Univision: One for All

When Univision vaulted past NBC in the February sweeps to end the month as the No. 4 broadcast TV network, it was a clear sign to marketers: The nation’s leading Hispanic media company, and the audience it serves, demands a new level of consideration.

Not only does Univision have a unique relationship with this fastest-growing demographic group that is increasingly setting the tone in pop culture, goods and services, and electoral issues, but the company has also moved aggressively to cement that relationship with new content and platforms. Despite speculation that U.S.-born Hispanics eventually would move away from Spanish-language media, Univision continues to connect with generations of Hispanics in a way no other media company has challenged and serves as the gateway for marketers wanting to reach them.

Says Randy Falco, president-CEO of Univision Communications, “Univision is a time-honored, trusted brand with proven, world-class multiplatform programming and a deep, 50-year relationship with the youngest and fastest-growing community in the U.S."

What more could a marketer ask for?
ONE FOR ALL: The Hispanic market

Hispanics are the new influentials in the U.S. They are shaping America in the voting booth, on smartphones, in the checkout line, at the movie theater and at the car dealership. Part of Hispanics’ influence comes from sheer numbers.

Hispanics account for more than 52 million, or almost 17 percent, of the total U.S. population, according to the U.S. Census Bureau. The Census Bureau estimates that by 2050, the Hispanic population will hit 132 million and represent 30 percent of the total U.S. population.

Those numbers are even more powerful for marketers because the Hispanic population is younger than the country as a whole. “Here’s a good way to look at it: Every 30 seconds, two non-Hispanic whites retire … while an Hispanic turns 18,” says Keith Turner, president of Univision Communications advertising sales & marketing. Because as a group they are approaching their greatest purchasing power, Hispanic consumers will be even more influential at the cash register in the coming years.

Key to today’s Hispanic marketing is the growing understanding that this group needs to be approached not with a niche campaign but as part of a total market strategy. “You need to be thinking about Hispanics in every step of marketing planning—not separate from your ‘general market,’ or as an afterthought,” Mr. Turner says. “Businesses need to incorporate Hispanic insights into the overall communication strategy.” That means marketers need to think about Hispanic consumers as products and services are designed, embracing similarities while celebrating the differences via cultural insights.

In addition to their growing numbers, Hispanics are also influencing the direction of pop culture. Their passion for music and entertainment along with their keen interest in sports are critical to shaping U.S. tastes, according to Conill Advertising’s 2012 study on the Hispanic influence on American culture. Hispanics, for instance, buy 26 percent of all movie tickets sold in the U.S. and see movies 6.4 times a year, compared with about four times for the average U.S. moviegoer, according to the Motion Picture Association of America’s 2012 statistics report. In addition, Hispanic consumers’ high usage is directing trends in key businesses such as beauty, fast food and automobiles.

Finally, the November presidential election offered additional evidence of Hispanics’ growing clout. President Obama was re-elected in part due to the support of nearly three-fourths of Hispanic voters.

“The 2012 presidential election proved what we have been telling marketers for quite some time: In order to achieve your business objectives—or elected office in the U.S.—you must engage with the Hispanic community directly and in culture,” Mr. Falco says.

“Businesses looking for growth today and in the future need to develop a relationship with Hispanics in culture—and Univision is the gateway to this consumer,” Mr. Turner says.

Cesar Conde, president of Univision Networks, says that Univision’s performance in the February sweeps reflects the growth in the Hispanic population and its influence, and also “points to a bigger shift in media,” he says. “While viewing on the English-language networks is declining and becoming more fragmented, Univision is becoming a bigger percentage of overall viewing, and our audience, as the fast-growing demo in the country, continues to break records.”

“Advertisers will have to rebalance their ad buys away from English-language to Spanish-language media.”

ONE FOR ALL: The intersection of Hispanics and digital

“Univision is at the intersection of two of the only growth areas today: Hispanics and digital,” says Kevin Conroy, president of Univision digital and enterprise development. “As the gateway to the thriving Hispanic consumer, we offer partners the ability to reach a young, tech-savvy audience on all platforms with the culturally relevant content they are looking for.”

“ ‘We’ve grown from the No. 5 quick-service restaurant to the No. 2 quick-service restaurant in the last few years, and our growth in the Hispanic segment has been a huge part of that success.’”

—Tony Pace, Global CMO, Subway

Nielsen research shows that among demographic groups, Hispanics have the highest smartphone adoption rate. Latino Internet users are more likely than white Internet users to say they go online using a mobile device—76 percent vs. 60 percent, according to the Pew Hispanic Center.

Hispanics spend 44 percent more time social networking on mobile devices, according to a 2012 Nielsen report, and are 25 percent more likely to follow a brand on social media. Overall, Hispanics see technology as a cultural enabler. Through technology, Hispanics engage with...
content that is culturally relevant and also keep the connection to their family and roots.

Univision.com has been the No. 1 Spanish-language website visited by U.S. Hispanics for 12 years in a row. But reflecting the proliferation of mobile phone use, in late 2011 mobile page views of the Univision website overtook online page views as Hispanics used their phones to access Univision’s news, soccer scores and celebrity information.

In the past two years, Univision has been on a mission to expand its content and its platforms—especially for the booming group of Hispanic Millennials—and to allow Hispanics to access that content virtually anywhere.

Univision last year launched UVideos, a bilingual, digital on-demand video network. UVideos offers clips as well as full episodes from Univision’s information and entertainment programming in Spanish and with English subtitles. Importantly for many viewers, the service offers a social stream that is spoiler-free—viewers can watch a favorite telenovela and comment, but are not exposed to others’ comments until the appropriate moment in the show.

UVideos is available almost everywhere and accessible via a mobile phone, a tablet, an Xbox or a smart TV. The company touts it as “Univision in your hands.”

Early this year the company also relaunched UniMás, an edgier, more action-oriented second network aimed squarely at Hispanic Millennials.

The Univision brands have more than 8 million fans and followers on Facebook and Twitter, a community that is growing rapidly. Those fans are actively using tablet computers and phones for a second-screen social experience with their favorite Univision shows. During February’s 25th anniversary telecast of the “Premio Lo Nuestro” Music Awards, thousands of fans were commenting as the show unfolded.

Similarly, Univision has been the No. 1 social TV network of the night during such tentpole events as the Latin Grammy Awards broadcast, and the social activity during the red carpet preshow for the Latin Grammy Awards outperformed the Oscar preshow on E!

This spring and summer, Univision will bring its entire portfolio to upfront negotiations with advertisers, working to construct multiplatform deals.

Says Mr. Turner, “Univision is going to be there with branded Univision content wherever our audience consumes news, sports and entertainment programming.”

ONE FOR ALL: Connecting with viewers anywhere

For more than 50 years Univision has had a special relationship with its viewers—and so far, other media companies have not found a way to crack that code.

Last May, when the season finale of ABC’s “Modern Family” was airing—a Top 20 show starring the country’s best-known Latina actress—six times as many Hispanics were watching Univision’s telenovela “La Que No Podía Amar,” according to Nielsen.

“We have a highly unduplicated audience that you can’t reach on English-language television,” says Mr. Conde, adding that the network’s popular novellas remain the core prime-time programming.

Novelas are structured so that fans need to be watching every night of the week, with the story line building to a Friday night cliffhanger. An amazing 92 percent of Univision’s prime-time audience watches live rather than using a DVR.

On top of that, the novela cliffhangers have given Univision a Friday night viewing audience unusual for television. “We have a stranglehold on Friday nights,” Mr. Turner says. “In that sense, we control the pre-weekend share of mind.”

Univision remains Friday’s No. 1 prime-time network among adults 18-to-34 and 18-to-49 in the season to date, according to Nielsen. That includes not only Spanish speakers but also bilinguals and English-speaking Hispanic Millennials.

“For young Hispanics, it is less about language and more about the content and the platforms,” Mr. Turner says. “They are culturally connected. They consider themselves 100 percent American and 100 percent Hispanic. Holidays, food, sports, music and novelas are family activities and keep them connected to their roots.”

New platforms and additional programming initiatives are designed to keep these younger viewers connected to Univision. In addition to the new-look UniMás network and the bilingual content of UVideos, the company offers in-depth soccer action on UniMás and Univision Deportes Network, and unparalleled coverage of Latin American countries on its broadcast and digital news programming.

Univision also plans to debut several English-language broadband channels aimed at those second- and third-generation Hispanics, starting with comedy this year and expanding to lifestyle, adventure and other genres in 2014.

“There is no denying that the Hispanic community will drive future content consumption and engagement growth in the U.S.,” Mr. Falco says. “We have cemented our leadership position by providing the deepest lineup of multimedia content that is specifically designed to satisfy the tastes and preferences of our audience.”

—Tony Rogers, Senior VP-Marketing, Walmart

Said, Tienda Fútbol: “2012 Mobile PVs: Omniture, MIA,July Systems. 6Nielsen Co., NPM (9/24/2012-2/24/2013), live viewing data (excludes sports, special programming), based on M-Sat 8 p.m.-11 p.m.
96 Sun 7 p.m.-11 p.m. Live+7. 7Nielsen Co., NPM (2/11/2013-2/17/2013) based on M-Sat 8 p.m.-11 p.m. and Sun 7 p.m.-11 p.m. Live+7. Based on a qualified audience of six-plus minutes and on the percent of each network’s prime-time audience that did not watch any of the other listed networks. (English-language networks based on the top 10 in prime time among adults 18-49 for the week). 82011 Univision Brand Equity Study conducted in collaboration with Burke, 9Nielsen Co., NPM (9/24/2012-2/24/2013), median age (P2+), based on M-Sat 8 p.m.-11 p.m. and Sun 7 p.m.-11 p.m. Live+7.

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UNIVISION COMMUNICATIONS AT A GLANCE

**National TV Networks**

- **Univision**: Univision Network is the home for Hispanic families living the American Dream—the place where they connect with their culture.
- **UniMás**: UniMás is the Univision network developed for Hispanic Millennials, bringing a surprising, fresh perspective to Spanish-language television.
- **Galavision**: Galavision is the No. 1 Spanish-language cable network, offering the best of modern Mexico.

**Digital**

The most compelling and relevant digital destinations and experiences for U.S. Hispanics, providing the best in news, sports and entertainment.

**Local TV**

- **Univision Chicago**
- **23 Dallas-Ft. Worth**
- **34 Los Angeles**

Univision owns or operates 62 local stations, 10 of which rank No. 1 in early news among adults 18 to 49.

**Cable Networks**

Nine cable networks that deliver content Hispanics are passionate about, including music, novelas and sports.

**Radio**

The No. 1 Spanish radio network in the country, with 70 stations in 17 markets.

**Brand Extensions**

- **Farmacia**
- **Tarjeta**
- **AutoAmigo**

From the No. 1 Hispanic pharmacy discount card to the first Hispanic automotive buying program, Univision-branded businesses that super-serve the community.

**Events**

Live experiences built around Hispanic passion points.