

TELEMUNDO DELIVERS BEST JULY IN NETWORK HISTORY, REPORTING DOUBLE-DIGIT GROWTH AMONG KEY DEMOS—UP 30% AMONG TOTAL VIEWERS

Network Increases Share of Spanish-Language Broadcast Television Audience for Adults 18-49 by +4 Share Points Year-Over-Year

MIAMI – July 31, 2012 – July 2012 marks Telemundo’s best July on record in Monday through Friday prime averaging 1,468,000 total viewers and 731,000 adults 18-49, with +30% and +23% year-over-year growth, respectively, according to Nielsen. Year-over-year, Telemundo increased its share of the Spanish-language broadcast television adults 18-49 audience by +4 share points, capturing 26% of the viewers.

Additionally, for the second consecutive month, Telemundo is the fastest-growing Spanish-language broadcast network year-over-year in Monday through Friday prime among total viewers and adults 18-49. In contrast, Telefutera is down by double-digits among both total viewers and adults 18-49 year-over-year, reporting -21% and -32% declines, respectively. Telemundo also is the only Spanish-language broadcast network to report two consecutive periods of month-to-month growth, from May 2012 to June 2012 to July 2012, increasing steadily among total viewers (1,225,000; 1,324,000 and 1,468,000, respectively) and adults 18-49 (588,000; 649,000 and 731,000, respectively).

Programming Highlights

“Pablo Escobar: El Patron del Mal” (Pablo Escobar: The Drug Lord) premiered Monday, July 9 at 10pm and has averaged nearly 1.9 million total viewers and 1.1 million adults 18-49 premiere-to-date. The novela increased the time period’s delivery year-over-year by +45% and +53% in the demos and has captured a 29% share of the adults 18-49 Spanish-language television audience at 10pm, nearly doubling the network’s share in the time period over the previous month.

At 10pm, “Pablo Escobar: El Patron del Mal” beat CBS among adults 18-34 every night since its premiere, plus topped ABC in the demographic on 10 out of 15 nights and NBC on 9 nights. The novela topped at least one English-language broadcast network among adults 18-49 on 8 out of 15 nights or 53% of the time in July.

“Rosa Diamante,” which premiered Tuesday, July 10 at 8:30pm and regularly airs at 8pm, has averaged over 1.3 million total viewers and 660,000 adults 18-49 since its premiere. The novela has increased delivery for the time period year-over-year by +47% and +38%, respectively.

In July 2012, the novela “Corazón Valiente” averaged over 1.3 million total viewers and 672,000 adults 18-49, growing the year-over-year time period by +27% and +14%, respectively.

“Caso Cerrado Edición Estelar” at 7pm averaged 1.5 million total viewers and 668,000 adults 18-49 in the month of July, up +19% and +11% year-over-year in the key demos.

Source: The Nielsen Company, NPM, Live+SD, Jul'12 (6/25/12-7/29/12), Jun'12 (5/28/12-6/24/12), May'12 (4/30/12-5/27/12), Jul'11 (6/27/11-7/31/11); strict daypart M-F 7-11pm. Share of Spanish-language TV audience based on A18-49 (000) to 3 networks (TEL, UNI, TF).