Univision is America’s Hispanic Superbrand and your connection to Hispanic America, the country’s #1 growth engine. We know the Hispanic consumer better than any other media company knows ANY consumer. We also speak to Hispanics in language and in culture, letting you engage an unduplicated audience across TV, digital, social, radio and live events. Maybe the best part is we’ll make it turnkey for you from beginning to end.

How do we do this?
By representing the consumers who are shaping the NEW AMERICA
Hispanics are a growing consumer with an appreciation for brands that speak to them in-language and in-culture

60M
Hispanics in the U.S.

18%
of the total U.S. population

54%
of projected total population growth 2018 - 2028

88%
appreciate business that communicate with them in Spanish.

76%
believe there should be more commercials directed specifically to Hispanics.

88%
say companies that make sincere efforts to be part of, or invest, in their community deserve their loyalty.

By reaching them with
THE ONLY PORTFOLIO
EXCLUSIVELY DEDICATED
TO U.S. HISPANICS
Your connection to Hispanic America

Broadcast
univision
unimás
62 local TV stations

Audio
uforia
univision audio
58 local radio stations

Cable
Galavisión
univision
el rey
fusion
foro
pelicula
classica

Digital
univision.com
creator network
now

Community and brand extensions
univision contigo
univision latino
Our consumers are EVERYWHERE.
As the largest Hispanic media company, we are everywhere with them.

**BIG**
62M
PEOPLE REACHED EACH MONTH
(76% of Hispanic adults)

**LIVE**
91%
WATCH LIVE AND WATCH ADS

**ENGAGED**
2x
HISPANIC SPEND MORE TIME with us than with Facebook, Youtube, NBC Universal

**EXCLUSIVE**
13.3M
UNDUPLICATED AUDIENCE not reached in EL entertainment

**WE ARE #1**
UNIVISION IS THE MOST TRUSTED NETWORK FOR HISPANICS regardless of language
UNIVISION NETWORK IS THE #1 SPANISH-LANGUAGE NETWORK for 26 straight years
UNIVISION DIGITAL IS THE #1 SPANISH-LANGUAGE WEB PROPERTY in the U.S.
UNIVISION CREATOR NETWORK IS #1 SOCIAL INFLUENCER NETWORK for U.S. Hispanics
And by finding new ways to
MORE DEEPLY CONNECT
How? With beginning-to-end Hispanic marketing

1. Identifying your brand’s Hispanic opportunity and matching with needs analysis

2. Building strategy based on our extensive database of Hispanic insights

3. Developing and executing a 360° marketing campaign—including testing, creative development and production services—leveraging our portfolio of scale

4. Measuring the campaign’s performance, optimizing and delivering the results

With Univision Brand Labs, our expert team makes your journey with U.S. Hispanics easy to navigate.

Our capabilities give your brand the home field advantage.
FOR MORE VISIT:

Univision.net

@UCI_Insights

Linkedin.com/company/univision