EXHIBIT 2

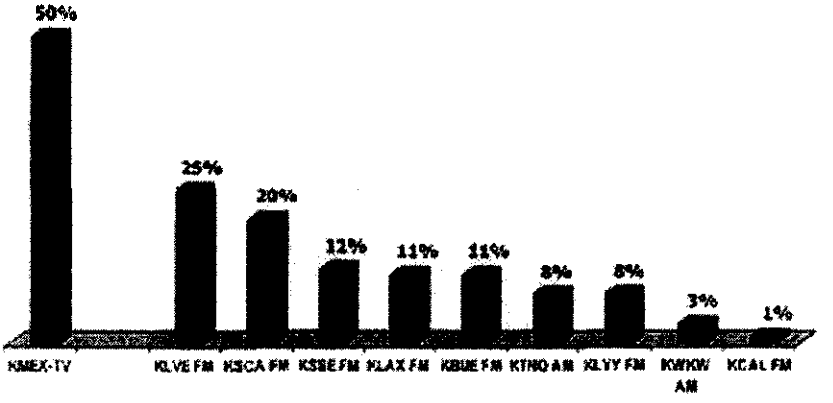
Univision Vs. Spanish Radio

NATIONAL SALES

UNIVISION

KMEX-TV Reaches More Hispanic Adults in Los Angeles than any Spanish Radio Station

Los Angeles Hispanic Adults
% Weekly Cume Audience M-S 6A-2A S/O-S/O W. M-S 6A-Mid Cume

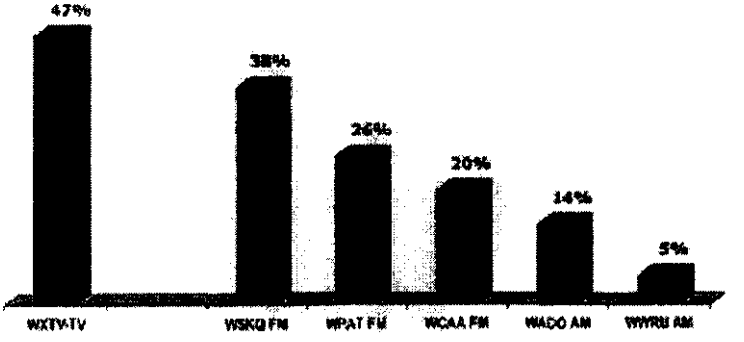


NATIONAL SALES

Source: Scarborough, Los Angeles 2001 Release 1 (Feb 00 - Jan 01)

WXTV-TV Reaches More Hispanic Adults in New York than Any Spanish Radio Station

New York Hispanic Adults
% Weekly Cume Audience M-S 6A-2A S/O-S/O Vs. M-S 6A-Mid Cume



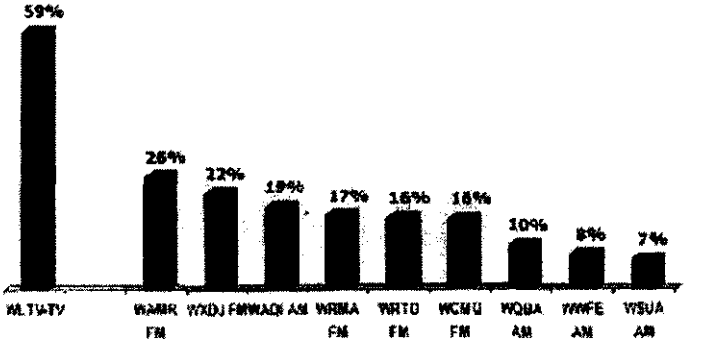
NATIONAL SALES

Source: Scarborough, New York Hispanic Custom Study 2001 Release 1 (Mar 00 - Feb 01)

univision

WLTV-TV Reaches More Hispanic Adults in Miami than Any Spanish Radio Station

Miami Hispanic Adults
% Weekly Cume Audience M-S 6A-2A S/O-S/O Vs. M-S 6A-Mid Cume

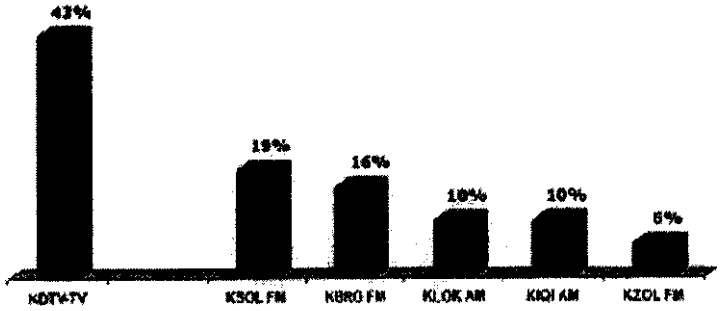


NATIONAL SALES

Source: Scarborough, Miami 2001 Release 1 (Feb 00 - Jan 01)

KDTV-TV Reaches More Hispanic Adults in San Francisco than Any Spanish Radio Station

San Francisco Hispanic Adults
% Weekly Cume Audience M-S 6A-2A S/O-S/O Vs. M-S 6A-Mid Cume



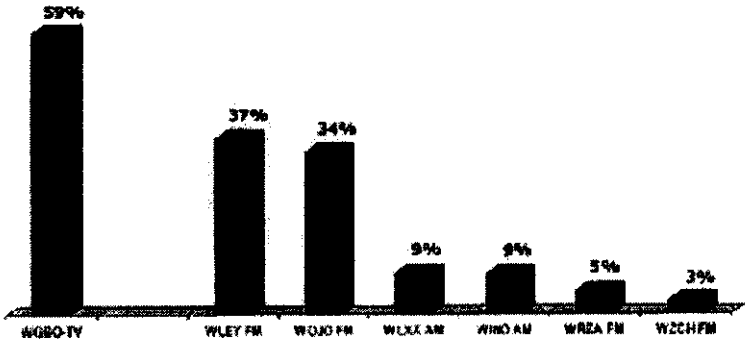
NATIONAL SALES

Source: Scarborough, San Francisco Hispanic Custom Study 2001 Release 1 (Feb 00 – Jan 01)

UNIVISION

WGBO-TV Reaches More Hispanic Adults in Chicago than Any Spanish Radio Station

Chicago Hispanic Adults
% Weekly Cume Audience M-S 6A-2A S/O-S/O Vs. M-S 6A-Mid Cume

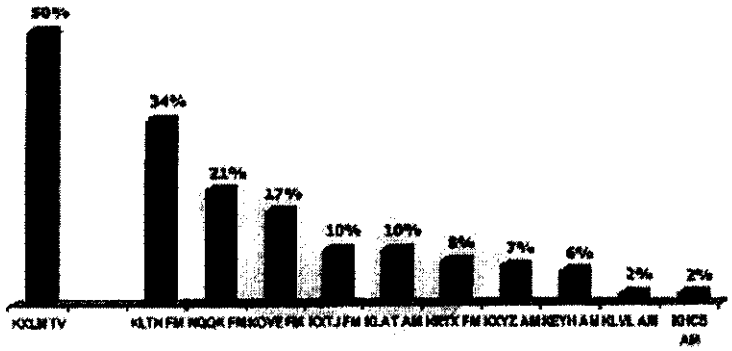


NATIONAL SALES

Source: Scarborough, Chicago Hispanic Custom Study 2001 Release 1 (Mar 00 – Feb 01)

KXLN-TV Reaches More Hispanic Adults in Houston than Any Spanish Radio Station

Houston Hispanic Adults
% Weekly Cume Audience M-S 6A-2A S/O-S/O Vs. M-S 6A-Mid Cume



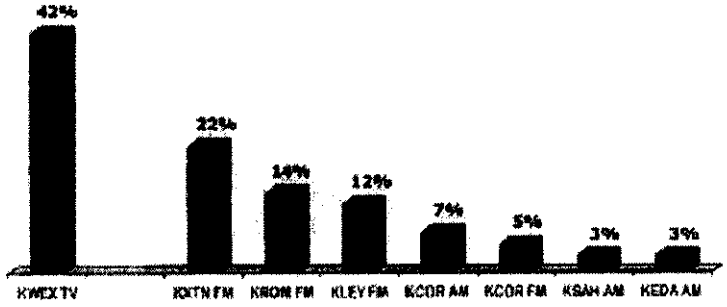
NATIONAL SALES

Source: Scarborough, Houston Hispanic Custom Study 2001 Release 1 (Mar 00 – Feb 01)

univision

KWEX-TV Reaches More Hispanic Adults in San Antonio than Any Spanish Radio Station

San Antonio Hispanic Adults
% Weekly Cume Audience M-S 6A-2A S/O-S/O Vs. M-S 6A-Mid Cume

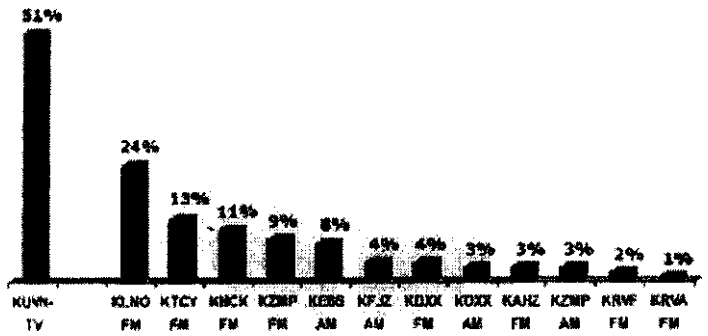


NATIONAL SALES

Source: Scarborough, San Antonio Hispanic Custom Study 2001 Release 1 (Feb 00 – Jan 01)

KUVN-TV Reaches More Hispanic Adults in Dallas than Any Spanish Radio Station

Dallas Hispanic Adults
% Weekly Cume Audience M-S 6A-2A S/O-S/O Vs. M-S 6A-Mid Cume

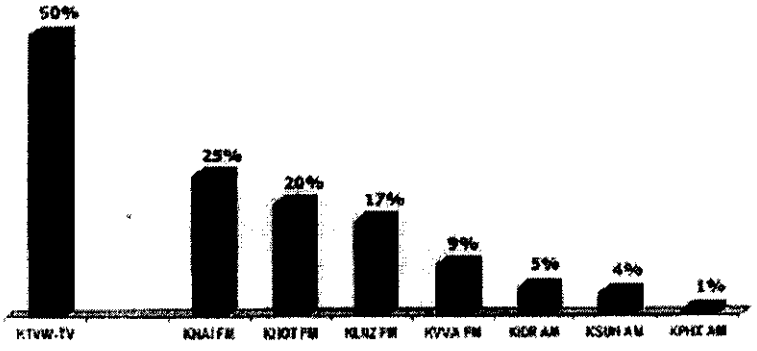


NATIONAL SALES

Source: Scarborough, Dallas Hispanic Custom Study 2001 Release 1 (Mar 00 – Feb 01)

KTVW-TV Reaches More Hispanic Adults in Phoenix than Any Spanish Radio Station

nix Hispanic Adults
% Weekly Cume Audience M-S 6A-2A S/O-S/O Vs. S 6A Mid Cume

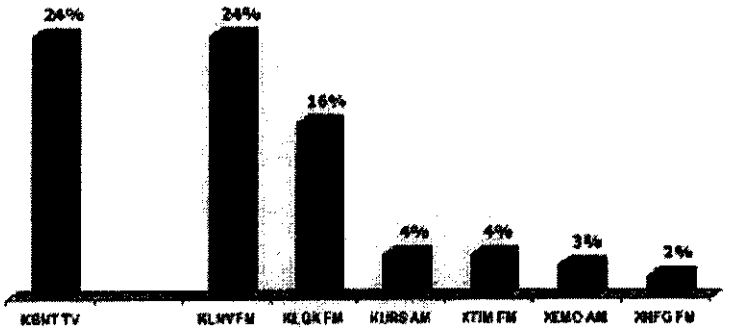


NATIONAL SALES

Source: Scarborough, Phoenix Hispanic Custom 2001 Release 1 (Feb 00 – Jan 01)

KBNT-TV Reaches More Hispanic Adults in San Diego than Any Spanish Radio Station

San Diego Hispanic Adults
% Weekly Cume Audience M-S 6A-2A S/O-S/O Vs. M-S 6A-Mid Cume

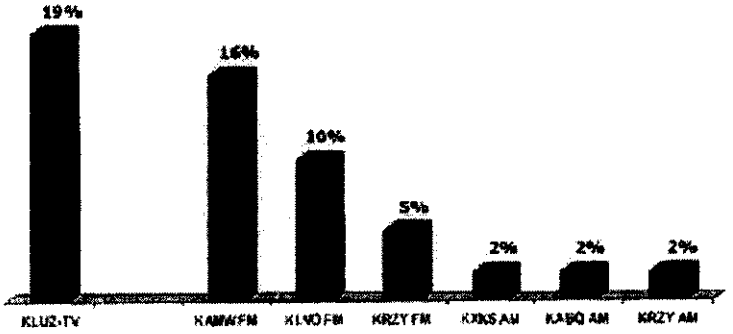


NATIONAL SALES

Source: Scarborough San Diego Hispanic Custom Study 2001 Release 1 (Feb 00 – Jan 01)

KLUZ-TV Reaches More Hispanic Adults in Albuquerque than Any Spanish Radio Station

Albuquerque Hispanic Adults
% Weekly Cume Audience M-S 6A-2A S/O-S/O Vs. M-S 6A-Mid Cume

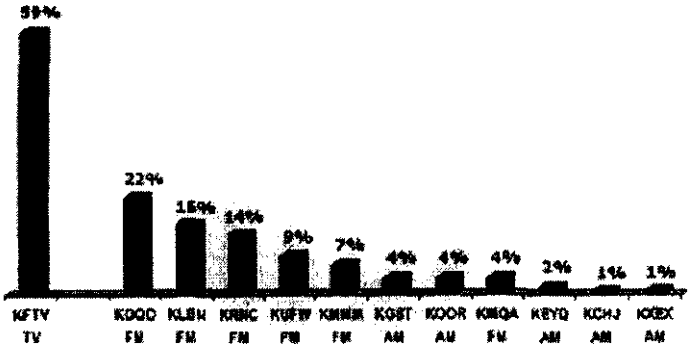


NATIONAL SALES

Source: Scarborough Albuquerque Hispanic Custom Study 2000 Release 1 (Apr 99 – Mar 00)

KFTV-TV Reaches More Hispanic Adults in Fresno than Any Spanish Radio Station

Fresno Hispanic Adults
% Weekly Cume Audience M-S 6A-2A S/O-S/O Vs. M-S 6A-Mid Cume

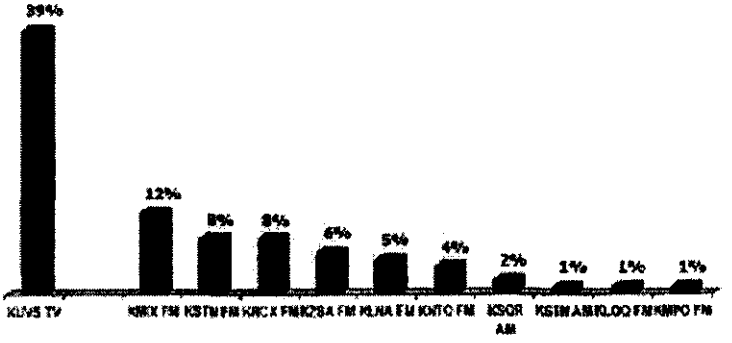


NATIONAL SALES

Source: Scarborough, Fresno Hispanic Custom Study 2001 Release 1 (Feb 00 – Jan 01)

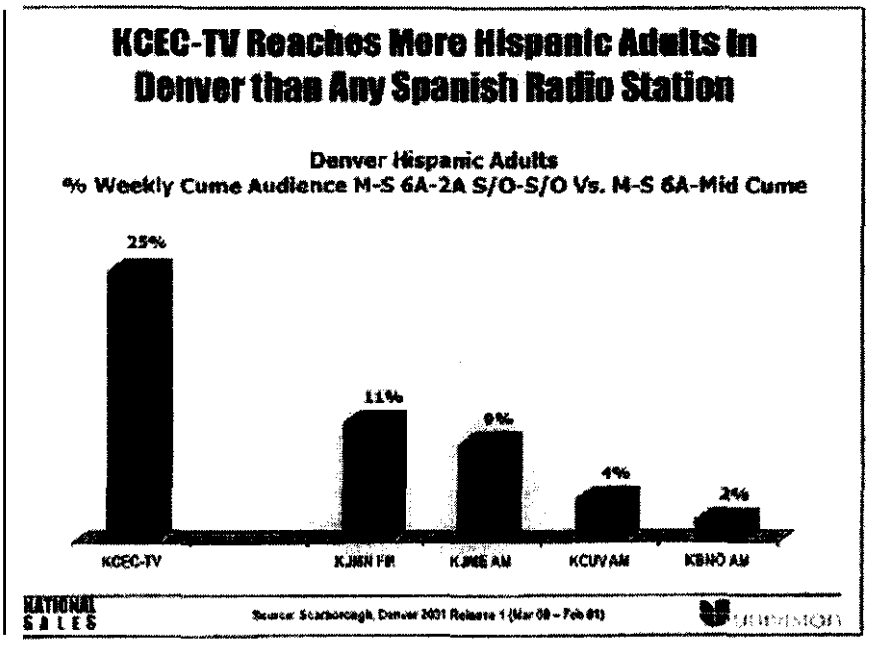
KUVS-TV Reaches More Hispanic Adults in Sacramento than Any Spanish Radio Station

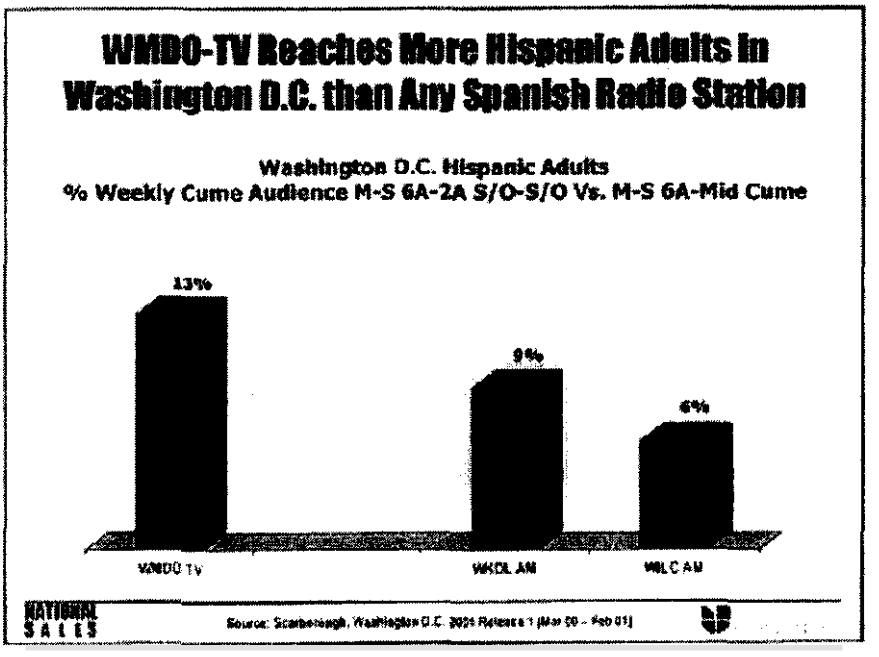
Sacramento Hispanic Adults
% Weekly Cume Audience M-S 6A-2A S/O-S/O Vs. M-S 6A-Mid Cume



NATIONAL SALES

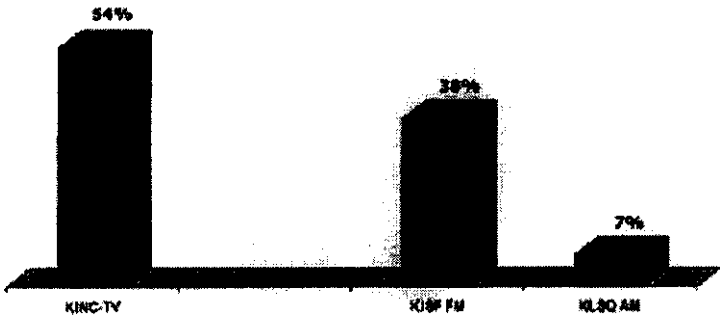
Source: Scarborough, Sacramento Hispanic Custom Study 2001 Release 1 (Mar 00 – Feb 01)


KCEC-TV Reaches More Hispanic Adults in Denver than Any Spanish Radio Station
Denver Hispanic Adults
% Weekly Cume Audience M-S 6A-2A S/O-S/O Vs. M-S 6A-Mid Cume
25%
11%
9%
4%
2%
KCEC-TV
KJMN FM
KJME AM
KCUV AM
KBNO AM
NATIONAL SALES


WNDO-TV Reaches More Hispanic Adults in Washington D.C. than Any Spanish Radio Station
Washington D.C. Hispanic Adults
% Weekly Cume Audience M-S 6A-2A S/O-S/O Vs. M-S 6A-Mid Cume
13%
9%
6%
WNDO TV
WKDL AM
WILC AM
NATIONAL SALES

KINC-TV Reaches More Hispanic Adults In Las Vegas than Any Spanish Radio Station

Las Vegas Hispanic Adults
% Weekly Cume Audience M-S 6A-2A S/O-S/O Vs. M-S 6A-Mid Cume



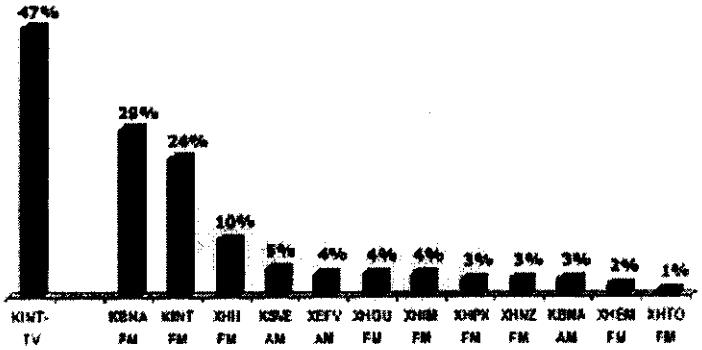
NATIONAL SALES

Source: Scarborough, Las Vegas 2001 Release 1 (Apr 00 – Mar 01)

univision

KINT-TV Reaches More Hispanic Adults In El Paso than Any Spanish Radio Station

El Paso Hispanic Adults
% Weekly Cume Audience M-S 6A-2A S/O-S/O Vs. M-S 6A-Mid Cume



NATIONAL SALES

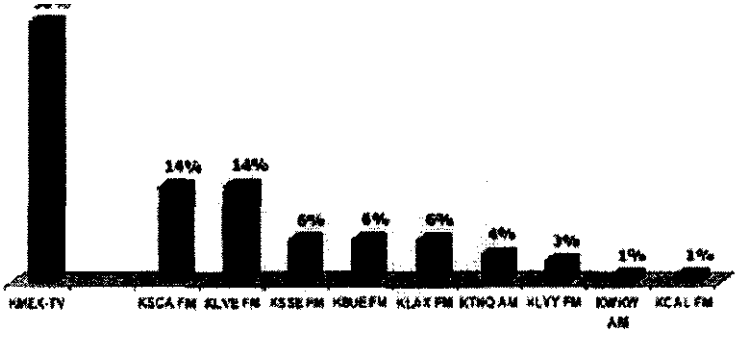
Source: Scarborough, El Paso 2001 Release 1

Univision Vs. Spanish Radio
Prime Time Cume Vs. Morning Drive

NATIONAL SALES

KMEX Reaches More Hispanic Adults in Los Angeles than any Spanish Radio Station

Los Angeles Hispanic Adults
% Weekly Prime Time Cume Vs. M-F 6A-10A Morning Drive Cume

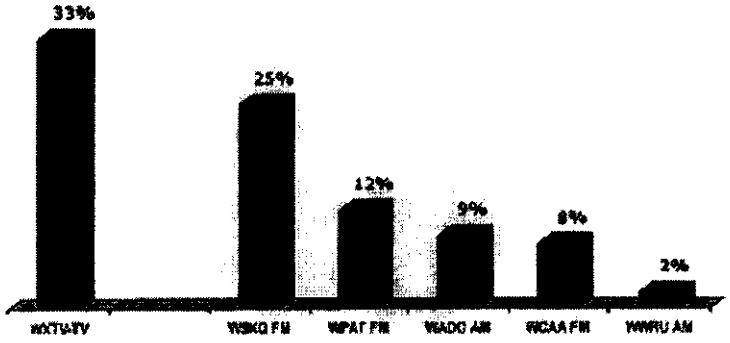


NATIONAL SALES

Source: Scarborough, Los Angeles Joint Release 1 (Feb 00 – Jan 01)

WXTV-TV Reaches More Hispanic Adults in New York than Any Spanish Radio Station

New York Hispanic Adults
% Weekly Prime Time Cume Vs. M-F 6A-10A Morning Drive Cume

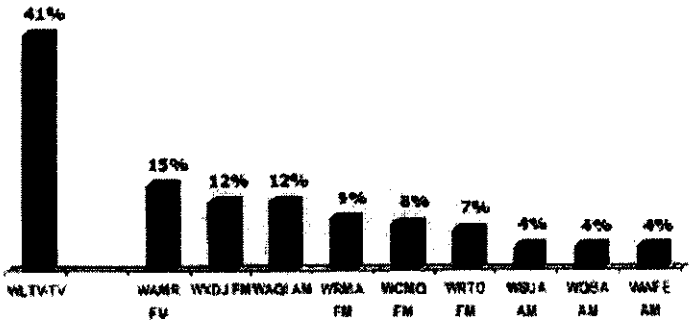


NATIONAL SALES

Source: Scarborough, New York Hispanic Custom Study 2001 Release 1 (Mar 00 – Feb 01)

WLTV-TV Reaches More Hispanic Adults in Miami than Any Spanish Radio Station

Miami Hispanic Adults
% Weekly Prime Time Cume Vs. M-F 6A-10A Morning Drive Cume

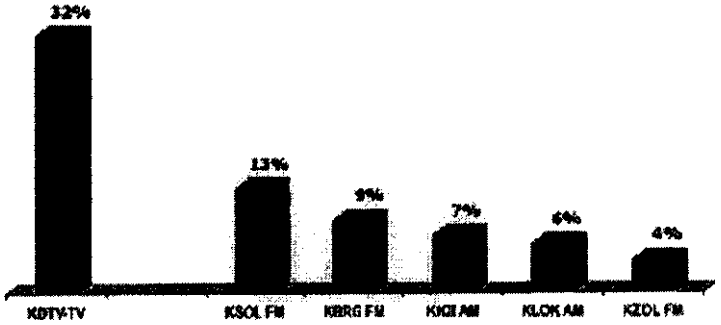


NATIONAL SALES

Source: Scarborough, Miami 2001 Release 1 (Feb 00 – Jan 01)

KDTV-TV Reaches More Hispanic Adults in San Francisco than Any Spanish Radio Station

San Francisco Hispanic Adults
% Weekly Prime Time Cume Vs. M-F 6A-10A Morning Drive Cume



NATIONAL SALES

Source: Scarborough, San Francisco Hispanic Custom Study 2001 Release 1 (Feb 00 – Jan 01)

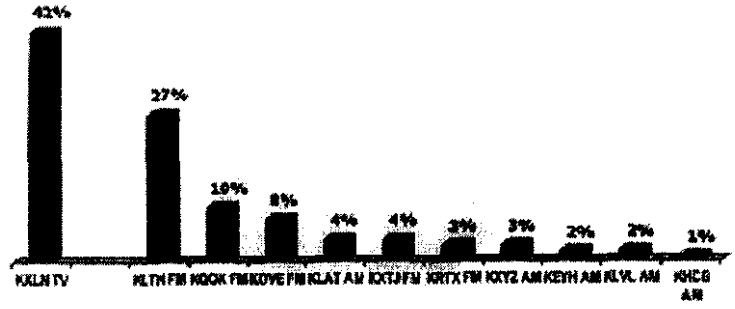
UNIVISION

NATIONAL SALES

Source: Scarborough, Chicago Hispanic Custom Study 2001 Release 1 (Mar 00 – Feb 01)

KXLN-TV Reaches More Hispanic Adults in Houston than Any Spanish Radio Station

Houston Hispanic Adults
% Weekly Prime Time Cume Vs. M-F 6A-10A Morning Drive Cume



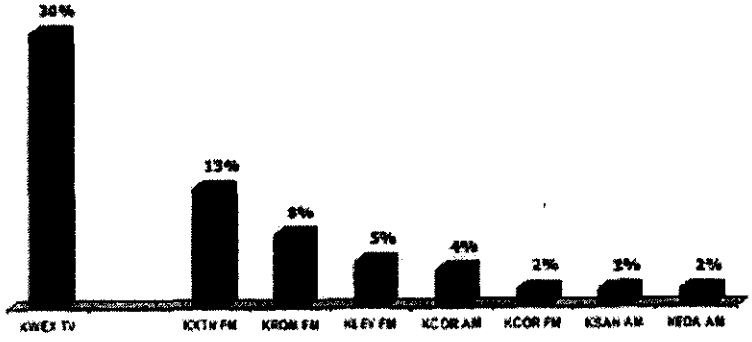
NATIONAL SALES

Source: Scarborough, Houston Hispanic Custom Study 2001 Release 1 (Mar 00 – Feb 01)

univision

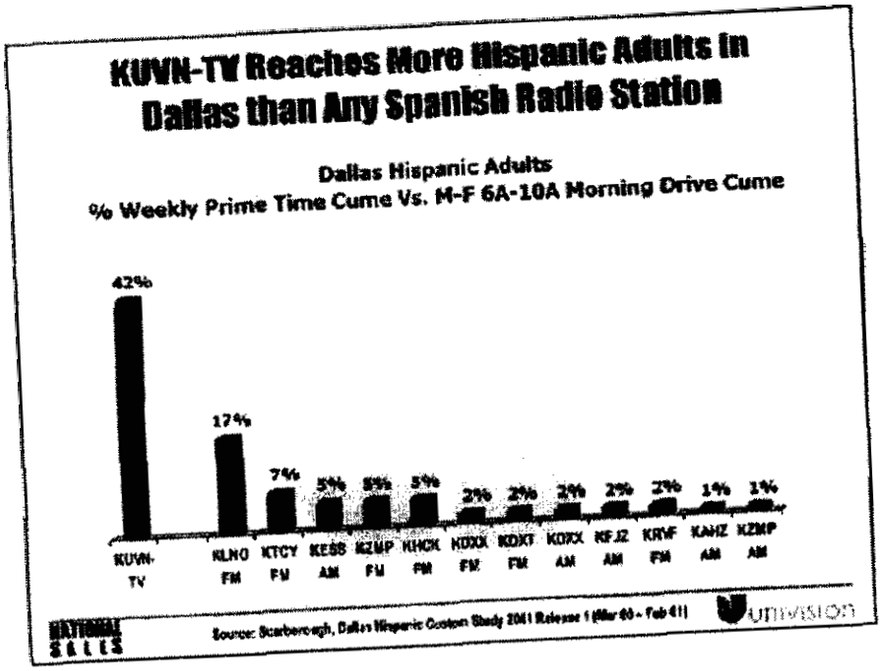
KWEX-TV Reaches More Hispanic Adults in San Antonio than Any Spanish Radio Station

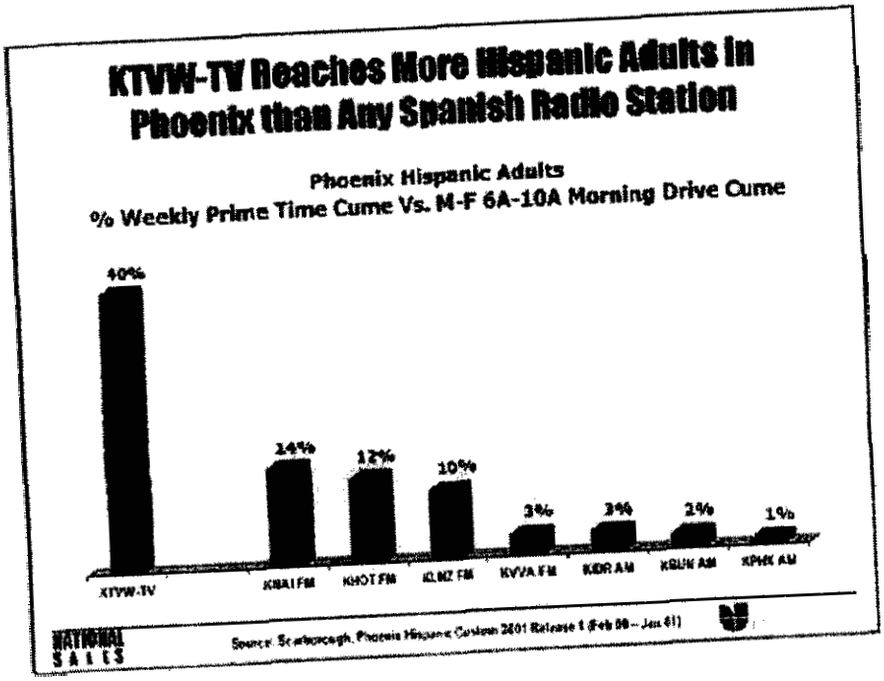
San Antonio Hispanic Adults
% Weekly Prime Time Cume Vs. M-F 6A-10A Morning Drive Cume

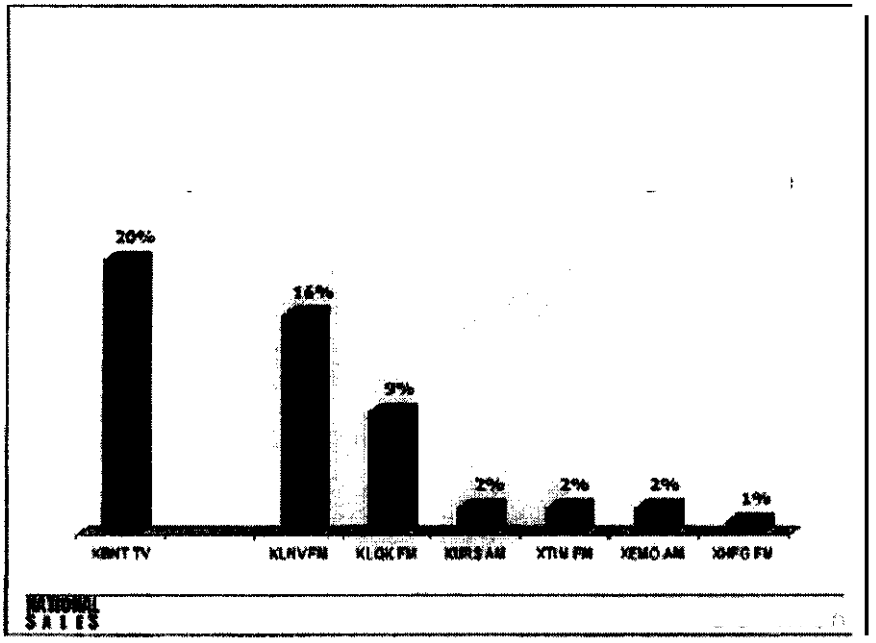


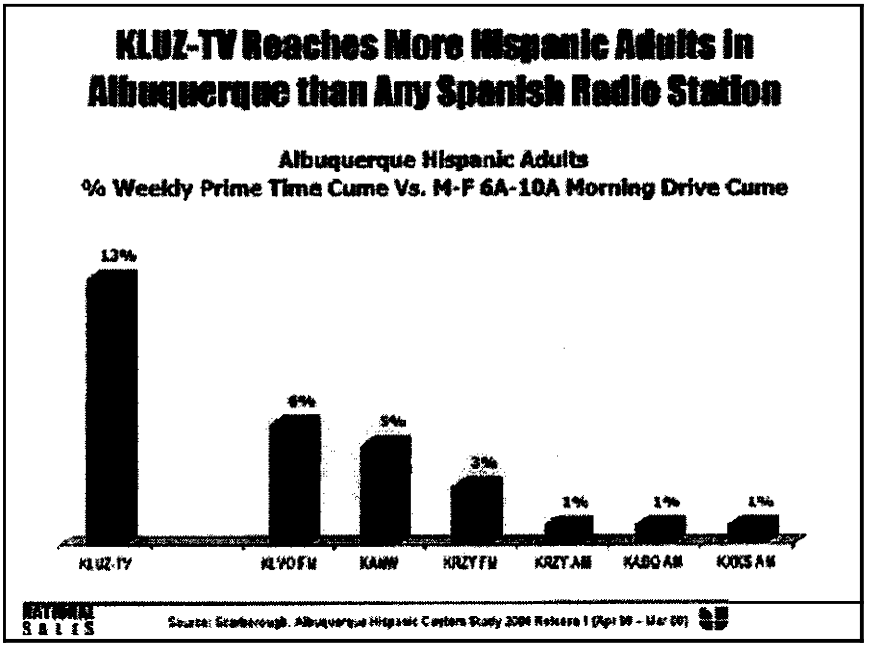
NATIONAL SALES

Source: Scarborough, San Antonio Hispanic Custom Study 2001 Release 1 (Feb 00 – Jan 01)


KUVN-TV Reaches More Hispanic Adults in Dallas than Any Spanish Radio Station
Dallas Hispanic Adults
% Weekly Prime Time Cume Vs. M-F 6A-10A Morning Drive Cume
42%
17%
7%
5%
5%
5%
2%
2%
2%
2%
2%
1%
1%
KUVN-TV
KLNO FM
KTCY FM
KESS AM
KZMP FM
KHCK FM
KDXX FM
KDXT FM
KDXX AM
KFJZ AM
KRVF FM
KAHZ AM
KZMP AM
NATIONAL SALES
univision

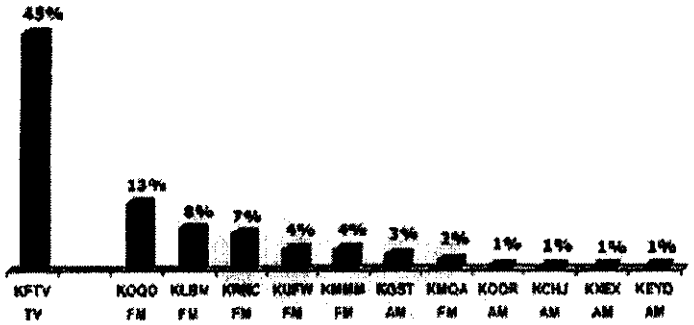

KTVW-TV Reaches More Hispanic Adults in Phoenix than Any Spanish Radio Station
Phoenix Hispanic Adults
% Weekly Prime Time Cume Vs. M-F 6A-10A Morning Drive Cume
40%
14%
12%
10%
3%
3%
2%
1%
KTVW-TV
KBAT FM
KHOT FM
KLNZ FM
KVVA FM
KIDR AM
KBUK AM
KPHX AM
NATIONAL SALES


20%
16%
9%
2%
2%
2%
1%
KBNT TV
KLNV FM
KLQK FM
KURS AM
XTIM FM
XEMO AM
XHFG FM
NATIONAL SALES


KLUZ-TV Reaches More Hispanic Adults in Albuquerque than Any Spanish Radio Station
Albuquerque Hispanic Adults
% Weekly Prime Time Cume Vs. M-F 6A-10A Morning Drive Cume
13%
6%
5%
3%
1%
1%
1%
KLUZ-TV
KLVO FM
KANW
KRZY FM
KRZY AM
KABQ AM
KXKS AM
NATIONAL SALES

KFTV-TV Reaches More Hispanic Adults in Fresno than Any Spanish Radio Station

Fresno Hispanic Adults
% Weekly Prime Time Cume Vs. M-F 6A-10A Morning Drive Cume



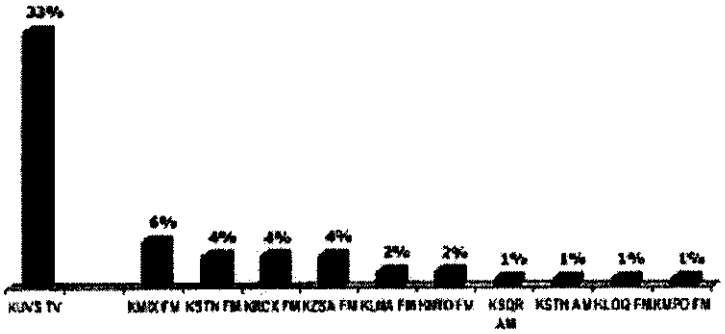
NATIONAL SALES

Source: Scarborough, Fresno Hispanic Custom Study 2001 Release 1 (Feb 00 – Jan 01)

UNIVISION

KUVS-TV Reaches More Hispanic Adults in Sacramento than Any Spanish Radio Station

Sacramento Hispanic Adults
% Weekly Prime Time Cume Vs. M-F 6A-10A Morning Drive Cume

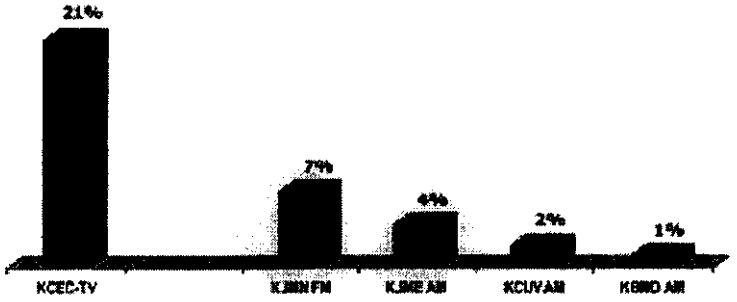


NATIONAL SALES

Source: Scarborough, Sacramento Hispanic Custom Study 2001 Release 1 (Mar 00 – Feb 01)

KCEC-TV Reaches More Hispanic Adults in Denver than Any Spanish Radio Station

Denver Hispanic Adults
% Weekly Prime Time Cume Vs. M-F 6A-10A Morning Drive Cume

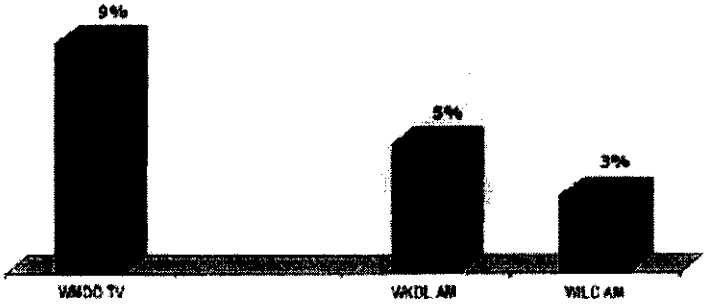


NATIONAL SALES

Source: Scarborough, Denver 2001 Release 1 (Mar 00 – Feb 01)

WNDO-TV Reaches More Hispanic Adults in Las Vegas than Any Spanish Radio Station

Washington D.C. Hispanic Adults
% Weekly Cume Audience M-S 6A-2A S/O-S/O Vs. M-S 6A-Mid Cume

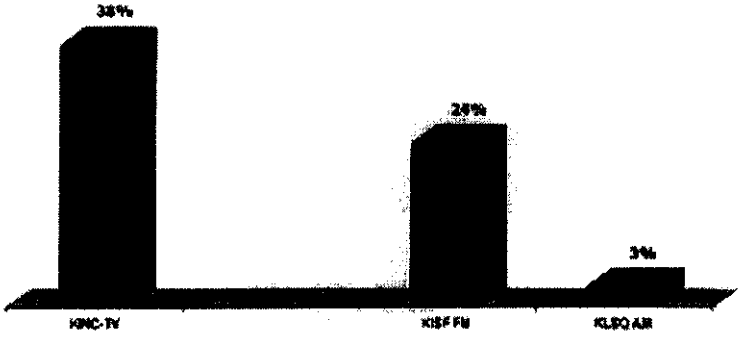


NATIONAL SALES

Source: Scarborough, Washington D.C. 2001 Release 1 (Mar 00 – Feb 01)

KINC-TV Reaches More Hispanic Adults in Las Vegas than Any Spanish Radio Station

Las Vegas Hispanic Adults
% Weekly Cume Audience M-S 6A-2A S/O-S/O Vs. M-S 6A-Mid Cume



NATIONAL SALES

Source: Scarborough, Las Vegas M21 Release 1 (Apr 98 – Mar 99)

univision

Univision Prime Time Cume Vs. Daily Newspapers

NATIONAL SALES