

FocusON Television

Netflix Expands Its Spanish-Language Line Up

Over the last month, Netflix has zeroed in on Hispanic viewers, boosting its lineup of Spanish-language content.

On August 7, Netflix will debut its first original production in Spanish, "Club de Cuervos," created by Mexican filmmaker Gaz Alazraki.

The 'dramedy' centers on a battle among members of a wealthy family, triggered by the death of the patriarch, to determine who will gain control of the professional soccer team, The Cuervos of Nuevo Toledo.

The series stars Luis Gerardo Méndez and Mariana Trevino, and features Stephanie Cayo, Daniel Giménez Cacho, Ianis Guerrero and Antonio de la Vega.

"Generations have loved shows like El Chavo and we are confident that they will enjoy recent titles like 'La Dictadura Perfecta' as well as the latest addition to our originals slate, 'Club de Cuervos,'" said Ted Sarandos, Netflix' chief content officer.

All thirteen episodes of season one of "Club De Cuervos" will be available exclusively on Netflix.

As part of its increased focus on U.S.



Hispanics, Netflix has expanded its selection of Spanish-language offerings - which now includes telenovelas, comedies, documentaries, movies and children's programs - via partnerships with networks including Univision, UniMás and Telemundo.

Among the shows now available on Netflix are "El Chapulín Colorado," "María La Del Barrio," "La Usurpadora," "El Señor de los Cielos," "La Reina del Sur," "La Viuda Negra," "Pablo Escobar," "El Patrón del Mal," and

"Dueños del Paraíso."

Netflix executives said they will also be dubbing into Spanish several of its hit original series, including "House of Cards," "Orange is the New Black" and "Marvel's Daredevil."

The goal: boost its U.S. numbers. Over the last year, Netflix struggled to add new members stateside, with numbers particularly slow in the third quarter. Netflix posted gains of 11.4 percent year-to-year, down 12.5 percentage points from the same period in 2013.

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Baila

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Telemundo Gives Boston Viewers News In Spanish

Telemundo's WNEU-TV in Boston will launch its first local Spanish-language newscasts this summer. The 30-minute shows will fill the 6PM and 11PM timeslots.



According to the Boston Globe, Telemundo will hire five journalists to produce the newscasts. Additionally, WNEU will share studio space, footage, and sometimes personnel with New England Cable News, another NBC Universal property with an editorial staff of about 130.

NBC Universal's investment in local news at Telemundo Boston follows its unveiling of Spanish-language newscasts in 14 other media markets in 2014.

"We're looking to provide this Spanish-language service to everyone who speaks Spanish in their homes as the dominant language or even people who are bilingual who feel more comfortable getting their news in Spanish," said Michael St. Peter, NBC Universal's general manager in Boston. "The Boston area has been underserved in this regard for a long time."

WNEU currently airs a national Spanish-language newscast at 6:30PM while the NBC, ABC, and CBS affiliates broadcast their network newscasts. A drama series, "Decisiones," airs at 6PM and a second national

newscast airs at 11PM.

St. Peter pointed out that WNEU's calling card will be sending reporters to converse with Spanish speakers in Greater Boston and produce stories that may be missed by English-language media.

Telemundo's local news initiative aims to expand a currently limited menu for the growing number of Spanish speakers in Greater Boston. The 2010 Census showed Hispanics constitute 17.5 percent of the city's population, up from 14.4 percent a decade earlier, but many have only one local television news option.

"Noticias Nueva Inglaterra" airs live at 6PM on Univision and replays at 11. Telemundo's soon-to-launch nighttime newscast will be the only live local news program in Spanish at 11PM.

"This is a long time coming, and you wonder what the barriers were," said Cindy Rodriguez, senior journalist-in-residence at Emerson College and a former board member at the National Association of Hispanic Journalists. "The demand for local news that is presented in Spanish, primarily for Latinos, is very strong. We've had this huge, sleeping giant of a community."

Telemundo had the most-watched newscasts in any language in Los Angeles, Miami, and Phoenix during the May sweeps period.

The sprouting of Spanish-language newscasts aligns with the latest Census Bureau projections showing that Hispanics will continue growing as a share of the national population: 18 percent this year, 20 percent in 2025, and 23 percent in 2035.

FocusON Retail

Latinos Spending More on CPG



Increasingly positive about their personal economies, U.S. Hispanics are spending more on consumer packaged goods, reveals a study conducted by Acosta Sales & Marketing and Univision Communications.

Today, Latino shoppers spend an average of \$361 a month on groceries compared to \$331 spent by the total U.S. shopper population. The numbers represent Hispanics' highest monthly grocery spending in three years.

"Knowing how these consumers shop and make purchase decisions is important for capturing market share," said Colin Stewart, senior vice president of Acosta Sales & Marketing.

Among the factors contributing to the increased spending among Hispanics are the enjoyment of shopping, eating dinner at the table and purchasing groceries online.

The Why? Behind The Buy U.S. Hispanic Shopper Study was produced via Acosta's proprietary ShopperF1rst™ online survey in the fall of 2014.

FocusON Literature

Cuban Novelist Receives Prestigious Award

Leonardo Padura has received the 2015 Princesa de Asturias Award for Literature. Havana-born Padura, is best known for his quartet of detective novels: The Four Seasons featuring lieutenant Mario Conde.

The award foundation, named for Crown Princess Leonor, described Padura's work as an "impeccable exploration of the story and ways of telling it."

Padura's work shows the contradictions and shortcomings of a revolution in decline but is never overtly political.

Upon completing the Mario Conde novels in 1998, Padura's literary work has extended across multiple genres



including movie scripts. In 2009 he completed much-praised "The Man Who Loved Dogs."

"The vast work of Leonardo Padura, which crosses all genres of prose, highlights a resource which characterizes his literary work and that is the interest in listening to people's voices and lost stories from others," said Dario Villanueva Prieto who is the director of the Spanish Academy.

The \$54,300 award is one of eight Princesa de Asturias prizes given out annually arts, sport and scientific research.

Arriba/Abajo

A New Executive at BBC Hispanic

[Anna Gordon](#) has been named executive vice president for Latin America and the U.S. Hispanic market at [BBC Worldwide](#).

Beginning in July, she will oversee all of BBC Worldwide's businesses in Latin America, being accountable for profit and loss statements and strategic decisions in 19 territories, and having responsibility for delivering new brands, products and service initiatives, as well as continuing to drive future revenue growth.

"The demand for British content in Latin America is stronger than ever and Anna's impressive track record in the BBC and close affinity with the region make her the ideal person to lead our ambitious plans in one of the world's fastest growing TV markets," said Paul Dempsey, BBC Worldwide's president for global markets.

Based in Miami, Gordon reports to Dempsey. She replaces Fred Medina, who served as managing director of BBC Worldwide for Latin America and the U.S. Hispanic market for three-and-a-half years.

"The region is a high priority for BBC Worldwide," said Gordon. "I look forward to working with the team to take the business to the next level and fulfil its considerable potential for growth."



A New Role for Univision Veteran

Chiqui Cartagena has been promoted to senior vice president of Univision's political and advocacy group, which offers political guidance to candidates and organizations interested in reaching Hispanics across the media conglomerate's platforms, Portada reports.

The former vice president of corporate marketing at Univision, Cartagena reports to Steve Mandala, executive vice president of sales for Univision Communications.

McDonald's Expands Marketing & Communications Roster

Industry veterans **Silvia Lagnado** and **Robert Gibbs** have been tasked with leading McDonald's marketing and communications teams.

Lagnado has been named global chief marketing officer for McDonald's, filling a position that has been vacant for five years. She will oversee the quick-service restaurant chain's global brand management, including marketing, menu and consumer insights.

A marketing veteran, Lagnado served as chief marketing officer for Bacardi Limited and earlier in her career spent two decades at Unilever. She joins

McDonald's in August.

Gibbs, a former press secretary for President Barack Obama, as global chief communications officer. He will lead McDonald's corporate relations group, including internal and external communications as well as government and public affairs. Gibbs takes over the new position in mid-June.

Until now, Gibbs was at the helm of The Incite Agency, a communications advisory firm he launched in 2013. Before that, he served as press secretary during Obama's first term and as a senior campaign advisor during his re-election campaign.

Ruíz Promoted At Univision

Roberto Ruíz has been promoted to executive vice president of strategy and insights at Univision Communications (UCI).

He will remain based in New York and continues reporting to Kevin Conroy, Univision's chief strategy and data officer and president of enterprise development.

Ruíz joined Univision in 2008 was vice president of strategy and insights, where he has led a team focused on showcasing the significance and purchasing power of U.S. Hispanics.

"Under Roberto's leadership, UCI's Strategy and Insights team has expanded and is today developing

breakthrough insights that help our marketing, agency and distribution partners better understand and activate Hispanic consumers," Conroy said in a statement.

Before joining Univision, Ruíz was as the founder and president of Consumer Contacts, a boutique Hispanic consulting firm. A 20-year marketing veteran, he was one of the founders of New York-based Hispanic agency The Vidal Partnership.

Univision Adds Digital Chief

New media executive **Sameer Deen** has been named senior vice president of Univision Digital.

In a statement, Univision executives said that Deen will be responsible for "establishing and leading the digital strategy across UCI's growing digital and mobile portfolio, expanding digital offerings and maximizing digital-linear TV integration."

Based in Miami, Deen will report to Isaac Lee, the president of news and digital for Univision Communications and CEO of Fusion. "With his proven track record and new media-development expertise, Sameer is a highly valuable addition to our Univision Digital leadership team," said Lee.

Until recently, Deen was senior vice president of multiplatform distribution and strategy for Scripps Networks Interactive. Earlier in his career Deen

was director of new media for NBCUniversal and director of financial and strategic planning for NBCUniversal Networks.

Discovery Adds To Hispanic Team

Discovery Networks Latin America/U.S. Hispanic has promoted **Allan Navarrete** to general manager of its Latin America operations and **Angela Recio Sondón** to vice president of content for its U.S. Hispanic division.

Navarrete, who has been with Discovery since 1995, will lead the business expansion within the company's portfolio of Spanish-language networks in the U.S., which includes Discovery en Español and Discovery Familia.

As the vice president of content for Discovery's U.S. Hispanic networks, Sondón will lead strategy and implementation of programming, on- and off-air marketing, communications, and digital efforts for Discovery en Español and Discovery Familia. Based in Miami, she reports to Carolina Lightcap, head of content Discovery Networks Latin America/U.S. Hispanic, and also to Navarrete.

In addition to general manager responsibilities, Navarrete remains executive vice president and general manager for Mexico, Central America and the Andean Region. Based in Mexico City, he will report to Enrique Martínez, managing director of Discovery Networks Latin America/U.S. Hispanic and Canada.

FocusON Immigration

Popular Support for Legalization

Amidst the increasing focus on immigration, a new survey from the Pew Research Center finds that 72 percent of Americans support legal status for undocumented immigrants if they meet certain conditions.

Today, roughly 11 million immigrants, the majority of them from Latin America, live illegally in the U.S.

"You see a continuous majority of the public in recent years saying undocumented immigrants should be able to stay, if certain conditions are met," said Carroll Doherty, Pew's director of political research.

A path to citizenship has been central to the debate on an overhaul of immigration laws, an effort that remains stalled in Congress. Lawmakers disagree about whether undocumented immigrants should be allowed to apply for permanent residency, which eventually could be converted into citizenship, or whether they should become part of a new class of legal residents not entitled to citizenship.

The Pew report, conducted May 12-18 among 2,002 adults, found that more than four out of 10 surveyed indicated that immigrants should be allowed to apply for citizenship and about 25 percent said they should be

eligible only for permanent residency. Another 27 percent favored no legalization.

Immigration remains a major issue in both the final years of the Obama administration and the 2016 presidential campaign. And the partisan divide is marked.

A majority of Republicans, 56 percent, support a path to legal status for undocumented immigrants in the U.S. At the same time, 63 percent say immigrants are a burden on the country and 27 percent say they strengthen the country.

Among Democrats and independents, a majority of whom also support a path to legal status for people in the U.S. illegally, most say immigrants strengthen the country – 62 percent of democrats and 57 percent of independents.



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FocusON Marketing

Pharmaceuticals Lag in Hispanic Investments

Despite overwhelming research supporting the importance of the U.S. Hispanic market, pharmaceutical companies have made only minimal increases in advertising budgets aimed at Latinos.

A new report from AHAA: the Voice of Hispanic Marketing reveals that pharmaceutical marketers increased their aggregate Latino advertising investment by only 4 percent between 2010 and 2014 to \$165 million. The average Hispanic ad spend actually decreased 9 percent from \$6.9 to \$6.3 million in 2014.

Only two pharmaceutical companies allocated more than 6.4 percent to Hispanic-focused efforts in 2014 from none in 2010. Abbott leads in Hispanic allocation, while Johnson & Johnson-Janssen-Ortho-McNeil lead in Hispanic advertising investment.

AHAA's report is based on data collected from Nielsen Monitor Plus, which tracked over 340,000 companies' advertising expenditures in English and Spanish. Ad spend includes allocations to network, spot, and cable television, radio, magazines, newspapers, and free-standing inserts. It doesn't cover business-to-business, display, outdoor, and cinema vehicles.

Research firm Santiago Solutions Group analyzed the



data and divided companies into five tiers based on the percent allocation to Spanish/Bilingual media:

- **Best in Class** – more than 14.2 percent
- **Leaders** – 6.4 percent to 14.2 percent
- **Followers** – 3.6 percent to 6.3 percent
- **Laggards** - 1.0 percent to 3.5 percent
- **On the Sidelines** – less than 1 percent

The numbers put pharmaceutical companies in the laggards' category. The 2.5 percent they invest in Latino-focused media stands in sharp contrast to

the 8.5 percent allocation among the top U.S. advertisers.

According to AHAA the Top 500 advertisers active in Hispanic-focused media boosted their spending in Hispanic-targeted media by 63 percent or \$2.7 billion from \$4.3 billion in 2010 to \$7.1 billion.



FOX DEPORTES DELIVERS A STELLAR MLS RETURN



SEASON OPENERS

TOTAL VIEWERS

+233%

VS 2011

P18-49

+291%

VS 2011



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Source: NTL Live+Same Day Program averages for 2015 (3/8/15); NHL Live+Same Day Program averages for 2011 (3/15/11-11/6/11). Subject to qualifications

Modelo Signs Soccer Stars

Mexican beer brand Modelo Especial has signed two high-profile soccer stars, Clint Dempsey and Miguel Layún, as brand ambassadors for its summer marketing campaign.

The campaign positions Modelo Especial as the “Official Beer of the Beautiful Game” and offers consumers a chance to win a trip to meet either Dempsey or Layún and watch them play in a regular season match.

Layún, a member of the Mexican national soccer team and star player for Watford, England, will join Dempsey, the U.S. men’s national soccer team captain and Seattle Sounders FC player, at multiple Modelo Especial initiatives.

“Despite being one of the fastest growing beer brands in the country and its ranking as the No. 2 imported beer in the U.S., Modelo Especial is a brand that has relatively low awareness among consumers,” said Jim Sabia, chief marketing officer, Constellation Brands, the exclusive U.S. importer of Modelo Especial. “So, we’re making significant investments in sports marketing and our association with

soccer to introduce Modelo Especial to more consumers.”

This year, the Constellation Brands increased its marketing investment in Modelo Especial to target total market consumers for the first time. The campaign also will target the brand’s core Hispanic consumers, a population expected to grow 30 percent over the next 10 years.

The company’s new television advertising campaign “Discover the Authentic Story of Modelo Especial” launched on April 21 and includes television commercials aired in premium programming including the National Basketball Association playoffs and the English Premier League matches. The creative highlights the hard work, quality and commitment of the brand and the act of sharing beer with family and friends.

In 2014, Constellation Brands sold more than 60 million cases of Modelo Especial and claimed 15.5 percent of the imported beer category, doubling the market share the brand had just five years ago.

“We’re excited about the potential of this brand, as well as the marketing investments we’re making to fuel accelerated growth,” said Sabia.



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