

NBCUniversal

INTERNATIONAL

NETWORKS

CONTENT COMMITTEE MEETING – DAY 1

AUGUST 2016

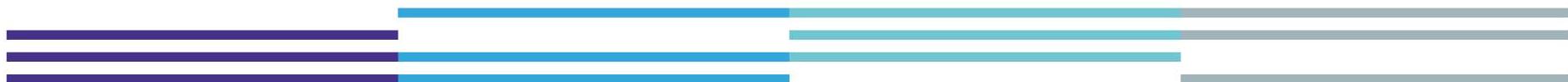




STUDIO
UNIVERSAL



RESEARCH



2016 YTD SCORECARD

NBCUniversal
INTERNATIONAL
NETWORKS

PAN	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	200.9	219.6	+9%
SHR P18-49	2.6	2.7	+5%
AVG VIEWERS M18-49	78.3	80.7	+3%
SHR M18-49	2.3	2.3	-
AVG VIEWERS W18-49	94.2	99.4	+5%
SHR W18-49	2.2	2.2	-
WEBSITE VISITS/MONTH (in millions)	149.9	101.3	-32%
FACEBOOK FANS (PAN + BRA in millions)	6.67	4.47	-32%
TWITTER FOLLOWERS (in TMousands)	1.63	2.07	+27%

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

JAN-JUL 2015

JAN-JUL 2016



2016 RTG% SCORECARD

SyFy

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	-33%	0%	-20%	-17%	0%	0%	33%	0%	-29%	-14%	0%	-17%	0%	-17%
ARG	0%	0%	0%	0%	0%	0%	67%	-50%	-25%	-67%	50%	0%	0%	0%
BRA	50%	0%	0%	0%	0%	-33%	0%	0%	33%	-25%	0%	0%	0%	-25%
CHI	-67%	-50%	0%	-33%	0%	N/A	N/A	-100%	-50%	-67%	0%	-67%	-67%	0%
COL	0%	100%	0%	100%	N/A	-50%	50%	0%	100%	400%	100%	-50%	0%	200%
MEX	-25%	-17%	-27%	-8%	50%	60%	0%	0%	-47%	-36%	-4%	-43%	17%	-10%
CAM	-20%	-20%	-43%	-17%	-40%	0%	0%	-33%	-33%	33%	-45%	-44%	-40%	-22%
PER	60%	25%	33%	-14%	-14%	-33%	25%	67%	83%	-9%	0%	50%	167%	-31%

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

JAN-JUL 2015

JAN-JUL 2016

2016 YTD SCORECARD

SyFy

PAN	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	14.6	12.8	-12%
SHR P18-49	0.1	0.1	-9%
AVG VIEWERS M18-49	6.4	5.8	-9%
SHR M18-49	0.1	0.1	-9%
AVG VIEWERS W18-49	8.2	7.0	-14%
SHR W18-49	0.1	0.1	-
RANK P18-49	41	41	-
RANK M18-49	37	40	-3
RANK W18-49	39	40	-1

ARG	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	1.0	0.9	-7%
SHR P18-49	0.1	0.1	0%
AVG VIEWERS M18-49	0.4	0.2	-38%
SHR M18-49	0.1	0.0	-33%
AVG VIEWERS W18-49	0.6	0.7	+13%
SHR W18-49	0.1	0.1	+25%
RANK P18-49	40	37	+3
RANK M18-49	38	44	-6
RANK W18-49	40	36	+4

BRA	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	2.5	2.8	12%
SHR P18-49	0.1	0.1	-
AVG VIEWERS M18-49	1.3	1.3	-
SHR M18-49	0.1	0.1	-
AVG VIEWERS W18-49	1.2	1.5	23%
SHR W18-49	0.1	0.1	-
RANK P18-49	32	31	+1
RANK M18-49	31	30	+1
RANK W18-49	23	18	+5

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

JAN-JUL 2015

JAN-JUL 2016

2016 YTD SCORECARD

SyFy

CHI	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	0.4	0.2	-63%
SHR P18-49	0.1	0.0	-71%
AVG VIEWERS M18-49	0.1	0.1	-55%
SHR M18-49	0.0	0.0	-
AVG VIEWERS W18-49	0.3	0.1	-66%
SHR W18-49	0.1	0.0	-67%
RANK P18-49	42	52	-10
RANK M18-49	48	53	-5
RANK W18-49	39	47	-8

COL	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	0.6	0.9	+61%
SHR P18-49	0.0	0.1	+67%
AVG VIEWERS M18-49	0.3	0.5	+96%
SHR M18-49	0.0	0.1	+100%
AVG VIEWERS W18-49	0.3	0.4	+35%
SHR W18-49	0.0	0.0	+33%
RANK P18-49	43	46	-3
RANK M18-49	43	46	-3
RANK W18-49	44	46	-2

MEX	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	8.4	6.0	-29%
SHR P18-49	0.3	0.2	-27%
AVG VIEWERS M18-49	3.6	2.7	-24%
SHR M18-49	0.3	0.2	-24%
AVG VIEWERS W18-49	4.8	3.3	-33%
SHR W18-49	0.3	0.2	-33%
RANK P18-49	35	38	-3
RANK M18-49	33	38	-5
RANK W18-49	35	36	-1

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

JAN-JUL 2015

JAN-JUL 2016

2016 YTD SCORECARD

SyFy

CAM	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	0.8	0.6	-26%
SHR P18-49	0.1	0.1	-31%
AVG VIEWERS M18-49	0.4	0.3	-27%
SHR M18-49	0.1	0.1	-33%
AVG VIEWERS W18-49	0.5	0.4	-23%
SHR W18-49	0.1	0.1	-23%
RANK P18-49	42	44	-2
RANK M18-49	41	42	-1
RANK W18-49	42	43	-1
PER	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	0.8	1.4	+66%
SHR P18-49	0.1	0.2	+64%
AVG VIEWERS M18-49	0.4	0.7	+84%
SHR M18-49	0.1	0.2	+100%
AVG VIEWERS W18-49	0.5	0.7	+53%
SHR W18-49	0.1	0.2	+50%
RANK P18-49	31	34	-3
RANK M18-49	30	30	-
RANK W18-49	33	36	-3

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

JAN-JUL 2015

JAN-JUL 2016

OVERVIEW

PERU ONLY MARKET CONTRIBUTING TO SYFY'S RATING IN THE REGION



		ARG	CHI	COL	MEX	PER	CA	VEN
PT Rat%	0.03	0.02	0.01	0.01	0.04	0.04	0.02	0.03
ATS	17:54	17:32	07:44	14:24	22:14	12:20	14:26	21:10
Ranking	#51/ 64	#59/ 73	#95/ 147	#67/ 70	#61/ 93	#48/ 67	#54/ 57	#62/ 118
Penetration	29	29	37	16	43	68	38	17
Ytd-o-Ytd	0%	0%	0%	0%	-33%	+33%	-50%	0%

LOW VARIETY OF CONTENT AND HIGH REPEAT FACTOR AFFECTING OUR RATINGS



RANKING

ARGENTINA AND COLOMBIA CONTRIBUTE TO ATS

SyFy

Spanish
LATAM



	Channel	rat%	ATS
1	Fox	0.72	38:06
2	TNT	0.42	29:06
3	Disney Channel	0.41	32:56
4	Space	0.41	28:23
5	Cartoon Network	0.30	30:53
44	TCM	0.06	16:05
45	Comedy Central	0.04	18:02
46	HBO	0.04	22:42
47	El Gourmet	0.03	12:15
48	Glitz	0.03	18:09
49	H2	0.03	19:56
50	MundoFox	0.03	11:12
51	Syfy	0.03	17:54
52	CNN Español	0.02	09:12
53	ESPN3	0.02	12:00
54	Fox Sports3	0.02	09:14
55	Film & Arts	0.01	09:15
56	HBO2	0.01	30:43
57	HBO Plus	0.01	27:52
58	Mas Chic	0.01	10:58

	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
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
61	Comedy Central	0.01	15:22
62	ESPN3	0.01	16:03
63	Europa Europa	0.01	12:02
64	Glitz	0.01	18:01
65	H2	0.01	13:12
66	HBO Plus Pan	0.01	17:36



	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
84	Fox Sports3	0.01	13:56
85	Golden	0.01	21:54
86	HBO Plus LA	0.01	18:51
87	HBO Signature	0.01	15:06
88	hTV	0.01	14:32
89	Mas Chic	0.01	13:23
90	MAX	0.01	22:49
91	MAX Prime LA	0.01	16:52
92	Multi Premier	0.01	15:51
93	Pasiones	0.01	24:46
94	Rec TV	0.01	12:06
95	Syfy	0.01	07:44
96	Tateti	0.01	22:45
97	Telefe	0.01	04:48
98	Teletrak Tv	0.01	18:37



	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
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
60	Mas Chic	0.02	11:06
61	Radiola TV	0.02	09:11
62	Claro Mus Ld B	0.01	05:22
63	Claro Sports	0.01	06:19
64	DHE	0.01	04:37
65	Film & Arts	0.01	11:58
66	HBO	0.01	12:04
67	Syfy	0.01	14:24

RANKING

MEXICO & VENEZUELA ARE THE STRONGEST MARKETS



	Channel	rat%	ATS
1	Fox	0.70	41:42
2	Distrito Comedia	0.57	38:03
3	Disney Channel	0.49	40:21
4	Space	0.45	34:47
5	Golden	0.36	28:55
52	Ritmo Son	0.07	17:38
53	TLC	0.07	24:24
54	Multicinema	0.06	21:54
55	Animal Planet	0.05	18:03
56	Comedy Central	0.05	21:44
57	Multipremier	0.05	16:53
58	TNT Series	0.05	28:35
59	H2	0.04	25:36
60	Syfy	0.04	22:14
61	Videorola	0.04	19:12
62	Cine Mexicano	0.03	16:40
63	HBO	0.03	36:59
64	HBO2	0.03	38:34
65	HBO Plus MEX	0.03	33:32
66	Milenio TV	0.03	17:17

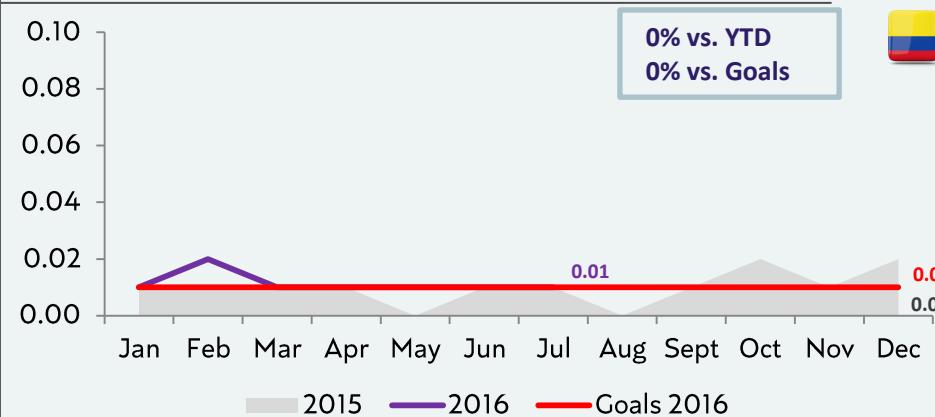
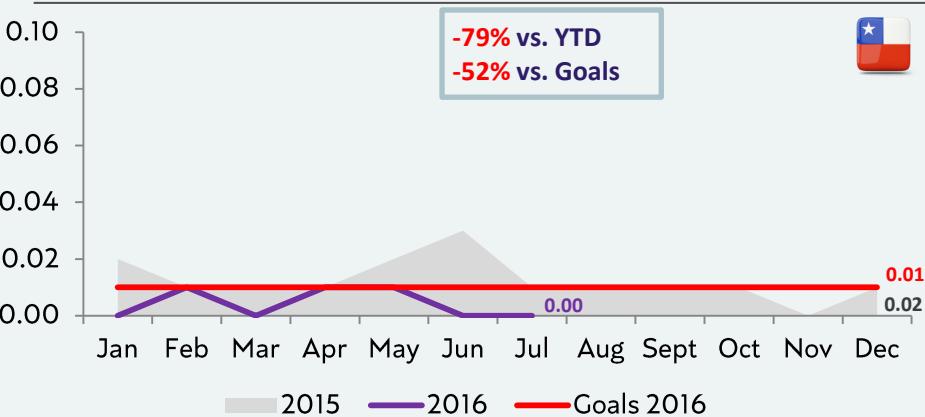
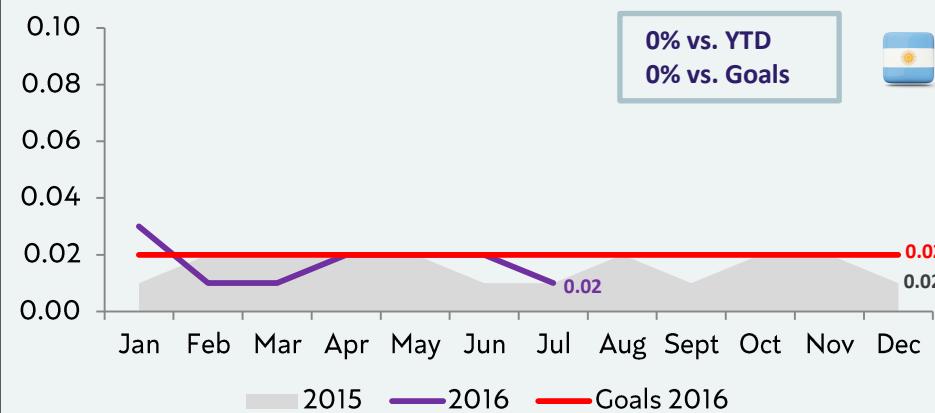
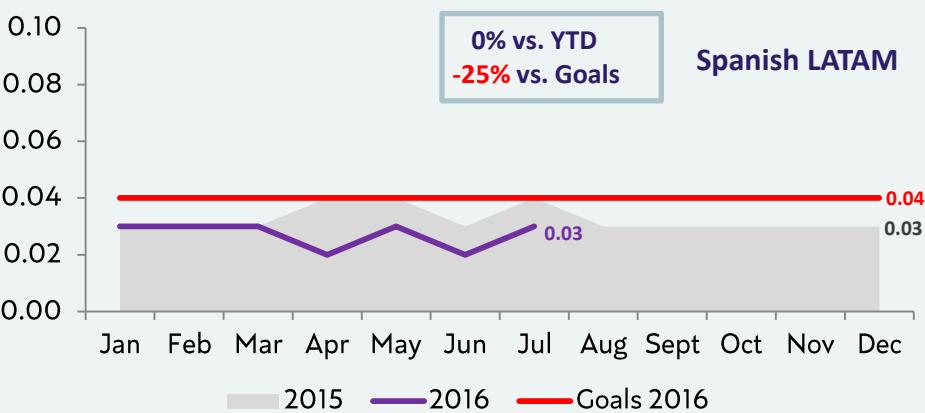
	Channel	rat%	ATS
1	Fox	0.40	28:51
2	Discovery Kids	0.37	32:04
3	TNT	0.36	25:44
4	Cartoon Net	0.29	26:46
5	Disney Ch	0.26	24:22
41	De Pelicula	0.05	10:35
42	ESPN	0.05	11:43
43	Gol Peru	0.05	22:09
44	Lifetime	0.05	14:19
45	ESPN2	0.04	09:05
46	H2	0.04	12:39
47	MTV	0.04	14:35
48	Syfy	0.04	12:20
49	truTV	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

	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
42	AMC	0.08	13:39
43	ESPN2	0.08	12:53
44	TDN	0.08	13:53
45	CNN Español	0.07	12:50
46	HBO	0.07	23:28
47	TNT Series	0.07	17:23
48	H2	0.06	20:49
49	Telehit	0.05	12:12
50	Glitz	0.04	35:15
51	Ritmo Son	0.04	10:29
52	Mas Chic	0.03	11:35
53	Fox Sports3	0.02	09:22
54	Syfy	0.02	16:23
55	El Gourmet	0.01	12:37
56	ESPN3	0.01	10:40

	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
55	HBO Family	0.04	30:12
56	Fox Family	0.04	32:07
57	IVC	0.04	23:24
58	Cinelatino	0.03	24:14
59	Multipremier	0.03	15:49
61	Enlace Tbn	0.03	24:13
62	Syfy	0.03	21:10
63	Fox 1 Este	0.03	28:28
64	Golden Edge	0.03	23:52
65	ESPN 2	0.03	14:49
66	Ritmo Son	0.02	19:17
67	Television Esp	0.02	13:29
68	Eurochannel	0.02	1:13:34
69	Sun Channel	0.02	11:30
70	FOX Sports 3	0.02	26:44

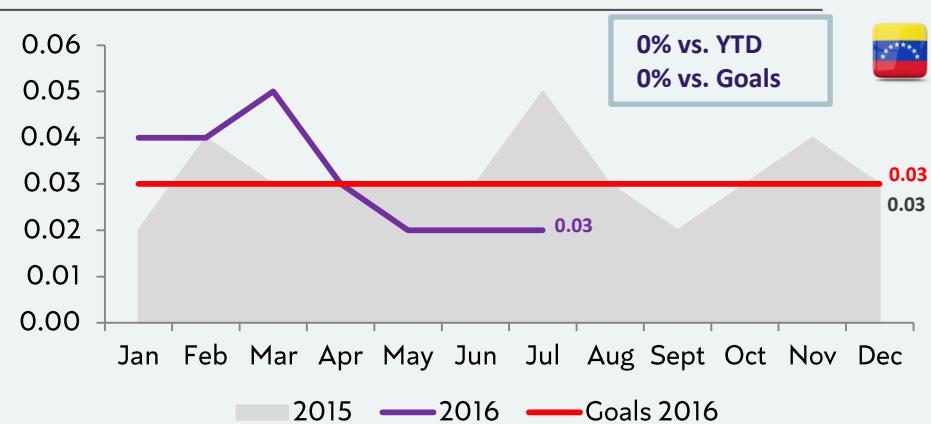
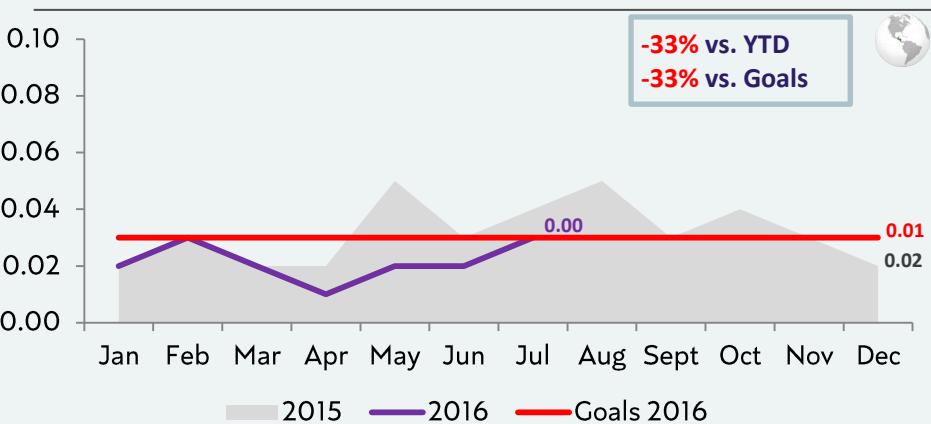
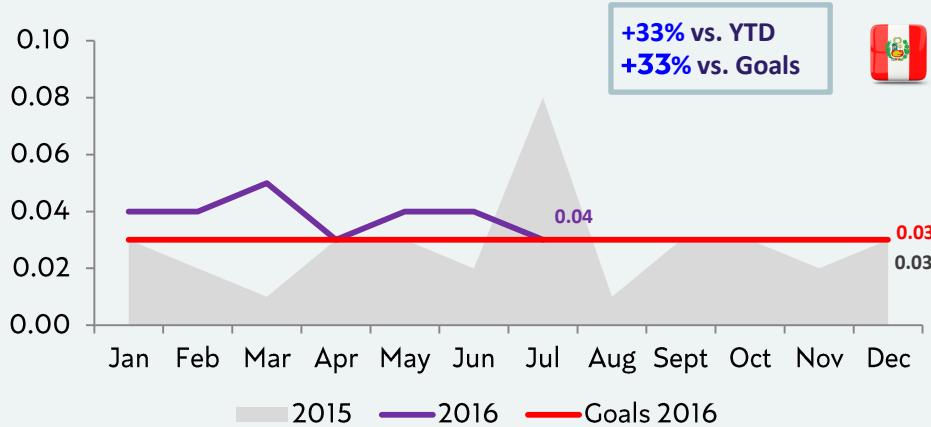
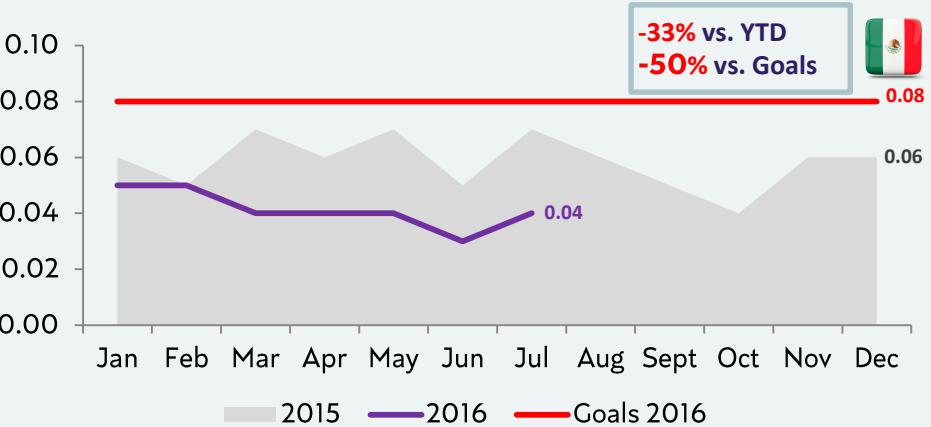
PERFORMANCE

SyFy



PERFORMANCE

SyFy



2016 YTD SCORECARD

PRIME TIME PERFORMANCE

STUDIO
UNIVERSAL

REG	P18-49	UNIVERSE	MEN	WOMEN	4-11	12-17	18-24	25-34	35-49	50-54	55+	HIGH	MEDIUM	LOW
PAN	18%	17%	26%	18%	14%	18%	18%	19%	20%	20%	17%	31%	25%	8%
ARG	-12%	-7%	-7%	-5%	-15%	0%	0%	0%	-24%	-23%	20%	-25%	-6%	6%
BRA	125%	125%	100%	100%	175%	100%	71%	100%	133%	60%	114%	114%	100%	171%
CHI	13%	5%	12%	-6%	11%	35%	-4%	0%	23%	-35%	-13%	-13%	7%	0%
COL	15%	5%	4%	12%	-31%	15%	23%	-19%	27%	-3%	15%	-3%	14%	10%
MEX	13%	13%	14%	12%	15%	0%	12%	24%	8%	52%	9%	11%	56%	3%
CAM	-13%	-12%	-18%	-20%	-19%	-21%	-15%	-22%	-14%	-33%	-20%	-13%	-8%	-31%
PER	15%	7%	15%	10%	33%	14%	6%	37%	0%	53%	-14%	-5%	39%	13%

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

JAN-JUL 2015

JAN-JUL 2016

2016 YTD SCORECARD

STUDIO
UNIVERSAL

PAN	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	60.0	74.2	+24%
SHR P18-49	0.5	0.6	+20%
AVG VIEWERS M18-49	26.5	32.3	+22%
SHR M18-49	0.5	0.5	+17%
AVG VIEWERS W18-49	33.6	41.9	+25%
SHR W18-49	0.5	0.6	+19%
RANK P18-49	20	18	+2
RANK M18-49	23	17	+6
RANK W18-49	25	16	+9

ARG	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	5.1	4.3	-15%
SHR P18-49	0.4	0.3	-11%
AVG VIEWERS M18-49	2.0	1.7	-16%
SHR M18-49	0.3	0.3	-15%
AVG VIEWERS W18-49	3.1	2.6	-15%
SHR W18-49	0.4	0.4	-12%
RANK P18-49	23	29	-6
RANK M18-49	23	28	-5
RANK W18-49	20	23	-3

BRA	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	7.5	15.9	+112%
SHR P18-49	0.2	0.3	+50%
AVG VIEWERS M18-49	3.2	7.4	+128%
SHR M18-49	0.2	0.3	+100%
AVG VIEWERS W18-49	4.3	8.5	+100%
SHR W18-49	0.2	0.3	+82%
RANK P18-49	24	16	+8
RANK M18-49	25	16	+9
RANK W18-49	23	18	+5

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

JAN-JUL 2015

JAN-JUL 2016

2016 YTD SCORECARD

STUDIO
UNIVERSAL

CHI	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	3.9	4.6	+18%
SHR P18-49	0.7	0.7	+6%
AVG VIEWERS M18-49	1.7	2.1	+23%
SHR M18-49	0.7	0.8	+13%
AVG VIEWERS W18-49	2.2	2.5	+14%
SHR W18-49	0.7	0.7	+1%
RANK P18-49	13	13	-
RANK M18-49	14	13	+1
RANK W18-49	14	14	-

COL	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	11.6	13.2	+14%
SHR P18-49	0.6	0.7	+9%
AVG VIEWERS M18-49	5.6	5.8	+4%
SHR M18-49	0.7	0.7	+8%
AVG VIEWERS W18-49	5.9	7.4	+25%
SHR W18-49	0.6	0.7	+14%
RANK P18-49	19	17	+2
RANK M18-49	19	17	+2
RANK W18-49	15	17	-2

MEX	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	22.5	26.7	+19%
SHR P18-49	0.7	0.8	+20%
AVG VIEWERS M18-49	9.5	11.1	+17%
SHR M18-49	0.7	0.8	+20%
AVG VIEWERS W18-49	13.0	15.6	+21%
SHR W18-49	0.7	0.9	+19%
RANK P18-49	22	20	+2
RANK M18-49	21	19	+2
RANK W18-49	20	15	+5

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

JAN-JUL 2015

JAN-JUL 2016

2016 YTD SCORECARD

STUDIO
UNIVERSAL

CAM	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	5.9	5.3	-10%
SHR P18-49	0.9	0.8	-15%
AVG VIEWERS M18-49	2.6	2.4	-7%
SHR M18-49	0.8	0.7	-11%
AVG VIEWERS W18-49	3.3	2.9	-12%
SHR W18-49	0.9	0.8	-18%
RANK P18-49	16	19	-3
RANK M18-49	18	21	-3
RANK W18-49	15	14	-1
PER	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	3.6	4.1	+14%
SHR P18-49	0.5	0.5	+18%
AVG VIEWERS M18-49	1.8	1.8	0%
SHR M18-49	0.5	0.5	+6%
AVG VIEWERS W18-49	1.8	2.3	+27%
SHR W18-49	0.4	0.5	+26%
RANK P18-49	17	15	+2
RANK M18-49	16	18	-2
RANK W18-49	16	15	+1

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

JAN-JUL 2015

JAN-JUL 2016

OVERVIEW

EMERGING MARKETS BRING BOTH RATING & ATS



	PAN	ARG	CHI	COL	MEX	PER	CA	VEN
PT Rat%	0.15	0.07	0.16	0.15	0.18	0.11	0.14	0.11
ATS	20:12	18:26	15:51	16:08	27:50	15:36	18:38	25:32
Ranking	#25/ 64	#47/ 73	#24/ 147	#23/ 70	#29/ 93	#24/ 67	#28/ 57	#28/ 118
Penetration	66	54	90	83	66	93	84	37
Ytd-o-Ytd	+7%	-22%	0%	+7%	+13%	+10%	-30%	-27%

RANKING

PERFORMING STRONG ACROSS MOST MARKETS

STUDIO
UNIVERSAL

Spanish
LATAM



	Channel	rat%	ATS
1	Fox	0.72	38:06
2	TNT	0.42	29:06
3	Disney Channel	0.41	32:56
4	Space	0.41	28:23
5	Cartoon Network	0.30	30:53
18	Cinemax	0.19	23:24
19	Universal Channel	0.19	23:53
20	History	0.18	24:20
21	Canal Estrellas	0.17	33:14
22	National Geo	0.17	20:08
23	TL Novelas	0.17	30:36
24	Boomerang	0.16	27:51
25	Studio Universal	0.15	20:12
26	De Pelicula	0.13	22:00
27	Fox Life	0.13	20:30
28	Nickelodeon	0.13	24:22
29	TBS	0.13	23:23
30	ESPN2	0.12	15:36
31	Fox Sports2	0.12	22:39
32	ID	0.11	23:20

	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
40	Volver	0.10	17:16
41	A&E	0.09	16:34
42	AMC	0.09	15:53
43	El Gourmet	0.09	17:52
44	truTV	0.08	21:19
45	Nickelodeon	0.07	19:50
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! Entertainment	0.03	10:29
54	CNN Español	0.02	10:50

	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 Net	0.33	28:28
17	Cinemax	0.22	17:59
18	Disney XD	0.21	22:27
19	Discovery H&H	0.18	20:43
20	Universal Ch	0.18	17:13
21	ETC TV	0.17	24:16
22	Fox Sports Chile	0.17	17:24
23	TCM	0.17	15:12
24	Studio Universal	0.16	15:51
25	24 Horas	0.15	15:03
26	Discovery Ch	0.14	16:12
27	CDF Premium	0.13	48:32
28	National Geo	0.12	14:23
29	A&E	0.11	12:14
30	ID	0.11	14:03
31	Señal 3 Canal 13	0.11	14:38

	Channel	rat%	ATS
1	Fox	0.80	38:02
2	TNT	0.59	28:32
3	Space	0.48	26:42
4	Disney Ch	0.34	27:33
5	Cinecanal	0.31	25:03
15	Fox Sports2	0.19	18:34
16	Cinemax	0.18	19:20
17	Warner	0.18	22:03
18	Discovery Kids	0.17	24:18
19	National Geo	0.16	18:06
20	Disney XD	0.15	17:06
21	ID	0.15	19:59
22	Studio Universal	0.15	16:08
23	Universal Ch	0.15	17:03
24	ESPN2	0.13	13:02
25	History	0.13	19:13
26	Animal Planet	0.12	14:30
27	Boomerang	0.12	20:45
28	MTV	0.12	19:32
29	TBS	0.12	18:21

RANKING

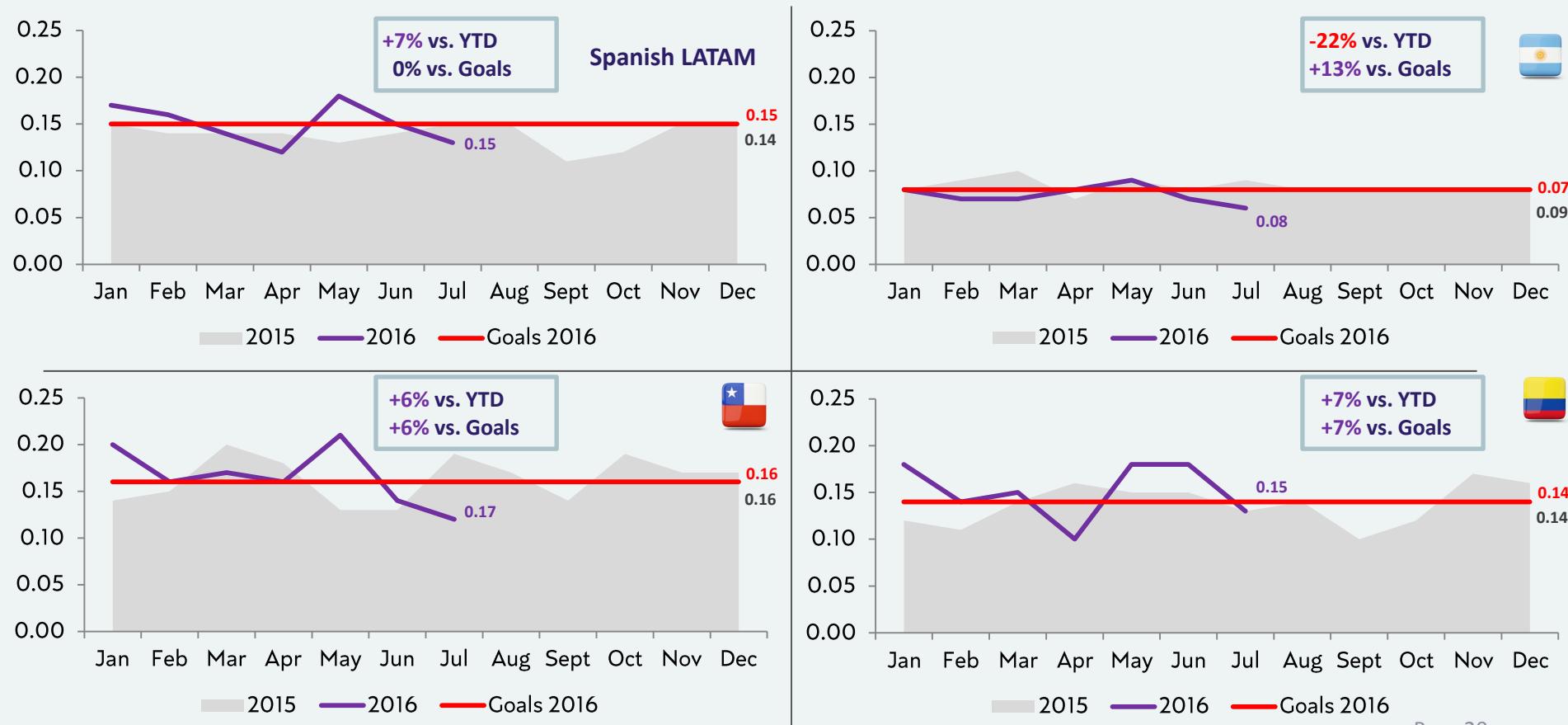
IN PERU PERFORMS STRONGER THAN “LAS ESTRELLAS”



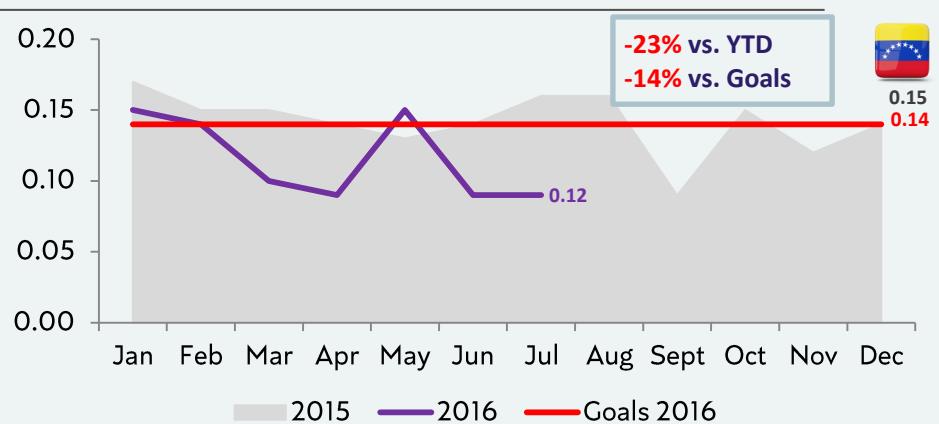
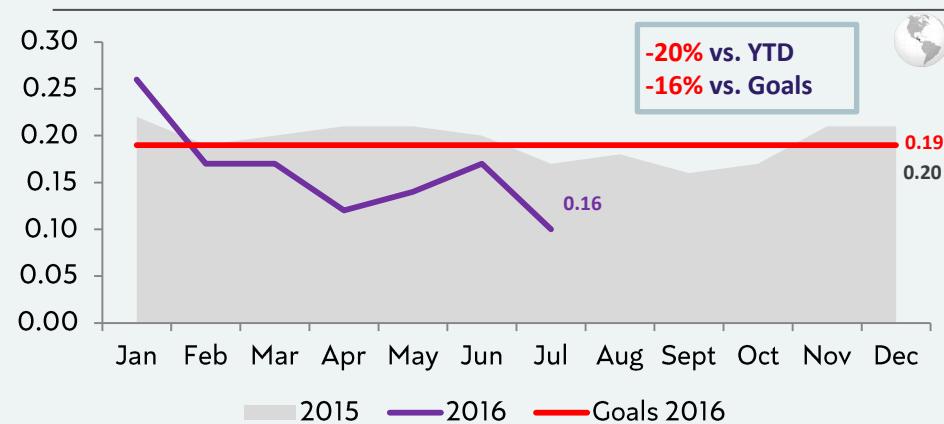
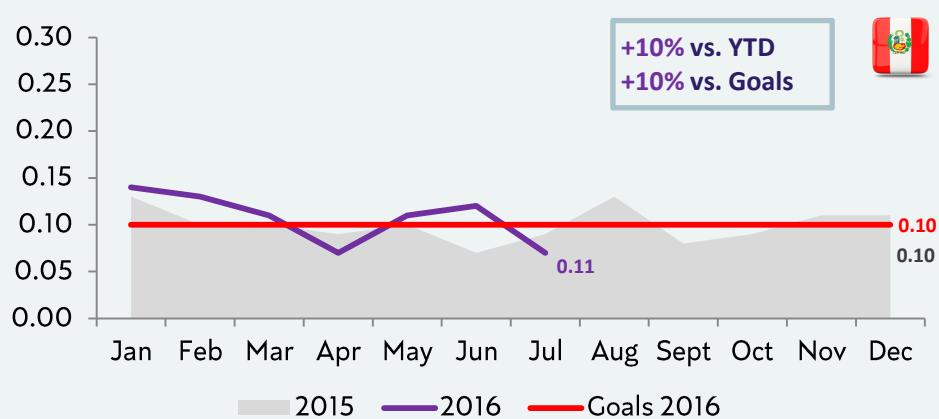
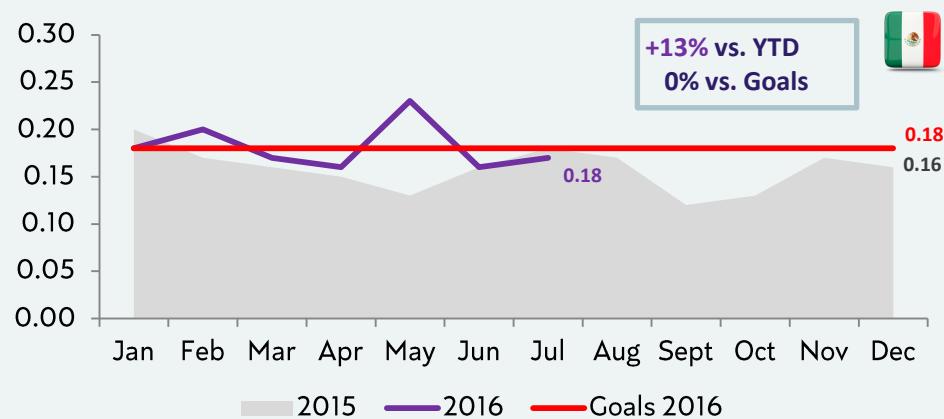
	Channel	rat%	ATS		Channel	rat%	ATS		Channel	rat%	ATS		Channel	rat%	ATS			
1	Fox	0.70	41:42		1	Fox	0.40	28:51		1	Fox	0.60	33:42		1	Telemundo	0.75%	1:14:49
2	Distrito Comedia	0.57	38:03		2	Discovery Kids	0.37	32:04		2	Disney Channel	0.56	34:37		2	TNT	0.36%	40:12
3	Disney Ch	0.49	40:21		3	TNT	0.36	25:44		3	Canal Estrellas	0.53	37:10		3	Disney Ch	0.33%	45:39
4	Space	0.45	34:47		4	Cartoon Net	0.29	26:46		4	TNT	0.53	29:19		4	Fox	0.31%	44:48
5	Golden	0.36	28:55		5	Disney Ch	0.26	24:22		5	Disney Jr	0.46	39:02		5	Venevision P	0.30%	45:55
22	National Geo	0.22	25:22		17	AXN	0.15	20:45		19	Warner	0.22	22:19		21	Cinecanal	0.14%	29:57
23	Canal 2 Delay 2hr	0.21	43:36		18	Film Zone	0.15	17:27		20	Discovery Kids	0.21	29:37		22	HTV VRL	0.13%	30:48
24	Cinemax	0.21	31:12		19	Golden	0.15	17:10		21	Disney XD	0.21	22:40		23	FX	0.13%	28:13
25	Universal Ch	0.21	37:10		20	Universal Ch	0.15	18:15		22	History	0.20	23:36		24	Universal Ch	0.12%	30:03
26	Film Zone	0.20	25:47		21	Cinemax	0.13	18:43		23	ID	0.19	30:48		25	Golden	0.12%	24:45
27	Cinecanal	0.18	35:18		22	TBS	0.13	20:28		24	National Geo	0.17	19:32		26	Disney Junior	0.12%	49:39
28	Fox Life	0.18	27:14		23	ID	0.11	22:58		25	Animal Planet	0.16	18:30		27	Disney Xd	0.11%	30:40
29	Studio Universal	0.18	27:50		24	Studio Universal	0.11	15:36		26	Studio Universal	0.16	20:14		28	Studio Universal	0.11%	25:32
30	Golden Edge	0.17	18:10		25	Discovery Ch	0.10	18:30		27	Fox Life	0.15	22:50		29	Nickelodeon	0.10%	36:59
31	Nickelodeon	0.17	29:24		26	Fox Sports	0.10	14:05		28	Fox Sports	0.15	19:28		30	Antena 3	0.10%	36:27
32	ESPN2	0.15	21:28		27	AMC	0.09	14:26		29	TBS	0.15	22:50		31	History	0.09%	28:34
33	TBS	0.15	30:52		28	Canal Estrellas	0.09	15:23		30	TCM	0.15	16:16		32	El Gourmet	0.09%	24:22
34	Bandamax	0.13	22:11		29	Plus TV	0.09	13:36		31	Cinemax	0.14	21:12		33	Tcm-C	0.09%	24:12
35	Telehit	0.13	21:46		30	Sony	0.09	14:16		32	Nickelodeon	0.13	22:08		34	AE	0.08%	24:16
36	Fox Sports2	0.12	28:00		31	Fox Sports2	0.08	18:03		33	A&E	0.12	18:15		35	Sony	0.08%	24:13

PERFORMANCE

STUDIO
UNIVERSAL



PERFORMANCE (CONT.)



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	-7%	-4%	-10%	2%	0%	-11%	-14%	-5%	-8%	6%	8%	2%	0%	-8%
ARG	3%	14%	10%	20%	-4%	20%	7%	11%	-2%	25%	33%	0%	24%	16%
BRA	-6%	4%	-8%	11%	3%	-3%	-19%	17%	-11%	15%	18%	0%	4%	-5%
CHI	-19%	-14%	-21%	-11%	-14%	-4%	-17%	-32%	-5%	-15%	-13%	-19%	-6%	-29%
COL	-31%	-29%	-33%	-23%	-42%	-44%	-28%	-43%	-21%	-10%	-6%	-20%	-27%	-31%
MEX	8%	13%	9%	2%	35%	10%	7%	15%	5%	-8%	-9%	12%	-5%	3%
CAM	-9%	-8%	-10%	-13%	-24%	-28%	-4%	-7%	-11%	-8%	0%	-12%	-11%	-17%
PER	-9%	-12%	-19%	9%	-13%	-15%	-30%	-23%	9%	24%	22%	-6%	8%	-29%

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	123.1	117.6	-4%
SHR P18-49	1.0	0.9	-9%
AVG VIEWERS M18-49	58.2	51.4	-12%
SHR M18-49	1.0	0.9	-15%
AVG VIEWERS W18-49	64.9	66.3	2%
SHR W18-49	0.9	0.9	-2%
RANK P18-49	8	9	-1
RANK M18-49	10	10	-
RANK W18-49	8	7	+1

ARG	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	10.4	10.3	-1%
SHR P18-49	0.8	0.8	+4%
AVG VIEWERS M18-49	4.8	4.1	-14%
SHR M18-49	0.8	0.7	-11%
AVG VIEWERS W18-49	5.6	6.1	+9%
SHR W18-49	0.8	0.9	+17%
RANK P18-49	15	10	+5
RANK M18-49	16	10	+6
RANK W18-49	14	9	+5

BRA	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	47.9	46.6	-3%
SHR P18-49	1.1	0.9	-13%
AVG VIEWERS M18-49	23.1	20.2	-13%
SHR M18-49	1.2	0.9	-23%
AVG VIEWERS W18-49	24.9	26.4	+6%
SHR W18-49	1.0	1.0	-3%
RANK P18-49	3	5	-2
RANK M18-49	5	8	-3
RANK W18-49	3	4	-1

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	5.5	4.8	-14%
SHR P18-49	1.0	0.8	-21%
AVG VIEWERS M18-49	2.4	1.7	-28%
SHR M18-49	0.9	0.6	-35%
AVG VIEWERS W18-49	3.1	3.1	-2%
SHR W18-49	1.0	0.9	-11%
RANK P18-49	11	12	-1
RANK M18-49	12	17	-5
RANK W18-49	9	9	-

COL	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	17.7	12.4	-30%
SHR P18-49	1.0	0.7	-32%
AVG VIEWERS M18-49	9.0	5.4	-40%
SHR M18-49	1.1	0.6	-39%
AVG VIEWERS W18-49	8.7	7.0	-19%
SHR W18-49	0.9	0.7	-25%
RANK P18-49	10	16	-6
RANK M18-49	13	18	-5
RANK W18-49	10	15	-5

MEX	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	27.2	30.2	+11%
SHR P18-49	0.8	0.9	+11%
AVG VIEWERS M18-49	11.7	13.6	+16%
SHR M18-49	0.8	1.0	+20%
AVG VIEWERS W18-49	15.5	16.6	+7%
SHR W18-49	0.9	0.9	-
RANK P18-49	18	18	-
RANK M18-49	19	16	+3
RANK W18-49	16	14	+2

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	8.1	7.9	-3%
SHR P18-49	1.2	1.1	-8%
AVG VIEWERS M18-49	3.9	3.8	-2%
SHR M18-49	1.2	1.2	-6%
AVG VIEWERS W18-49	4.2	4.0	-4%
SHR W18-49	1.2	1.1	-9%
RANK P18-49	12	13	-1
RANK M18-49	12	10	+2
RANK W18-49	13	14	-1
PER	YTD 2015	YTD 2016	VAR
AVG VIEWERS P18-49	3.4	3.1	-9%
SHR P18-49	1.2	1.1	-7%
AVG VIEWERS M18-49	1.5	1.5	-5%
SHR M18-49	1.2	1.2	-3%
AVG VIEWERS W18-49	1.9	1.6	-12%
SHR W18-49	1.2	1.1	-8%
RANK P18-49	9	10	-1
RANK M18-49	10	9	+1
RANK W18-49	7	8	-1

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

JAN-JUL 2015

JAN-JUL 2016

OVERVIEW

MEXICO IS A POTENT PLAYER FOR UNIVERSAL CHANNEL IN THE REGION



	SPANISHLA TAM	ARG	CHI	COL	MEX	PER	CA	VEN
PT Rat%	0.19	0.18	0.18	0.15	0.21	0.15	0.23	0.12
ATS	23:53	23:24	17:13	17:03	37:10	18:15	20:17	30:03
Ranking	#19/ 64	#21/ 73	#20/ 147	#22/ 70	#23/ 93	#20/ 67	#18/ 57	#24/ 118
Penetration	71	94	93	82	65	96	94	38
Ytd-o-Ytd	-5%	0%	-18%	-29%	+11%	-12%	-15%	-20%

RANKING

ROCK SOLID PLAYER IN THE REGION

Spanish
LATAM



	Channel	rat%	ATS
1	Fox	0.72	38:06
2	TNT	0.42	29:06
3	Disney Channel	0.41	32:56
4	Space	0.41	28:23
5	Cartoon Net	0.30	30:53
12	Disney XD	0.22	23:51
13	Film Zone	0.22	21:33
14	Golden	0.22	23:04
15	Warner	0.22	24:18
16	AXN	0.21	31:18
17	Discovery H&H	0.20	26:28
18	Cinemax	0.19	23:24
19	Universal Ch	0.19	23:53
20	History	0.18	24:20
21	Canal Estrellas	0.17	33:14
22	National Geo	0.17	20:08
23	TL Novelas	0.17	30:36
24	Boomerang	0.16	27:51
25	Studio Universal	0.15	20:12
26	De Pelicula	0.13	22:00

	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
14	Discovery Kids	0.24	33:49
15	Film Zone	0.24	22:59
16	Boomerang	0.22	34:35
17	FX	0.22	23:57
18	Cinemax	0.20	23:52
19	Discovery Ch	0.20	26:55
20	Cronica TV	0.19	14:27
21	Universal Ch	0.18	23:24
22	AXN	0.17	27:27
23	Warner	0.17	21:54
24	Canal 26	0.16	13:12
25	Discovery H&H	0.16	27:37
26	Disney XD	0.16	23:34
27	TCM	0.16	20:54
28	History	0.14	24:41

	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 Net	0.33	28:28
13	Warner	0.25	20:39
14	Film Zone	0.24	17:57
15	Disney Jr	0.23	39:17
16	History	0.23	19:41
17	Cinemax	0.22	17:59
18	Disney XD	0.21	22:27
19	Discovery H&H	0.18	20:43
20	Universal Ch	0.18	17:13
21	ETC TV	0.17	24:16
22	Fox Sports Chile	0.17	17:24
23	TCM	0.17	15:12
24	Studio Universal	0.16	15:51
25	24 Horas	0.15	15:03
26	Discovery Ch	0.14	16:12
27	CDF Premium	0.13	48:32

	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
16	Cinemax	0.18	19:20
17	Warner	0.18	22:03
18	Discovery Kids	0.17	24:18
19	National Geo	0.16	18:06
20	Disney XD	0.15	17:06
21	ID	0.15	19:59
22	Studio Universal	0.15	16:08
23	Universal Ch	0.15	17:03
24	ESPN2	0.13	13:02
25	History	0.13	19:13
26	Animal Planet	0.12	14:30
27	Boomerang	0.12	20:45
28	MTV	0.12	19:32
29	TBS	0.12	18:21
30	TL Novelas	0.12	23:02

RANKING (CONT.)

MEXICO ENHANCES UC PERFORMANCE IN THE REGION



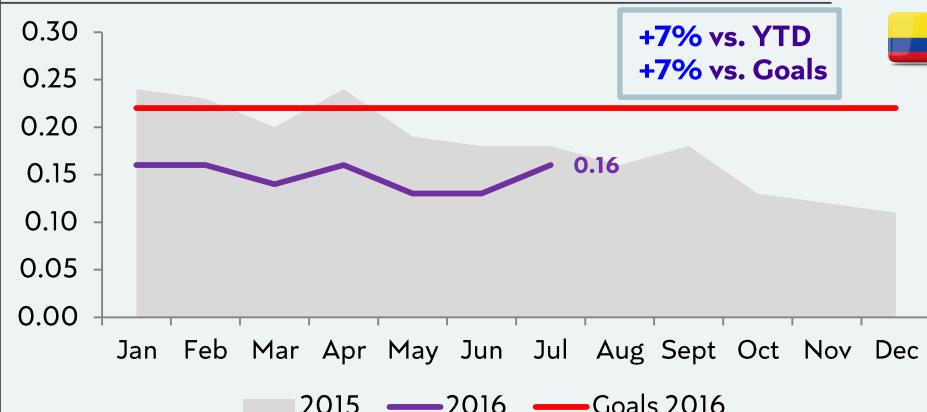
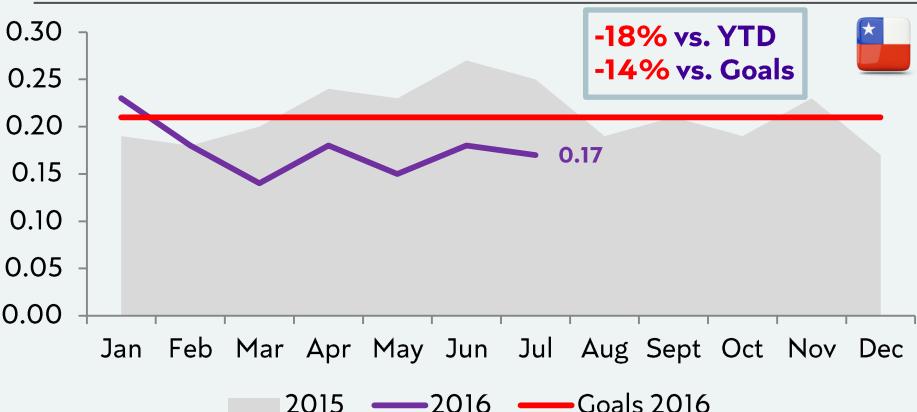
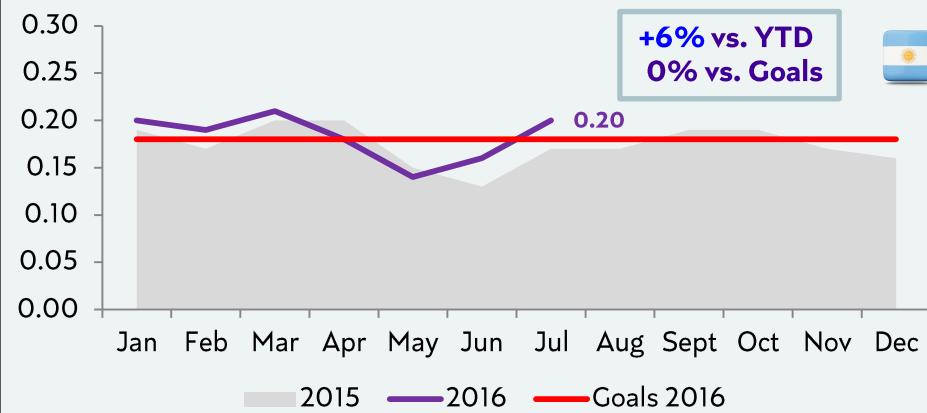
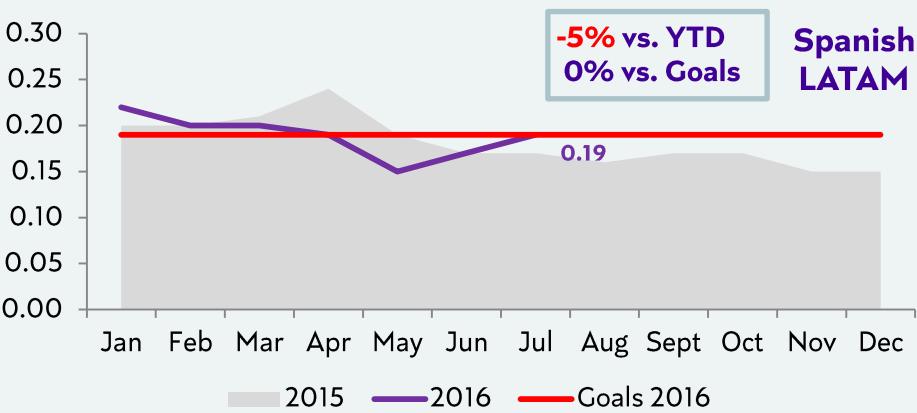
	Channel	rat%	ATS
1	Fox	0.70	41:42
2	Distrito Comedia	0.57	38:03
3	Disney Channel	0.49	40:21
4	Space	0.45	34:47
5	Golden	0.36	28:55
18	History	0.24	31:12
19	TL Novelas	0.24	35:21
20	Discovery H&H	0.23	33:55
21	AXN	0.22	44:05
22	National Geo	0.22	25:22
23	Canal 2 Delay 2hr	0.21	43:36
24	Cinemax	0.21	31:12
25	Universal Ch	0.21	37:10
26	Film Zone	0.20	25:47
27	Cinecanal	0.18	35:18
28	Fox Life	0.18	27:14
29	Studio Universal	0.18	27:50
30	Golden Edge	0.17	18:10
31	Nickelodeon	0.17	29:24
32	ESPN2	0.15	21:28

	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 Channel	0.26	24:22
13	Space	0.20	21:58
14	Boomerang	0.19	23:14
15	Warner	0.19	21:22
16	Canal N	0.17	16:44
17	AXN	0.15	20:45
18	Film Zone	0.15	17:27
19	Golden	0.15	17:10
20	Universal Ch	0.15	18:15
21	Cinemax	0.13	18:43
22	TBS	0.13	20:28
23	ID	0.11	22:58
24	Studio Universal	0.11	15:36
25	Discovery Ch	0.10	18:30
26	Fox Sports	0.10	14:05
27	AMC	0.09	14:26

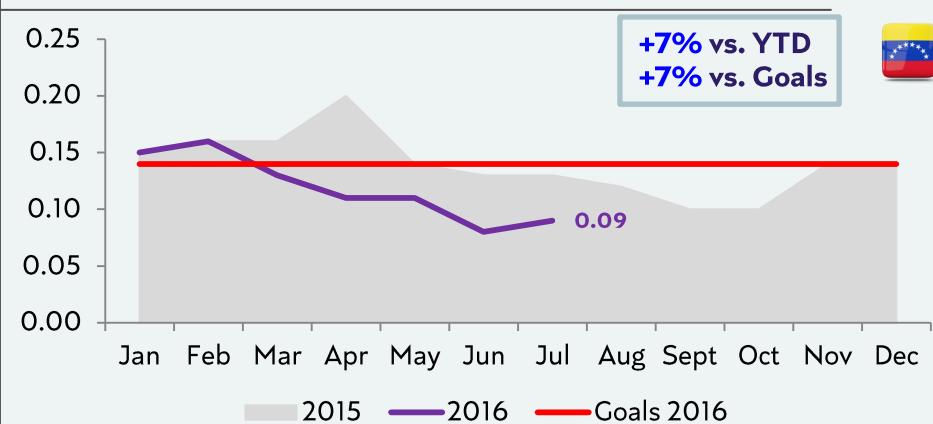
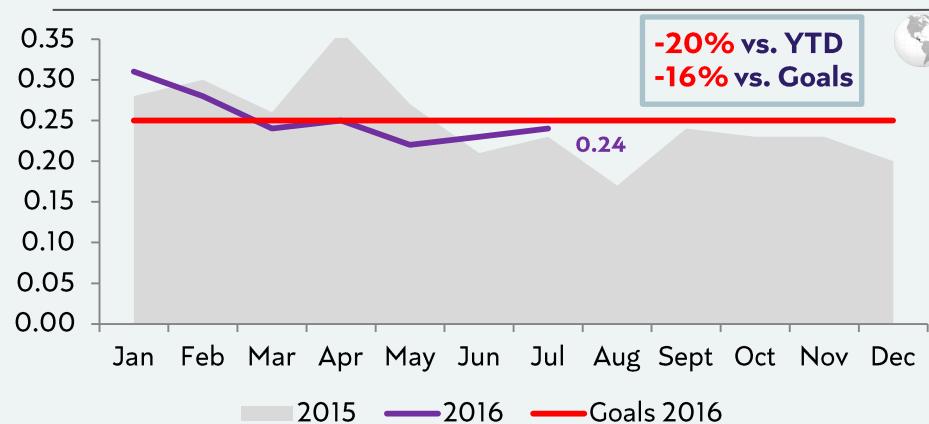
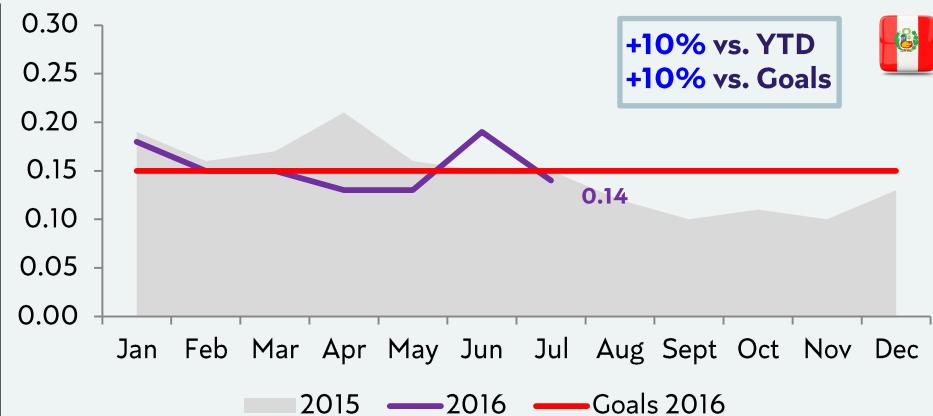
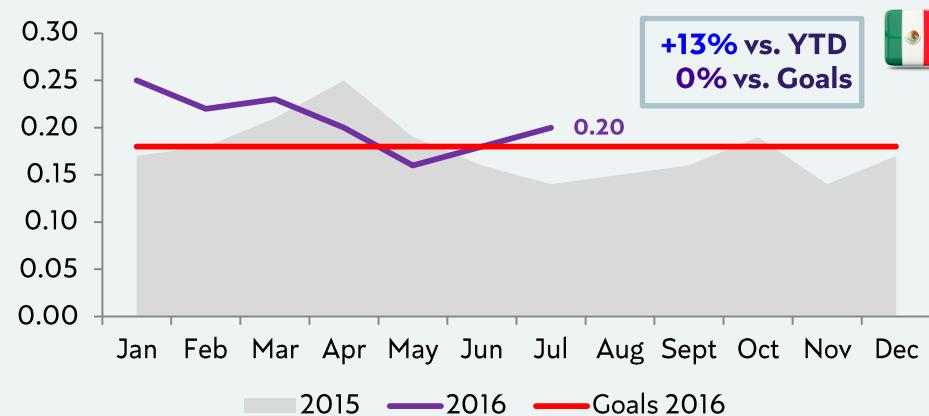
	Channel	rat%	ATS
1	Fox	0.60	33:42
2	Disney Channel	0.56	34:37
3	Canal Estrellas	0.53	37:10
4	TNT	0.53	29:19
5	Disney Jr	0.46	39:02
10	Boomerang	0.33	31:01
11	Discovery Ch	0.30	26:02
12	Golden	0.30	21:35
13	TL Novelas	0.29	36:13
14	Discovery H&H	0.29	30:08
15	Film Zone	0.27	22:11
16	FX	0.26	24:18
17	Universal Ch	0.25	21:49
18	AXN	0.23	29:43
19	Warner	0.22	22:19
20	Discovery Kids	0.21	29:37
21	Disney XD	0.21	22:40
22	History	0.20	23:36
23	ID	0.19	30:48
24	National Geo	0.17	19:32

	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 Pl	0.30	45:55
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
21	Cinecanal	0.14	29:57
22	HTV VRL	0.13	30:48
23	FX	0.13	28:13
24	Universal Ch	0.12	30:03
25	Golden	0.12	24:45
26	Disney Jr	0.12	49:39
27	Disney XD	0.11	30:40
28	Studio Universal	0.11	25:32
29	Nickelodeon	0.10	36:59
30	Antena 3	0.10	36:27
31	History	0.09	28:34

PERFORMANCE



PERFORMANCE (cont.)

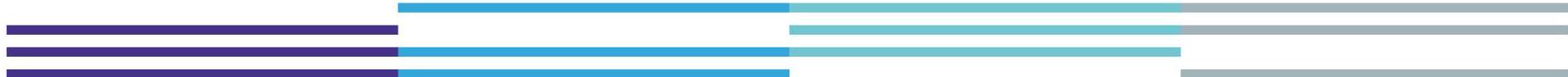




STUDIO
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PROGRAMMING



Syfy

Imagina Más



FIRST CCM PROGRAMMING STRATEGY - UPDATE

- ❑ Increase library hours to 2014 levels
- ❑ Acquire up to 11 series per year (excluding Global)
- ~ Aim to attract a younger male audience
- ❑ Explore alternative programming, such as “*Lucha Underground*”
- ❑ Plan for Original Production “*Face Off Mexico*”
- ✓ Stagger series premieres

SYFY'S SERIES INVENTORY IS DIMINISHING YoY

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Year Loss
2014	1,016	1,016	1,016	1,016	994	994	873	805	738	709	658	610	-406Hr
MoM Change		0%	0%	0%	-2.2%	65%	-12%	-7.8%	-8.3%	-3.9%	-7.2%	-7.3%	-60%
2015	575	549	528	502	502	502	502	490	490	464	228		-347Hr
MoM Change	-5.7%	-4.5%	-3.8%	-4.9%	0%	0%	0%	0%	-3.4%	0%	-5.3%	-51%	-60%
2016	265	239	304	281	325	306	283	260	260	360	360	360	+95Hr*
MoM Change	+16%	-9.8%	+27%	-7.6%	+16%	-5.8%	-7.5%	-8.1%	0%	+38%	0%	0%	+36%

- *FACE OFF, DOCTOR WHO, BATTLESTAR GALACTICA* added 167 library hours in 2016.
- However, if counting back since Jan 2014, Syfy will have lost 65% of its library inventory by the end of this year

SYFY'S INVENTORY IS LOSING ITS APPEAL

In 2015, *Start Trek*, *Face Off*, and *Best Ink* were 55% of the Viewing

- In 2015, *Star Trek Voyager*, *Ng & Voyager*, *Face Off*, and *Best Ink* were well above PT
- Appeal faded for *Face Off* in 2016 H1 in ratings and ATS
- Movies populated 39% of the grid in 2015, in comparison with 44% in 2016

Title	2015								2016							
	TC	Dur	rat%	000	G %	V %	Index	ATS	TC	Dur	rat%	000	G %	V %	Index	ATS
Ascension	14	99	0.05	7	2	1	53	21								
Beauty And The Beast	11	50	0.03	5	1	1	70	19								
Bitten	54	50	0.02	3	4	2	42	12								
Dark Matter	35	50	0.06	8	2	3	115	21								
Defiance	111	50	0.03	4	7	4	61	12								
Star Trek Ng	99	50	0.07	10	7	10	153	26								
The Librarians	43	50	0.04	6	3	2	85	16								
Metal Hurlant Chronicles									2	30	0.12	18	0	1	700	10
Star Trek Voyager	99	50	0.10	13	7	13	199	26	19	50	0.06	9	1	3	208	20
Movies	266	110	0.06	9	39	23	58	19	322	108	0.05	7	44	37	83	20
Paranormal Witness	22	50	0.03	4	1	1	58	14	8	50	0.04	5	1	1	133	14
The Shannara Chronicles									31	60	0.04	7	2	3	126	18
Face Off	235	50	0.11	15	16	34	222	23	343	53	0.04	6	23	33	141	18
Ghost Hunters	71	50	0.02	3	5	2	45	11	18	50	0.03	5	1	1	117	21
The Magicians									23	62	0.03	5	2	2	91	18
Killjoys									43	50	0.03	3	3	2	82	16
Doctor Who									253	58	0.02	4	18	16	85	16
Haven	89	50	0.01	2	6	2	26	10	42	50	0.02	3	3	2	79	15
Battlestar Galactica									18	59	0.01	2	1	1	43	17
Fact Or Faked									6	60	0.01	1	0	0	22	8
Best Ink	29	50	0.07	10	2	3	154	17								
Average			0.06	9					17		0.04	6				16

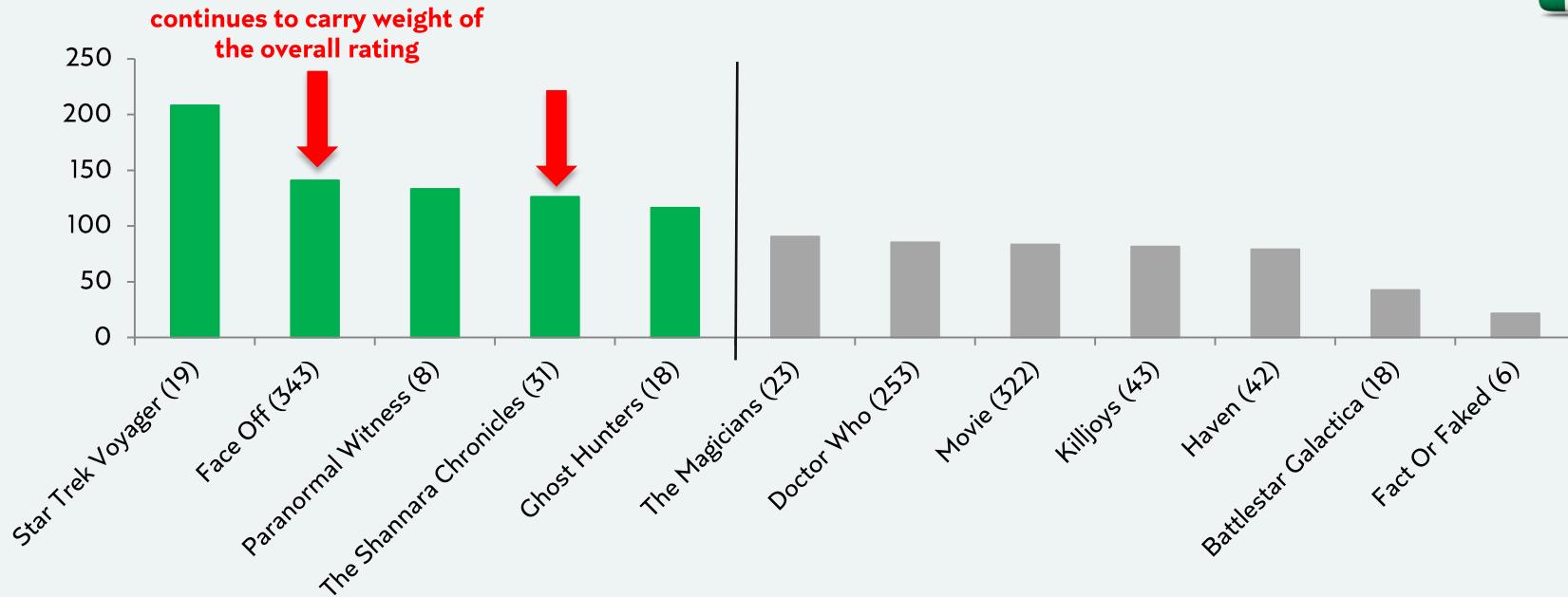
NOT MUCH INCREASE IN SERIES PREMIERES

	2015			2016			2017		
	Series	No. of Series	Eps	Series	No. of Series	Eps	Series	No. of Series	Eps
Local Acquisitions	FACE OFF S7	1	15	FACE OFF S9	1	14	FACE OFF S11	1	15
	HAVEN S5	1	13	DOCTOR WHO S9	1	13	DOCTOR WHO S10	1	13
	KILLJOYS S1	1	10	THE MAGICIANS S1	1	13	THE MAGICIANS S2	1	13
	FACE OFF S8	1	14	SHANNARA CHRONICLES S1	1	10	SHANNARA CHRONICLES S2	1	10
	GHOST HUNTERS S10	1	13	KILLJOYS S2	1	10	KILLJOYS S3	1	10
	PARANORMAL WITNESS S4	1	13	FACE OFF S10	1	14	FACE OFF S12	1	15
	BITTEN S2	1	10	GHOST HUNTERS S11	1	13	GHOST HUNTERS S12	1	13
	Subtotal	7	88	PARANORMAL WITNESS S5	1	13	PARANORMAL WITNESS S6	1	13
				BITTEN S3	1	10	NEW SERIES 2017-1 S1	1	13
				Subtotal	9	110	Subtotal	9	115
Global	DARK MATTER S1	1	13	DARK MATTER S2	1	13	DARK MATTER S3	1	13
	DEFIANCE S3	1	13	Subtotal	1	13	NEW GLOBAL SERIES 2017 S1	1	13
	Subtotal	2	26	Total	10	123	Subtotal	2	26
	Total	8	114		+25%	+8%		11	141

+10% +15%

New Series Premiere
Last Expected Season

VERY FEW PROGRAMS CONTRIBUTE TO THE RATING PERFORMANCE

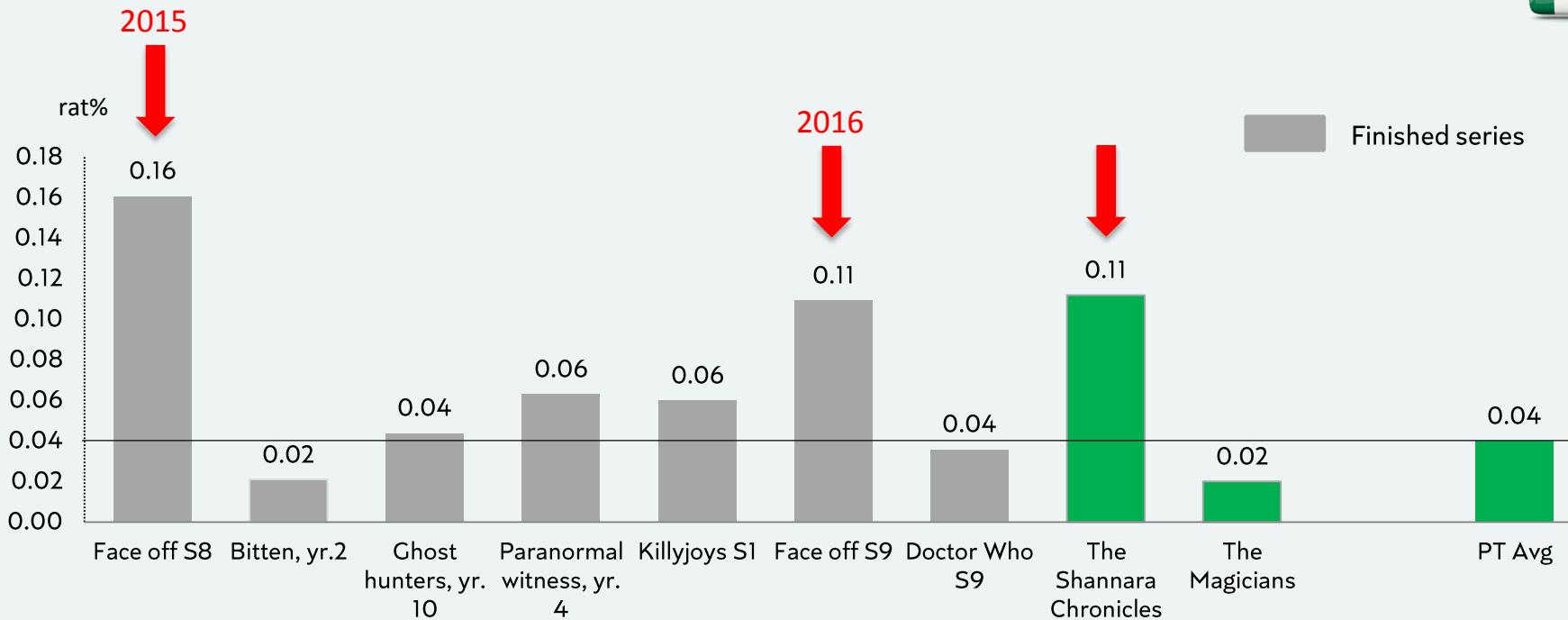


PEI = Program Efficiency Index

% Viewing / % Grid time * 100

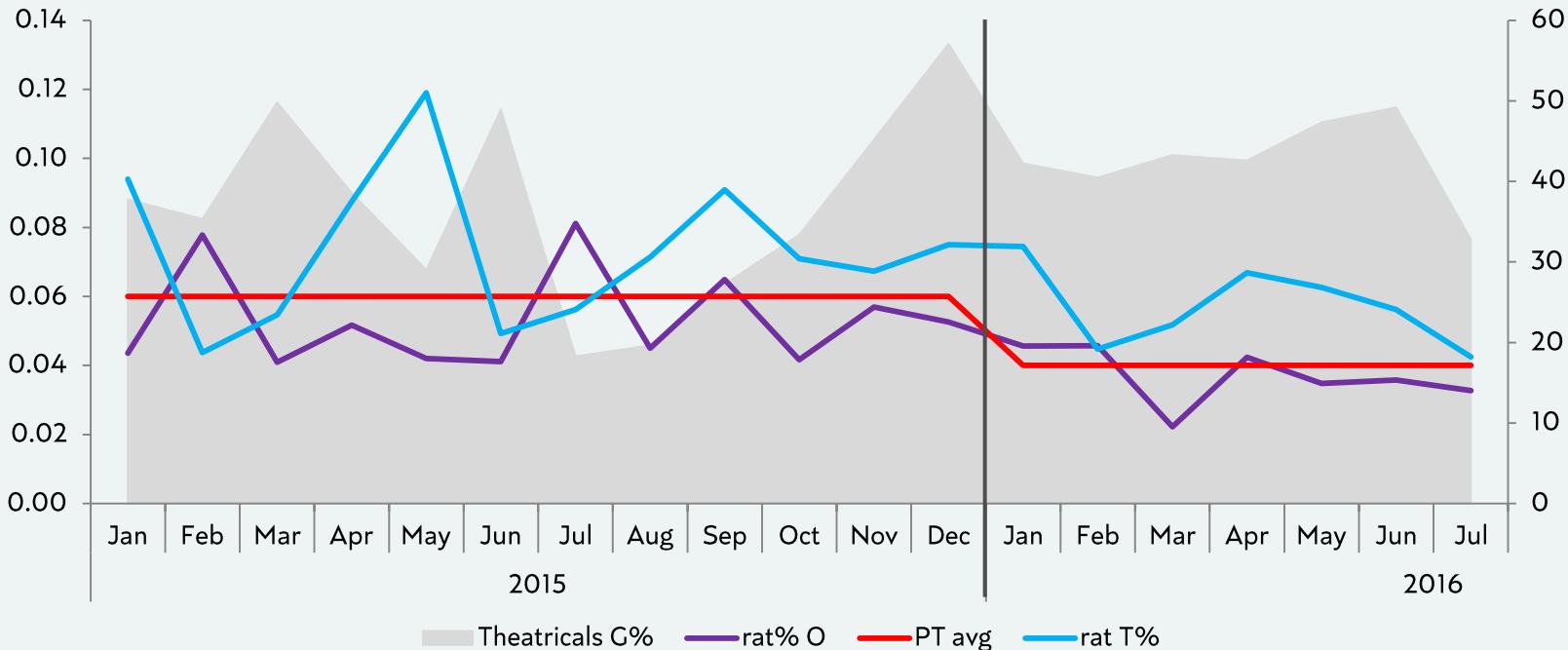
FACE OFF & THE SHANNARA CHRONICLES SUCCESSFUL IN LIFTING RATINGS

SyFy

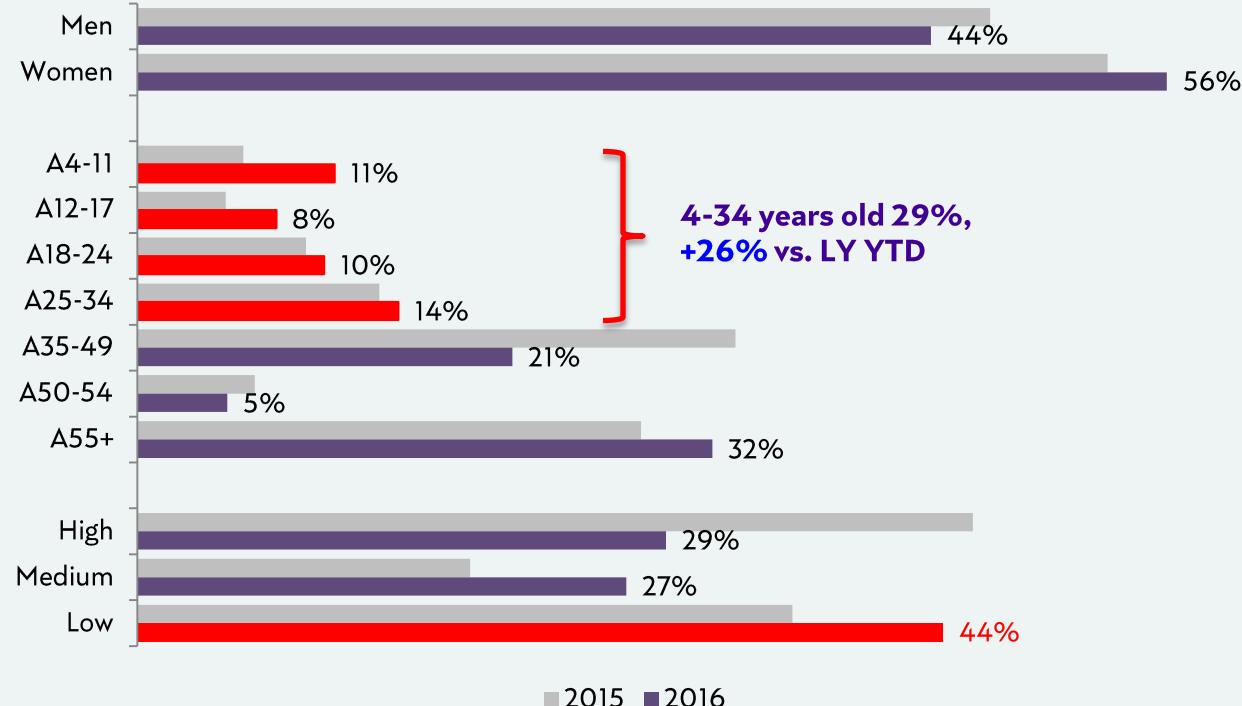


THEATRICALS ARE 48% OF THE MOVIE VIEWING ON SYFY AND PERFORMED 53% BETTER THAN ORIGINAL MOVIES

SyFy



SYFY IS INCREASING ITS YOUNGER AUDIENCE BY +26%





SHARKNADO THE 4TH AWAKENS

Premiere, Jul 31st 2016 @ 20:00 hrs.

Ranking



Dominated among **Men** and **Young**

Top Targets RAT%

M4-6	1.56
M4-11	0.94
35-44	0.74
Men Low	0.68
M35-54	0.52

vs. previous timeslot
10x among Men /4-6/4-11/ 35-49 mix targets

6 vs. the channel's primetime average

+60% vs. *Sharknado 3: Oh Hell No!* premiere

SyFy



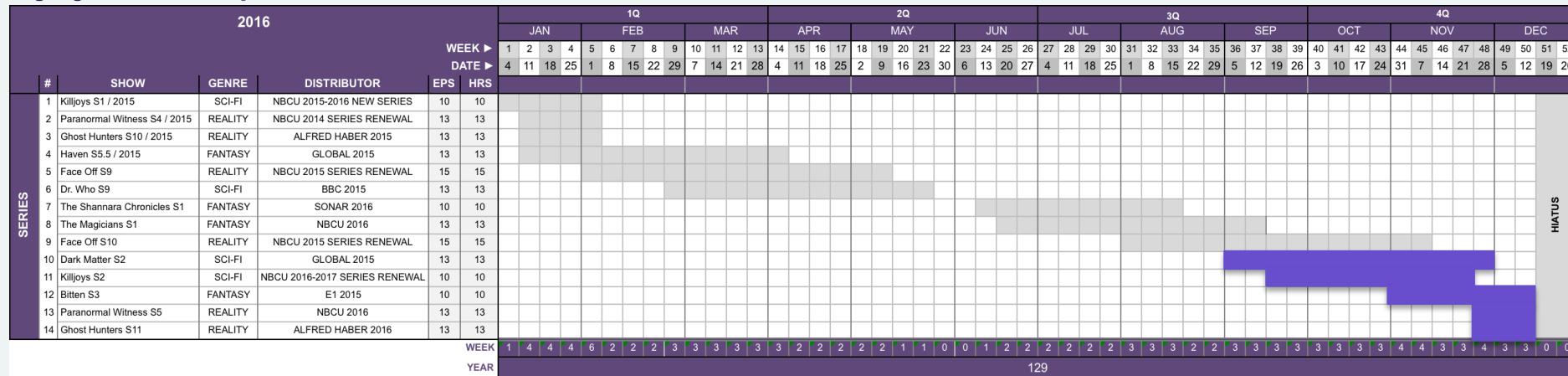
DW ATTRACTED THE YOUNGER VIEWER

- DW brought +33% 18-24 year olds to the channel
- The DW young demo of 18-24 contributed with 45% share of audience to the content and 27% to the overall channel
- DW reinforced the High-Medium Social Economic Level that was already on Syfy from 56% growing to 71%.
- DW also brought a much younger demo, 4-17 years old that have now migrated to watch other shows in the channel like *Haven*, *Metal Hurlant Chronicles*

SyFy

2016 YEARLY PREMIERES: 205 HOURS

Syfy Series premieres: 129 hours



Syfy Original Movie premieres: 56 hours (28 movies)
Theatrical premieres: 20 hours (10 movies)

MONTHLY MASTER GRID – Q3 & Q4 2016

Pan-regional

	LUNES	MARTES	MIERCOLES	JUEVES	VIERNES	SABADO	DOMINGO	
18:00	ACCESS PRIME STRIP					ORIGINAL MOVIE	18:00	
19:00	ACCESS PRIME STRIP						2nd Run. Best of the week	
20:00	Face Off	Killjoys S2	Dark Matter S2	MOVIE		Doctor Who	20:00	
21:00	Face Off	Killjoys S2	Dark Matter S2	MOVIE		Doctor Who	21:00	
22:00	Bitten S3	Doctor Who	ORIGINAL MOVIE		THEME WEEKEND 3 X MOVIES			22:00
23:00	Bitten S3	Doctor Who	MOVIE		MOVIE		MOVIE	
0:00	LATE STRIP					MOVIE		0:00

1st Set Premieres

2nd Set Premieres

SYFY GERMANY GRID – AUGUST 2016

SyFy

GERMANY – Week of August 15

	LUNES	MARTES	MIERCOLES	JUEVES	VIERNES	SABADO	DOMINGO	
18:00	Defiance S1					Movie	Star Trek S3	18:00
19:00								19:00
20:00	Dark Matter S2	Under the Dome S2	Dominion S2	Movie	Stargate S8	Stargate S8	Stargate S8	20:00
21:00	Star Trek S5	Under the Dome S2	Dominion S2				Stargate S8	21:00
22:00	Star Trek S5		Star Trek S5	SYFY Experience S1			Stargate S8	22:00
23:00	Stargate S3	Star Trek S5		Star Trek S5			Stargate S8	23:00
0:00	Stargate S3			Stargate S3			Movie	0:00

2nd CCM - Next steps

- ❑ Continue customizing schedule to attract Syfy audiences
- ❑ Once we get Grimm's library, find the right strategy to air the show in both channels UC and Syfy
- ❑ Maximize our movie runs
- ❑ Explore with Digital ways to make Syfy more known among its potential audience:
 - ❑ Create an online Short Festival. The top three shorts will air on Syfy
 - ❑ Cover Comi-Con live-streaming daily and air it on channel the next day

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FIRST CCM PROGRAMMING STRATEGY - UPDATE

- ✓ Create event around the Brand Refresh (May '16)
- ✓ Exhibit best movies after they have premiered on Universal
- ✓ Create unique packaging for specialized week-stunts surrounding Studio premieres
- ✓ Build-up franchises (*Studio Original* and *Studio Classic*)
- ✓ Acquire up to 24 “Original Movies” this year

FIRST CCM PROGRAMMING STRATEGY – UPDATE

CONTINUED

- ❑ Add more “alternative programming” to the schedule to differentiate the channel among the competitive set:
 - ✓ Miniseries (event programming:) One per quarter
 - ✓ Children/family weekend block
 - ❑ LatAm-made titles
- ✓ Original Production: Continue producing topical content, such as *FullScreen*, and *Premios Fenix*

SUCCESSFUL STUNTS ACROSS THE REGION

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Countdown to Awards Season

0.26

0.14

0.08



International Women's Week

0.20

0.13

0.08



The Best of Universal Studios

0.40

0.31

0.13



Comedy Week

0.24

0.23

0.08



Complicated Relationships

0.27

0.14

0.11



vs. primetime avg

+67%

+30%

+17%



STUDIO ORIGINAL PREMIERES HOLDING SATURDAYS, ESPECIALLY IN MEXICO

20:00 HRS COL AND MEX, 20:00 ARG



+22% vs. the channel's PT average



0.18 MEX
0.24 COL
0.05 ARG



0.15 MEX
0.42 COL
0.02 ARG



0.19 MEX
0.02 COL
0.07 ARG



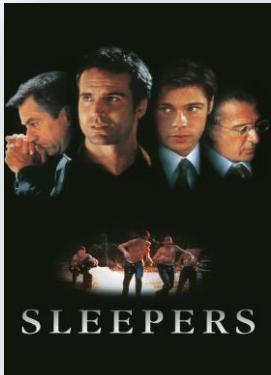
0.33 MEX
0.05 COL
0.01 ARG

STUDIO CLASSICS

ENHANCE SUNDAYS

20:00 HRS MEX & COL, 22:00 ARG

2x vs. the channel's PT average



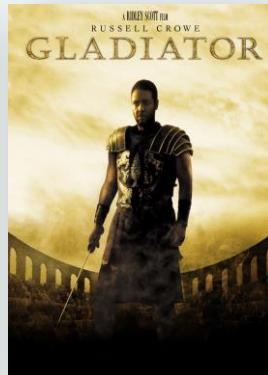
SLEEPERS

0.23 MEX
0.19 COL
0.11 ARG



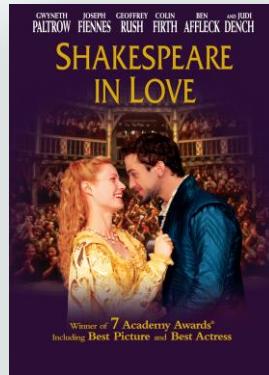
ANACONDA

0.42 MEX
0.38 COL
0.34 ARG



GLADIATOR

0.26 MEX
0.35 COL
0.30 ARG



SHAKESPEARE
IN LOVE

Winner of 7 Academy Awards®
including Best Picture and Best Actress

0.44 MEX
0.35 COL
0.05 ARG



SCHINDLER'S LIST

0.58 MEX
0.53 COL
0.10 ARG



+116% vs. the channel's PT avg



+147% vs. the channel's PT avg

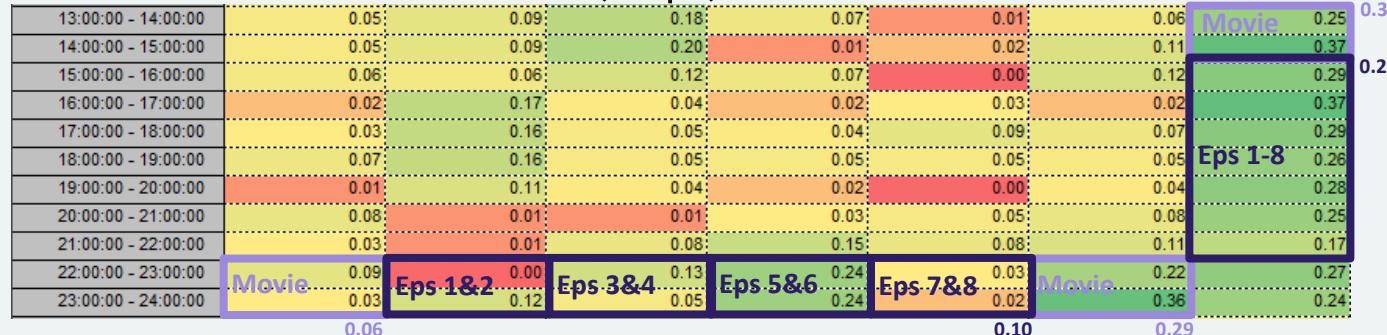


+128% vs. the channel's PT avg

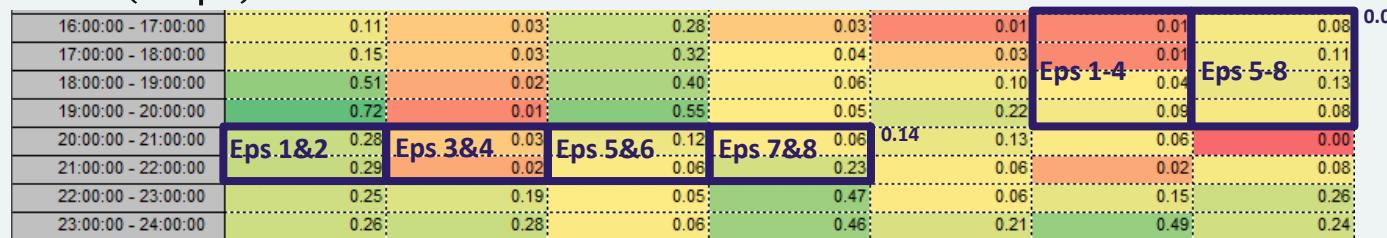
BINGE-WATCHING MINISERIES ON SUNDAYS

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THE LIZZIE BORDEN CHRONICLES (8 eps)



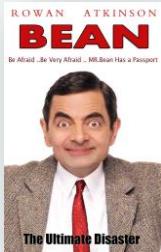
THE SLAP (8 eps)



- Weekdays performance inconsistent
- Weekend blocks performed better and were able to retain viewers episode-to-episode. Sundays are especially promising

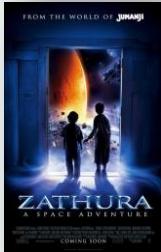
STUDIO FAMILY BLOCK SUCCESSFUL IN AND

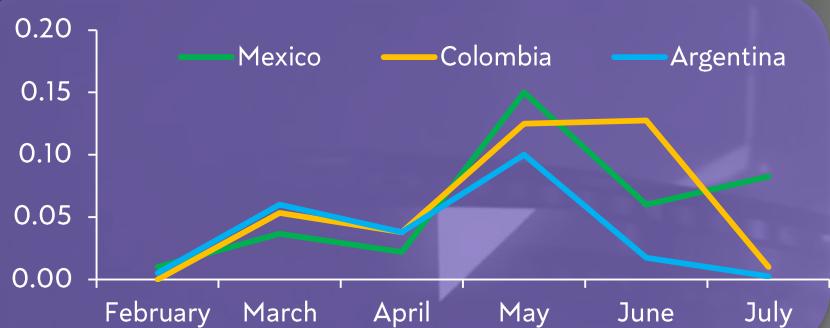
ATTRACTS YOUNGER AUDIENCE AND CREATES CO-VIEWING



Family Block began on Week 19 2016 (May 7)

12:00 – 16:00	Mexico			Colombia		
	Wk 1 - 18	Wk 19 - 31	% diff	Wk 1 - 18	Wk 19 - 31	% diff
Kids 4-11	0.06	0.07	+17%	0.02	0.03	+50%
25-34	0.08	0.09	+13%	0.05	0.08	+60%
Co-viewing	0.02	0.03	+50%	0.01	0.01	0%





FULLSCREEN



Outstanding results with teenagers



México

#24

Rat%:0.15
Pay W12-17



Argentina

#18

Rat%:0.15
Pay W12-17



Colombia

#15

Rat%:0.22
Pay M12-17

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PREMIOS FÉNIX – 2015 RESULTS



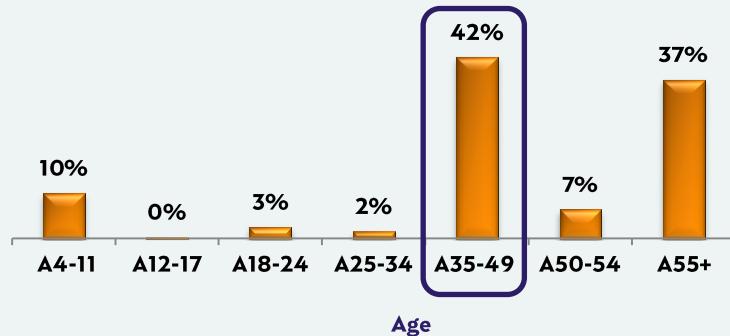
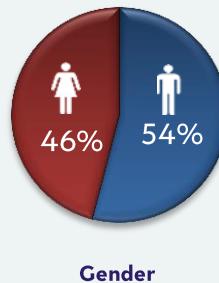
MEX	COL	ARG
0.05	0.01	0.02

PT avege
0.16

0.14

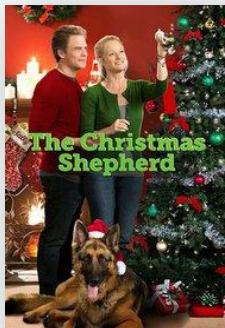
0.08

Premios Fénix appealed to Men and Women, mostly 35 to 49 years old



STUDIO ORIGINAL - CHRISTMAS MARATHON

- Week of Christmas in 2015 (Mon Dec 21 – Sun Dec 27) had four Christmas-themed original movies every night beginning at 18:00



 +24% vs. Christmas week 2014

 +31% vs. Christmas week 2014

 -7% vs. Christmas week 2014

2016 MONTHLY MASTER GRID

Pan-regional

	LUNES	MARTES	MIERCOLES	JUEVES	VIERNES	SABADO	DOMINGO	
18:00					MOVIE			18:00
19:00	MOVIE	MOVIE	MOVIE	MOVIE	FULLSCREEN	MOVIE	MOVIE	19:00
20:00			Theatrical Premiere			STUDIO ORIGINAL	STUDIO CLASSIC	20:00
21:00		STUNT			STUNT			21:00
22:00						ORIGINAL	MOVIE	22:00
23:00								23:00
0:00	MOVIE	MOVIE	MOVIE	MOVIE	MOVIE	ORIGINAL	MOVIE	0:00

2016 MONTHLY MASTER GRID



	LUNES	MARTES	MIERCOLES	JUEVES	VIERNES	SABADO	DOMINGO	
18:00	MOVIE	MOVIE	MOVIE	MOVIE	MOVIE	MOVIE	MOVIE	18:00
19:00					FULLSCREEN			19:00
20:00	MOVIE	MOVIE	MOVIE	MOVIE	MOVIE	MOVIE	MOVIE	20:00
21:00								21:00
22:00	STUNT	Theatrical Premiere		STUNT		STUDIO ORIGINAL	STUDIO CLASSIC	22:00
23:00						ORIGINAL	MOVIE	23:00
0:00								0:00

10PM STUNTS IN ARGENTINA

MEX PT
avg: 0.29

17:00:00 - 18:00:00	0.33	0.03	0.22	0.16	0.06	0.13	0.18
18:00:00 - 19:00:00	0.37	0.02	0.08	0.14	0.09	0.12	0.71
19:00:00 - 20:00:00	0.28	0.04	0.08	0.13	0.10	0.16	0.86
20:00:00 - 21:00:00	0.07	0.14	0.09	0.17	0.19	0.30	0.74
21:00:00 - 22:00:00	0.34	0.05	0.09	0.21	0.49	0.59	1.12
22:00:00 - 23:00:00	0.03	0.11	0.03	0.25	0.48	0.53	0.70
23:00:00 - 24:00:00	0.20	0.13	0.06	0.55	0.67	0.49	0.05
24:00:00 - 25:00:00	0.34	0.03	0.17	0.52	0.76	0.41	0.04
25:00:00 - 26:00:00	0.15	0.00	0.07	0.04	0.43	0.02	0.05

8pm
start

IBOPE measures 6pm to midnight, but stunts in ARG perform until 2am due to later viewing

ARG PT
avg: 0.06

17:00:00 - 18:00:00	0.00	0.00	0.00	0.02	0.08	0.02	0.03
18:00:00 - 19:00:00	0.00	0.01	0.01	0.00	0.07	0.13	0.11
19:00:00 - 20:00:00	0.03	0.01	0.05	0.00	0.06	0.13	0.03
20:00:00 - 21:00:00	0.03	0.01	0.04	0.02	0.08	0.05	0.02
21:00:00 - 22:00:00	0.02	0.00	0.00	0.07	0.01	0.11	0.04
22:00:00 - 23:00:00	0.03	0.00	0.01	0.02	0.25	0.01	0.07
23:00:00 - 24:00:00	0.04	0.00	0.06	0.02	0.58	0.02	0.08
24:00:00 - 25:00:00	0.01	0.08	0.06	0.10	0.46	0.02	0.08
25:00:00 - 26:00:00	0.12	0.01	0.03	0.21	0.23	0.24	0.03

10 pm
start

2ND CCM - NEXT STEPS

- Replicate success of Studio Original Christmas Marathon the week of Christmas 2016
- Finish a successful season of *Fullscreen* with “Best Of” specials in December
- Further customize Argentinean schedule (premiere hours and compliance)
- Further maximize content coming from studio output deals
- Explore opportunities for digital engagement around stunts



100% PERSONAJES



FIRST CCM PROGRAMMING STRATEGY - UPDATE

MOVIES

- ✓ Prioritize UC as the first destination for blockbuster-movie premieres
- ✓ Continue working on scheduling balance between series and movies

FIRST CCM PROGRAMMING STRATEGY - UPDATE

SERIES

- ✓ Stagger series premieres
- ✓ Use *L&O:SVU* to develop other Dick Wolf franchises
- ~~ Acquire extra runs of previous seasons of Chicago Fire and PD in order to repeat show during Summer
- ✓ Centralize our programming strategy around Chicago content, #OneChicago

FIRST CCM PROGRAMMING STRATEGY - UPDATE

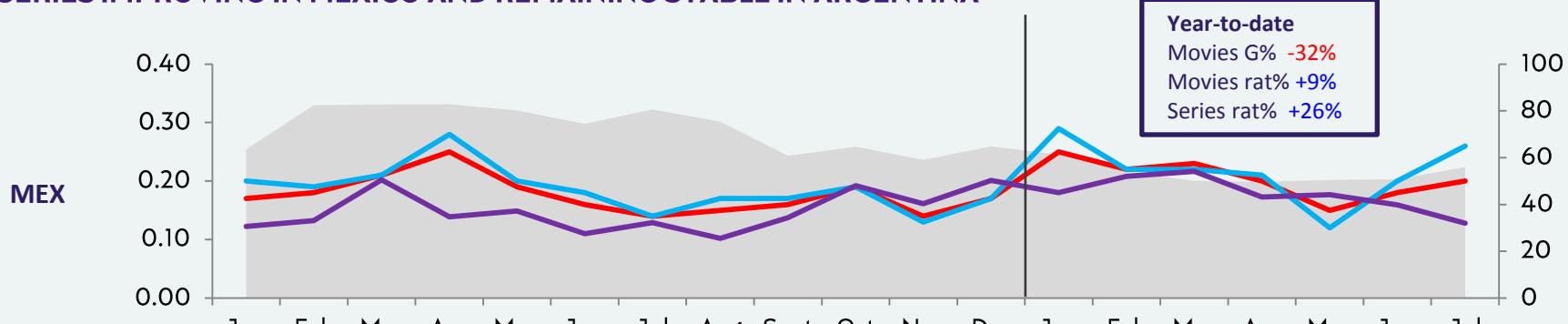
SERIES continued

- ~~ Acquire up to 11 series per year (excluding Global)
- ✓ Build up up-coming franchises around the ‘Chicago Wave’
- ~~ Focus on solidifying the brands first, then localizing grids according to feeds
- Invest in an original production series with local appeal (examples, *El Comandante*, and *Falco*)

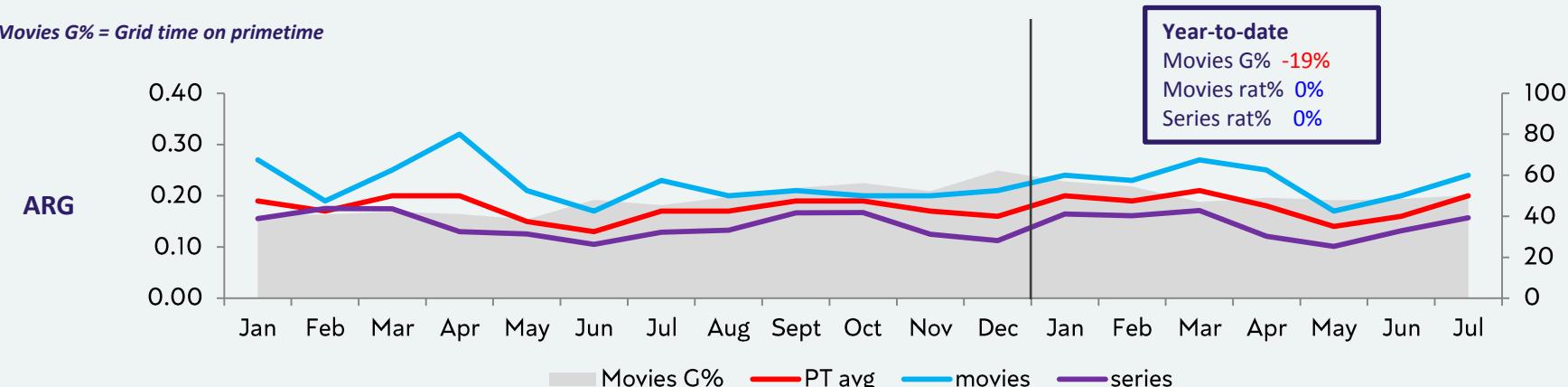
BETTER BALANCE BETWEEN MOVIES AND SERIES



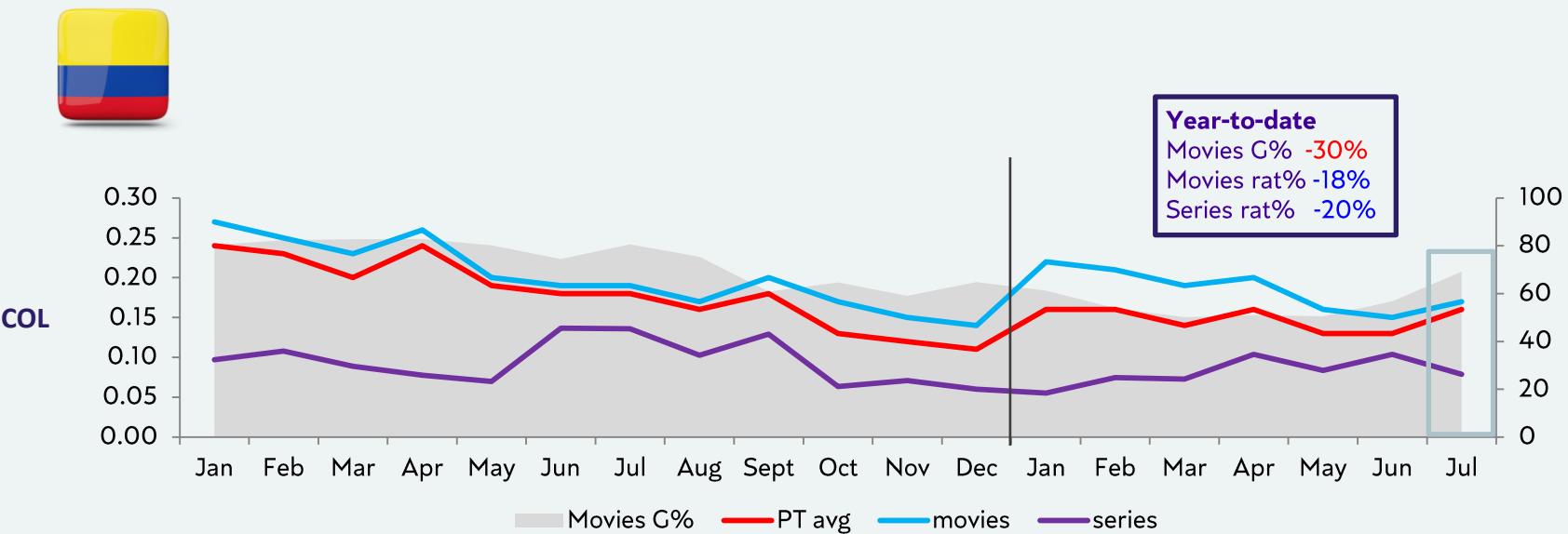
SERIES IMPROVING IN MEXICO AND REMAINING STABLE IN ARGENTINA



Movies G% = Grid time on primetime



COLOMBIA ALSO IMPROVING SINCE SWITCHED BACK TO MOVIES IN JULY

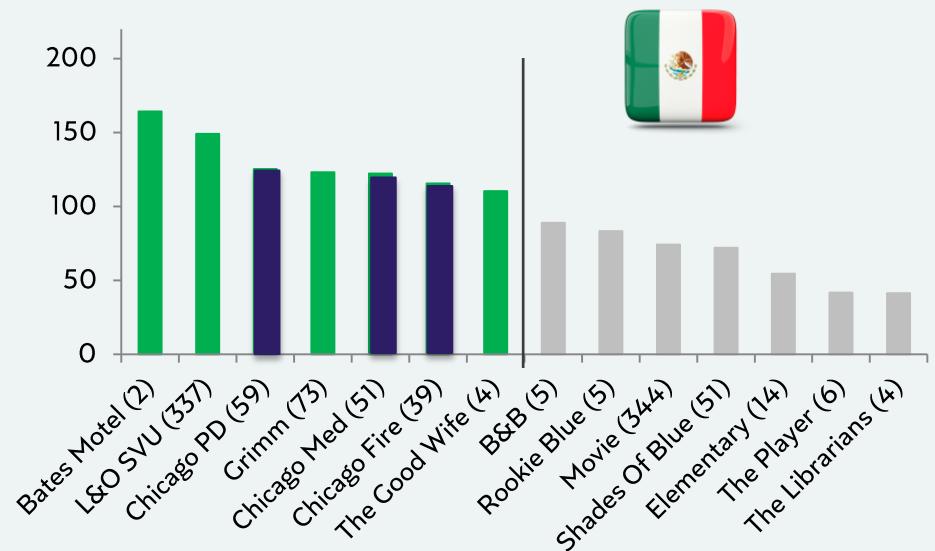




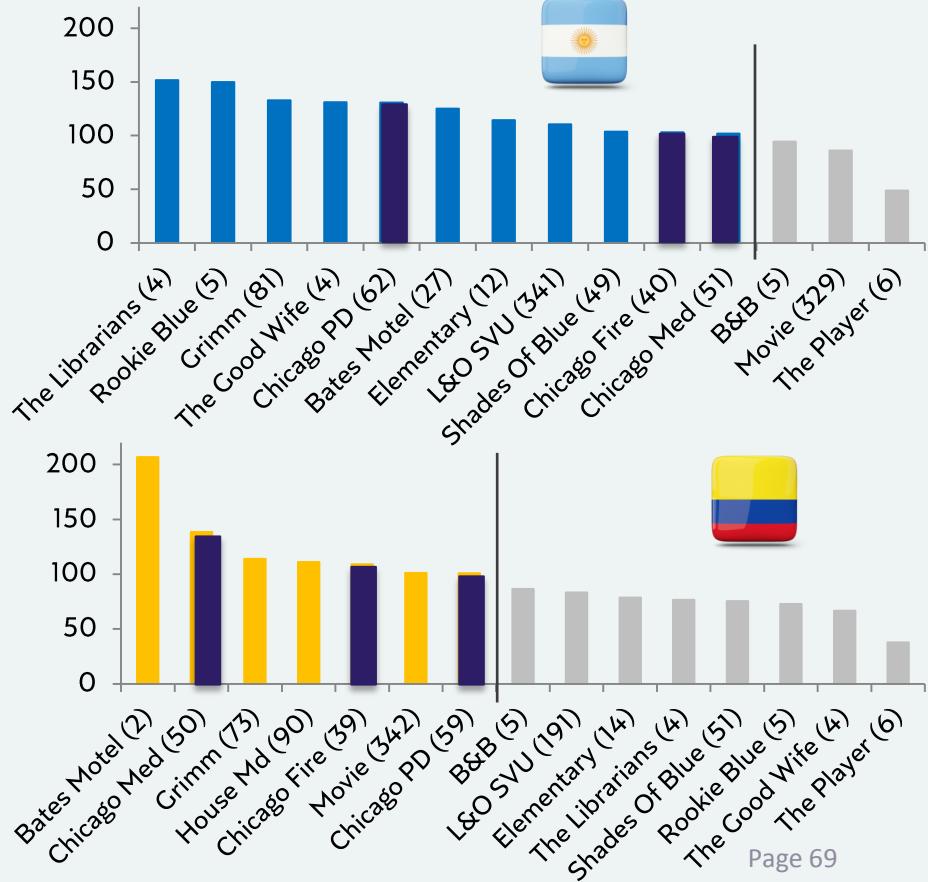
2016 YEARLY PLANNER

UC Series premiere hours

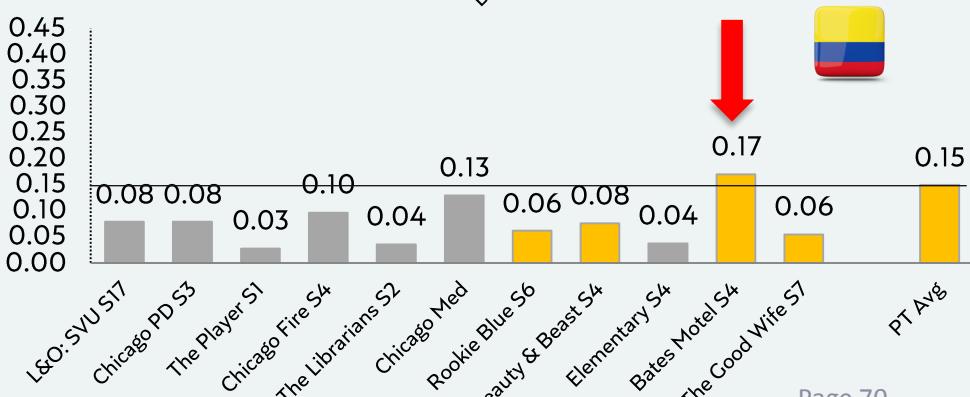
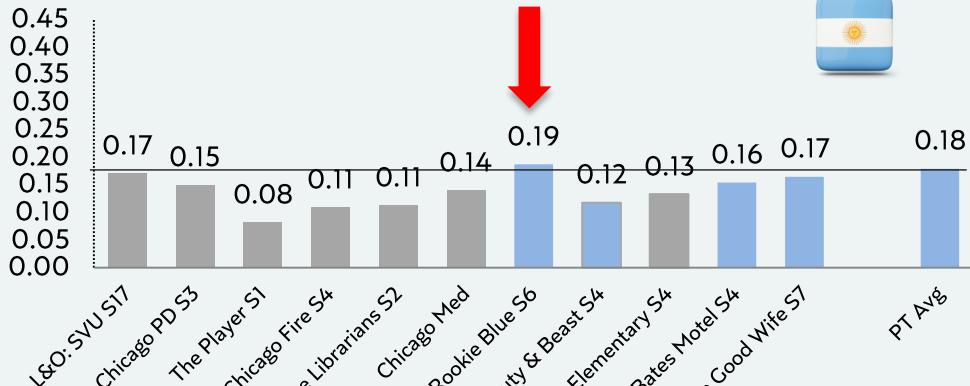
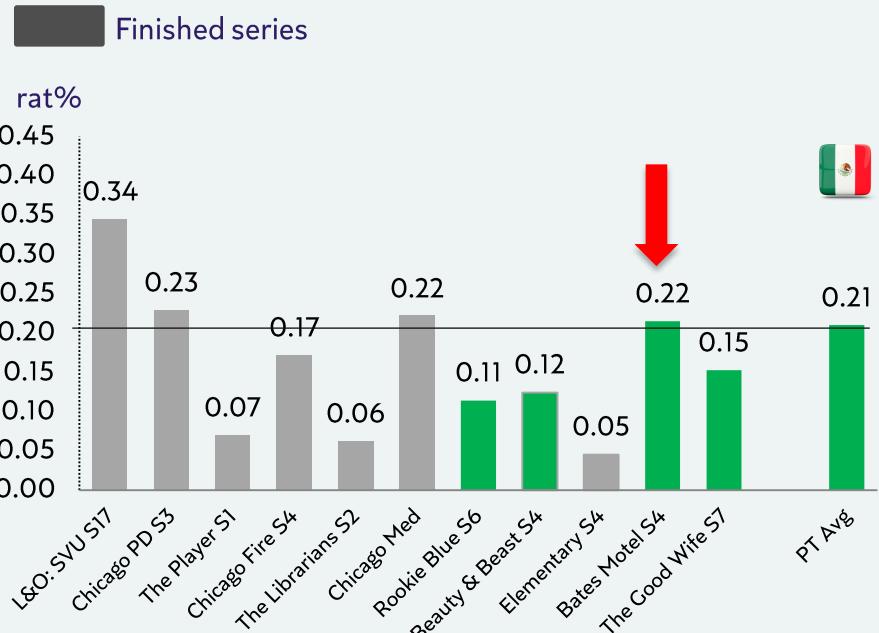
CHICAGO FRANCHISE CONSISTENTLY INDEXING IN KEY COUNTRIES



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



BATES MOTEL (MEX & COL) AND ROOKIE BLUE (ARG) SUSTAINING SUMMER ON UC



CONTINUING TO CUSTOMIZE BY MARKET

MONTHLY MASTER GRID – Q2 2016

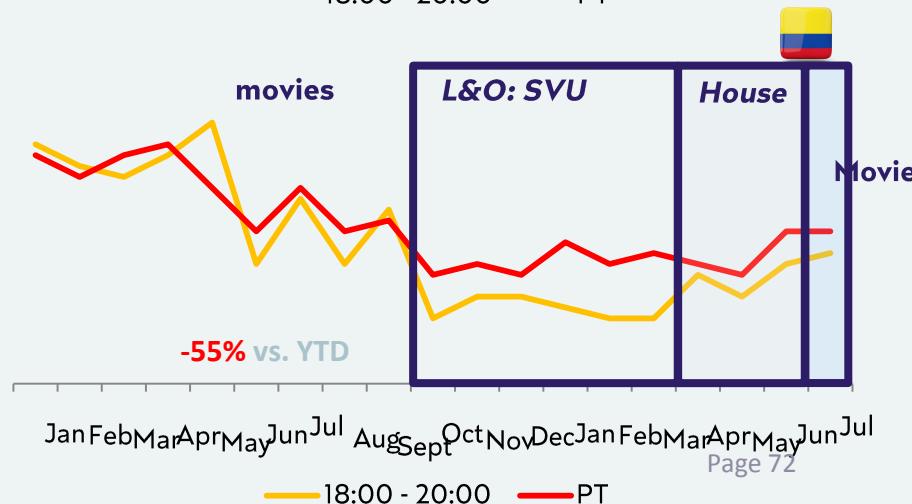
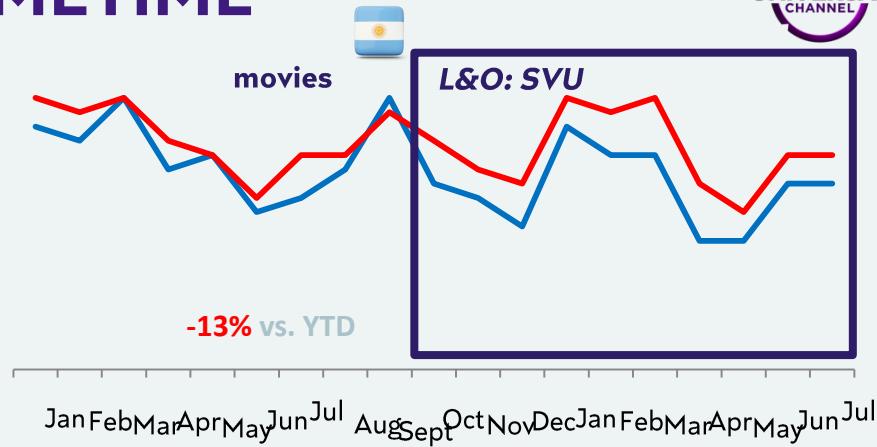
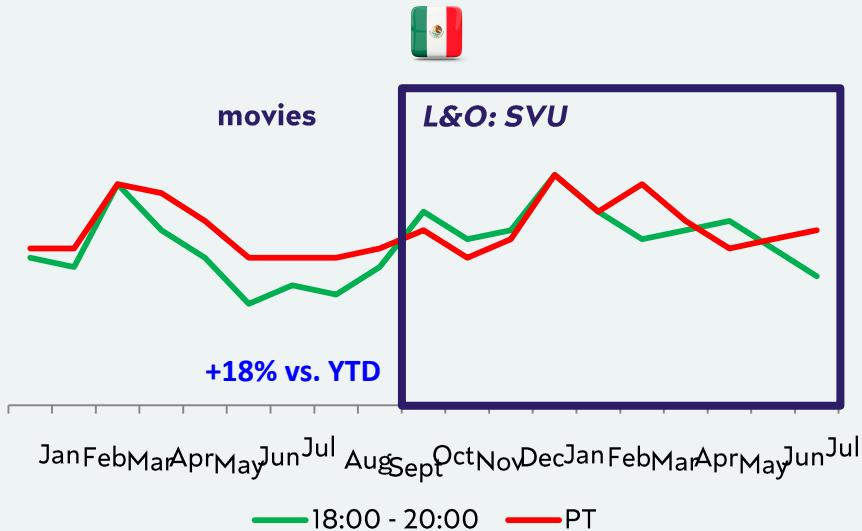


April to Jun 2016

	LUNES	MARTES	MIERCOLES	JUEVES	VIERNES	SABADO	DOMINGO		
18:00	L&O: SVU [2x60]					Chicago PD	MOVIE	18:00	
19:00						Grimm		19:00	
20:00	Chicago Fire	L&O: SVU S17	Grimm	Shades of Blue	MOVIE	MOVIE	MOVIE	20:00	
21:00	Chicago Med	Chicago PD	Grimm	Shades of Blue				21:00	
22:00	MOVIE					MOVIE	Shades of Blue	22:00	
23:00							L&O: SVU S17	23:00	
0:00	Chicago Med	L&O: SVU S17	Grimm	Shades of Blue	MOVIE	MOVIE	MOVIE	0:00	

PRIME ACCESS IS KEY TO PRIMETIME

LAW& ORDER: SVU REPLACED MOVIES



Source: Kantar IBOPE Media Argentina, Colombia and Mexico, Period: Jan 2015 to Jul 31st 2016 according to series broadcast period, based on broadcast week. Target: 18-49. Primetime: 18:00-24:00.

CONTINUING TO CUSTOMIZE BY MARKET

MONTHLY MASTER GRID – Q2 2016



April to June 2016

	LUNES	MARTES	MIERCOLES	JUEVES	VIERNES	SABADO	DOMINGO		
18:00	HOUSE M.D. [2x60]					Chicago PD	MOVIE	18:00	
19:00						Grimm		19:00	
20:00	Chicago Fire	L&O: SVU S17	Grimm	Shades of Blue	MOVIE	MOVIE	MOVIE	20:00	
21:00	Chicago Med	Chicago PD	Grimm	Shades of Blue				21:00	
22:00	MOVIE					MOVIE	Shades of Blue	22:00	
23:00							L&O: SVU S17	23:00	
0:00	Chicago Med	L&O: SVU S17	Grimm	Shades of Blue	MOVIE	MOVIE	MOVIE	0:00	

CONTINUING TO CUSTOMIZE BY MARKET

MONTHLY MASTER GRID – Q3 2016



Summer 2016 (July to Sept)

	LUNES	MARTES	MIERCOLES	JUEVES	VIERNES	SABADO	DOMINGO	
18:00	MOVIE					Rookie Blue	MOVIE	18:00
19:00						Beauty & The Beast		19:00
20:00	MOVIE					MOVIE	MOVIE	20:00
21:00						MOVIE		21:00
22:00	Bates Motel	L&O: SVU S	Grimm	Elementary	MOVIE	MOVIE	The Good Wife	22:00
23:00	MOVIE	Chicago PD	Grimm	Shades of Blue			The Good Wife	23:00
0:00		L&O: SVU S17	L&O: SVU	Elementary	MOVIE	MOVIE	MOVIE	0:00

CONTINUING TO CUSTOMIZE BY MARKET

MONTHLY MASTER GRID – Q3 2016



Summer 2016 (July to Sept)

	LUNES	MARTES	MIERCOLES	JUEVES	VIERNES	SABADO	DOMINGO		
18:00	MOVIE	L&O: SVU [2x60]				Rookie Blue	MOVIE	18:00	
19:00						Beauty & The Beast		19:00	
20:00	MOVIE	L&O: SVU S	Grimm	Elementary	MOVIE	MOVIE	MOVIE	20:00	
21:00		Chicago PD	Grimm	Shades of Blue				21:00	
22:00	Bates Motel	MOVIE				MOVIE	The Good Wife	22:00	
23:00	MOVIE						The Good Wife	23:00	
0:00	L&O: SVU S17	L&O: SVU	Elementary	MOVIE	MOVIE	MOVIE	0:00		

THUS FAR THIS SUMMER, UC SERIES HOLDING CONSISTENT IN ARGENTINA AND GROWING IN COLOMBIA



-26%



0%



+25%



Summer Series vs. Spring Series Performance

	Spring Jan to May					Summer Jun + Jul				
	TC	rat%	V%	G%	IDX	TC	rat%	V%	G%	IDX
Movie	246	0.22	37	53	71	98	0.23	46	54	85
Series	465	0.19	62	47	133	185	0.14	54	46	118
The Librarians	4	0.06	0	0	39					
The Player	6	0.06	0	1	41					
Bates Motel						2	0.22	1	1	174
Chicago PD	49	0.18	6	5	121	10	0.17	3	2	139
L&O:SVU	244	0.22	38	25	152	93	0.17	32	23	139
TGW						4	0.15	1	1	122
B&B						5	0.12	1	1	98
Chicago Fire	33	0.17	4	3	116	6	0.12	1	2	95
Grimm	53	0.19	7	5	131	20	0.12	5	5	100
Chicago Med	42	0.18	5	4	126	9	0.11	2	2	90
Rookie Blue						5	0.11	1	1	92
SoB	34	0.09	2	3	65	17	0.11	4	4	89
Elementary						14	0.07	2	3	61

	Spring Jan to May					Summer Jun + Jul				
	TC	rat%	V%	G%	IDX	TC	rat%	V%	G%	IDX
Movie	239	0.23	44	51	86	90	0.23	42	50	85
Series	487	0.14	56	49	114	203	0.14	58	50	115
House	2	0.19	0	0	155					
The Librarians	4	0.19	1	0	155					
The Player	6	0.06	0	1	48					
Bates Motel	12	0.08	1	1	60	15	0.22	7	4	179
Rookie Blue						5	0.19	2	1	153
TGW						4	0.17	1	1	136
Chicago Med	42	0.12	4	4	95	9	0.16	3	2	128
Elementary						12	0.14	3	3	118
L&O:SVU	247	0.13	27	25	109	94	0.14	27	23	114
Chicago Fire	33	0.13	3	3	101	7	0.13	2	2	108
Grimm	55	0.19	8	6	148	26	0.12	7	6	101
B&B						5	0.12	1	1	96
Chicago Pd	52	0.17	7	5	137	10	0.11	2	2	94
SoB	33	0.14	4	3	117	16	0.09	3	4	76

	Spring Jan to May					Summer Jun + Jul				
	TC	rat%	V%	G%	x	TC	rat%	V%	G%	x
Movie	247	0.19	56	53	106	95	0.17	57	63	90
Series	462	0.08	44	47	93	131	0.10	43	37	116
The Librarians	4	0.06	0	0	76					
The Player	6	0.03	0	1	38					
Bates Motel						2	0.17	1	1	210
Chicago Fire	33	0.08	3	3	96	6	0.15	3	2	180
Chicago Med	42	0.11	6	4	135	8	0.13	4	2	153
Chicago Pd	49	0.08	5	5	91	10	0.12	4	3	151
L&O:SVU	164	0.07	12	17	73	27	0.12	11	8	146
House Md	77	0.09	9	8	109	13	0.10	4	4	119
Grimm	53	0.10	6	5	115	20	0.09	6	6	110
B&B						5	0.07	1	1	90
Elementary						14	0.07	3	4	82
Rookie Blue						5	0.06	1	1	76
TGW						4	0.06	1	1	68
SoB	34	0.07	3	3	83	17	0.05	3	5	59

MONTHLY MASTER GRID – FALL 2016



October 2016

	LUNES	MARTES	MIERCOLES	JUEVES	VIERNES	SABADO	DOMINGO	
18:00				Chicago PD		MOVIE	MOVIE	18:00
19:00				L&O: SVU			The Librarians	19:00
20:00	L&O: SVU	L&O: SVU S18			L&O: SVU			20:00
21:00	Chicago Med	Chicago PD	Chicago Fire		MOVIE	MOVIE	MOVIE	Chicago PD 21:00
22:00	MOVIE	MOVIE	MOVIE				Chicago Med 22:00	
23:00					MOVIE	MOVIE	MOVIE	Chicago Fire 23:00
0:00	Chicago Med	L&O: SVU S17	L&O: SVU				MOVIE	0:00

2016 & 2017 SERIES PREMIERES

2016

Series	No. of Series	Eps
Chicago Fire S5	1	22
Chicago PD S4	1	22
Chicago Med S2	1	22
Shades of Blue S1	1	13
Bates Motel S4	1	10
Grimm S5 (2015)	1	22
Elementary S4 (2015)	1	24
SVU S18	1	24
The Good Wife S6 (2015)	1	22
Beauty & The Beast S4	1	13
New Series FALL 2016	1	17

Local Acquisitions

2017

Series	No. of Series	Eps
Chicago Fire S6	1	22
Chicago PD S5	1	22
Chicago Med S3	1	22
Shades of Blue S2	1	13
Bates Motel S5	1	10
Grimm S6 (2016)	1	13
Elementary S5 (2016)	1	24
SVU S19	1	23
New Series FALL 2016 S2	1	22
New Series MID-SEASON 2017	1	22
New Series MID-SEASON 2017 S2	1	22
New Series FALL 2017	1	17

Subtotal **10** **211**

12 **232**
+2

Global

Rookie Blue S6 1 11

The Librarians S3 1 10

Subtotal **2** **21**

The Librarians S4 1 10

TBC GLOBAL 17-1 S1 1 13

2 **23**

New Series Premiere
Last Expected Season

Total **12** **232**

14 **255**
+8% +2 +10%

PURE GENIUS



Episodes: 13X60

Synopsis:

An inspiring medical drama that follows Dr. Walter Wallace, a maverick surgeon with a controversial past who joins the staff of a cutting-edge hospital run by James Bell, a young billionaire tech genius. Under Bell's unorthodox leadership, no medical challenge is too complicated or too costly to undertake. Navigating complex cases using state-of-the-art technology, the enterprising staff seeks to revolutionize the field of medicine.

Cast:

Dermot Mulroney, Augustus Prew, Reshma Shetty

Network: CBS

Distributor: NBC



CHICAGO JUSTICE



Episodes: 13X60

Synopsis:

From executive producer Dick Wolf, comes the next installment of the hit "Chicago" series. Philip Winchester headlines this captivating legal procedural about a committed team of prosecutors and investigators tackling high-profile cases in the "Windy City." But challenging investigations and complex cases often obscure the line between right and wrong, threatening the team's quest for justice

Cast:

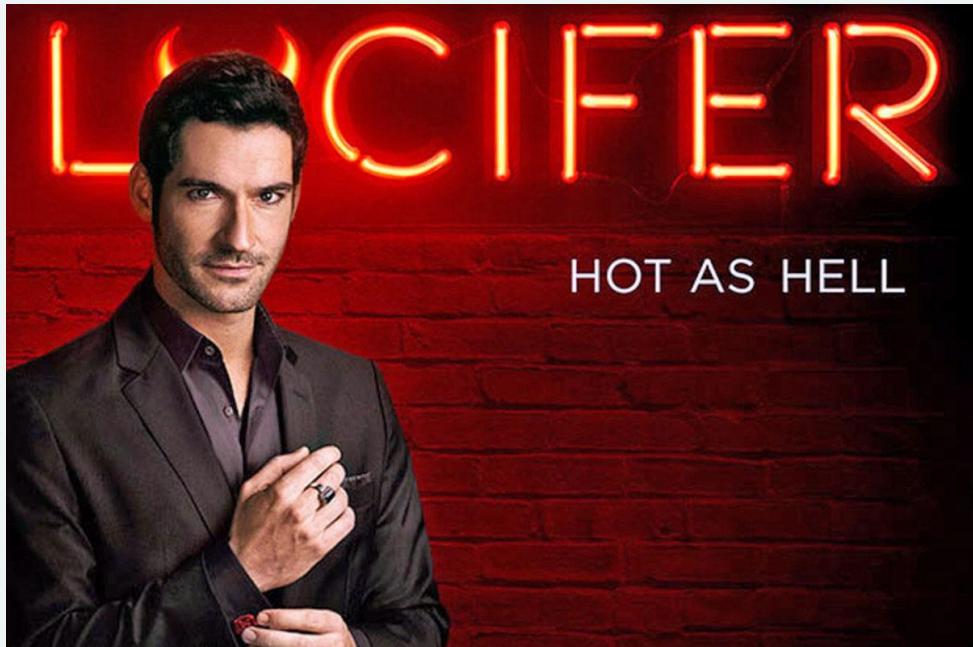
Philip Winchester, Carl Weathers

Network: NBC

Distributor: NBC



LUCIFER



Episodes: 13X60 (2 Seasons)

Synopsis:

Bored and unhappy as the Lord of Hell, Lucifer Morningstar has abandoned his throne and retired to L.A., where he owns Lux, an upscale nightclub. Charming, charismatic and devilishly handsome, Lucifer is enjoying his retirement when a tragedy leads him to consulting for the LAPD. Sexy, dark and irreverent, this one-hour drama offers up the concept that everyone might have a chance at redemption... even the Devil.

Cast:

Tom Ellis, Lauren German, D.B. Woodside

Network: Fox

Distributor: Warner



TIMELESS



Episodes: 13X60

Synopsis:

A mysterious criminal steals a secret state-of-the-art time machine, intent on destroying America as we know it by changing the past. Our only hope is an unexpected team: a scientist, a soldier and a history professor who use the machine's prototype to travel back in time to critical events. Can this handpicked team uncover the mystery behind it all and end his destruction before it's too late?

Cast:

Abigail Spencer, Matt Lanter, Malcolm Barrett

Network: NBC

Distributor: Sony



SUPPORTING NEW SHOWS WITH OUR CHICAGO STRENGTH

MONTHLY MASTER GRID – SPRING 2017



Spring 2017

	LUNES	MARTES	MIERCOLES	JUEVES	VIERNES	SABADO	DOMINGO	
18:00				Chicago PD		MOVIE	MOVIE	18:00
19:00				L&O: SVU			The Librarians	19:00
20:00	L&O: SVU	L&O: SVU S18		L&O: SVU			Pure Genius	20:00
21:00	Chicago Med	Chicago PD	Chicago Fire		MOVIE	MOVIE	Chicago PD	21:00
22:00	Pure Genius	Chicago Justice	Shades of Blue		MOVIE	MOVIE	Chicago Med	22:00
23:00	MOVIE	MOVIE	MOVIE	MOVIE	MOVIE	MOVIE	Chicago Justice	23:00
0:00							Chicago Fire	0:00

FOCUS CUSTOMIZATION ON COLOMBIA

MOST AFFECTED MARKET



Fall 2016

	LUNES	MARTES	MIERCOLES	JUEVES	VIERNES	SABADO	DOMINGO	
18:00	Chicago PD					MOVIE	MOVIE	18:00
19:00	MOVIE					L&O: SVU S18	The Librarians	19:00
20:00						House	House	20:00
21:00	MOVIE	Chicago Med	Chicago PD	Chicago Fire	MOVIE	MOVIE	Chicago PD	21:00
22:00		House	L&O: SVU S18	MOVIE				22:00
23:00	House [2x60]			House	MOVIE	MOVIE	Chicago Fire	23:00
0:00								0:00

PUT LEVELS ACROSS KEY THREE-MARKETS



	Pay TV						
Time	Mon	Tue	Wed	Thu	Fri	Sat	Sun
14:00	13	13	13	13	13	14	16
15:00	14	15	15	15	14	15	17
16:00	16	16	16	16	15	16	18
17:00	17	17	17	17	16	18	20
18:00	18	18	18	18	17	19	21
19:00	20	20	20	20	19	20	23
20:00	23	23	23	22	21	21	26
21:00	25	26	26	25	23	23	28
22:00	25	25	25	25	24	24	27
23:00	19	19	19	20	20	21	21
24:00	11	11	11	12	13	15	13
25:00	6	6	6	7	8	9	7
26:00	4	4	4	4	5	6	4

High Medium Low

Time	Pay TV						
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
14:00	20	19	19	19	19	20	20
15:00	20	18	18	19	18	19	21
16:00	19	18	18	18	18	19	20
17:00	19	18	18	18	17	19	20
18:00	20	19	19	19	19	19	21
19:00	22	21	21	21	20	20	23
20:00	24	24	23	24	22	21	25
21:00	28	27	27	27	25	23	27
22:00	29	29	28	28	26	24	28
23:00	26	26	25	26	25	23	25
24:00	19	19	19	19	20	19	18
25:00	12	12	12	12	14	15	12
26:00	9	8	9	9	10	11	9
Time	Pay TV						
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
14:00	14	14	14	14	13	16	18
15:00	14	14	14	13	13	16	18
16:00	15	14	14	14	14	16	19
17:00	16	15	15	15	15	16	20
18:00	18	17	17	17	16	17	22
19:00	21	20	21	20	19	19	24
20:00	26	25	26	25	23	22	27
21:00	30	30	30	29	27	23	29
22:00	26	26	26	25	24	22	25
23:00	17	17	17	16	17	18	18
24:00	9	9	8	9	10	11	10
25:00	5	5	5	5	5	7	5
26:00	3	3	3	3	3	4	3

TOP 25 SERIES PER COUNTRY

FOX AND AXN STRONG ACROSS THREE KEY-MARKETS

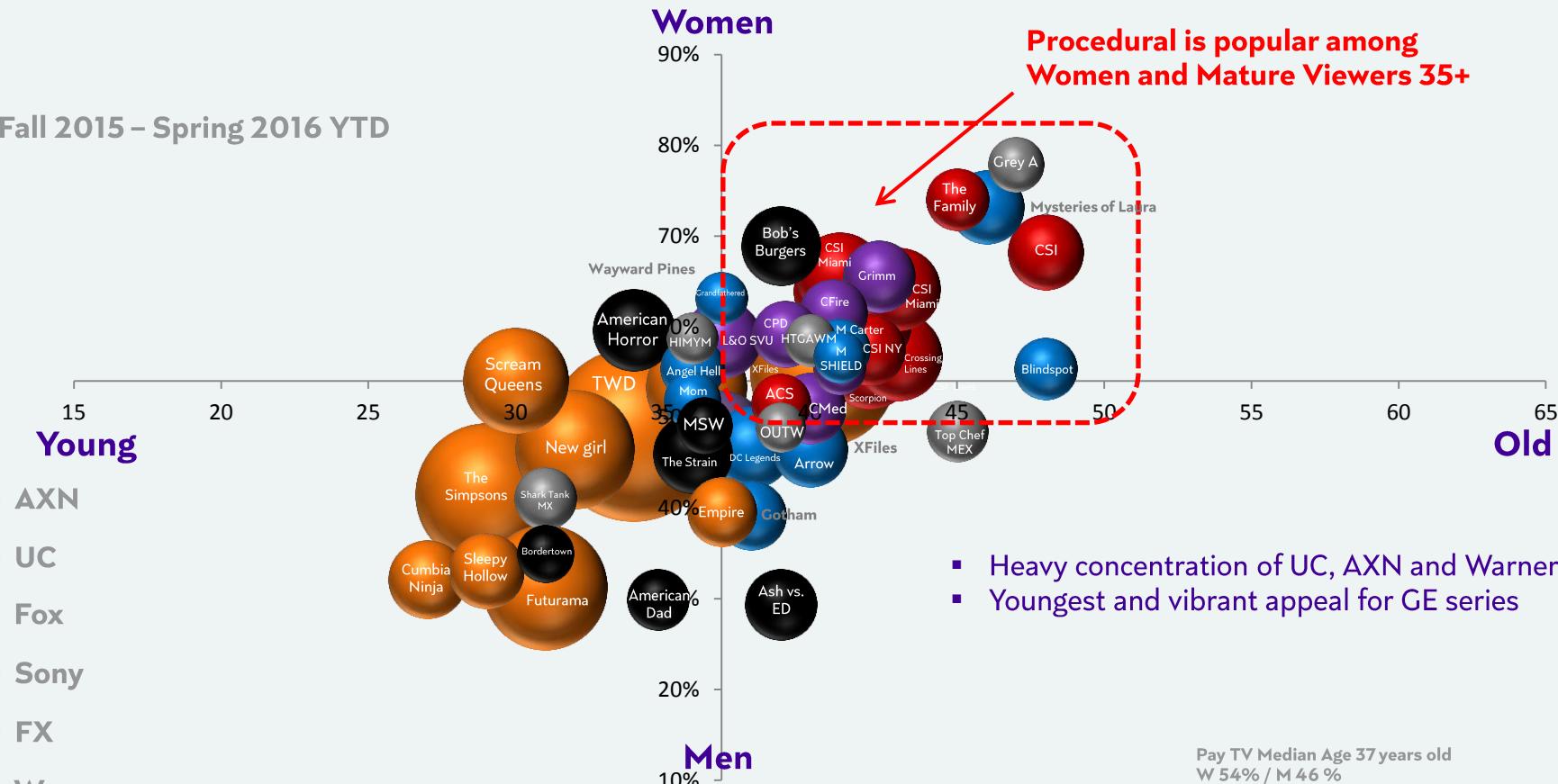


	ARGENTINA				COLOMBIA				MEXICO						
	Channel	Main Title	rat%	PT avg %	vs. PT	Channel	Main Title	rat%	PT avg %	vs. PT	Channel	Main Title	rat%	PT avg %	vs. PT
1	Fox	The Walking Dead	1.35	0.85	59%	Fox	The Simpsons	0.96	0.79	22%	Fox	The Walking Dead	1.09	0.70	56%
2	Fox	The Simpsons	1.11	0.85	31%	Fox	The Walking Dead	0.85	0.79	8%	Fox	X Files	0.74	0.70	6%
3	Fox	X Files	0.83	0.85	-2%	Fox	Futurama	0.67	0.79	-16%	Fox	The Simpsons	0.72	0.70	3%
4	Fox	Futurama	0.65	0.85	-24%	Fox	X Files	0.64	0.79	-19%	Fox	Futurama	0.54	0.70	-23%
5	Fox	Scream Queens	0.62	0.85	-27%	Fox	Cumbia Ninja	0.64	0.79	-19%	Fox	New Girl	0.50	0.70	-29%
6	Fox	Modern Family	0.56	0.85	-34%	Fox	Minority Report	0.52	0.79	-34%	Fox	Scream Queens	0.41	0.70	-41%
7	Fox	Cumbia Ninja	0.44	0.85	-48%	AXN	CSI	0.51	0.22	132%	Fox	Modern Family	0.37	0.70	-47%
8	Fox	Wayward Pines	0.37	0.85	-56%	Fox	Modern Family	0.51	0.79	-35%	Fox	Wayward Pines	0.36	0.70	-49%
9	Fox	Minority Report	0.31	0.85	-64%	Fox	Sleepy Hollow	0.46	0.79	-42%	Fox	Minority Report	0.32	0.70	-54%
10	Fox	New Girl	0.28	0.85	-67%	Fox	Scream Queens	0.46	0.79	-42%	Warner	Supernatural	0.32	0.26	23%
11	AXN	Crossing Lines	0.25	0.18	39%	Fox	Wayward Pines	0.41	0.79	-48%	AXN	Scorpion	0.32	0.23	39%
12	AXN	Criminal Minds	0.25	0.18	39%	Fox	New Girl	0.41	0.79	-48%	AXN	NCIS	0.31	0.23	35%
13	Fox	Sleepy Hollow	0.22	0.85	-74%	AXN	CSI Miami	0.29	0.22	32%	AXN	Criminal Minds	0.30	0.23	30%
14	AXN	NCIS	0.22	0.18	22%	AXN	CSI NY	0.28	0.22	27%	AXN	Crossing Lines	0.28	0.23	22%
15	AXN	Scorpion	0.21	0.18	17%	FX	Ash Vs Evil Dead	0.24	0.22	9%	AXN	Mentes Criminales	0.27	0.23	17%
16	AXN	CSI Miami	0.21	0.18	17%	AXN	CSI Cyber	0.21	0.22	-5%	Warner	Superstore	0.27	0.26	4%
17	FX	American Horror Story	0.20	0.21	-5%	AXN	Castle	0.20	0.22	-9%	AXN	Castle	0.27	0.23	17%
18	AXN	Castle	0.20	0.18	11%	AXN	Scorpion	0.20	0.22	-9%	Warner	Flash	0.26	0.26	0%
19	AXN	CSI Cyber	0.19	0.18	6%	AXN	Criminal Minds	0.20	0.22	-9%	AXN	CSI Cyber	0.26	0.23	13%
20	UC	The Good Wife	0.18	0.18	0%	AXN	Axn Flix Magazine	0.18	0.22	-18%	FX	American Horror Story	0.25	0.25	0%
21	UC	Grimm	0.17	0.18	-5%	Sony	CSI NY	0.17	0.07	143%	Warner	Supergirl	0.24	0.26	-8%
22	FX	American Crime Story	0.17	0.21	-19%	AXN	NCIS	0.17	0.22	-23%	AXN	CSI Miami	0.24	0.23	4%
23	UC	Chicago PD	0.17	0.18	-8%	Warner	The Big Bang Theory	0.16	0.18	-11%	Fox	Cumbia Ninja	0.23	0.70	-67%
24	AXN	CSI	0.16	0.18	-11%	Warner	Superstore	0.15	0.18	-17%	Warner	DCs Legends Of Tomo	0.23	0.26	-12%
25	UC	The Librarians	0.15	0.18	-17%	AXN	Quantico	0.15	0.22	-32%	UC	Law & Order SVU	0.22	0.21	4%



CONTENT POSITIONING WIDE DISPERSE, AS VIEWERS WATCH CONTENT NOT CHANNELS

Fall 2015 – Spring 2016 YTD

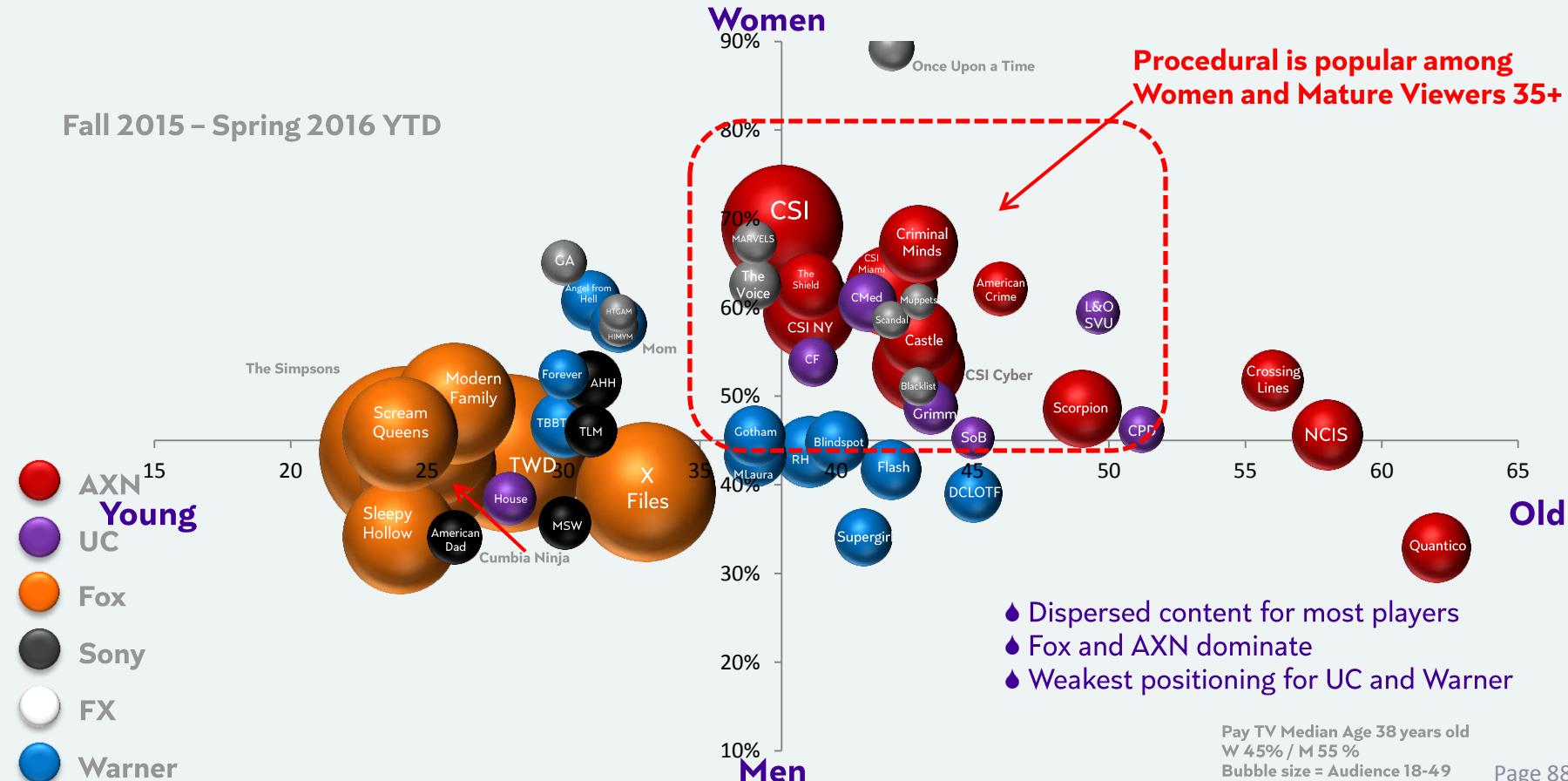


- Heavy concentration of UC, AXN and Warner
- Youngest and vibrant appeal for GE series

CONTENT POSITIONING WIDER IN COLOMBIA



Fall 2015 – Spring 2016 YTD



EXPLORING SERIES SCHEDULING OPTIONS IN



	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Sunday	
	Program	rat%	Program	rat%	Program	rat%	Program	rat%	Program	rat%	Program	rat%	Program	rat%
Universal Channel	18:00 House	0.10	House	0.06	House	0.10	House	0.13	House	0.05	Series Mix	0.12	Movies	0.19
	19:00 House	0.10	House	0.12	House	0.10	House	0.14	House	0.07	Series Mix	0.10	Movies	0.27
	20:00 Chicago Fire	0.12	L&O SVU	0.11	Grimm	0.05	SoB	0.08	Movies	0.09	Movies	0.22	Movies	0.24
	21:00 Chicago Med	0.17	Chicago PD	0.12	Grimm	0.13	SoB	0.08	Movies	0.11	Movies	0.24	Movies	0.28
	22:00 Movies	0.20	Movies	0.13	Movies	0.16	Movies	0.15	Movies	0.15	Movies	0.21	SoB	0.14
	23:00 Movies	0.13 0.14	Movies	0.10 0.11	Movies	0.13 0.11	Movies	0.18 0.13	Movies	0.14 0.10	Movies	0.26 0.19	L&O SVU	0.09 0.20
FX	18:00 Movies	0.13	AD/ Movie	0.11	Movies	0.13	AD/ Movie	0.11	Movies	0.17	Movies	0.41	Movies	0.25
	19:00 Movies	0.13	Movies	0.15	Movies	0.12	Movies	0.20	Movies	0.22	Movies	0.34	Movies	0.28
	20:00 Movies	0.21	Movies	0.13	Movies	0.14	Movies	0.22	Movies	0.21	Movies	0.33	Movies	0.27
	21:00 Movies	0.30	Movies	0.14	Movies	0.25	Movies	0.24	Movies	0.20	Movies	0.33	Movies	0.26
	22:00 Movies	0.21	TLMOE	0.09	Movies	0.23	Movies	0.29	Movies	0.22	Movies	0.41	Movies	0.24
	23:00 Movies	0.19 0.20	Family Guy	0.06 0.11	Movies	0.22 0.18	Movies	0.23 0.22	Movies	0.21 0.20	Movies	0.37 0.37	Movies	0.19 0.25
A&E	18:00 CSI Miami	0.26	CSI Miami	0.17	CSI Miami	0.11	CSI Miami	0.18	CSI Miami	0.21	Criminal Minds	0.16	Scorpion	0.16
	19:00 Criminal Minds	0.20	Criminal Minds	0.15	Criminal Minds	0.18	Criminal Minds	0.24	Criminal Minds	0.18	Movies	0.16	CSY Cyber	0.16
	20:00 Quantico	0.15	Scorpion	0.13	NCIS	0.22	Castle	0.18	Movies	0.15	Movies	0.20	American C	0.13
	21:00 Criminal Minds	0.25	CSY Cyber	0.19	Criminal Minds	0.28	CSY Cyber	0.22	Movies	0.21	Movies	0.19	American C	0.18
	22:00 CSI Miami	0.36	CSI Miami	0.39	CSI Miami	0.40	CSI Miami	0.36	CSI Miami	0.21	Movies	0.19	Movies	0.19
	23:00 CSI NY	0.24 0.24	CSI NY	0.24 0.21	CSI NY	0.27 0.24	CSI NY	0.29 0.25	CSI NY	0.23 0.20	Movies	0.13 0.17	Movies	0.10 0.15
WB	18:00 Movies	0.22	TBBT/ Movie	0.12	Movies	0.18	Movies	0.25	TBBT	0.18	Movies	0.19	Movies	0.27
	19:00 Movies	0.21	Movies	0.13	Movies	0.15	Movie / DCLOT	0.22	Movies	0.18	Movies	0.21	Movies	0.32
	20:00 AFH/ Mom	0.16	Movies	0.13	Movie / RH	0.16	DCLOT / SG	0.13	Movies	0.18	Movies	0.20	Movies	0.28
	21:00 Movies	0.14	TBBT / Gotham	0.13	RH / Myst of L	0.13	SG / Flash	0.10	Movies	0.19	Movies	0.26	Movies	0.35
	22:00 Movies	0.24	otham/Blindsp	0.07	Movies	0.16	Flash / Movie	0.17	Movies	0.29	Movies	0.25	Movies	0.32
	23:00 Mysteries of L	0.20 0.19	Movies	0.08 0.11	Movies	0.18 0.16	Movies	0.20 0.18	Movies	0.20 0.20	Movies	0.32 0.24	Movies	0.31 0.31

2016 2CCM Next steps

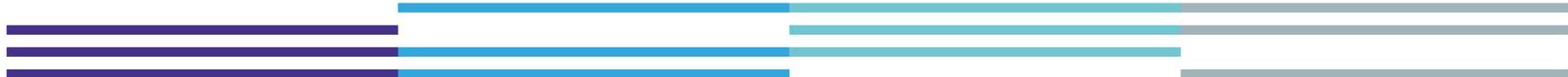
- Further customize Colombia schedule
- Further solidify the Chicago franchise per feed
 - And build up up-coming franchises around the 'Chicago Wave'
- Further familiarize ourselves with our audience and competition in our main territories



STUDIO
UNIVERSAL



ACQUISITIONS



PCR SUMMARY

NBCUniversal
INTERNATIONAL
NETWORKS

Total Spanish Latam PCR	FY '17
<i>Uncommitted Acquisitions</i>	5,621.6
<i>Committed Acquisitions</i>	10,386.1
Total New Acquisitions	16,007.7
Total Existing Inventory (Committed)	17,504.7
Total PCR	33,512.4

Total Spanish Latam PCR \$ Committed	27,890.8
<i>Total Spanish Latam PCR % Committed</i>	83.2%
Total Spanish Latam PCR \$ Uncommitted	5,621.6
<i>Total Spanish Latam PCR % Uncommitted</i>	16.8%

Universal	FY '17
<i>Uncommitted Acquisitions</i>	1,422.9
<i>Committed Acquisitions</i>	2,170.9
Total New Acquisitions	3,593.8
Total Existing Inventory (Committed)	9,942.7
Total PCR	13,536.5

Total Universal \$ Committed	12,113.5
<i>% Universal Committed</i>	89.5%
Total Universal \$ Uncommitted	1,422.9
<i>% Universal Uncommitted</i>	10.5%



SyFy	FY '17
<i>Uncommitted Acquisitions</i>	304.0
<i>Committed Acquisitions</i>	484.8
Total New Acquisitions	788.8
Total Existing Inventory (Committed)	2,079.6
Total PCR	2,868.4



Total SyFy \$ Committed	2,564.4
<i>% SyFy Committed</i>	89.4%
Total SyFy \$ Uncommitted	304.0
<i>% SyFy Uncommitted</i>	10.6%

Studio	FY '17
<i>Uncommitted Acquisitions</i>	220.2
<i>Committed Acquisitions</i>	833.7
Total New Acquisitions	1,053.9
Total Existing Inventory (Committed)	1,985.1
Total PCR	3,039.0



Total Studio \$ Committed	2,818.8
<i>% Studio Committed</i>	92.8%
Total Studio \$ Uncommitted	220.2
<i>% Studio Uncommitted</i>	7.2%

PCR SUMMARY – UNCOMMITTED FUNDS



Budget Category	Title	Total Hours	Total Cost	2016 Amort	2017 Amort
Acquired Programming	Extra Runs 2017	241	\$602,500	\$136,250	\$301,250
Acquired Programming	Fall 2016 Package	114	\$1,397,000	\$78,375	\$673,500
Global Programming	Global - New Series	13	\$426,214	\$-	\$142,071
Acquired Programming	Fall 2016 - Returning Seasons (2 Series)	44	\$1,617,000	\$-	\$202,125
Acquired Programming	Fall 2017 Package	117	\$1,072,500	\$-	\$103,958
				\$5,115,214	\$214,625
					\$1,422,905

Syfy

Budget Category	Title	Total Hours	Total Cost	2016 Amort	2017 Amort
Acquired Programming	Original Movies	34	\$188,915	\$5,556	\$39,819
Acquired Programming	2016 Fall Package	113	\$495,000	\$25,000	\$189,375
Acquired Programming	Fall 2016 - Returning Seasons (2 Series)	44	\$300,000	\$-	\$25,000
Global Acquisitions	Global - Original Movies	14	\$56,458	\$-	\$10,754
Global Acquisitions	Global - New Series	13	\$200,909		\$39,066
				\$1,241,282	\$30,556
					\$304,014

PCR SUMMARY – UNCOMMITTED FUNDS

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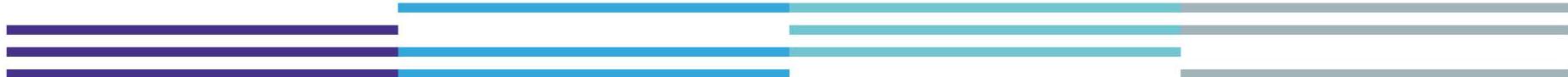
Budget Category	Title	Total Hours	Total Cost	2016 Amort	2017 Amort
Acquired Programming	Extra Runs	57	\$142,500	\$57,143	\$54,107
Original Production	Premios Fenix (2016 & 2017)	4	\$80,000	\$80,000	\$80,000
Acquired Programming	Original Movies	72	\$390,600	\$17,500	\$86,100
			\$613,100	\$154,643	\$220,207



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MARKETING



Syfy

Imagina Más



THE SHANNARA CHRONICLES

PAID MEDIA CAMPAIGN OVERVIEW

Syfy

CAMPAIGN BUDGET:

- Total: USD \$420k
 - OOH: USD \$127k
 - Digital: USD \$257k

KPIs & DIGITAL TACTICS

Views    

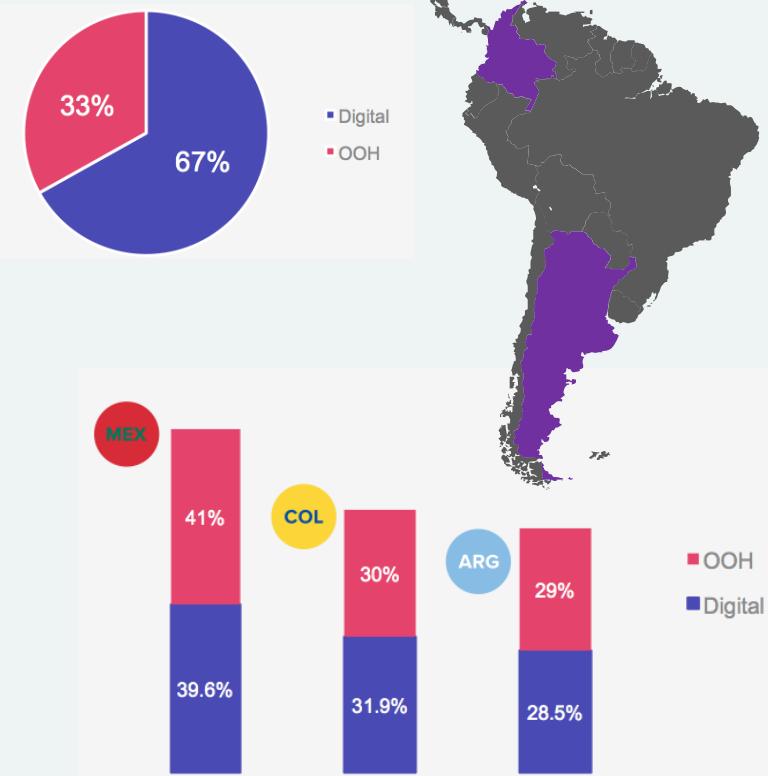
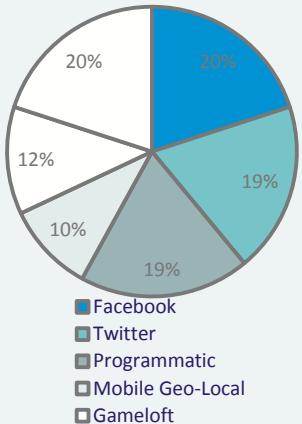
PROGRAMMATIC | GAMELOFT | MOBILE GEOLOCAL

Engagement   

GAMELOFT

Clicks GAMELOFT | MOBILE GEOLOCAL

INVESTMENT SPLIT



THE SHANNARA CHRONICLES - OOH

PAID MEDIA CAMPAIGN OVERVIEW

Syfy



THE SHANNARA CHRONICLES – TOP POSTS

PAID MEDIA CAMPAIGN OVERVIEW

Syfy



Best Video Post

Syfy Latinoamérica June 22 ·

No es momento para ser cobardes en #Shannara. La aventura sigue el próximo miércoles a las 8pm MX / 22hs AR.

See Translation

Imps: 4.1M
Video Views: 1.2M
View Rate: 28.7%

Best Promoted Video & Image Tweet

Syfy Latinoamérica @syftyla 7 Jun 2016

La aventura comienza el 15 de junio. #Shannara amp.twimg.com/v/f18734c-65a...

Imps: 1.1M
Video Views: 402K
View Rate: 36.6%

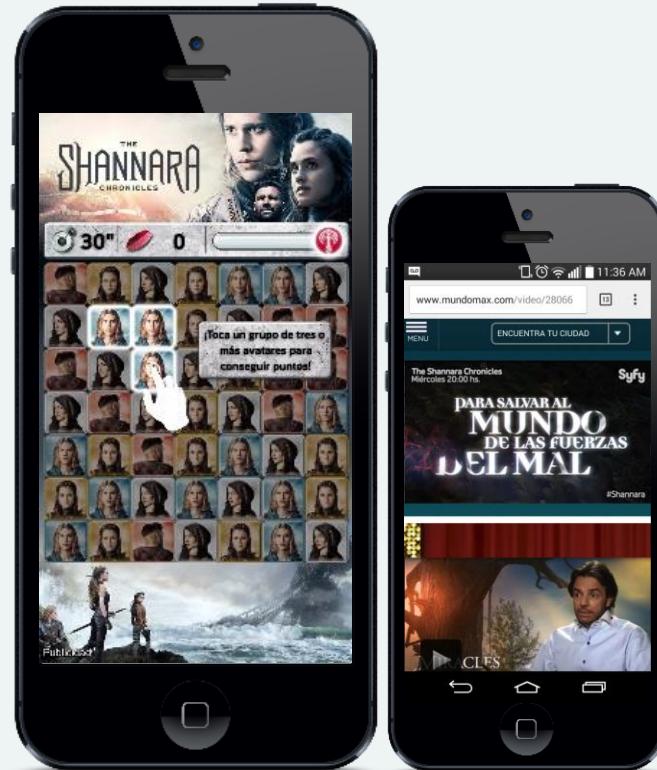
Imps: 581K
Engagements: 20K
Eng. Rate: 3.5%

INNOVATIONS

GAMELOFT – THE SHANNARA CHRONICLES MEDIA BUY

Syfy

Mini game was created for Gameloft platform.
The platform was also nourished with incentivized
video and display banners.



CAMPAIGN KEY ART

THE SHANNARA CHRONICLES

Syfy

The original keyart was manipulated in order to live within Syfy's new graphic package, while still communicating the essence of the series. Focused on the main characters, and their symbolic attire.



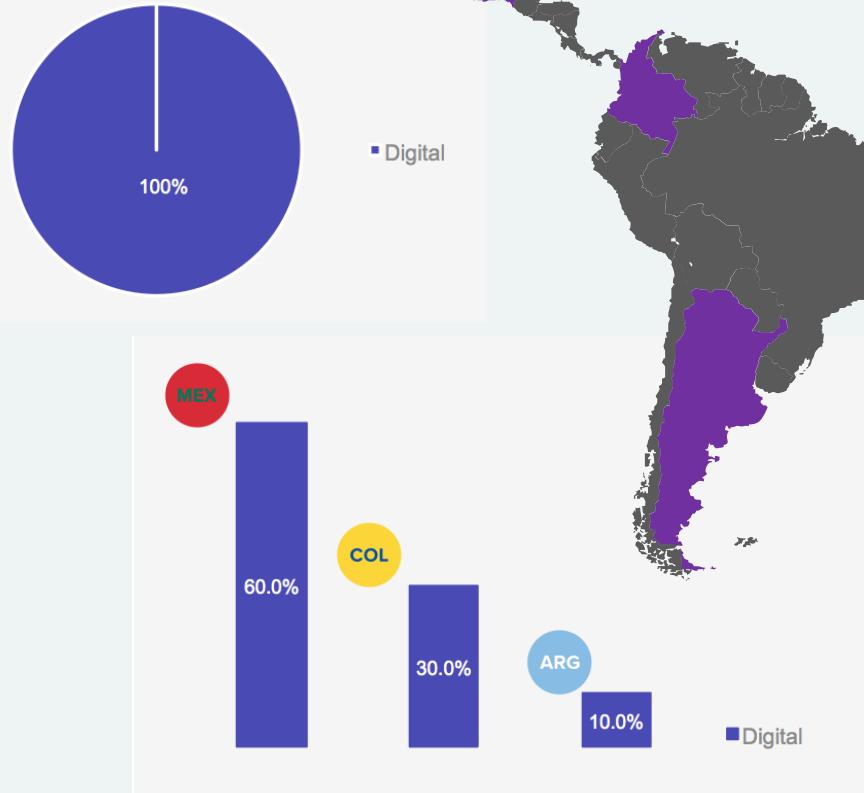
SHARKNADO 4

PAID MEDIA CAMPAIGN OVERVIEW

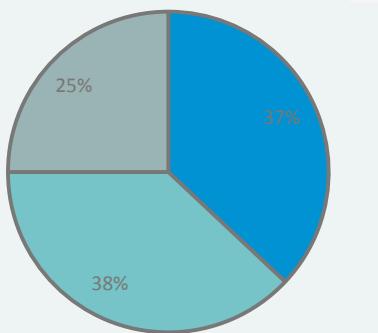
Syfy

CAMPAIGN BUDGET:

- Total: USD \$24k (100% Digital)



INVESTMENT SPLIT



KPIs & DIGITAL TACTICS

Views

Clicks

Facebook/Instagram Twitter YouTube

SHARKNADO 4 – TOP POSTS

PAID MEDIA CAMPAIGN OVERVIEW



Video Views



Click to Website

Syfy Latinoamérica Sponsored · 4 hours ago
April is alive? Yes, and more than ever.
Don't miss the premiere of #sharknado4, simultaneously with the United States, this Sunday 31th of July: 8 PM MX / 22 hs ar.
See original · Rate this translation



View Rate: 23.5%
CPM: \$0.57



Syfy Latinoamérica @syfyla 25 Jul 2016
¿Está April viva? ¡Más que nunca! No te pierdas el estreno de #Sharknado4 este domingo 31 de julio: 8pm MX / 22hs AR.
amp.twimg.com/d1957846-c2b...



View Rate: 36.3%
CPV: \$0.01

Syfy syfyla Sponsored · 4 hours ago
Puntajes más altos
Puntaje Nombre
1 2100 ARG
2 1950 KEV
3 1860 MRT
4 1770 ARG
5 1500 LHU
6 1470 LHU
7 1470 LHU
8 1440 LHU
9 1440 DGJ
10 1440 ARG
Tu Puntaje 0
Watch More >



CTR: 0.33%
CPM: \$0.85



Syfy syfyla Sponsored · 4 hours ago
The invasion of #sharknado4 already started and you can stop it.
Play now and share your score.
See original · Rate this translation

SHARKNADO
AYUDA A FIN

Puntajes más altos
1 1950
2 1860
3 1770
4 1500
5 1470
6 1470
7 1440
8 1440
9 1440
10 1440
Tu Puntaje 0
Watch More >

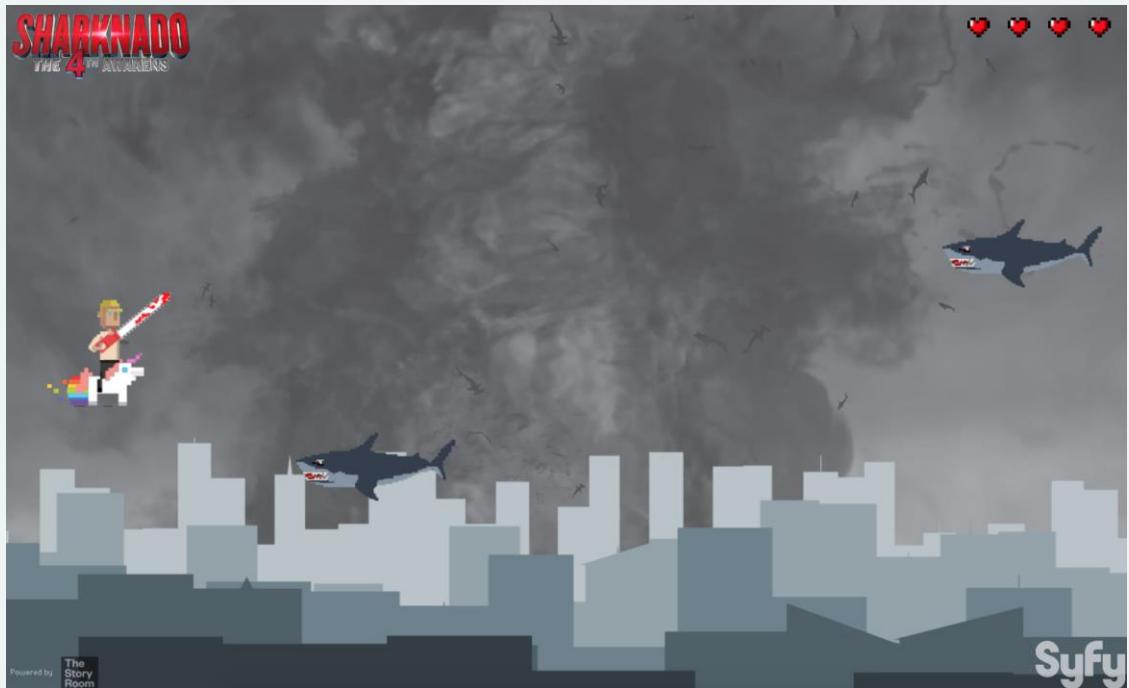


CTR: 0.44%
CPM: \$0.88

SHARKNADO 4 – THE GAME INNOVATIONS

Syfy

Created an interactive game and promoted it via our paid campaign, owned digital platforms, and our syfyla.com website



PR INITIATIVES

- The Shannara Chronicles – premium drop off to incentivize SoMe push by influencers; FB Live and Interviews with talent Ivana Baquero
 - Sharknado 4 – interviews with Ian Zierling; Sharknado Viewing Kit; e-screening distribution; press kit
 - The Magicians – Comi-con San Diego red carpet; premium drop off
 - Halcyon – Virtual Reality Press Junket



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REBRAND - TRADE PUSH

STUDIO
UNIVERSAL

Video Press Release



Trade Ad



studiuuniversal.com | studiuuniversalTV | @suniversalTV

CINE BAJO LAS ESTRELLAS

STUDIO
UNIVERSAL

MARKETS:

Mexico, Argentina, Venezuela (TBC)

Mexico

- Timing: October
- Sponsor: Renault

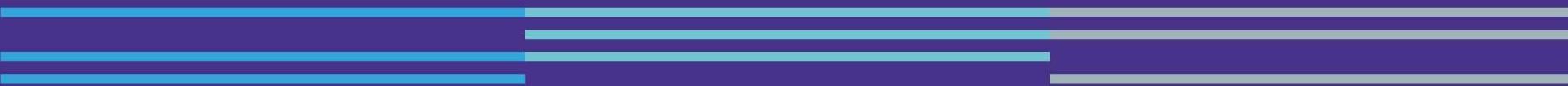
Argentina

- Timing: December
- Sponsor: TBD





100% PERSONAJES



SHADES OF BLUE

PAID MEDIA CAMPAIGN OVERVIEW



CAMPAIGN BUDGET:

- Total: USD \$700k
 - OOH: USD \$280k
 - Digital: USD \$420k

KPIs & DIGITAL TACTICS

Awareness



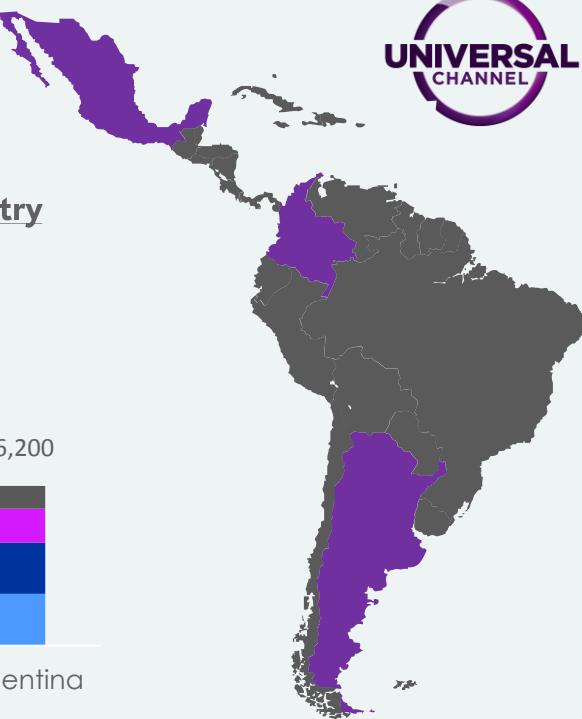
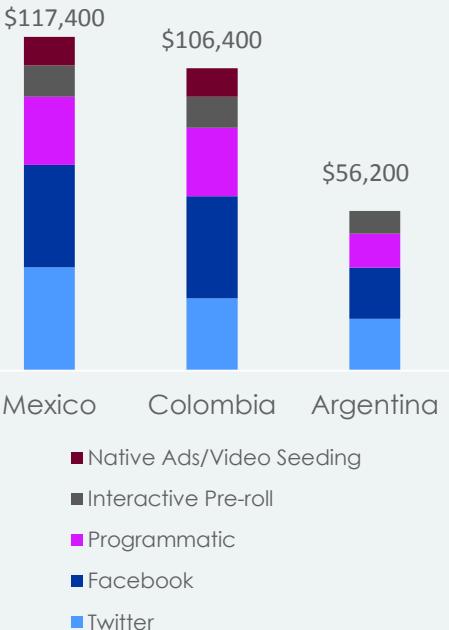
PROGRAMMATIC | PREROLL | VIDEO SEEDING

Engagement



PROGRAMMATIC | PREROLL | VIDEO SEEDING

Investment by Country



SHADES OF BLUE - OOH

PAID MEDIA CAMPAIGN OVERVIEW



SHADES OF BLUE - TOP POSTS

PAID MEDIA CAMPAIGN OVERVIEW



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



Universal Channel Publicidad · [Me gusta esta página](#)

Todas las personas podemos tener distintas facetas. ¿Cuál de ellas es la mejor? Todo depende del cristal con que se mire... El 7 de abril conocerás el lado más humano de Jennifer López en #ShadesOfBlue.

#SHADESOFBLUE

8933 reacciones 169 comentarios 715 veces compartido

[Me gusta](#) [Comentar](#) [Compartir](#)

Views: 876,488
Spend Budget: \$3,481.60
View Rate: 25.4%
(MEXICO)



Universal Channel con Roseline Anaya y 6 personas más. Publicidad · [Me gusta esta página](#)

Harlee Santos tomará una decisión que cambiará su vida. ¿Estará dispuesta a todo? Lo sabremos a partir de hoy. #ShadesOfBlue

SHADES OF BLUE ESTRENO ESTA NOCHE #ShadesOfBlue

UNIVERSAL CHANNEL 100% PERSONAJES

Engagements: 47,957
Spend Budget: \$6,120.77
Eng. Rate: 2.04%

Universal Channel @universalctv 24 Mar 2016

Todos podemos tener distintas facetas. ¿Cuál es la mejor de @JLo? ¡El 7 de abril lo sabrás! #ShadesOfBlue

pic.twitter.com/n25j4LEK1a

AGENTE IMPLENABLE

#SHADESOFBLUE

Imps: 777,203
Video Views: 175,042
Spend Budget: \$1,823.15
View Rate: 22.52%



SHADES OF BLUE - CAMPAIGN KEY ART



- The original key art was manipulated in order to focus on Jennifer Lopez, one of the main characters in the series. We felt she was the most relevant to our campaign target.



UPCOMING CAMPAIGNS



Series: Fall Show (TBC)

- Budget: USD \$547k
- Media Buy: OOH and Digital
- Markets: Mexico, Colombia, Argentina, Chile



THANK YOU!