

**TelevisaUnivision**

# Who We Are & What's New in 2026

Bold content. Fresh formats. Best-in-class capabilities  
All built for cultural connection at scale.



**ViX**

**UNIMÁS**

**TUDN**



# You have a massive opportunity

Growing and more influential



79% of all future U.S. population growth from 2025-2035

Hispanics are the second largest ethnic group in 22 states

Spending power on the rise



Hispanic economy grew more than 2.6x faster than non-Hispanic

Hispanic consumer spending will grow 32% faster than Non-Hispanic spending in the next five years

The future face of our nation



17 more years of buying power vs non-Hispanic White consumers

25% of Gen Z is Hispanic



ENTERTAINMENT



AUDIO



NATIONAL



SOCIAL



LIVE MUSIC EVENTS









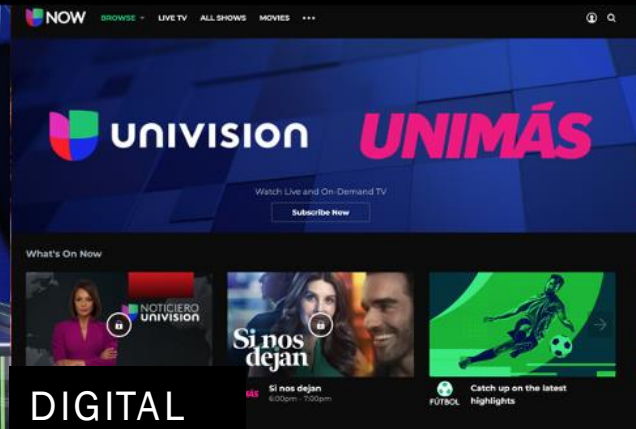

SPORTS



STREAMING



NEWS

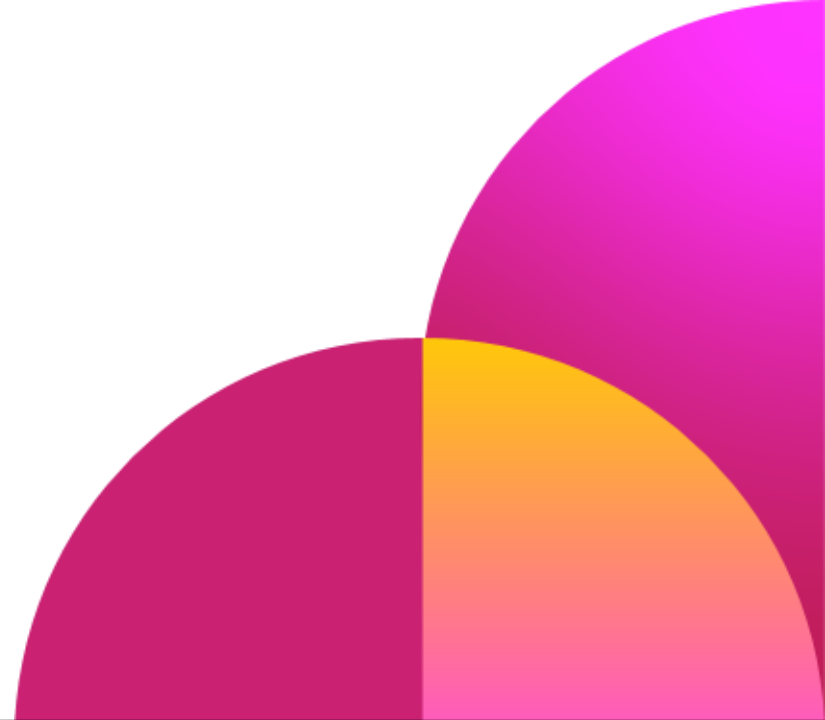


DIGITAL



LOCAL

# Unmatched impact across multiple platforms



## TV & CABLE

Univision is the 6<sup>th</sup> largest TV network regardless of language

**65%**

of U.S. linear TV viewing

## SOCIAL MEDIA

Almost half of our U.S. social followers are Gen Z (A18-A34)

**78M**

U.S. social engagers

## STREAMING & DIGITAL

Serving 100,000+ hours of premium content from the best creators in the Spanish-speaking world

**28M**

Monthly video viewers

## AUDIO NETWORK

#1 Spanish Language radio network and streaming app

**18M**

Weekly audio listeners

# Our Performance sets a new industry bar

WHILE BRANDS STRUGGLE WITH ENGAGEMENT ON SOCIAL PLATFORMS...  
WE MAKE SOCIAL CONTENT THAT CONNECTS WITH YOUNG LATINOS

Industry Norm



**1%** Avg engagement rate

**-16%** YOY decline in '24

**Televisa  
Univision**

**5%** Avg engagement rate

**2x** YOY growth in '24

DRIVING HIGHER PURCHASE CONSIDERATION VS. OTHER MEDIA COMPANIES

Youth

**+58%**

Entertainment

**+30%**

Sports

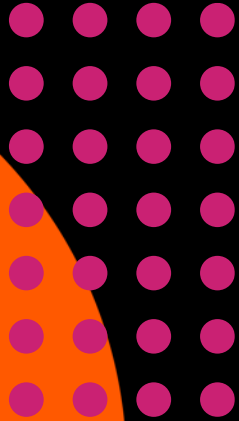
**+50%**



Source: (1) Comscore Social Report, Power Rank 2023-2024; U.S. online media average across TikTok, Instagram and Facebook. (2) Engagement for 136 TelevisaUnivision social branded campaigns activated in 2024 across TikTok, Instagram and Facebook (3) Source: Higher purchase consideration lift among Hispanics Comscore. Youth is A25-34. Aggregate results of Comscore brand lift studies for TelevisaUnivision, 2024



# Our in-language and in-culture campaigns drive the strongest intent



Ads in Spanish-language media outperform English-language in driving consumer intent.

Ads across TelevisaUnivision perform 12% better than that.

**50% more intent**  
ads in Spanish-language media

**56% more intent** | **TelevisaUnivision**

Intent baseline  
English-language media

# ....across **all** categories

Ads on TelevisaUnivision drive % more intent across all noted categories vs. same ads on English-language.

<b>101%</b>	PERSONAL CARE	<b>37%</b>	AUTO
<b>89%</b>	RETAIL	<b>33%</b>	TRAVEL *
<b>88%</b>	BEAUTY	<b>29%</b>	FINANCIAL SERVICES
<b>86%</b>	INSURANCE *	<b>26%</b>	CASUAL DINING/SIT DOWN RESTAURANTS *
<b>86%</b>	PHARMA *	<b>24%</b>	QUICK SERVICE RESTAURANTS *
<b>80%</b>	HOUSEHOLD	<b>22%</b>	WIRELESS
<b>69%</b>	TECHNOLOGY *	<b>18%</b>	THEATRICAL MOVIES
<b>63%</b>	FOOD & BEVERAGE		

\* Insurance, Pharma, Tech, Travel, QSR & CDR category engagement rate are of Univision network airings only