UNICABLE Las Netas	39
5	DISTRITO COMEDIA Vecinos	36
6	WARNER Series/películas	35
7	TLNOVELAS El Pecado de Oyuki	32
8	BANDAMAX videos	26
9	UNIVERSAL Ley y Orden	19
10	SONY Shark tank Mx	9

P. 30+ - TV PAGA		
#	CHANNEL/SHOW	000's
1	TELEMUNDO Caso Cerrado	107
2	FOX Los Simpsons	61
3	TLNOVELAS El Pecado de Oyuki	49
4	UNICABLE Las Netas	45
5	DISTRITO COMEDIA Vecinos	40
6	CANAL 2 -2 HORA Amor de Barrio	40
7	WARNER Series/películas	34
8	UNIVERSAL Ley y Orden	24
9	BANDAMAX videos	16
10	SONY Shark tank Mx	11

Mexico, May 30th- Jun 3rd, 2016 MON – FRI / 19:00 – 20:00





“DOÑA BARBARA”

BEHAVING LIKE A LADY



TOTAL HOGARES – TV PAGA		
#	CHANNEL/SHOW	000's
1	FOX CSI	227
2	UNICABLE LA Viuda Negra	80
3	UNICABLE LA Viuda Negra	137
4	CANAL 2 -2 HORA Sueño de Amor	76
5	TELEMUNDO Doña Barbara	74
6	UNIVERSAL Chicago PD	59
7	BANDAMAX videos	53
8	DISTRITO COMEDIA Cero en Conducta	53
9	WARNER Series	48
10	SONY Series	31

P. 18-49 – TV PAGA		
#	CHANNEL/SHOW	000's
1	FOX CSI	126
2	CANAL 2 -1 HORA Sueño de Amor	45
3	UNICABLE LA Viuda Negra	44
4	TELEMUNDO Doña Barbara	43
5	TLNOVELAS Salome	38
6	WARNER Series	35
7	UNIVERSAL Chicago PD	34
8	DISTRITO COMEDIA Cero en Conducta	33
9	BANDAMAX videos	30
10	SONY Series	18

P. 30+ - TV PAGA		
#	CHANNEL/SHOW	000's
1	FOX CSI	83
2	TELEMUNDO Doña Barbara	65
3	UNICABLE LA Viuda Negra	64
4	CANAL 2 -2 HORA Sueño de Amor	50
5	TLNOVELAS Salome	47
6	UNIVERSAL Chicago PD	44
7	DISTRITO COMEDIA Cero en Conducta	39
8	WARNER Series	29
9	SONY Series	20
10	BANDAMAX videos	18

PROGRAMMING STRATEGY PROMISE



- Continue Mon-Fri strategy which is delivering strong results
- LAUNCH SUPER SERIES SLOT AT 10PM TO CONTINUE STRENGTHENING OUR PRIMETIME RATINGS**
- Opportunity to improve our overall positioning by developing a Weekend strategy to counter program our market competitors
 - Acquire & Produce entertainment programming FOR PRIMETIME
 - Introduce SUNDAY night series – Turkish production



“EL SEÑOR DE LO CIELOS – S1”

BETTER KNOWN AS “EL SENOR DE LOS RATINGS!”



TOTAL HOGARES – TV PAGA

#	CHANNEL/SHOW	RATING
1	TELEMUNDO El Señor de los Cielos	175
2	UNICABLE Señora Acero/Mojoe	132
3	DISTRITO COMEDIA XH Derbez	125
4	FOX Cine	116
5	WARNER Series	81
6	SONY Series	60
7	UNIVERSAL movie	58
8	TLNOVELAS Abrázame muy fuerte	38
9	BANDAMAX videos	31
10	E! Series	24

P. 18-49 – TV PAGA

#	CHANNEL/SHOW	RATING
1	TELEMUNDO El Señor de los Cielos	90
2	UNICABLE Señora Acero/Mojoe	74
3	FOX Cine	69
4	DISTRITO COMEDIA XH Derbez	55
5	WARNER Series	49
6	SONY Series	35
7	CANAL 2 -1 HORA Mujeres de Negro	33
8	UNIVERSAL movie	29
9	TLNOVELAS Abrázame muy fuerte	26
10	BANDAMAX videos	10

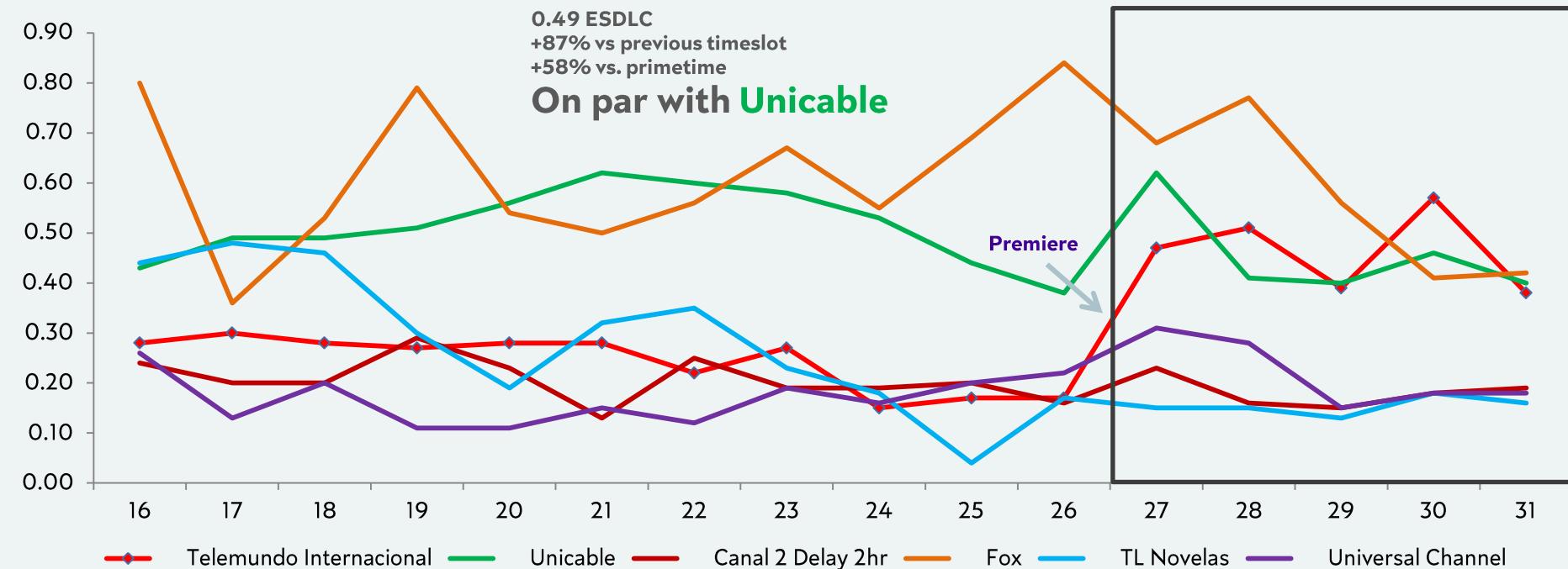
P. 30+ - TV PAGA

#	CHANNEL/SHOW	RATING
1	TELEMUNDO El Señor de los Cielos	101
2	UNICABLE Señora Acero/Mojoe	101
3	DISTRITO COMEDIA XH Derbez	66
4	FOX Cine	47
5	CANAL 2 -1 HORA Mujeres de Negro	47
6	WARNER Series	43
7	UNIVERSAL movie	40
8	SONY Series	37
9	TLNOVELAS Abrázame muy fuerte	30
10	BANDAMAX videos	20



“EL SEÑOR DE LOS RATINGS”

GIVING UNICABLE A RUN FOR ITS MONEY



Premiered Jun 27th 2016, M-F @ 22:00 hrs. Replaced *Santa Diabla*

el
SEÑOR
de los
CIELOS

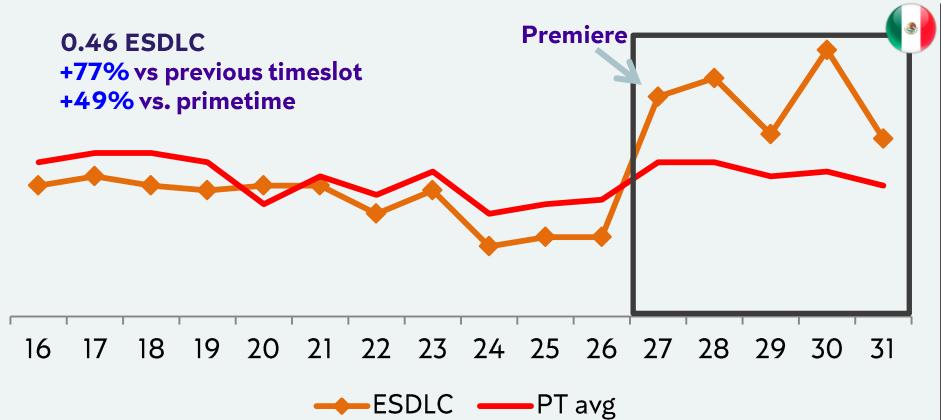


EL SEÑOR DE LOS RATINGS

PERFORMS ACROSS THE REGION

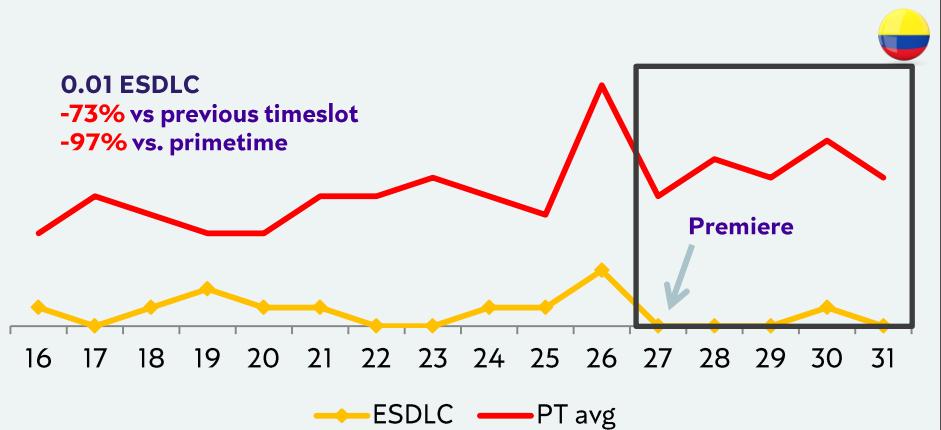


0.46 ESDLC
+77% vs previous timeslot
+49% vs. primetime



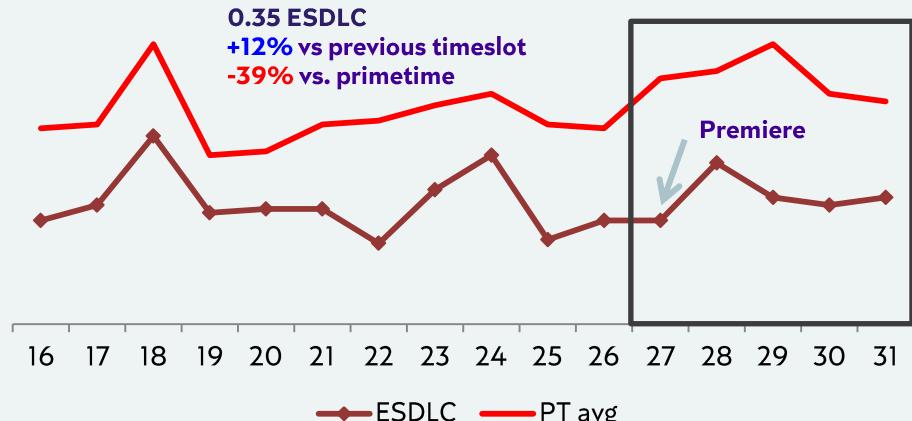
—♦— ESDLC ——— PT avg

0.01 ESDLC
-73% vs previous timeslot
-97% vs. primetime



—◆— ESDLC ——— PT avg

0.35 ESDLC
+12% vs previous timeslot
-39% vs. primetime



—◆— ESDLC ——— PT avg

Not airing due to censorship



el SEÑOR
de los
CIELOS

PROGRAMMING STRATEGY PROMISE



- Continue Mon-Fri strategy which is delivering strong results
- Launch Super Series slot at 10pm to continue strengthening our primetime ratings
- OPPORTUNITY TO IMPROVE OUR OVERALL POSITIONING BY DEVELOPING A WEEKEND STRATEGY TO COUNTER PROGRAM OUR MARKET COMPETITORS
 - ACQUIRE & PRODUCE ENTERTAINMENT PROGRAMMING FOR PRIMETIME
 - INTRODUCE SUNDAY NIGHT SERIES – TURKISH PRODUCTION

ACQUISITIONS & ORIGINAL PRODUCTIONS

ACQUISITIONS PROPOSED vs STATUS:

- Escándalos: Acquired & Launched (May 8th @7pm)
- El Lado Humano de la Fama: Acquired & Launched (June 19th @8pm)
- Suleyman: TBD

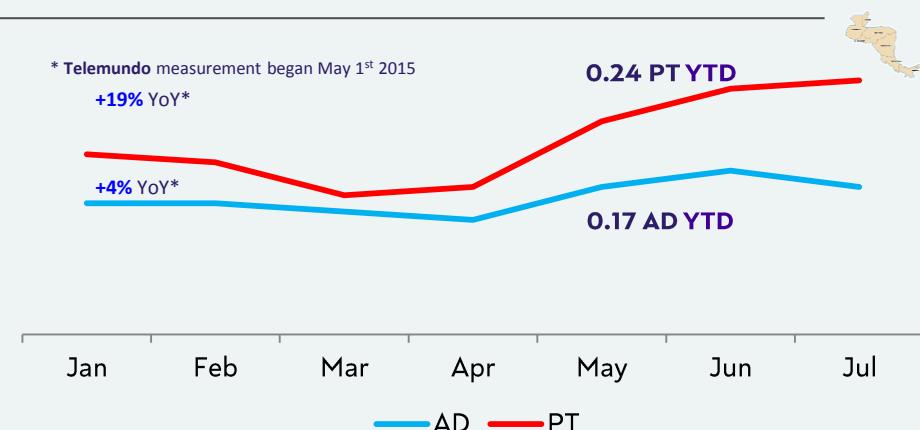
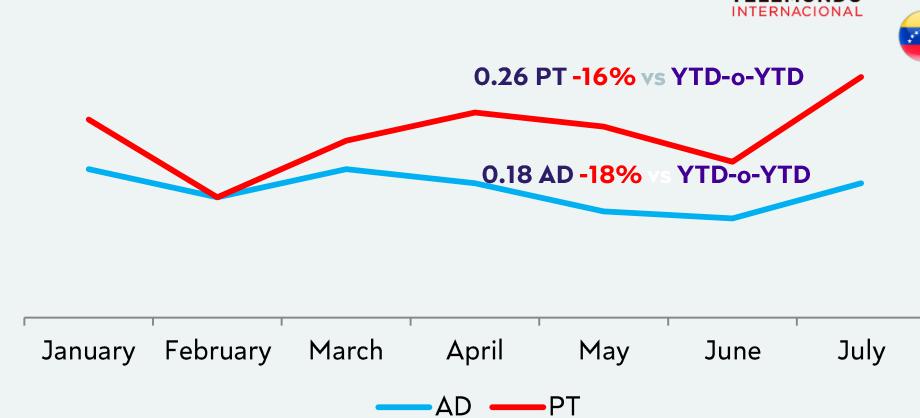
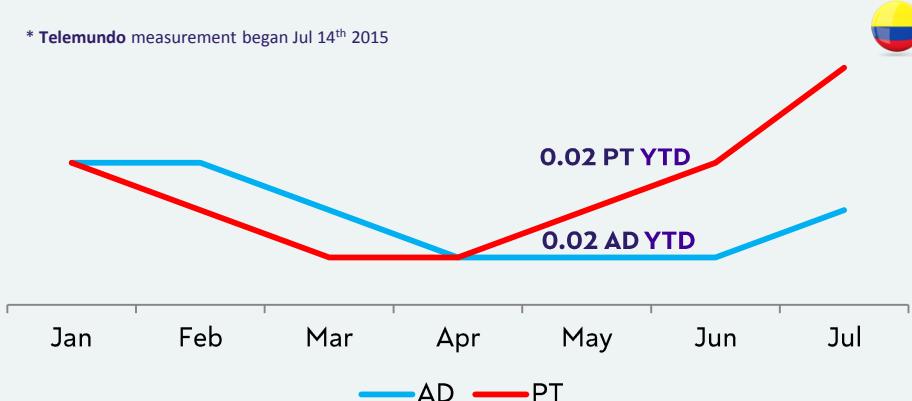
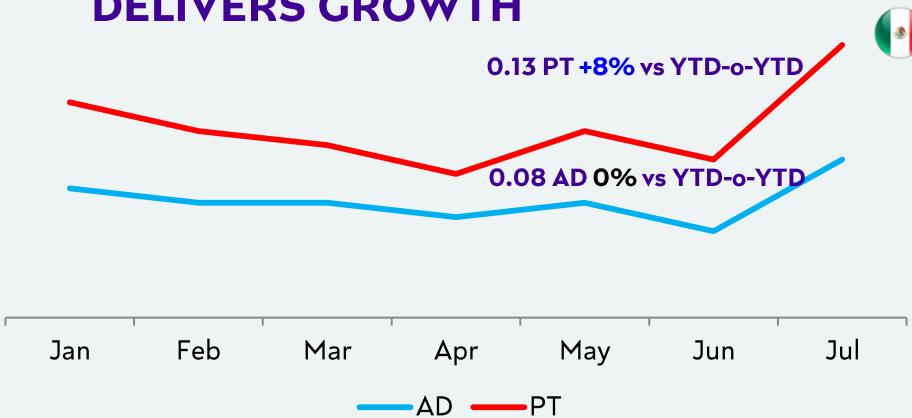
ORIGINAL PRODUCTIONS PROPOSED vs STATUS:

- Estás en mi Lista: Approved & currently in post production
- ✗ Clonados: Budget not approved

WEEKEND GRID

Programming Grid 2016 Saturdays					Programming Grid 2016 Sundays					
	1Q'16	2Q'16	3Q'16	4Q'16		1Q'16	2Q'16	3Q'16	4Q'16	
7 am	12 Corazones Monday – Tuesday - Wednesday					12 Corazones Wednesday – Thursday - Friday				
8 am										
9 am										
10 am						Suelta La Sopa Thursday - Friday				
11 am										
12 pm	Suelta La Sopa Tuesday-Wednesday					Escandalos (RR)				
1 pm										
2 pm	Lo Mejor de Caso Cerrado Monday - Friday					Lo Mejor de Caso Cerrao Monday - Friday				
3 pm										
4 pm	Que Noche (RR) 12 Corazones (RR)					Decisiones				
5 pm						12 Corazones (RR)				
6 pm	12 Corazones					Decisiones (RR)				
7 pm	Decisiones Escandalos (RR)					Estas en Mi Lista (Orig)				
8 pm						Que Noche 12 Corazones				
9 pm	Que Noche					Decisiones (RR) Escandalos (Orig)				
10 pm	Decisiones A Toda Gloria (R)					El Lado Humano (Org) Secretos (RR) Y (Org)				
11 pm	Guerra de Estilistas A Toda Gloria					Guerra de Estilistas February A Toda Gloria (Org) Escandalos (Orig) Decisiones				
12:00	Noticiero Telemundo FDS					Maratón ESDLCS1 (RR) Maratón Señora Acer S1 (RR)				
1:00	12 Corazones	Escandalos (RR)	Noticiero Fin de Semana			12 Corazones	Escandalos (RR)			Noticiero Fin de Semana

NEW WEEKEND GRID DELIVERS GROWTH



SUNDAYS DELIVERS THE BIGGEST IMPROVEMENT



Before

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
18:00	0.27	0.29	0.34	0.28	0.25	0.10	0.14
19:00	0.43	0.48	0.49	0.44	0.36	0.13	0.10
20:00	0.31	0.35	0.36	0.30	0.30	0.08	0.10
21:00	0.28	0.31	0.34	0.36	0.32	0.09	0.15
22:00	0.29	0.28	0.33	0.29	0.29	0.15	0.13
23:00	0.19	0.14	0.19	0.28	0.17	0.11	0.09
AVG	0.30	0.31	0.34	0.32	0.28	0.11	0.12

After

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
18:00	0.24	0.34	0.32	0.30	0.21	0.08	0.07
19:00	0.40	0.43	0.42	0.45	0.36	0.06	0.14
20:00	0.17	0.11	0.12	0.14	0.12	0.10	0.25
21:00	0.44	0.35	0.36	0.36	0.28	0.21	0.19
22:00	0.40	0.35	0.38	0.41	0.35	0.22	0.20
23:00	0.28	0.26	0.22	0.34	0.28	0.17	0.25
AVG	0.32	0.31	0.30	0.33	0.27	0.14	0.18

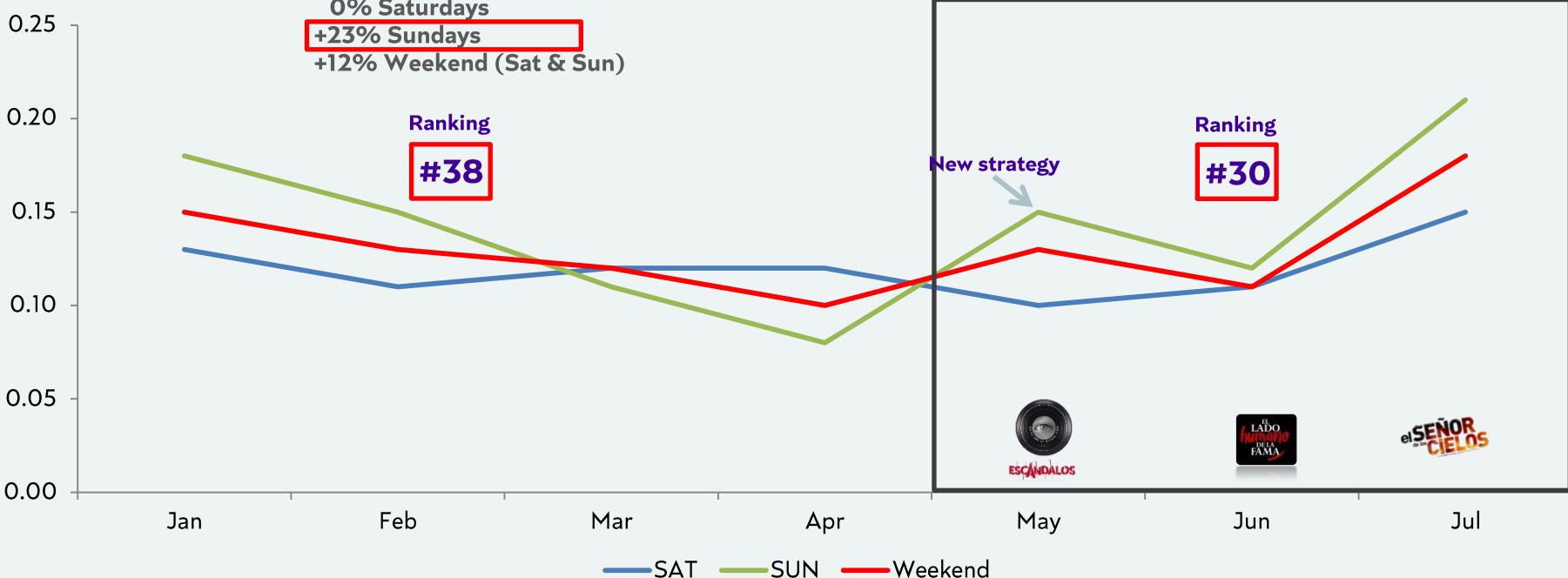
+50%



WEEKEND PT STRATEGY A SUCCESS!



New Strategy since May vs. previous timeslot
0% Saturdays
+23% Sundays
+12% Weekend (Sat & Sun)



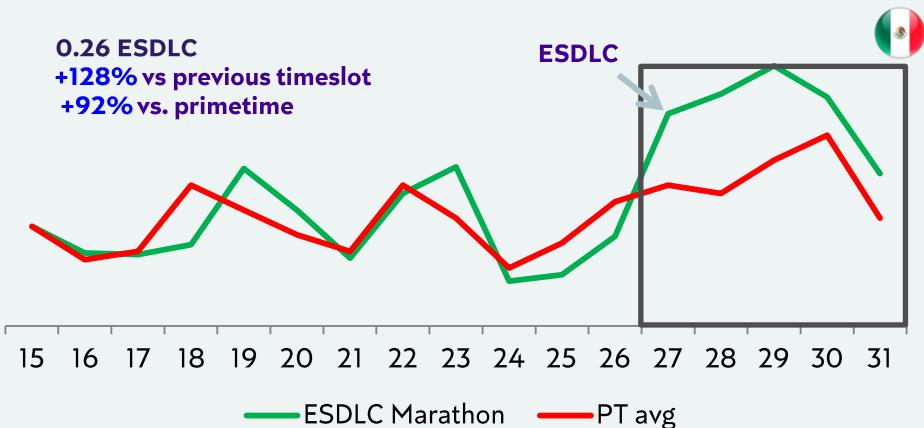
“EL SEÑOR DE LOS CIELOS (MARATHON)”

BEGAN JUL 2ND 2016, SAT & SUN @ 22:00 – 25:00 HRS. REPLACED DECISIONES, ESCANDALOS & 12 CORAZONES

0.26 ESDLC

+128% vs previous timeslot
+92% vs. primetime

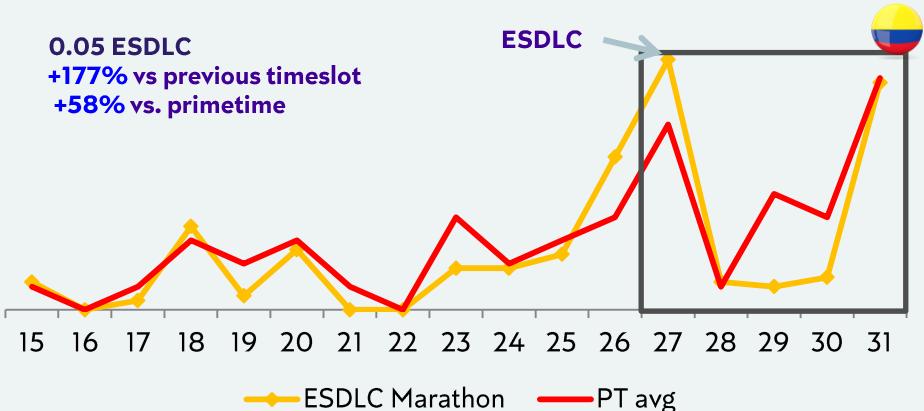
ESDLC



0.05 ESDLC

+177% vs previous timeslot
+58% vs. primetime

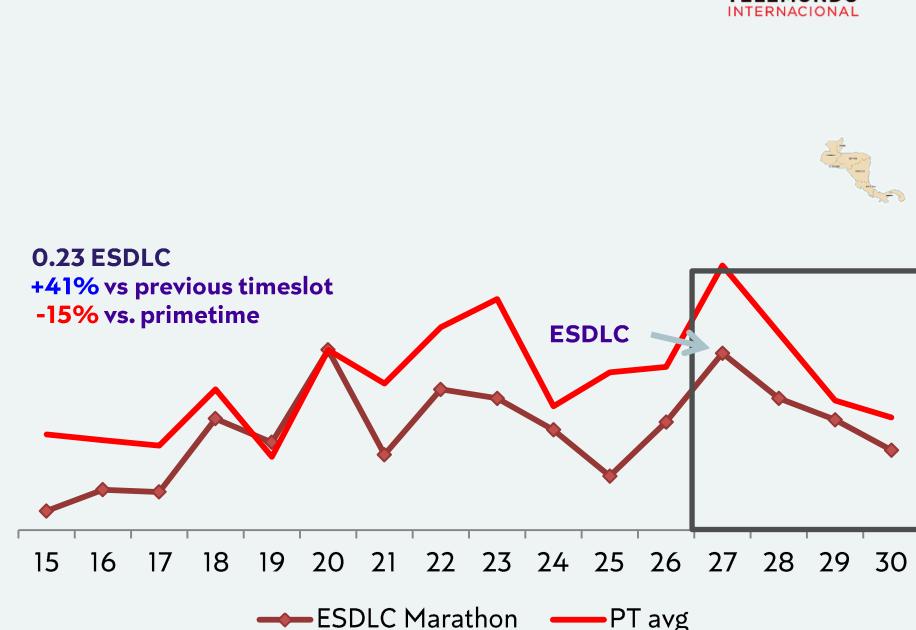
ESDLC



0.23 ESDLC

+41% vs previous timeslot
-15% vs. primetime

ESDLC



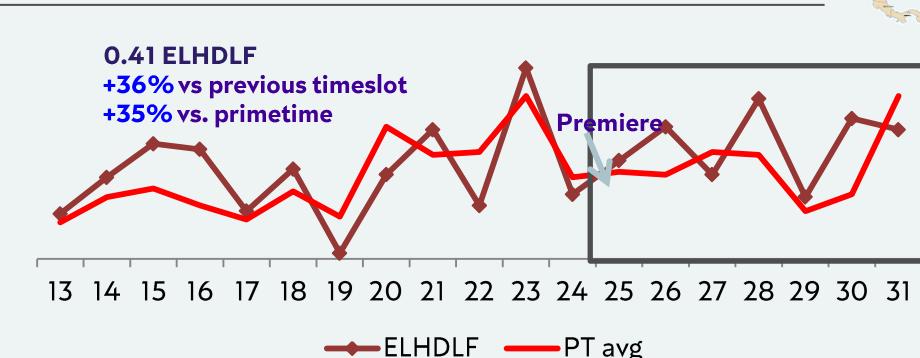
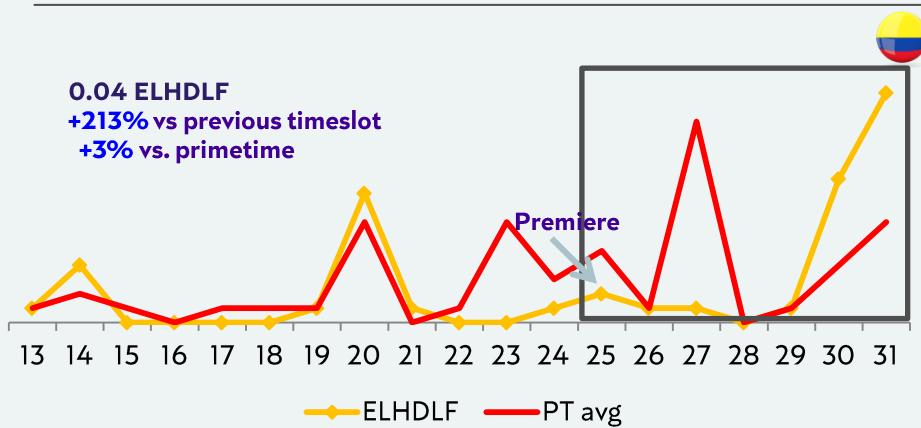
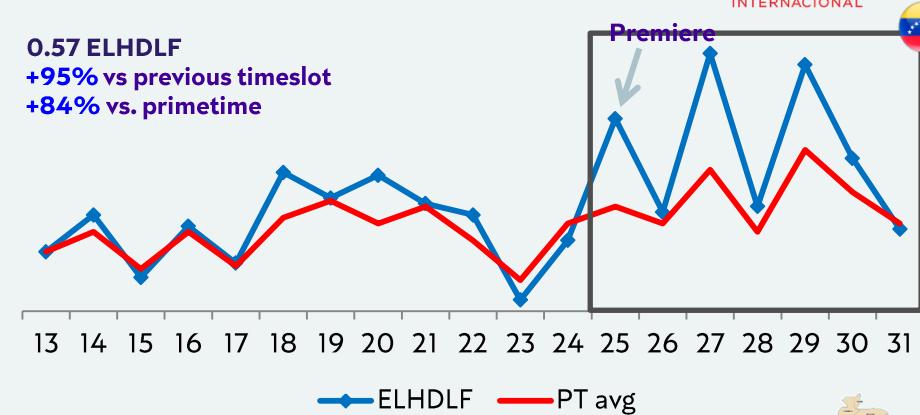
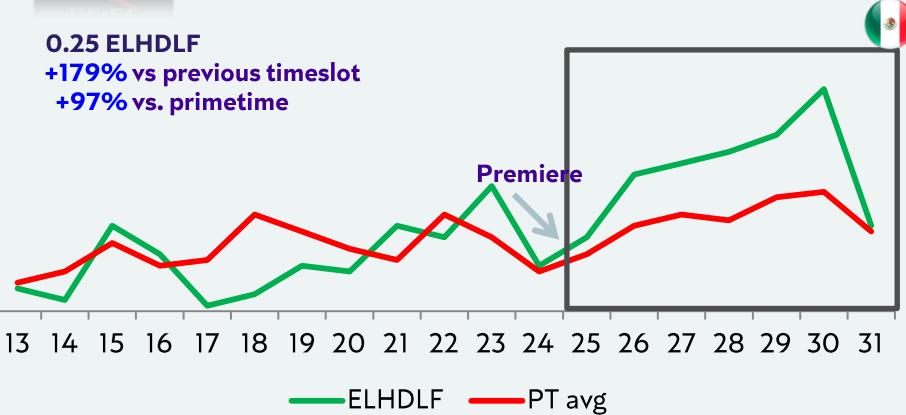
Not airing due to censorship





“EL LADO HUMANO DE LA FAMA”

PREMIERE JUN 19TH 2016, SUN @ 20:00 HRS. REPLACED DECISIONES



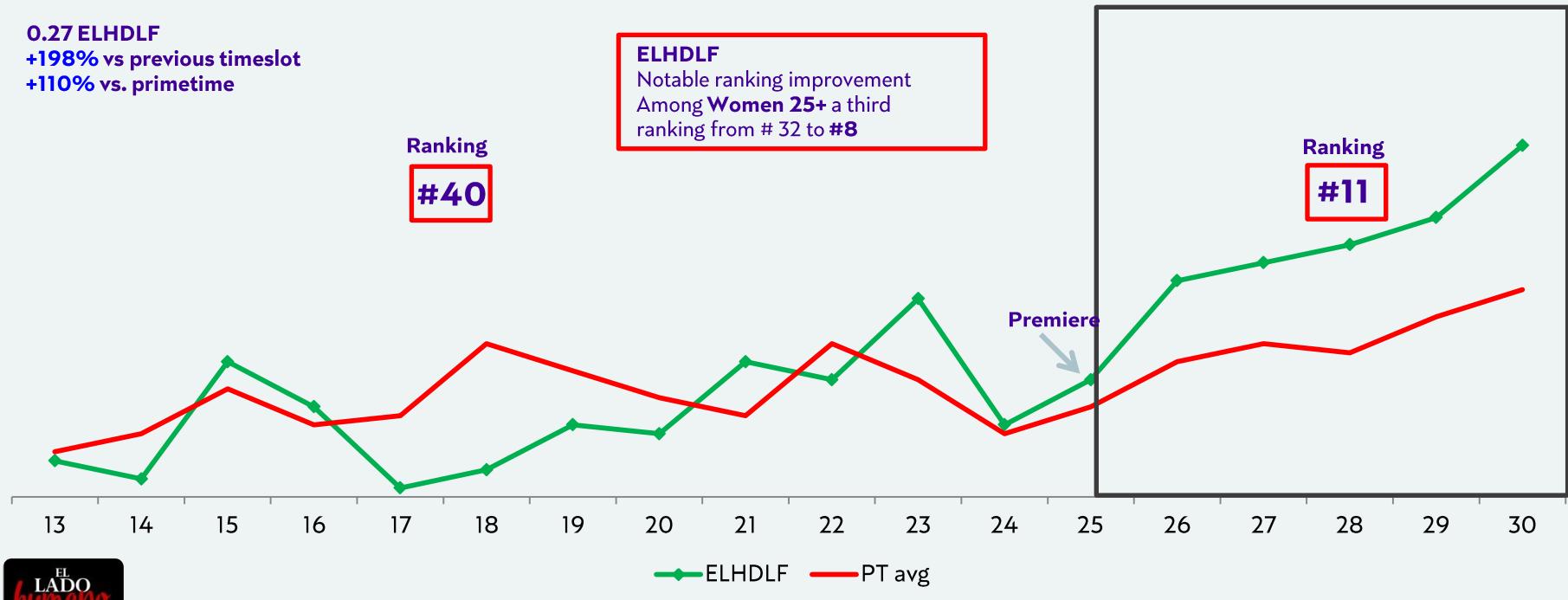


“EL LADO HUMANO DE LA FAMA”

DELIVERS FAMOUS RESULTS



0.27 ELHDLF
+198% vs previous timeslot
+110% vs. primetime

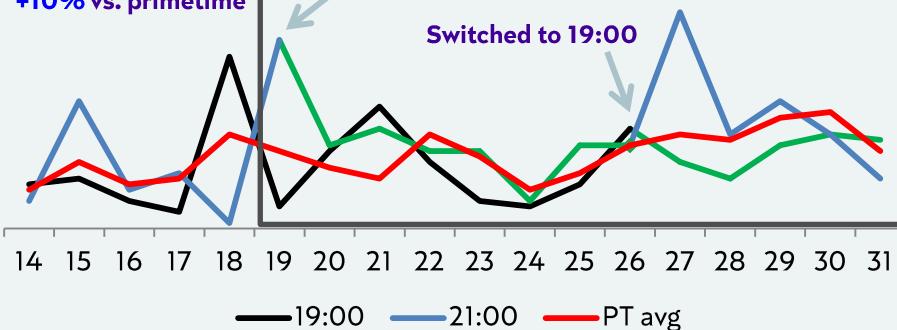


EL
LADO
humano
DE LA
FAMA

**ESCÁNDALOS**

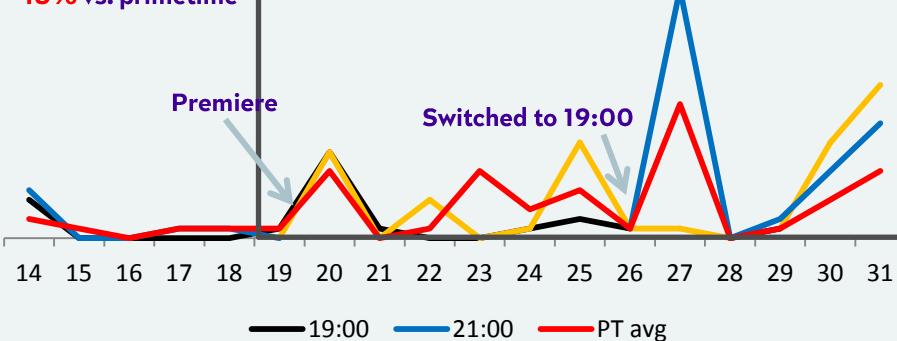
0.16 Escándalos

+69% vs previous timeslot
+10% vs. primetime



0.03 Escándalos

+81% vs previous timeslot
-18% vs. primetime

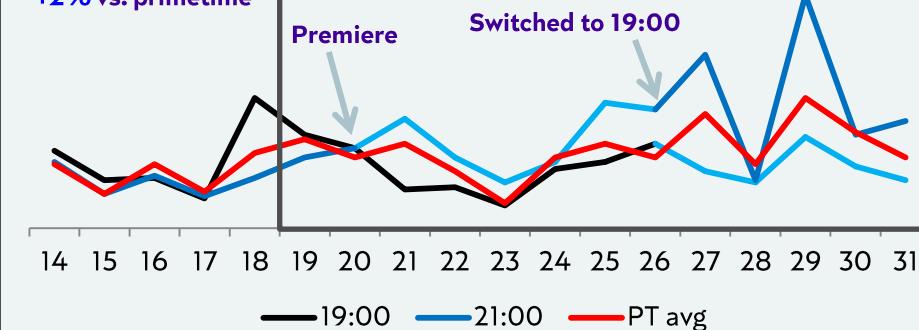


"ESCÁNDALOS"

PREMIERE MAY 8TH 2016, SUN @ 21:00 HRS. REPLACED DECISIONES SWITCHED TO 19:00

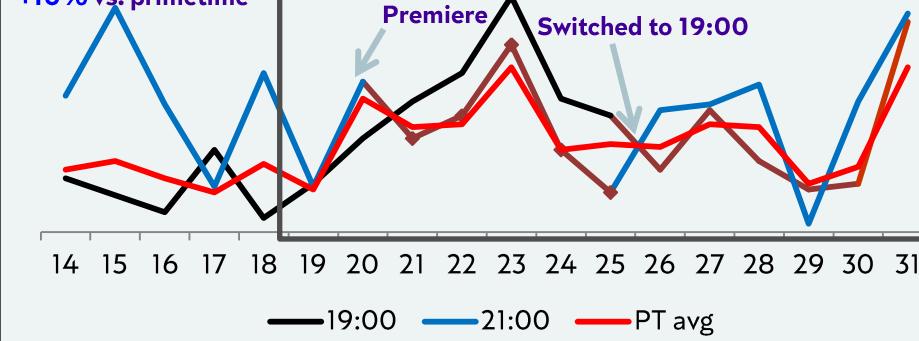
0.32 Escándalos

+56% vs previous timeslot
+2% vs. primetime



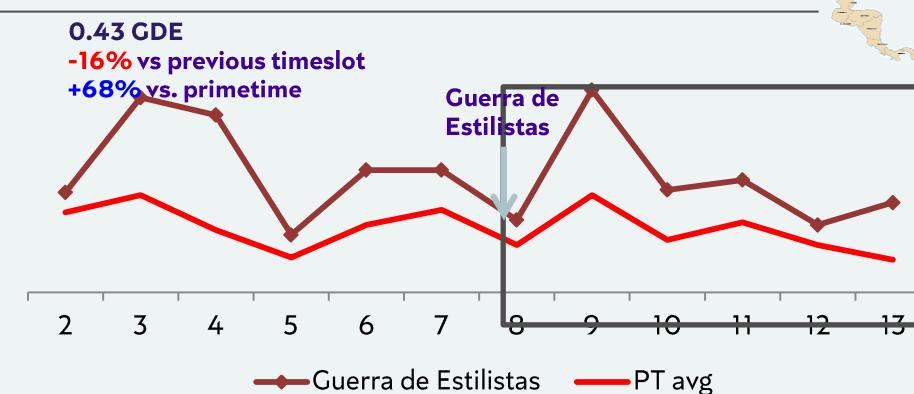
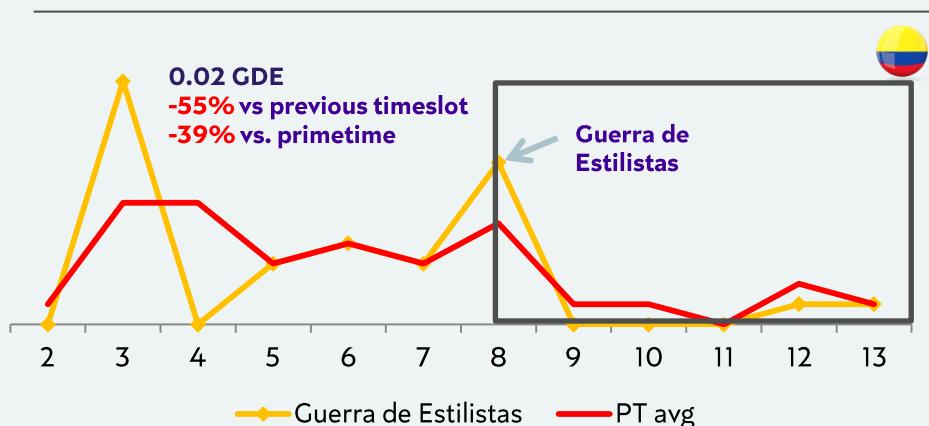
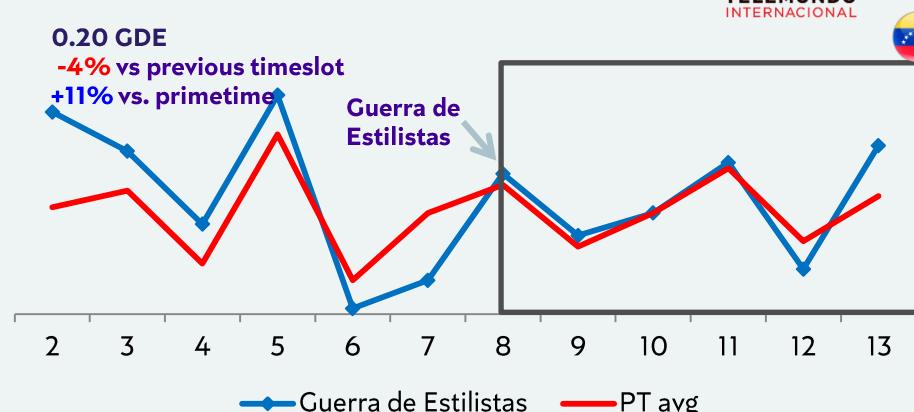
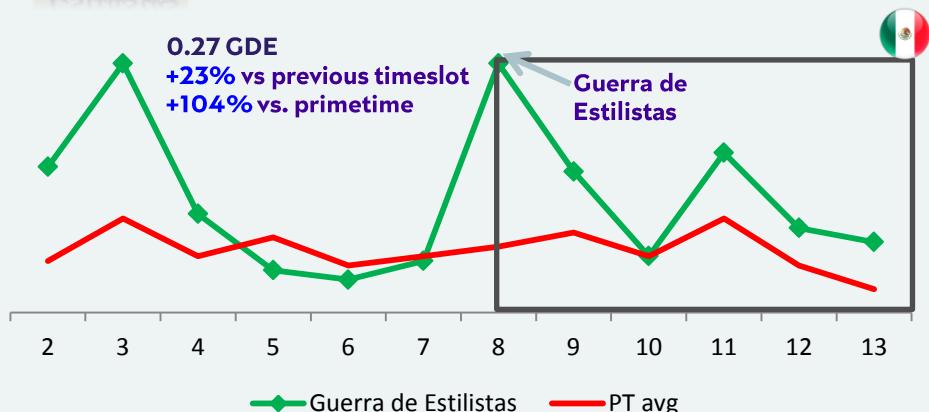
0.34 Escándalos

-21% vs previous timeslot
+10% vs. primetime



“GUERRA DE ESTILISTAS”

PREMIERE FEB 21ST 2016, SUN @ 21:00 HRS. REPLACED DECISIONES



VOLUME DEAL LAUNCHES Q3-Q4



Telenovela based on the successful original story by Julio Jiménez known as *El Cuerpo del deseo*. A story of reincarnation, betrayal and revenge.

Premiering September 5th, 2016 @9pm

Note:

Monitoring Reina de Corazones performance;
If performance is low, then we have option to replace with ssibility to launch La Poseida (TVN Chile)



A story of a love that must overcome the barrier of memory, where glamorous nightlife and casinos play a prominent role in a plot characterized by mysterious twists and turns, espionage, conspiracy, intrigue, crime, and romance.

Premiering September 5th @8pm

Launch: 09/05 8pm

VOLUME DEAL LAUNCHES Q3-Q4



Launch: 10/11 10pm

The story of a woman who builds a money laundering empire while protecting what she cares most about, her son.

Premiering October 11th @10pm



LATE NIGHT SHOW

Late night show hosted by Don Francisco with celebrity interviews and much more.

Premiering TBD

MUSIC SPECIALS Q4



PREMIOS LAMA

The Latin American Music Awards (Latin AMAs) is an annual American music award to be presented by Telemundo. It is the Spanish-language counterpart of the American Music Awards (AMAs). As with AMAs, the Latin AMAs are determined by a poll of the public and music buyers.

Live on October 6th @6pm

Launch: Oct TBD



iHeart Radio Fiesta Latina

Latin music has shown incredible growth on iHeartRadio. We decided to use the great format and cultural firepower of the iHeartRadio Music Festival to create a festival that celebrates these great artists and their music. Bringing this caliber of Hispanic artists together for a night of incredible performances an enjoyment.

Live on November

Launch: Nov TBD

ORIGINAL PRODUCTIONS

SUPPORTING WEEKEND STRATEGY



ESTAS EN MI LISTA



Launch – October 2016
13 x 1 hour

A countdown show about Telemundo novelas/super series/talent hosted by two well-recognized talent who'll comment the best, the most controversial, the funniest and the impossible to forget situations, scenes and characters.

Estas en mi Lista will showcase TV experts talking about the show's themes including Kiss, kiss, Kiss, Weddings and divorces, Night girls, and more. Hosts are Rodrigo Vidal & Claudia La Gata.

THIRD PARTY ACQUISITIONS

SUPPORTING WEEKEND STRATEGY



Launch, October 2016

36 x 1 Hour



Synopsis:

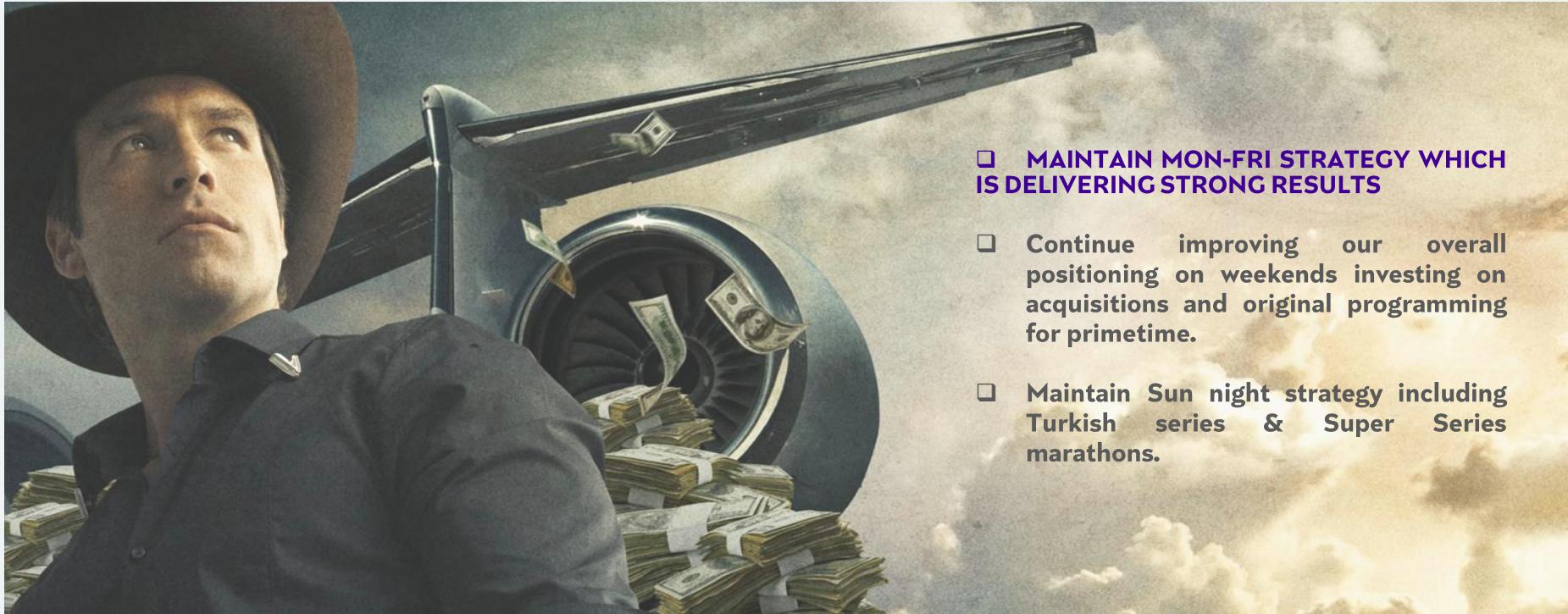
Kemal had a wealthy live and a perfect family but everything will change when his son is strangely abducted and they feel powerless to seek help from police. A friend, and former police officer, decides to help the family to find their son but the journey will bring them to face a horrible secret.



SECRETOS

PROGRAMMING STRATEGY

2017



- MAINTAIN MON-FRI STRATEGY WHICH IS DELIVERING STRONG RESULTS
- Continue improving our overall positioning on weekends investing on acquisitions and original programming for primetime.
- Maintain Sun night strategy including Turkish series & Super Series marathons.

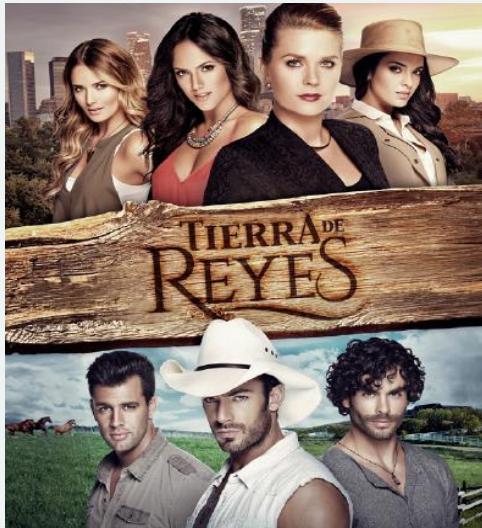
ACCESS & PRIMETIME GRID

MON-FRI 5PM – 12AM



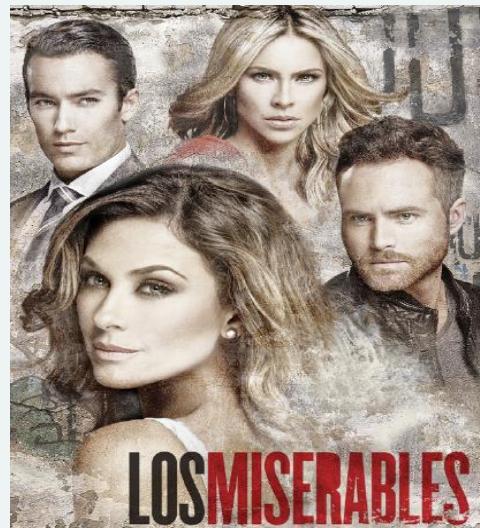
	Q1' 17	Q2' 17	Q3' 17	Q4' 17
17:00				
18:00				
19:00				
20:00	REINA de CORAZONES			
21:00	en otra piel		LOS MISERABLES	BAJO EL MISMO CIELO
22:00		Dueños del paraíso		
23:00		SUELTA LA Sopa!		
24:30				

NOVELA LAUNCHES 2017



The story of revenge of three brothers who will fall in love with the women they want to destroy. Based on the international success Pasión de Gavilanes.

Premiering March 2017 – 8pm



It's an adaptation of the French novel by Victor Hugo. It tells the story of a woman persecuted for justice, which must resist the injustices while demonstrating integrity.

Premiering April 2017 – 9pm

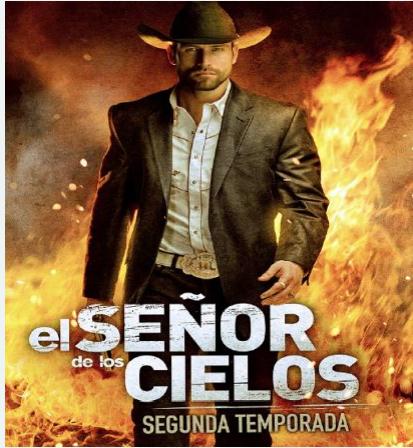


An adaptation of the 2011 American drama film A Better Life – the story of an immigrant father.

Premiering October 2017 – 9pm



SUPER SERIES PREMIERE PLAN 2017



S2 Premiere:
January 2017 – 10pm

When the world thought Aurelio Casillas had died trying to change his face, we discover it was all part of his masterful plan to return to get his business back.



S3 Premiere:
September 2017, 10pm

The Lord of Skies, is behind bars in one of Mexico's highest security prisons, enduring the harsh punishment of torturers and seeking his escape.



Premiere:
May 2017 – 10pm

Inspired by the drug trade of the Miami in the 70s. Anastasia Cardona will find, in the illicit business of her husband, the wealth which she has always desired.



MUSIC SPECIAL EVENTS FOR 2017



Premios Billboard de la Música Latina – Apr 2017

Recognizes the best and most talented artists in the music industry.

Premios Tu Mundo – Aug 2017

combines the power of television platforms, the web, smart phones, and social media, giving fans the last word on what is best in fashion, telenovelas, music, movies and sports.



PREMIOS LAMA – Oct 2017

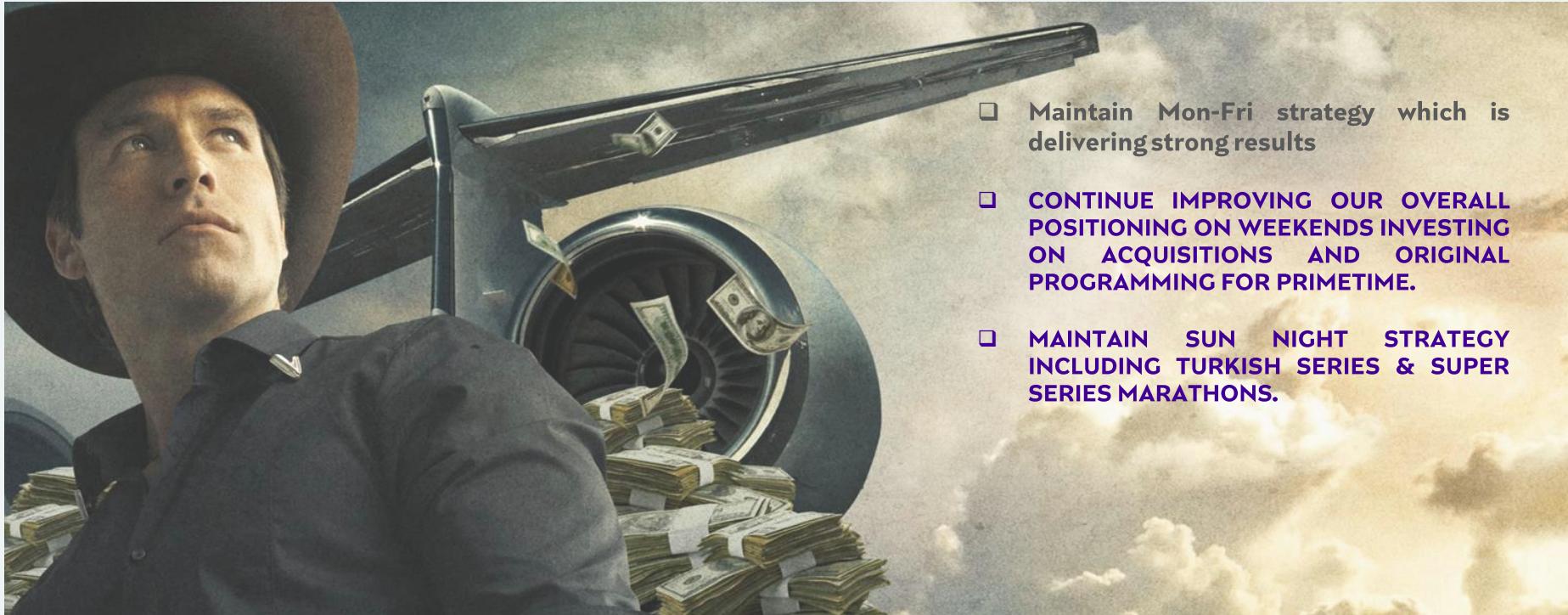
The Latin American Music Awards (Latin AMAs) is an annual American music award to be presented by Telemundo. It is the Spanish-language counterpart of the American Music Awards (AMAs). As with AMAs, the Latin AMAs are determined by a poll of the public and music buyers.

PROGRAMMING STRATEGY

2017



- Maintain Mon-Fri strategy which is delivering strong results
- CONTINUE IMPROVING OUR OVERALL POSITIONING ON WEEKENDS INVESTING ON ACQUISITIONS AND ORIGINAL PROGRAMMING FOR PRIMETIME.
- MAINTAIN SUN NIGHT STRATEGY INCLUDING TURKISH SERIES & SUPER SERIES MARATHONS.



PROPOSED WEEKEND GRID - 2017



Programming Grid 2017 Saturdays					Programming Grid 2017 Sundays						
	1Q'17	2Q'17	3Q'17	4Q'17	1Q'17	2Q'17	3Q'17	4Q'17			
7 am	12 Corazones Monday – Tuesday - Wednesday Suelta La Sopa (RR)					12 Corazones Wednesday – Thursday - Friday Suelta La Sopa (RR)					
8 am						7 am					
9 am						8 am					
10 am						9 am					
11 am						10 am					
12 pm						11 am					
1 pm	Lo Mejor de Caso Cerrado					Lo Mejor de Caso Cerrado					
2 pm											
3 pm	12 Corazones					Decisiones	12 Corazones			3 pm	
4 pm	12 Corazones	12 Corazones					12 Corazones			4 pm	
5 pm	Estas En Mi Lista S1 (RR)									5 pm	
6 pm	12 Corazones	Estas En Mi Lista S2 (RR)	Estas en Mi Lista S1 (Orig)	El Lado Humano S2 (RR) & (Orig)			6 pm				
7 pm	Secretos (RR)	Suleyman el Magnifico (RR)		Un Día Cualquiera (RR)	Suleyman el Magnifico S2				7 pm		
8 pm						Secretos (RR) Y (Orig)	Suleyman el Magnifico S1 (Orig)	Un Día Cualquiera (Orig)	Suleyman el Magnifico S2 (Orig)	8 pm	
9 pm	Don Francisco Late Night Show									9 pm	
10 pm	Maratón SDLC S2	Maratón Dueños Del paraíso			Maratón SDLC S3	Maratón ESDLC S2		Maratón Dueños Del paraíso	Maratón SEDLC S3		10 pm
11 pm										11 pm	
12:00										12:00	
1:00	Noticiero de Fin de Semana					Noticiero Fin de Semana					1:00

A TURKISH WEEKEND

ACQUISITIONS 2017



Suleiman “El Gran Sultan” - Turkey

The historical series looks at the real life of Sultan Suleiman the Magnificent, who ruled the Ottoman Empire between 1520 and 1566 and his love relationship with his wife who once was a sultan's slave.

THE O.C - TURKEY



The O.C – Turkey (Med Cezir)

Based on the US teen drama The OC produced by Warner Bros, which ran for four seasons between 2003 and 2007. The drama revolved around a group of attractive teenagers and their families living in an affluent seaside city.

WEEKEND LAUNCHES – ACQUISITIONS 2017



UN DÍA CUALQUIERA



“Un Día Cualquiera”

Three stories in one episode: two are true and one is not.

The audience is invited to guess which one has been made up.

EL LADO HUMANO DE LA FAMA - S2



Inspirational celebrity stories that will show that under the worse situations You can always start again.

WEEKEND LAUNCHES – ORIGINAL PRODUCTION 2017



ESTAS EN MI LISTA – S2



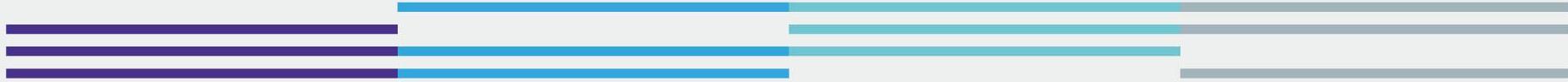
A countdown show about Telemundo novelas/super series/talent hosted by two well-recognized talent who'll comment the best, the most controversial, the funniest and the impossible to forget situations, scenes and characters. Estas en mi Lista will showcase TV experts talking about the show's themes including Kiss, kiss, Kiss, Weddings and divorces, Night girls, and more. Hosts are Rodrigo Vidal & Claudia La Gata.

FIRST RUN TELENOVELA - 2017

- Telemundo Internacional – Distribution to assign a First Run Telenovela for 2017.
- Programming strategy to be determined once title is provided.



ACQUISITIONS



PCR SUMMARY



	E!	FY '17
<i>Uncommitted Acquisitions</i>		3,312.3
<i>Committed Acquisitions</i>		4,643.8
Total New Acquisitions		7,956.1
Total Existing Inventory (Committed)		3,226.9
Total PCR		11,182.9

Total E! \$ Committed	7,870.7
% E! Committed	70.4%
Total E! \$ Uncommitted	3,312.3
% E! Uncommitted	29.6%



TELEMUNDO
INTERNACIONAL

	Telemundo	FY '17
<i>Uncommitted Acquisitions</i>		362.1
<i>Committed Acquisitions</i>		2,253.0
Total New Acquisitions		2,615.1
Total Existing Inventory (Committed)		270.5
Total PCR		2,885.6

Total Telemundo \$ Committed	2,523.4
% Telemundo Committed	87.4%
Total Telemundo \$ Uncommitted	362.1
% Telemundo Uncommitted	12.6%

PCR SUMMARY – UNCOMMITTED FUNDS

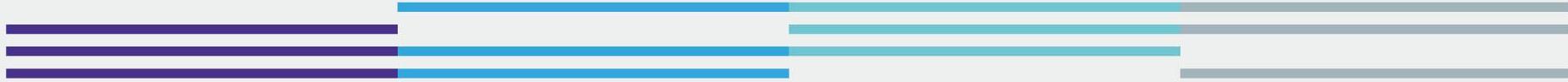
Budget Category	Title	Total Hours	Total Cost	2016 Amort	2017 Amort
Acquired Programming	New Series Fall 2016	10	\$120,000	\$25,000	\$60,000
Acquired Programming	Two Franchise Libraries	10	\$1,658,550	\$55,000	\$165,000
Acquired Programming	Four ANCINE Productions	20	\$1,778,550	\$-	\$64,625
Acquired Programming	Teen Choice Awards 2017	2	\$81,954	\$-	\$81,954
Acquired Programming	SKIN WARS Season 3	10	\$41,200	\$-	\$8,583
			\$3,680,254	\$80,000	\$380,163

PCR SUMMARY – UNCOMMITTED FUNDS

Budget Category	Title	Total Hours	Total Cost	2016 Amort	2017 Amort
Acquired Programming	Secretos	36	\$144,000	\$16,000	\$48,000
Acquired Programming	Hair (2)	4	\$16,800	\$-	\$7,700
Acquired Programming	Suleyman (1+2)	126	\$882,000	\$-	\$194,250
Acquired Programming	El Lado Humano de la fama (2)	13	\$68,250	\$-	\$22,750
Acquired Programming	Un dia cualquiera	65	\$227,500	\$-	\$50,556
Acquired Programming	Estas en mi lista (2)	13	\$200,000	\$-	\$38,889
				\$1,538,550	\$16,000
					\$362,144



MARKETING





TELEMUNDO
INTERNACIONAL



EL SEÑOR DE LOS CIELOS



Flight: June 20th – July 17th

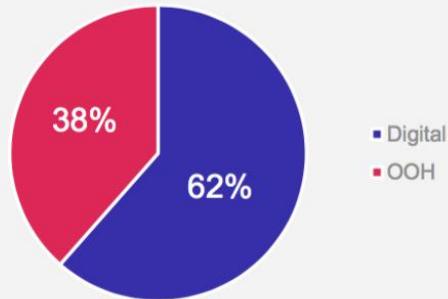
Total Budget: \$220,193 (USD)

- OOH: \$136,519.66 (USD)
- Digital: \$83,673.34 (USD)

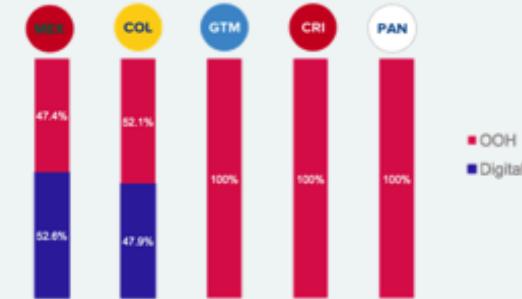
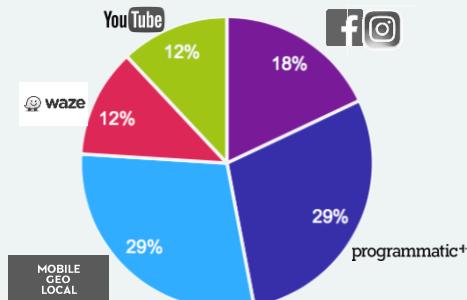
Target

- Primary: M/W 25-34
(hyper targeting men)
- Secondary: M/W 35-49
(target already attracted by this content)

Overall campaign split:



Digital split:



EL SEÑOR DE LOS CIELOS

MEDIA BUY



Communication plan – OOH media categories



- Key locations in selected cities- IMPACT



- Strategically placed in areas with high foot and car traffic – COVERAGE Y FREQUENCY

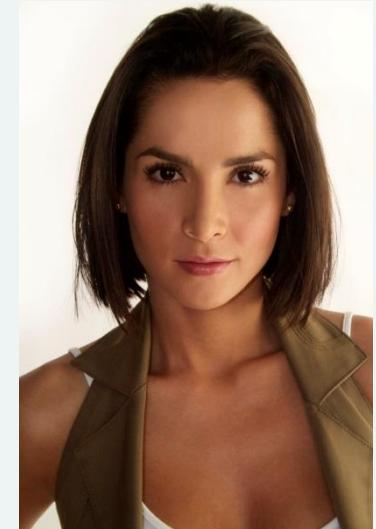


- Routes with high traffic volume in areas where OOH placements aren't available – COVERAGE AND FREQUENCY



EL SEÑOR DE LOS CIELOS: PR

- Press kit for key media outlets in the region
 - Press release
 - Show synopsis
 - Characters description
- Phoners with Fernanda Castillo and Carmen Villalobos
- Facebook Live with Fernanda Castillo in Mexico



DIGITAL – BEST PERFORMING POSTS



Video view rate

Video Post 2 - July



Impressions: 6,722,032
Views: 1,329,856
View Rate: 19.64%
Spent: \$7,255.42

Video Post 2 - July



Impressions: 9,074,842
Views: 2,607,807
View Rate: 28.74%
Spent: \$7,278.06

Engagement rate

Engagement Post - June 28



COL
Impressions: 132,137
Engagements: 5,980
Eng. Rate: 4.53%
Spent: \$111.80
Eng. Rate Rate Industry Benchmark: 1.50%

Engagement Post - June 5



COL
Impressions: 29,869
Engagements: 2,594
Eng. Rate: 8.68%
Spent: \$28.27

Clicks website

Canvas 3



Like 326
Comment 29 Comments 3 Shares

COL
Impressions: 97,127
Clicks: 2,325
CTR: 2.39%
Spent: \$54.32

CTR Benchmark: 1%

Canvas 2



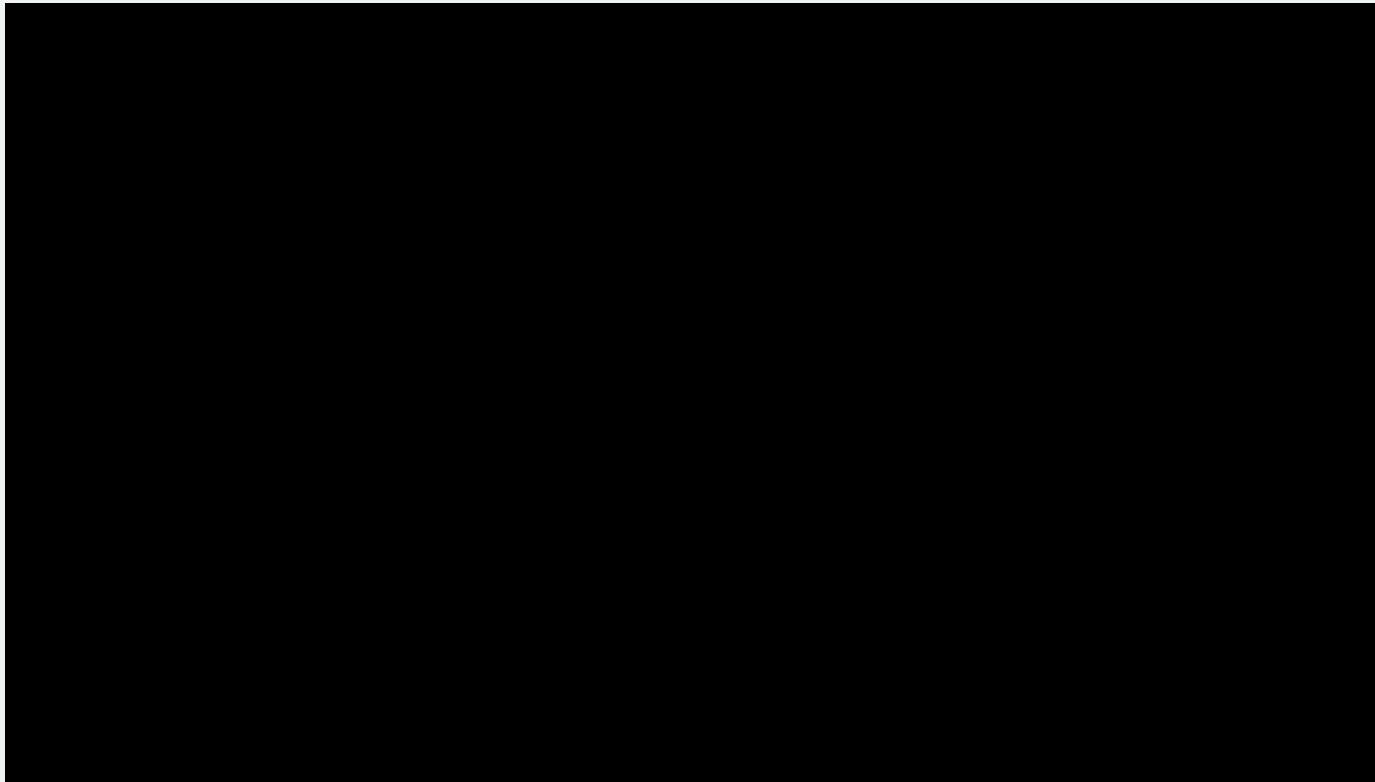
COL
Impressions: 929,816
Clicks: 38,600
CTR: 4.15%
Spent: \$529.02

Best practices:

- Facebook live has great performance and contributed to one of the highest view rates for the campaign.
- Developing special assets per platform is the most successful strategy in achieving high levels of engagement.
- Facebook canvas proved to be very successful at achieving clicks to website

DIGITAL – VIDEO

Video specially developed for campaign



DIGITAL - INNOVATION



- Considering there are over 2.3 MM active users in Mexico we decided to try Waze as marketing to reach a broader audience.



Live from June 21st to July 17th.

CPM: \$17.16

Budget Spent: \$10K

Impression: 582,842
vs 580,046 estimated

Save Offer: 6,717
vs 5,800 estimated

% Save Offer: 1.15%

Inbox Impressions: 1,315
% Inbox: 19.58%

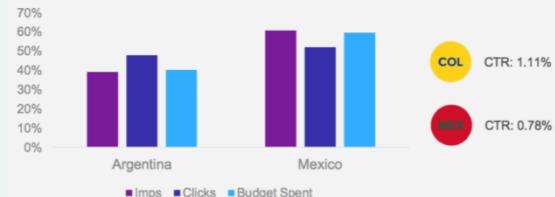
Save Offer Rate Industry Benchmark: 1%

MOBILE GEO LOCAL



ADVANTAGES

- **Distribution:** Impact people close to the OOH placements.
- **Formats:** Videos and standard banners.
- **Segmentation:** By device and operation system and categories by interests.



CTR Mobile Banner: 1%

EL SEÑOR DE LOS CIELOS: KEY ART



Considering El Señor de los Cielos is a property that has already been aired on some networks in the region and has already had marketing campaigns, we developed a new key art to differentiate our campaign from the rest, by leveraging on key visual elements (sky, plane and character) that can be easily associated to the property. We also developed a new tagline to further help us reinforce the content.

Original Key Art



New Key Art



E
®



EN VIVO DESDE LA ALFOMBRA ROJA: EMMY AWARDS

CONSUMER PROMOTION



Flight: August 8th – September 4th

Markets: Pan Regional, excluding Brazil and Venezuela

Objective:

Have two fans and two guests attend the Emmy Awards for them to have a first hand experience of the magic of the Red Carpet in order to:

- Continue building awareness on EVDLAR property, highlighting the upcoming 2017 season.
- Position E! as a more relatable brand, by connecting with fans through EVDLAR.

Dynamic and promotional elements

Stage 1

- Online landing page with 5 question quiz about the Emmys (www.corresponsale.com) + Video creating tool with shareable component
- On Air CTA piece
- Digital media buy Facebook and Instagram - \$20K
 - Demo: Young women 18-35

Stage 2

- Winners' experience piece
- Social media coverage of winners' experience

¿SIEMPRE HAS QUERIDO SER PARTE DEL EQUIPO DE E!?

AHORA, TE DAREMOS LA OPORTUNIDAD DE ACOMPAÑARNOS A LOS ÁNGELES A CUBRIR LOS PREMIOS EMMY! DEMUESTRANOS LO QUE SABES

ACREDITACIÓN

EN VIVO DESDE LA ALFOMBRA ROJA: EMMY AWARDS



CONSUMER PROMOTION

Prize

- 2 winners and two guests will win the opportunity of being part of the E!
Onlinelatino digital team coverage with:
 - Flights and 3 night 4 day hotel stay in Los Angeles
 - Access to the Emmy Awards red carpet and awards show
 - Hair makeup for the Emmys
 - Universal Studios VIP Tour



CAMBIAME EL LOOK MEXICO

CASTING STAGE MEDIA BUY – Q4 2016



DIGITAL MEDIA BUY SUPPORTING EXISTING MEDIA

- \$60K – Focused on reach and engagement for CTA
- Target audience for castings stage:
 - P18-49 who will propose someone for casting
 - W18-49 who want to be casted for the show
- Campaign to be supported by custom materials:
 - Graphic and video tutorials
 - “Yay or nay” look posts to promote conversation



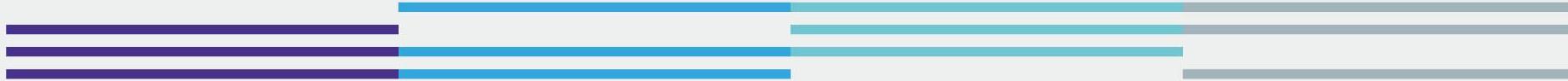
*Graphic materials still TBC.

SyFy

STUDIO
UNIVERSAL



SOCIAL MEDIA



Overall Social Strategy

Social tactics have been thought around the following:

1. Channeling fans with show specific icons (specially for Universal Channel and Syfy)
2. Utilizing social platforms news tools – Facebook emotions, Twitter polls – to generate interactions and increase engagement
3. Proposing hashtags related to the plot to motivate conversation (specially for season finales)
4. Producing unique pieces to market our specific properties (useful for movie stunts)
5. “Playing” with internet trends and apply them to show’s promotion (quizzes, “listicles”)
6. Eventizing around our brands’ big breaks in social (Sharknado 4)
7. Talking about pop culture topics to generate conversation about our brands (E!, Syfy)

1. Channeling fans with show specific icons



A screenshot of a Facebook post for the TV show "La Ley y el Orden: UVE". The post features a promotional image with four main cast members: Amanda Rollins, Olivia Benson, Nick Amaro, and Fin Tutuola. The caption reads: "LA LEY Y EL ORDEN: UVE ÚLTIMOS EPISODIOS MARTES 20.00" and includes the names of the actors. Below the image are standard Facebook interaction buttons: "Me gusta", "Comentar", "Compartir", "1036", "Comentarios destacados", "15 veces compartido", and "25 comentarios". A comment from a user named Geer Villareal is visible, followed by a reply from the channel. At the bottom, there's a text input field for a new comment and a "Escribir un comentario..." button.

A screenshot of a Facebook post for the TV show "Law & Order". The post features a large image of the show's title "LAW & ORDER" in blue and white. Below the image is a play button, a progress bar showing "-0:02", and standard video controls. The post has 26K views, 3.7K likes, and 142 comments. A comment from a user named Harley Parker is visible, followed by a reply from the channel. Other comments from fans like Maria Elena Olvera and Maria Del Carmen Noguera are also shown. The post includes a "Top Comments" section and a "View more replies" link.





2. Utilizing social platforms new tools



Universal Channel (MX, AR, CO, ...) with Sa Y ON and Sayon Chakraborty.
Published by Erika García (?) · June 19 ·

Las circunstancias colocaron a Harlee en una encrucijada repleta de difíciles decisiones. ¿Qué culpas dejará a su paso? #ShadesOfBlue

#ElFinalSeAcerca #TúEresElJuez

49,486 People Reached

502 Reactions, Comments & Shares

332	309	23
Like	On Post	On Shares
64	61	3
Love	On Post	On Shares
53	49	4
Haha	On Post	On Shares
4	3	1
Wow	On Post	On Shares
3	2	1
Angry	On Post	On Shares
40	36	4
Comments	On Post	On Shares
8	3	5
Shares	On Post	On Shares

648 Post Clicks

244	4	400
Photo Views	Link Clicks	Other Clicks ⓘ

NEGATIVE FEEDBACK

4 Hide Post 1 Hide All Posts
0 Report as Spam 1 Unlike Page

49,486 people reached

Boost Unavailable

Abby Figueroa, Ana Paula da Silva and 422 others 18 Comments 3 Shares

Like Comment Share

3. Proposing hashtags related to the plot



Universal Channel (MX, AR, CO, ...)
Publicado por Esther Montes [?] · 9 de junio ·

Describe los secretos detrás de Chicago PD, Chicago Fire y Chicago Med.
#ElFinalSeAcerca

15 datos acerca de Chicago (sólo para #ExpertosUniversal) | Universal Channel Latam

Ya sea que hablamos de la Estación de Bomberos 51 o del equipo del Hospital Gaffney, la ciudad de Chicago es el escenario perfecto para conocer la vida de...

UNIVERSALCHANNEL.COM

330 550 personas alcanzadas

4576 Reacciones, comentarios y veces que se ha compartido

4258 Me gusta	4258 En la publicación	318 En veces compartido
434 Me encanta	434 En la publicación	24 En veces compartido
12 Me divierte	12 En la publicación	7 En veces compartido
21 Me asombra	21 En la publicación	2 En veces compartido
48 Me entristece	48 En la publicación	4 En veces compartido
2 Me enfada	2 En la publicación	0 En veces compartido
163 Comentarios	163 En la publicación	16 En el contenido compartido
172 Véces que se ha compartido	172 En la publicación	3 En el contenido compartido

4928 Clics en publicaciones

9 Visualizaciones de fotos **3517 Clics en el enlace** **1402 Otros clics**

COMENTARIOS NEGATIVOS

- 41 Ocultar publicación
- 8 Ocultar todas las publicaciones
- 0 Denunciar como spam
- 1 Ya no me gusta esta página

Promoción no disponible

4775 Me gusta 118 comentarios Compartida 172 veces

Me gusta Comentar Compartir

Universal Channel (MX, AR, CO, ...) con Hayley Hoggard y 2 personas más.
Publicado por Erika García [?] · 13 de junio ·

#ElFinalSeAcerca, es una emergencia y tienes que decidir ya, ¿quién te gustaría que te rescatara y por qué? ¡Puedes comentar si no aparece tu consentido!

138 069 Personas alcanzadas

2882 Reacciones, comentarios y veces que se ha compartido

1171 Me gusta	883 En la publicación	288 En veces compartido
242 Me encanta	183 En la publicación	59 En veces compartido
339 Me divierte	302 En la publicación	37 En veces compartido
413 Me asombra	320 En la publicación	93 En veces compartido
106 Me entristece	63 En la publicación	43 En veces compartido
163 Me enfada	145 En la publicación	18 En veces compartido
398 Comentarios	308 En la publicación	90 En el contenido compartido
54 Véces que se ha compartido	53 En la publicación	1 En el contenido compartido

3299 Clics en publicaciones

1003 Visualizaciones de fotos **0 Clics en el enlace** **2296 Otros clics**

COMENTARIOS NEGATIVOS

- 17 Ocultar publicación
- 10 Ocultar todas las publicaciones
- 0 Denunciar como spam
- 10 Ya no me gusta esta página

Promoción no disponible

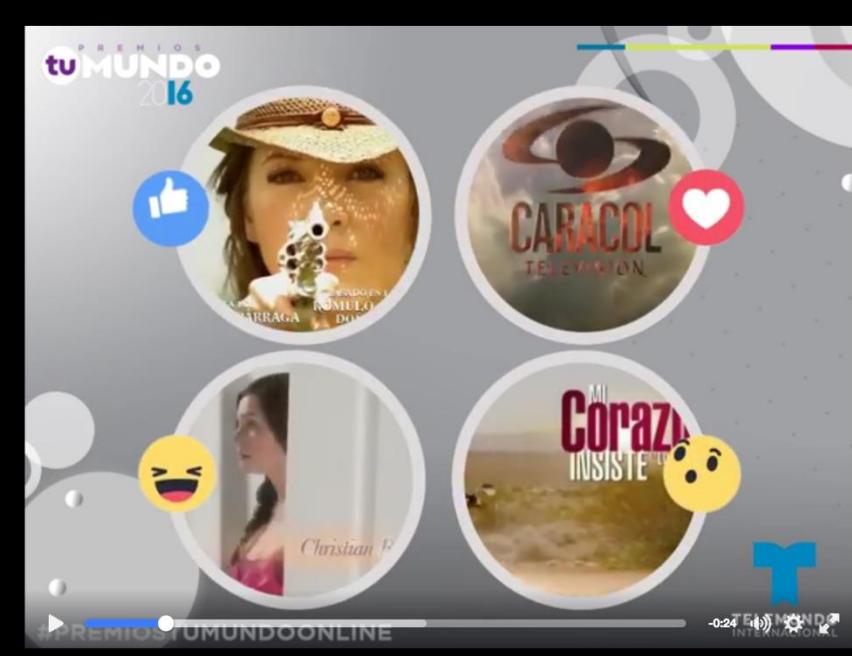
1896 Me gusta 238 comentarios Compartida 53 veces

Me gusta Comentar Compartir

4. Unique pieces for specific properties



5. “Playing” with internet trends



#PREMIOSMUNDOUNLINE

Telemundo Internacional

Like This Page · August 5 ·

¡Buscamos a los más conocedores de Súper Series y novelas! Vota por tu intro favorito por medio de las reacciones y que gane el mejor.
#PremiosTuMundoOnline.

29,491 Views

Jose Luis Arredondo, Daniel Castro, Daniela Escoto and 753 others like this.

Top Comments ▾

120 shares 283 Comments

Zuleima Estefanía Sánchez Rincón MAS QUE OBVIO!!! DOÑA BARBARA!!! una de las mejores novelas, y como no va ser así si años antes fue protagonizada por la gran María Félix! LA MEJOR!

10 · August 5 at 10:45pm

Telemundo Internacional ¡Muchas gracias por tu voto, Zuleima! 😊

1 · August 9 at 4:28pm

View more replies

Eucaris García Todos mis votos y las de mis amigas son para Mi Corazon Insiste tanto la novela como la cancion somos de Venezuela

9 · August 5 at 1:39pm

Telemundo Internacional ¡Fantástico! ¿Se saben la canción completa? 😊

1 · August 5 at 4:36pm

View more replies

Ferrer Jade Manuel Arenas mira we solo he visto doña barbara y el señor de los cielos tu ya viste las otras novelas?



Syfy

6. Eventizing around brands' big breaks

A close-up photograph of a shark's mouth, showing its sharp white teeth and pink tongue. This image is used as the main visual for a post on a social media platform.

syfy syfyia
Following
484 views 4w
syfy #MAÑANA! #Sharknado4
abmontj Está cerca @claudia.viale
@geomargonzalez @treesciarpa
@angeloquinteroquez @j_pachano
separeadesp 😊

Add a comment... 0 0 0

Syfy Syfy Latinoamérica
Published by InPulse Digital [?]- July 22 at 6:04pm - ↗
Nos llegan reportes desde Argentina que el Sharknado ya llegó a la capital. #Sharknado4

A promotional image for "Sharknado 4" showing a city street with buildings and palm trees, with a massive shark head superimposed over the sky. The Syfy logo is in the bottom right corner.

Syfy Syfy Latinoamérica
Published by InPulse Digital [?]- July 25 at 5:01pm - ↗
¿Qué le preguntarías al héroe de #Sharknado4? ¡Este miércoles tendremos un Facebook Live con Ian Ziering!

A promotional image for a Facebook live event. It features a portrait of Ian Ziering holding a chainsaw, with the text "DEJA TUS PREGUNTAS" and "ÓRA CON IAN ZIERING EL 27/07 A LAS 11AM MXT/13HS AR". The Syfy logo is in the bottom right corner.

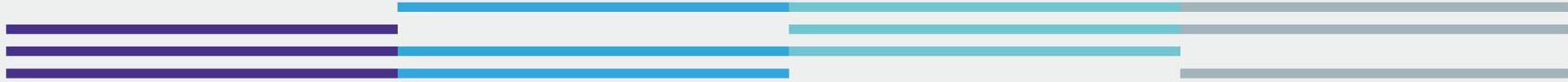
7. Talking about pop culture



THANK YOU!

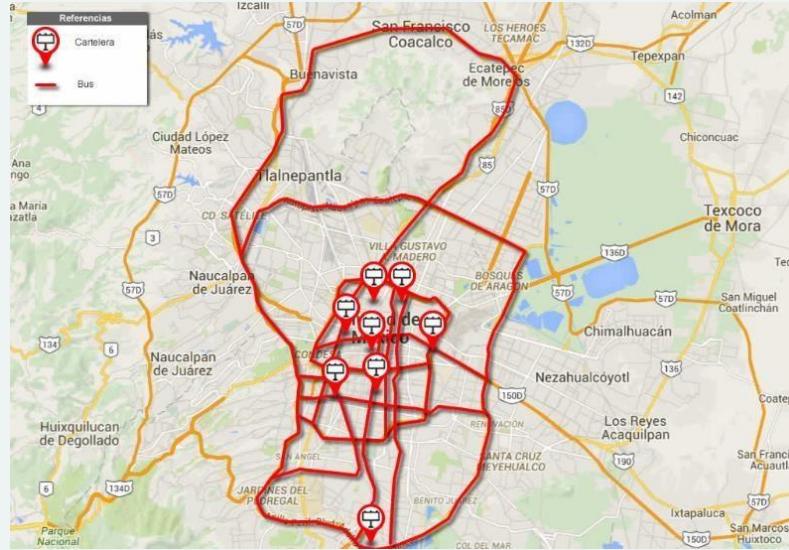


APPENDIX



OOH- EL SEÑOR DE LOS CIELOS

MÉXICO



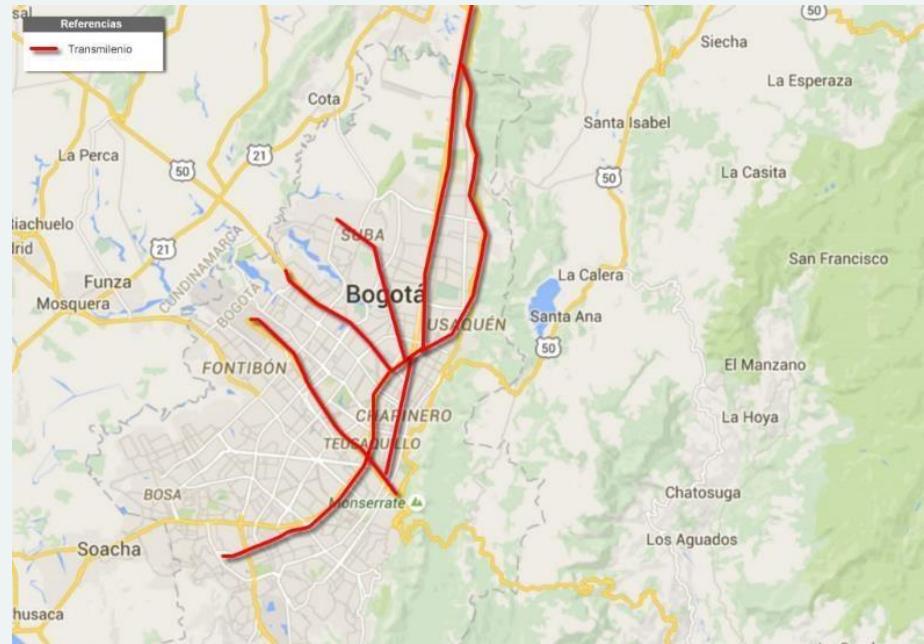
OOH- EL SEÑOR DE LOS CIELOS

COLOMBIA - BOGOTÁ

Transmilenio

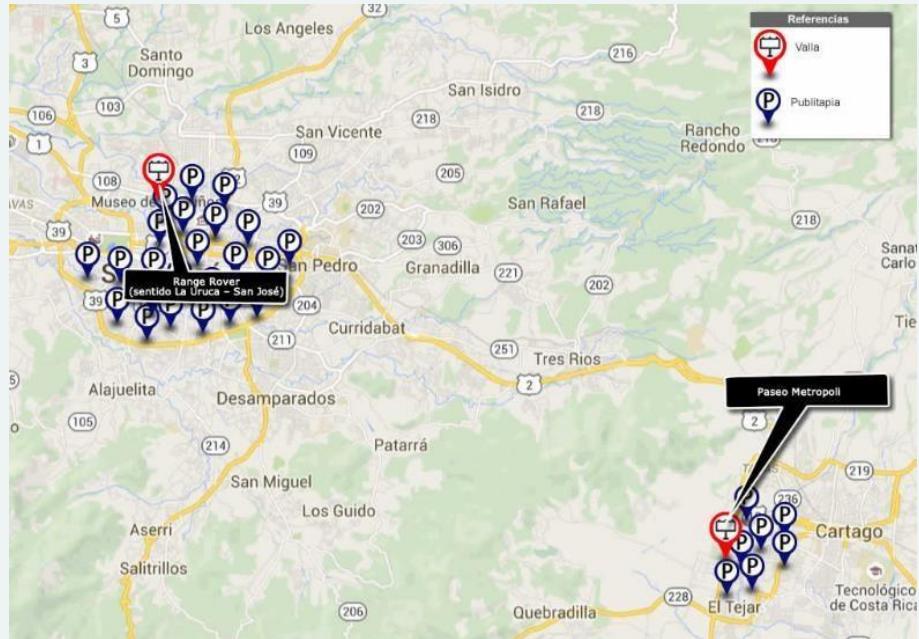


Mapa de cobertura



OOH- EL SEÑOR DE LOS CIELOS

COSTA RICA – TIGO STAR



OOH- EL SEÑOR DE LOS CIELOS

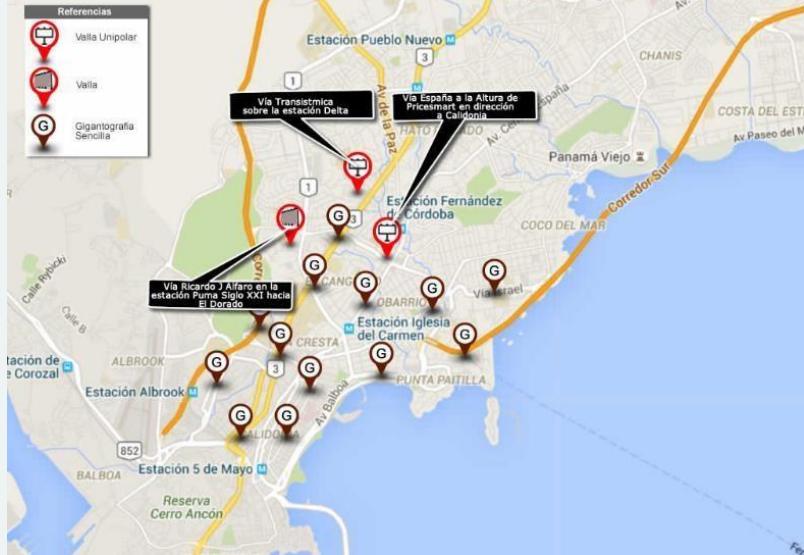
GUATEMALA – CO-OP TIGO STAR



OOH- EL SEÑOR DE LOS CIELOS

NBCUniversal
INTERNATIONAL
NETWORKS

PANAMÁ – CO-OP CABLE ONDA



FACEBOOK/INSTAGRAM PERFORMANCE

	Impressions	Engagements	Video Views	Clicks
TOTAL	64,467,169	10,476,154	9,992,025	1,949,327
	64,272,560	10,460,963	9,985,727	1,949,327
	194,609	15,191	6,298	n/a

View Rate Industry Benchmark: 10%-15% / Eng. Rate Rate Industry Benchmark: 1.50% / CTR Benchmark: 1%

Campaign Performance

Live from June 20th to July 17th.

Budget Spent: **\$15,000**
(bonus \$42,756.78)

- 34% FB Canvas – Click to Website
- 33% Engagement Post
- 33% Video Post

Avg. CPM: **\$0.90**
New Fans: **35,699**

ENGAGEMENT:
7.5M Imps
3.04% Avg. Eng. Rate

VIDEO:
48.3M Imps
20.7% View Rate

CLICKS:
7.5M Imps
3.90% CTR

FACEBOOK/INSTAGRAM PERFORMANCE BY COUNTRY

VIDEO VIEWS CAMPAIGN



COL View Rate: 16.5%
CPM: \$1.20

MEX View Rate: 23.7%
CPM: \$0.85



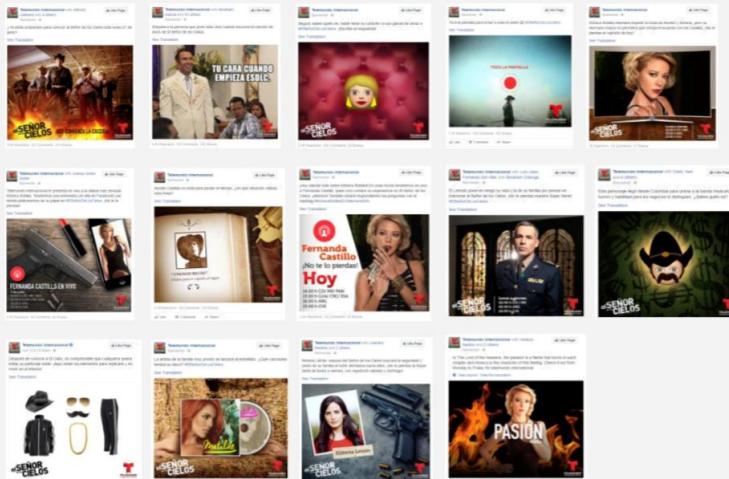
COL View Rate: 10.5%
CPM: \$0.40

MEX View Rate: 15.4%
CPM: \$0.36

View Rate Industry Benchmark: 10%-15%

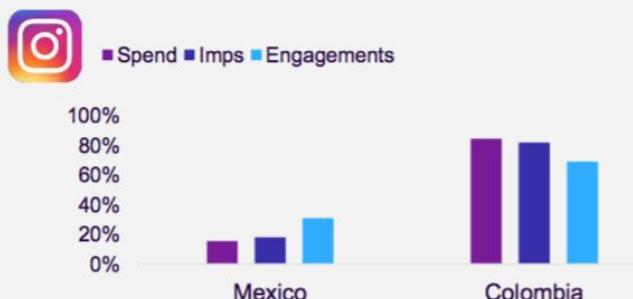
FACEBOOK/INSTAGRAM PERFORMANCE BY COUNTRY

ENGAGEMENT CAMPAIGN



COL Eng. Rate: 2.0%
CPM: \$0.74

MEX Eng. Rate: 3.7%
CPM: \$0.53



COL Eng. Rate: 5.4%
CPM: \$1.76

MEX Eng. Rate: 11.0%
CPM: \$1.48

Eng. Rate Rate Industry Benchmark: 1.50%

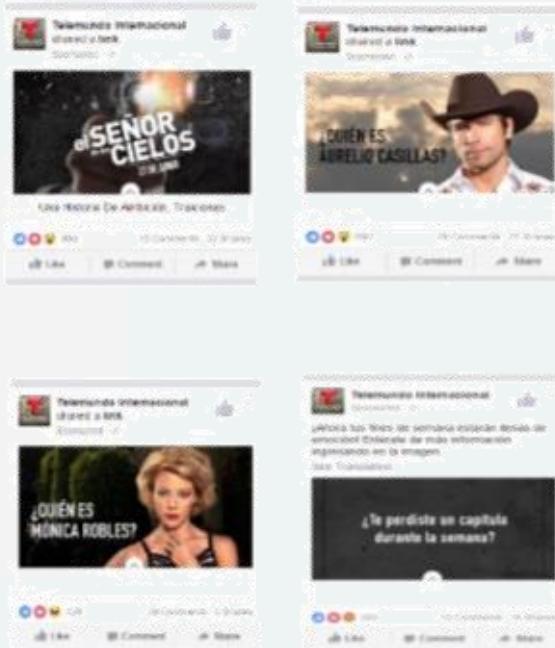
FACEBOOK/INSTAGRAM PERFORMANCE BY COUNTRY

CLICKS TO WEBSITE



COL
CTR: 2.6%
CPM: \$0.78

MEX
CTR: 4.9%
CPM: \$0.53



PROGRAMMATIC PERFORMANCE

Live from June 21st to July 17th.

Budget Spent: \$23,283.63

Objective: Video Views

Contextual/Interest Segment &
Look Alike

2 Videos

Avg. CPCV: \$0.025 as estimated
Total Imps: 1,183,969

Total Views:

- 1,034,583 - 25% Comps
- 989,135 – 50% Comps
- 954,163 – 75% Comps
- **931,345 – 100% Comps**
as estimated

View Completion Rate: 79%
CTR: 0.53%



COL
Spend: \$11,820.05
VCR: 80%

MEX
Spend: \$11,463.58
VCR: 77%



Notes:

Affinity

Raise brand awareness and drive consideration with your TrueView video ads by reaching people who already have a strong interest in relevant topics (ex. TV&Cine, Hobbies).

Topics

Target your video ads to specific topics (ex. Games, Art and Entertainment, etc.).

- The Avg. CPV achieved by both countries was below the estimated one and the avg. View Rate was in the markets benchmark.
- The highest View Rate was achieved by Affinity even if the performance was quite similar for both targeting methods.
- Unfortunately we never received the 2nd Video, therefore the Promo Video ran for all the campaign duration.

Live from June 21st to July 17th.

Budget Spent: **\$9,997.89**

1 Video

Avg. CPV: **\$0.02** vs \$0.05 estimated

Total Imps: **3,261,339**

Total Views: **547,458** vs 200,000 estimated

View Rate: **16.79%**

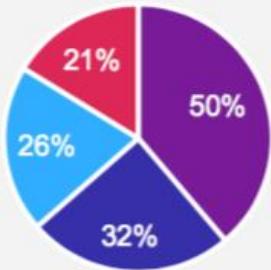
Total Clicks: **3,624**

YouTube: True View

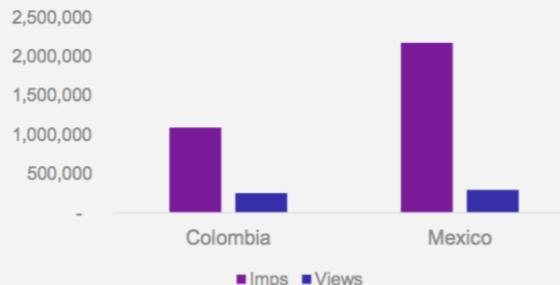
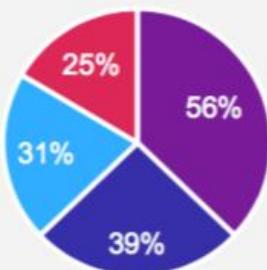


PERFORMANCE BY COUNTRY

Colombia



Mexico



COL
Spend: \$5,000.55
VR: 23.15%

MEX
Spend: \$4,997.34
VR: 13.59%

- VR 25% ■ VR 50%
- VR 75% ■ VR 100%

- VR 25% ■ VR 50%
- VR 75% ■ VR 100%

View Rate Industry Benchmark: 15-20%

MOBILE GEO LOCAL

CAMPAIGN PERFORMANCE: VIDEO

Live from July 5th to August 3rd.

MX and CO only geo-targeted closed to OOH placements.

Budget Spent: **\$12.4K**

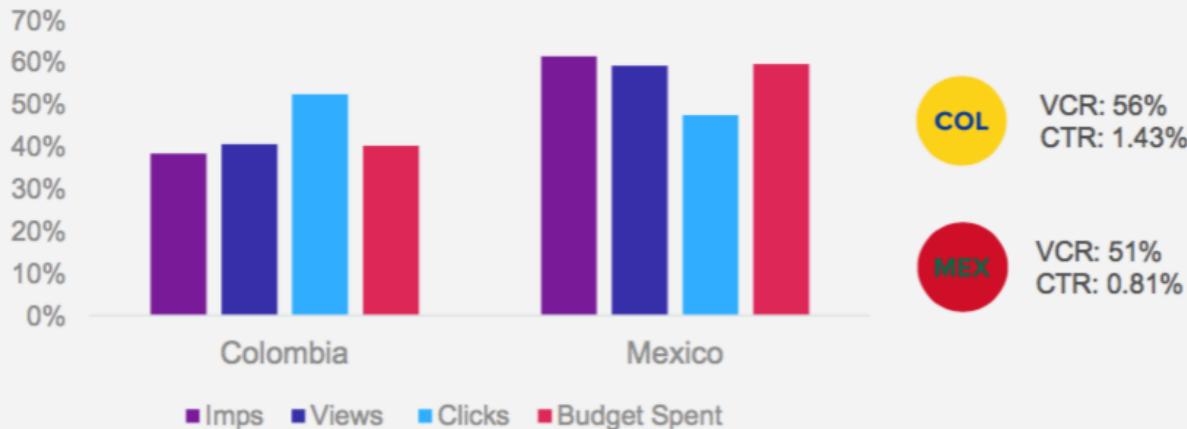
CPV: **\$0.083** vs estimated \$0.085

Video Views at 100%: **150,254**
vs Estimated 145,882 (+5%)

Clicks: **2,991**

CTR: **1.05%**

VCR: **53%**



View Completion Rate Industry Benchmark: 60% / CTR Video: 1%-2%

MOBILE GEO LOCAL

CAMPAIGN PERFORMANCE: DISPLAY STANDARD BANNER

Live from July 5th to August 3rd.
MX and CO only geo-targeted closed to
OOH placements.

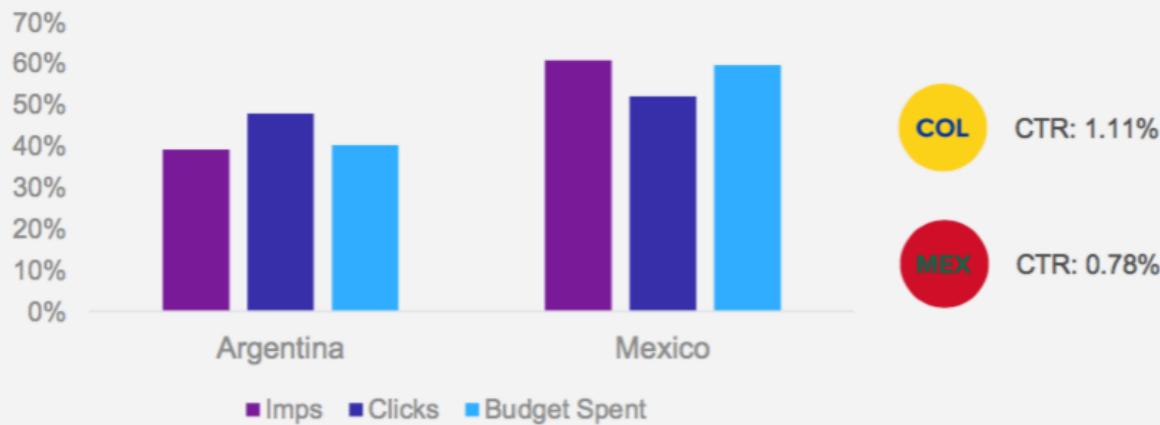
Budget Spent: **\$12.4K**

CPM: **\$9.72** vs \$10 estimated

Impressions: **1,275,604** vs
estimated 1,240,000

Clicks: **11,545**

CTR: **0.91%**



MOBILE GEO LOCAL

CAMPAIGN PERFORMANCE: GREATER CONCENTRATION POINTS

Video

MEX

	Views
Eje 6 sur Plutarco Elias Calles 486-A	31.906
Periférico Norte Junto a Peugeot 3069	17.868
Corea 79 v/o	12.613
Av. San Marcos s/n Plazas de Aragon	8.205
Periferico norte Blvd. Manuel Avila Camacho 535 v/n	8.129

COL

	Views
Fundacion Santa Fe	6.405
Santa Barbara Oriental	3.587
Ginebra Norte	2.532
Calle 82	2.499
Usaquen	2.476

Display standard banner

MEX

	Impressions
Plazas El Camino	209.405
Playa Pie de la Cuesta	102.735
Viaducto Elevado Bicentenario	90.193
Av. Oceanía y Corea	70.394
Av Plaza San Marcos y Plaza del Carmen	50.395

COL

	Impressions
MC Donald's Av. Carrera 7	90.294
Universidad de los Andes - Centro de Prácticas de Medicina	81.943
ESINF Av. Carrera 7	70.349
Davivienda Av. Carrera 7	58.294
Banco de Bogota Av. Carrera 7	41.835