LIBERTY
Media Services
Llegamos a más pueblos:
Segmentación:
Tu herramienta de venta
Tenemos 24 horas de programación variada para cada uno de los miembros de la familia. ¡Tú escoges!
Contamos más de 33 canales para inserción:
Con nosotros recibes más
Promociona tu negocio en cable
¿Qué es Liberty Cablevision?
Tus clientes están aquí
CNN HeadlineNews
Discovery
USA NETWORK
FOX
TV CHANNEL
CNBC
TNT
FX
CNN
ESPN
Lifetime
We
FOX
ESPN2
Spike
Travel
A&E
HGTV
CARTOON NETWORK
Discovery
THE GOLF CHANNEL
TBS Superstation
LIBERTY
Media Services

*** Slip Sheet ***

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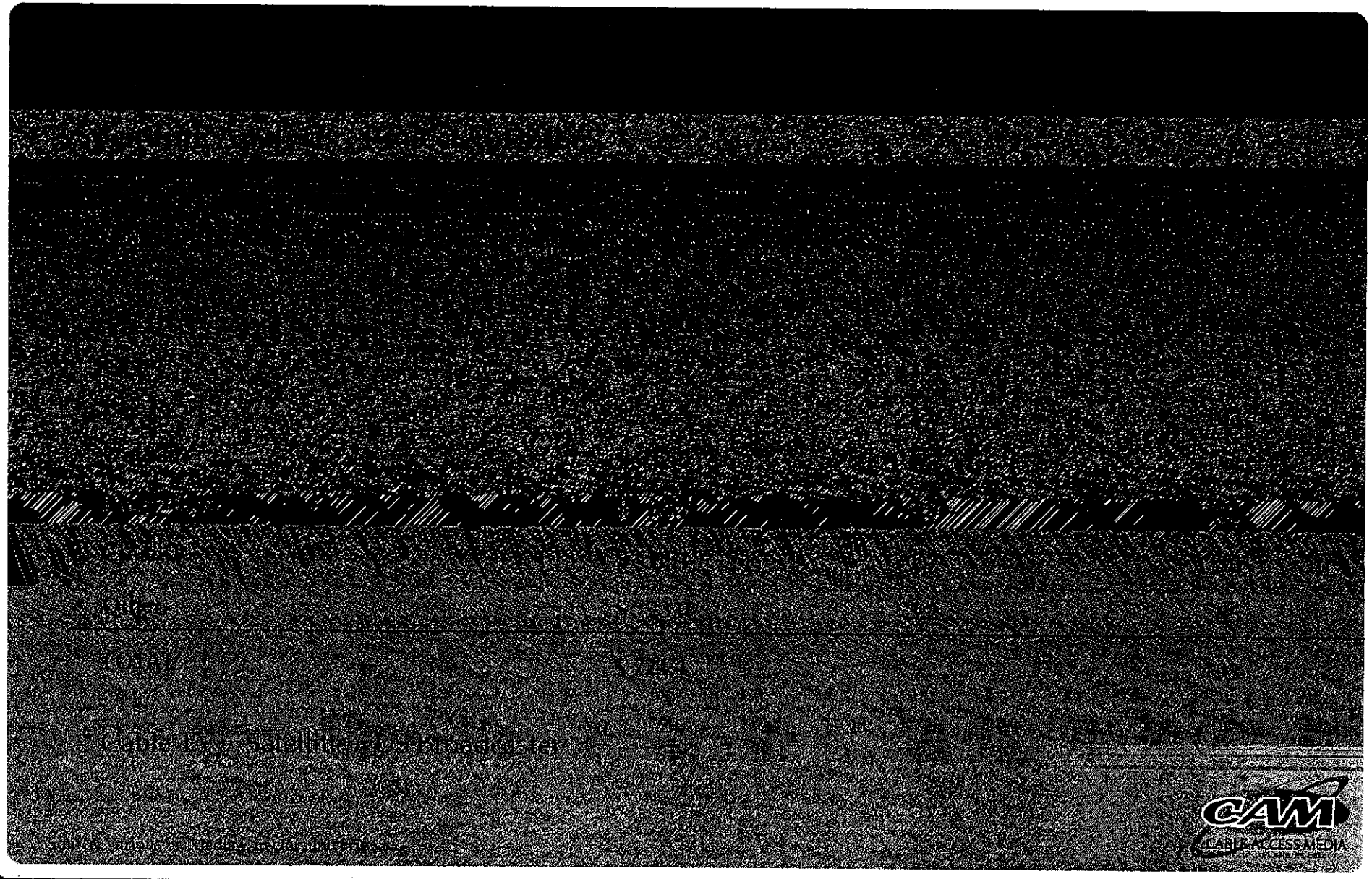
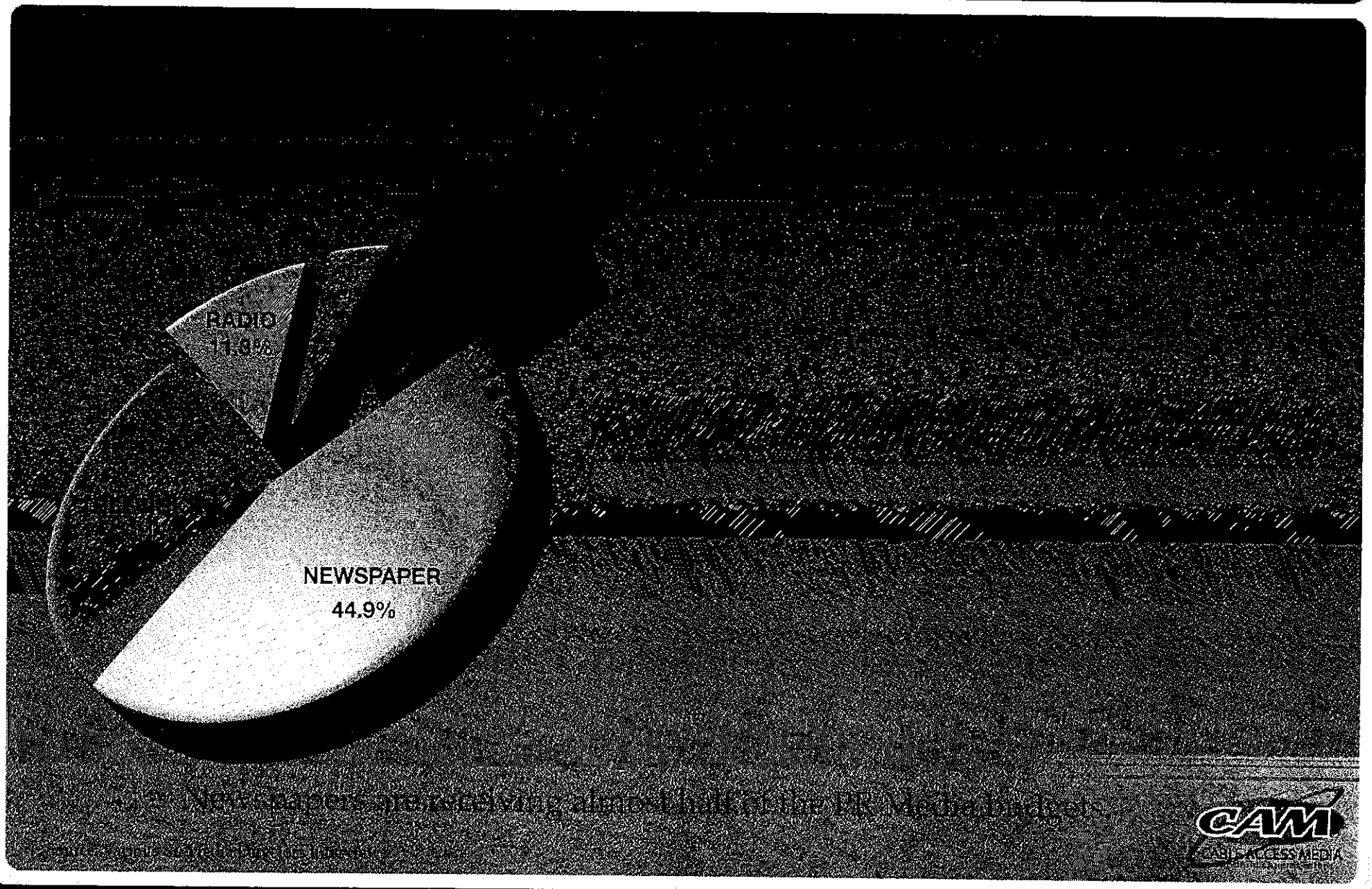
CAM

Puerto Rico Media Market



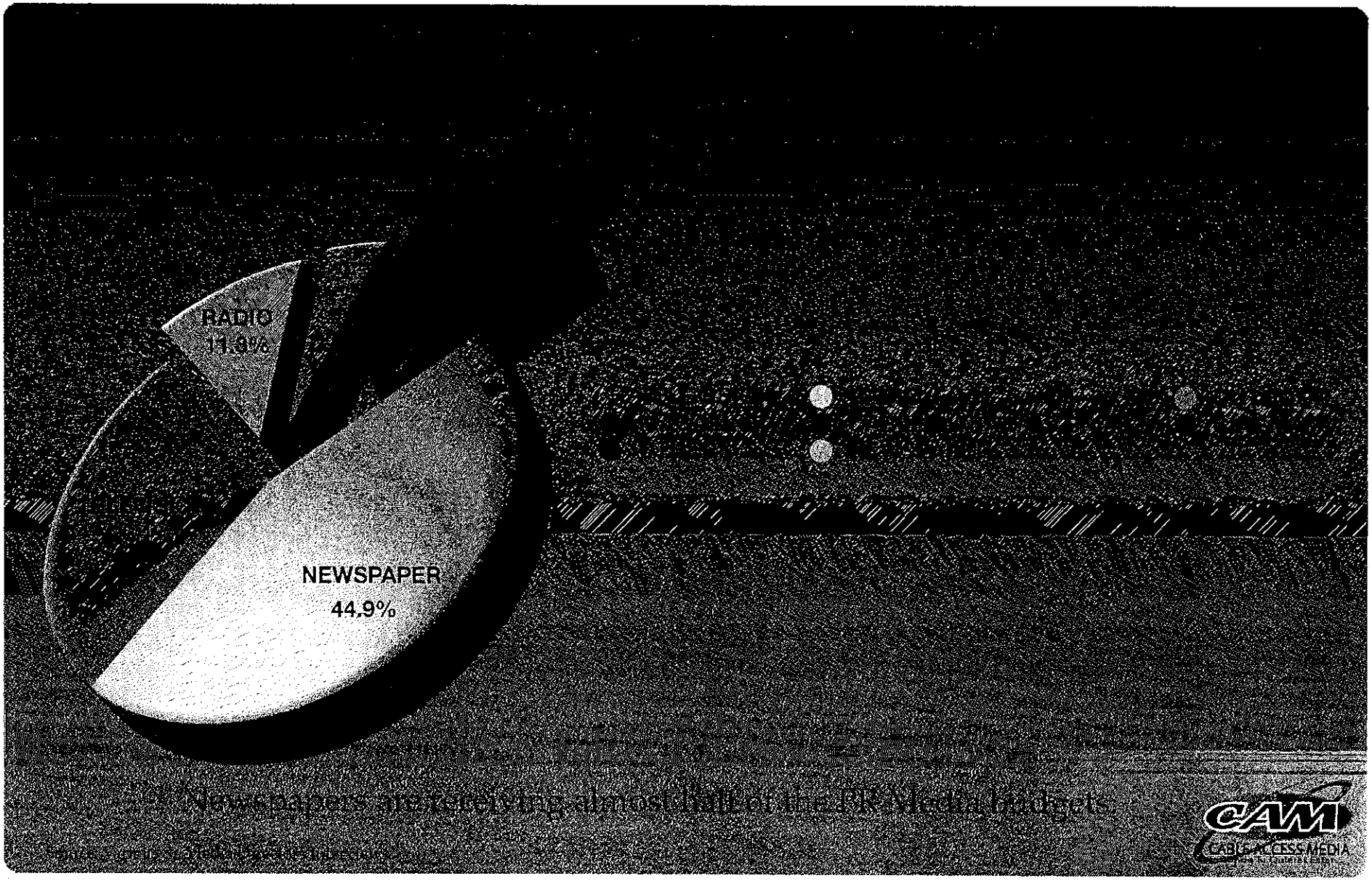
Alvelo



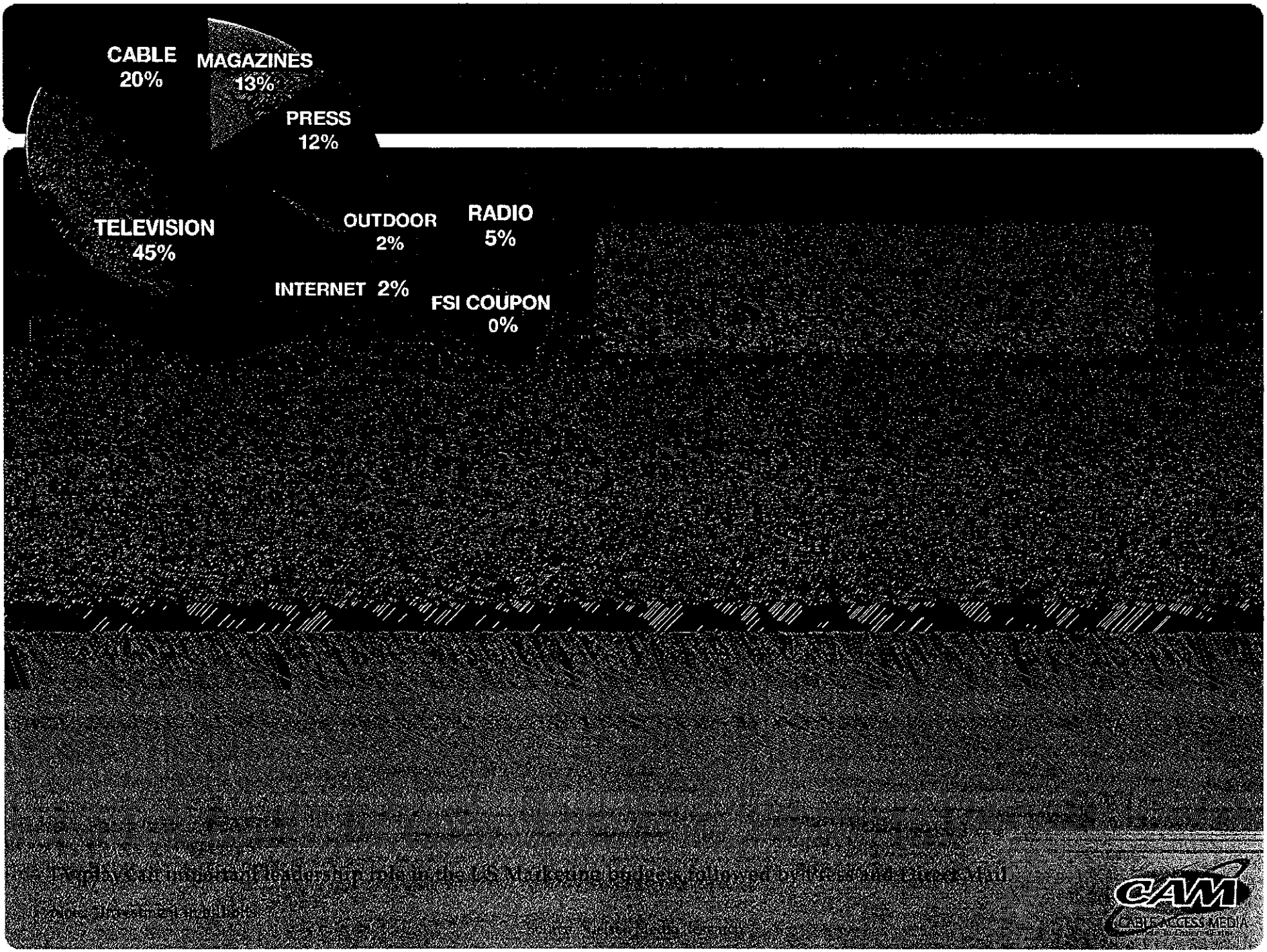
Newspapers are receiving almost half of the UK Media budgets.

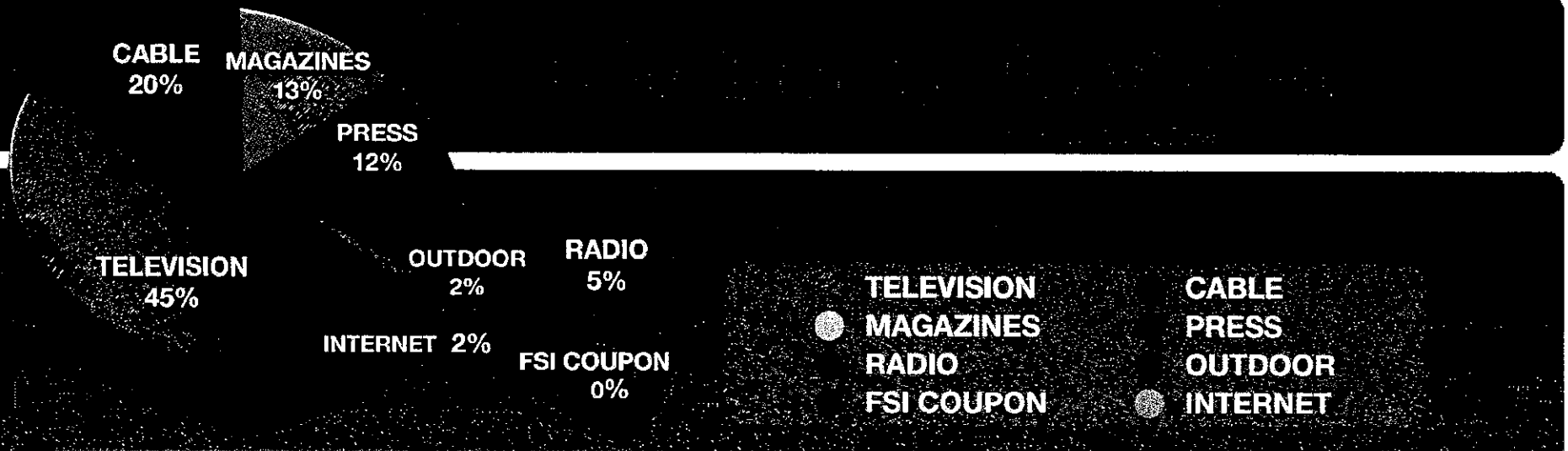
CAM
CABLE ACCESS MEDIA

Alvelo


RADIO
11.0%
NEWSPAPER
44.9%
Newspapers are receiving almost half of the PR Media budgets.
CAM
CABLE ACCESS MEDIA

Alvelo


CABLE
20%
MAGAZINES
13%
PRESS
12%
TELEVISION
45%
OUTDOOR
2%
RADIO
5%
INTERNET 2%
FSI COUPON
0%
CAM
CABLE ACCESS MEDIA



Comparison of Media Expenditure

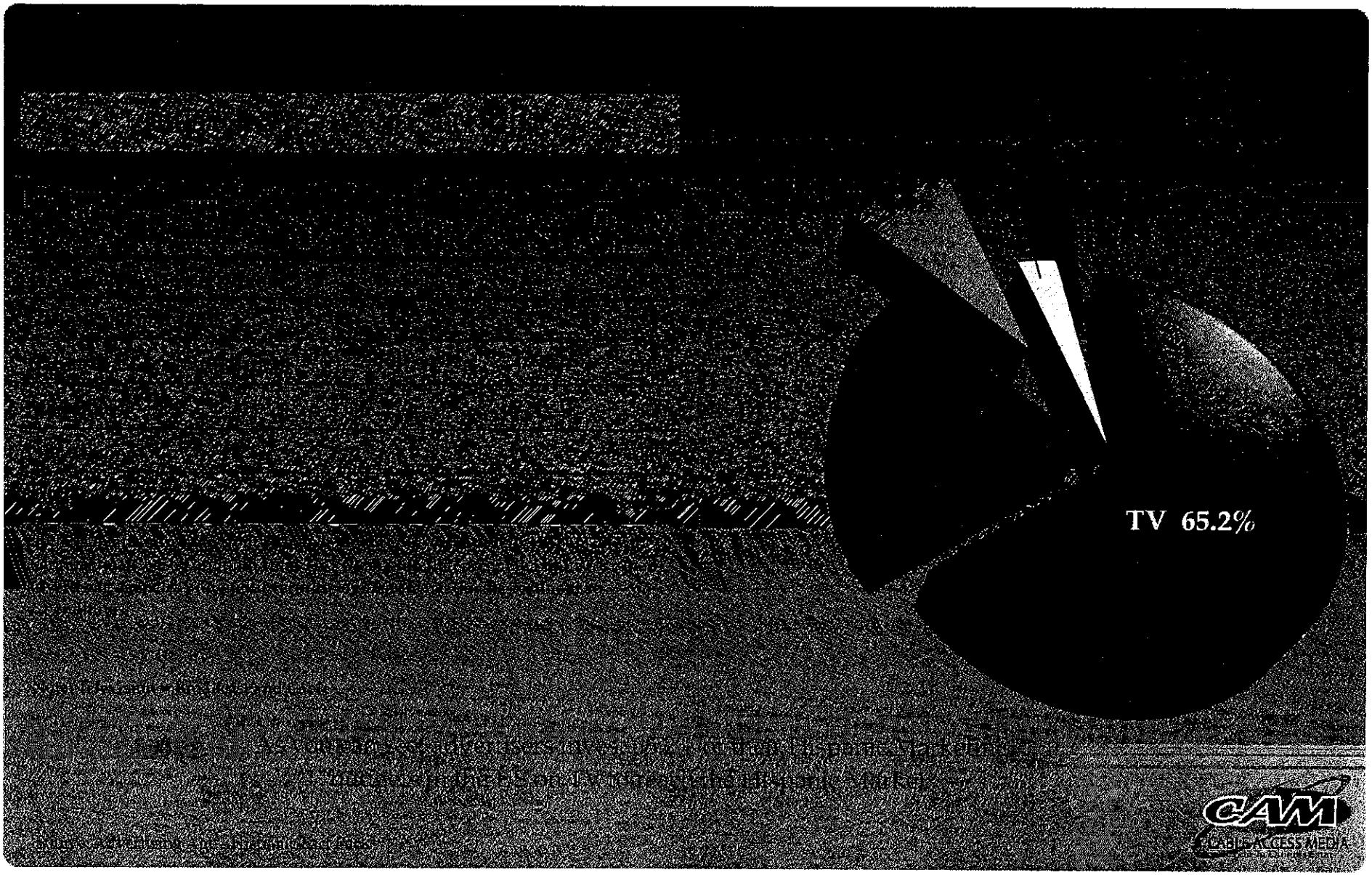
Outdoor	[illegible]	[illegible]
FSI Coupon	[illegible]	[illegible]
Internet	[illegible]	[illegible]
Total	[illegible]	[illegible]

TV plays an important leadership role in the US Marketing budgets followed by Press and Direct Mail.

Note: Investment [illegible]

Source: [illegible]

CAM
CABLE ACCESS MEDIA


TV 65.2%
CAM
CABLE ACCESS MEDIA

	PR (Millions)		US (Billions)		US Hispanic (Billions)	
Television	210.5	29.1%	66.6	45.4%	2.2	65%
Pay TV	18.5	2.6%	29.2	19.9%		
Magazine	20.7	2.9%	18.9	12.9%	0.09	3%
Others	23.0	3.2%	3.8	2.6%		

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CABLE ACCESS MEDIA

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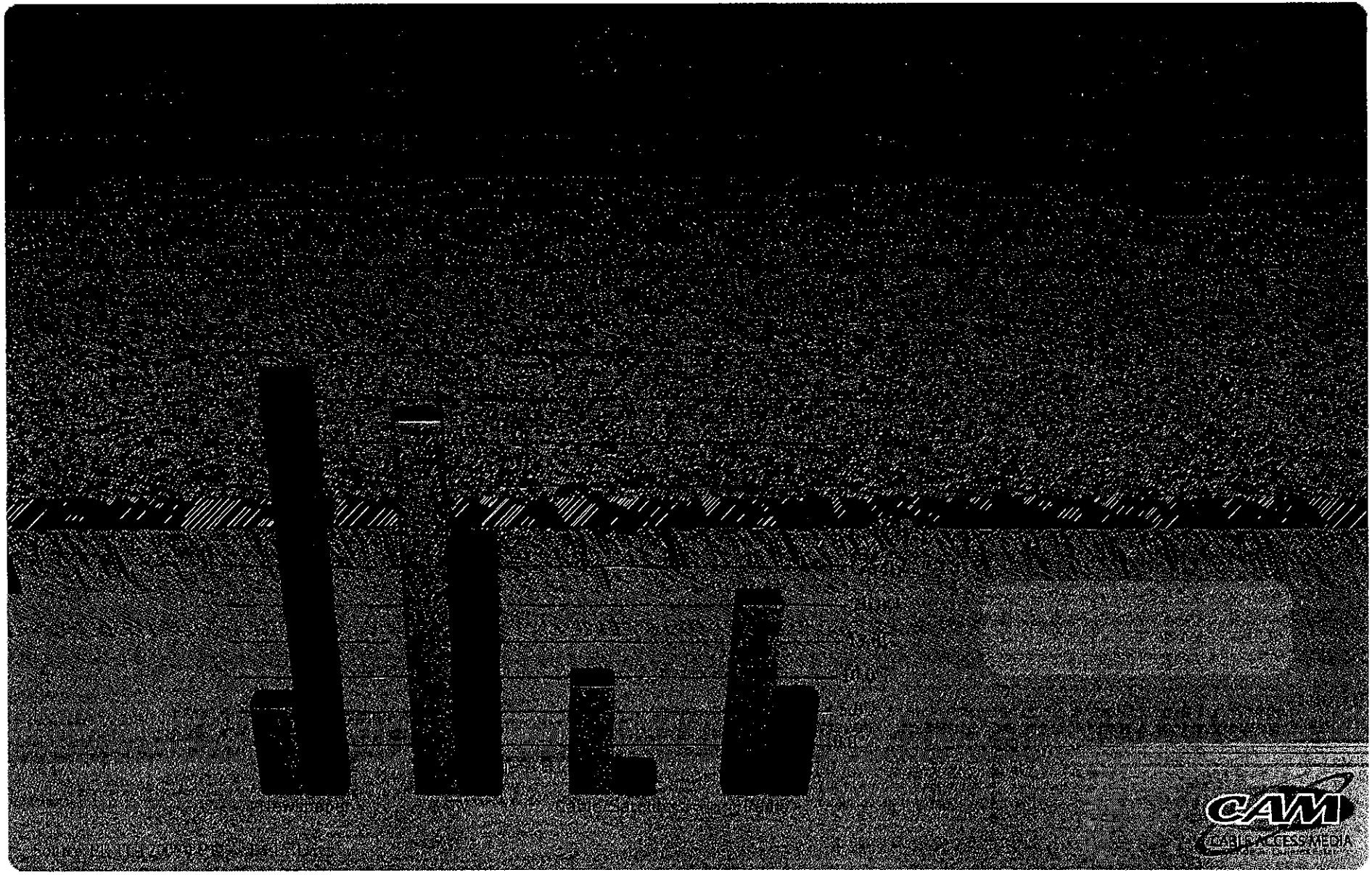
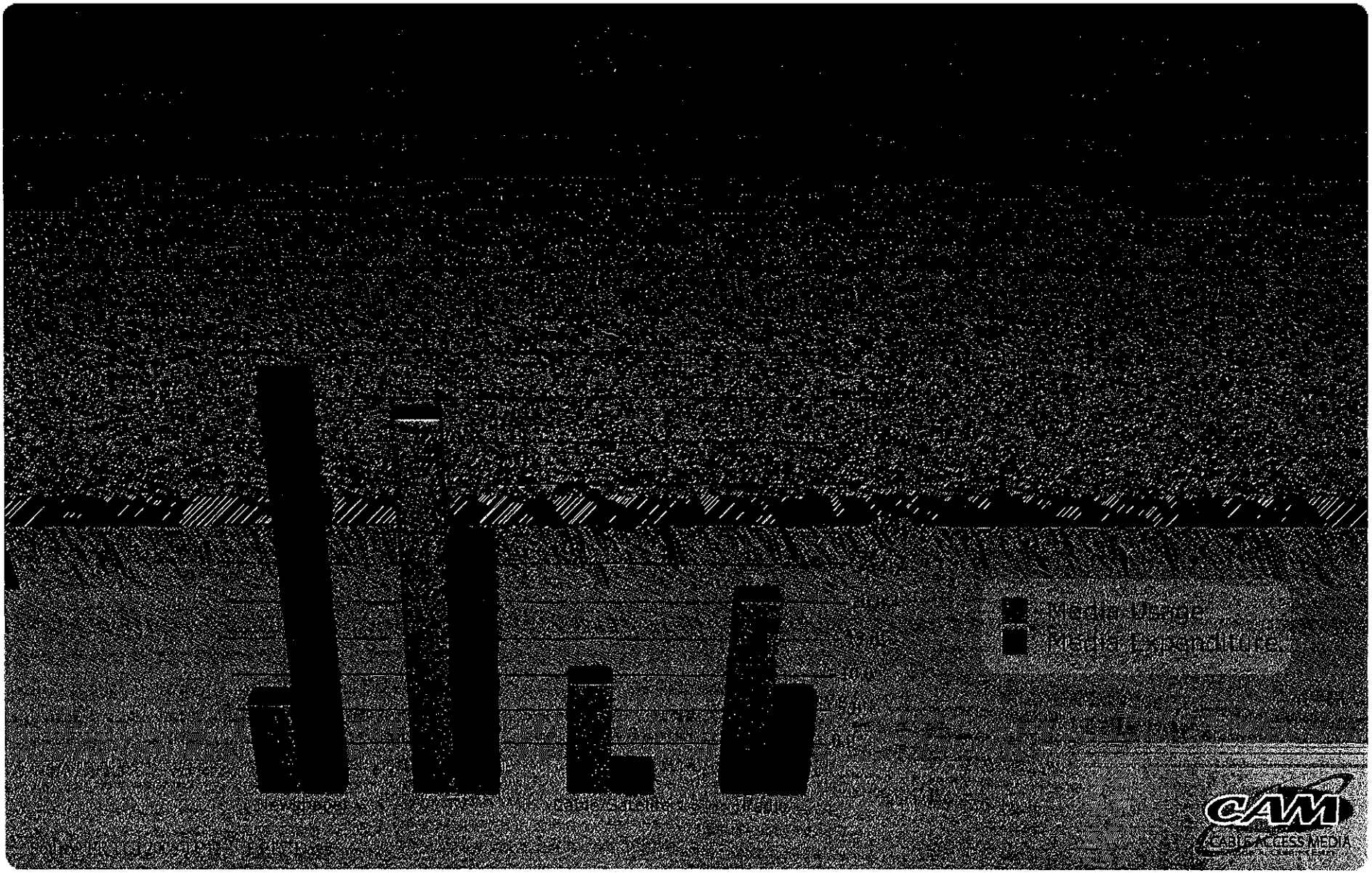
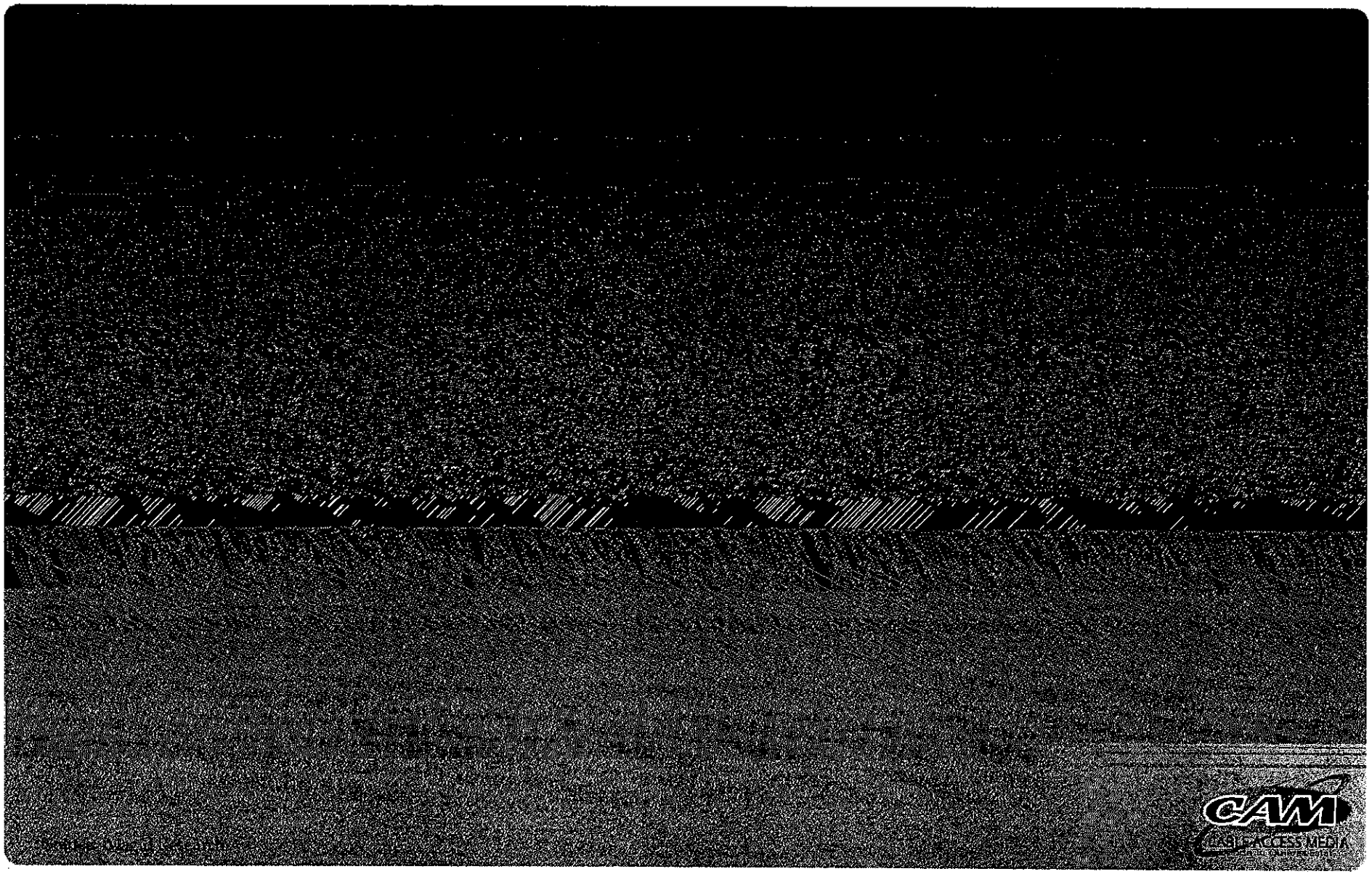
U.S. Media Market

"Newspapers have done a good job generating revenues for themselves which is disproportionate to ineffectiveness."

CAM
CABLE ACCESS MEDIA


CAM
CABLE ACCESS MEDIA


Media Usage
Media Expenditure
CAM
CABLE ACCESS MEDIA


CAM
CLASS ACCESS MEDIA

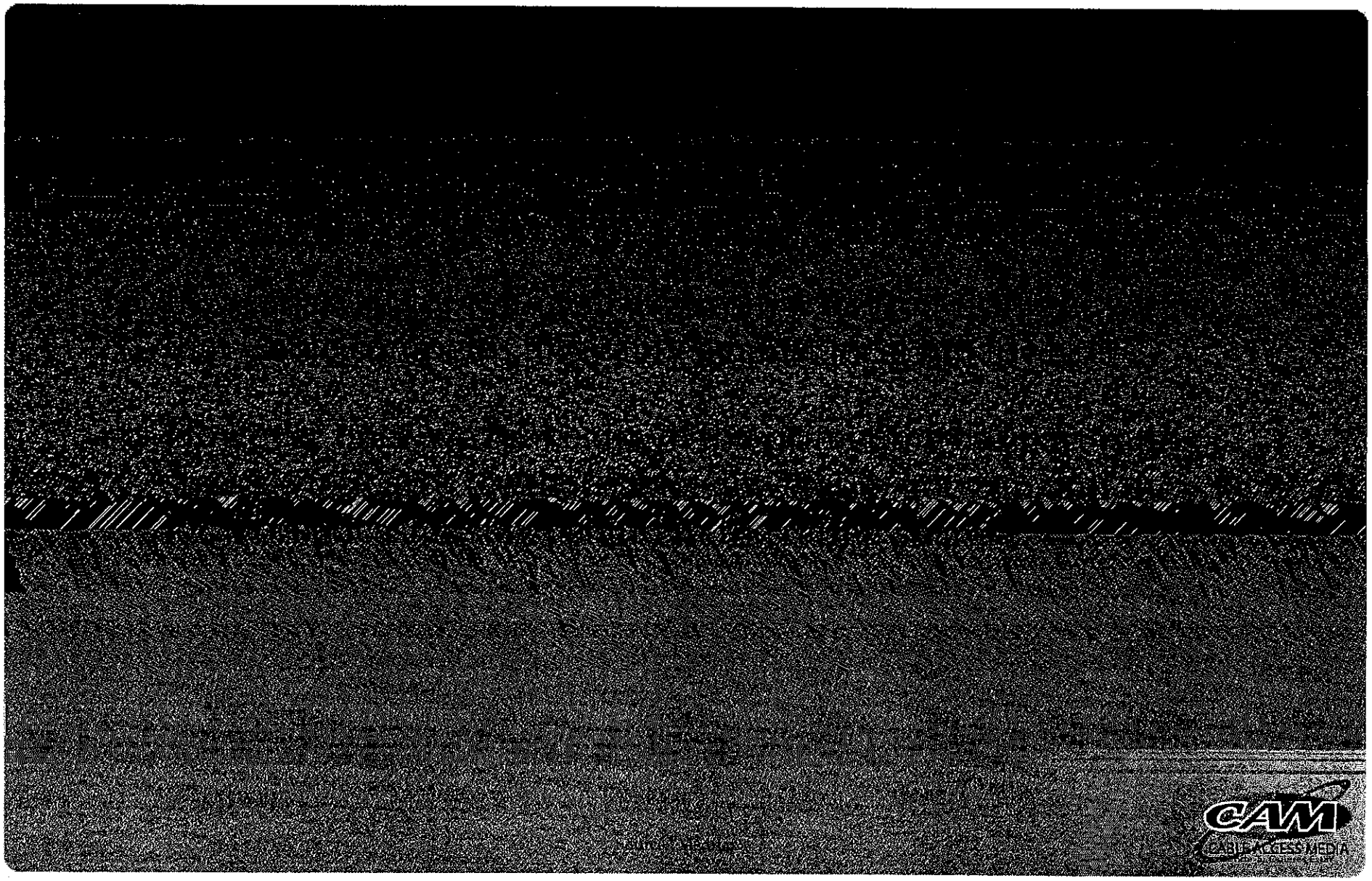
However, TV is the most used
media during its peak hours.
CAM
CABLE ACCESS MEDIA

Cable System	El Nuevo Día		El Vocero		Primera Hora	
	Subscribers	% of Subs/Circ	Subscribers	% of Subs/Circ	Subscribers	% of Subs/Circ
Choice Multi TV	42,823	19%	32,918	26%	39,245	30%
Liberty digital cable	80,442	35%	38,238	31%	44,561	34%
CAM Cable Access Media	123,265	54%	71,156	57%	83,906	64%
Avg. Daily Circulation	228,446		124,291		131,118	

CAM Cable Access Media

	EL NUEVO DIA	PRIMERA HORA	EL VOCERO	Total
Choice Cable TV	2.1	3.6	1.5	7.2
LIBERTY digital cable	10.6	3.0	5.0	18.6
CAM Cable Access Media	12.7	6.6	6.5	25.8

CAM CABLE ACCESS MEDIA



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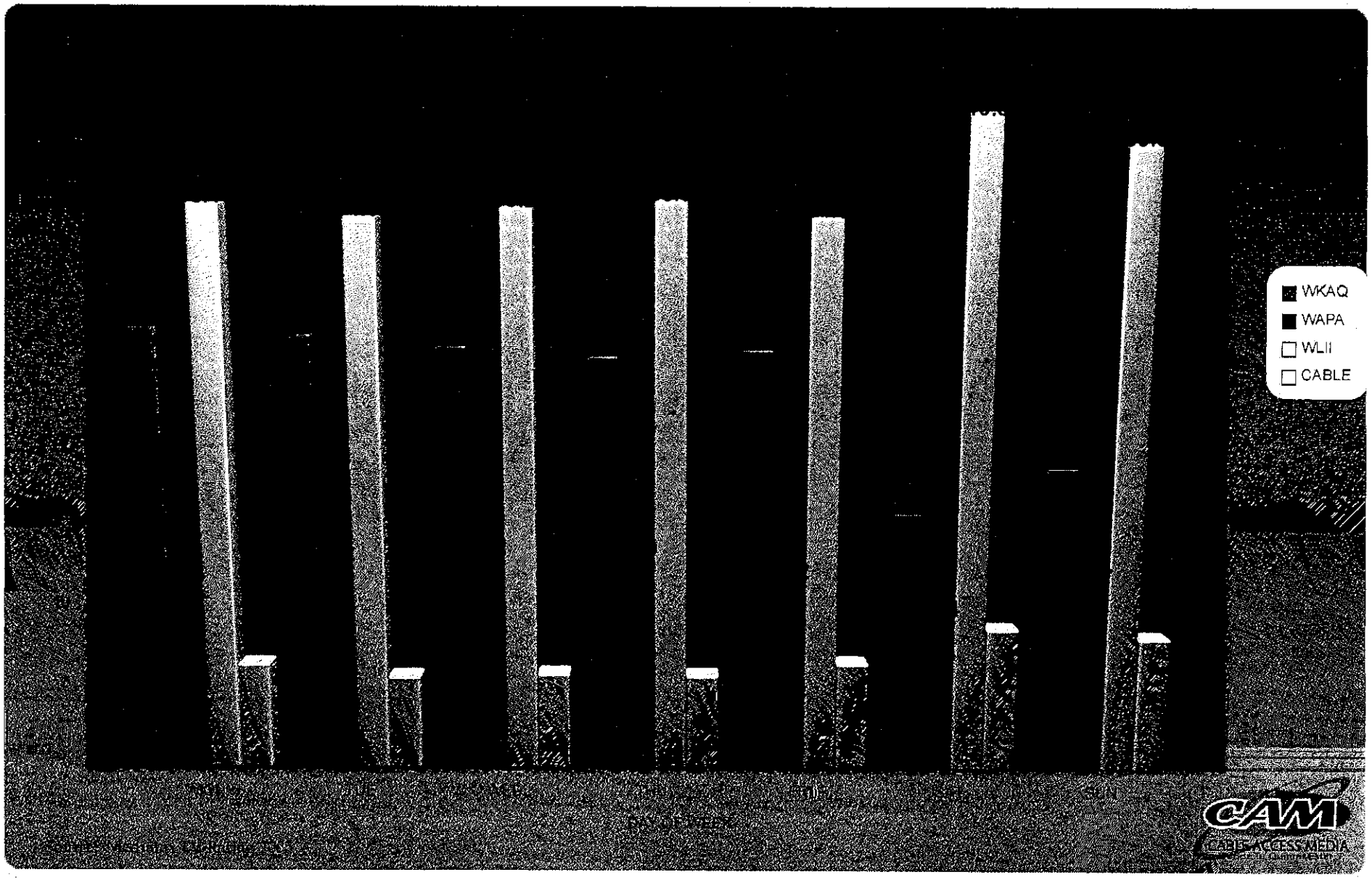
2005 Share of Viewing
6pm to Midnight Within Total Puerto Rico Households



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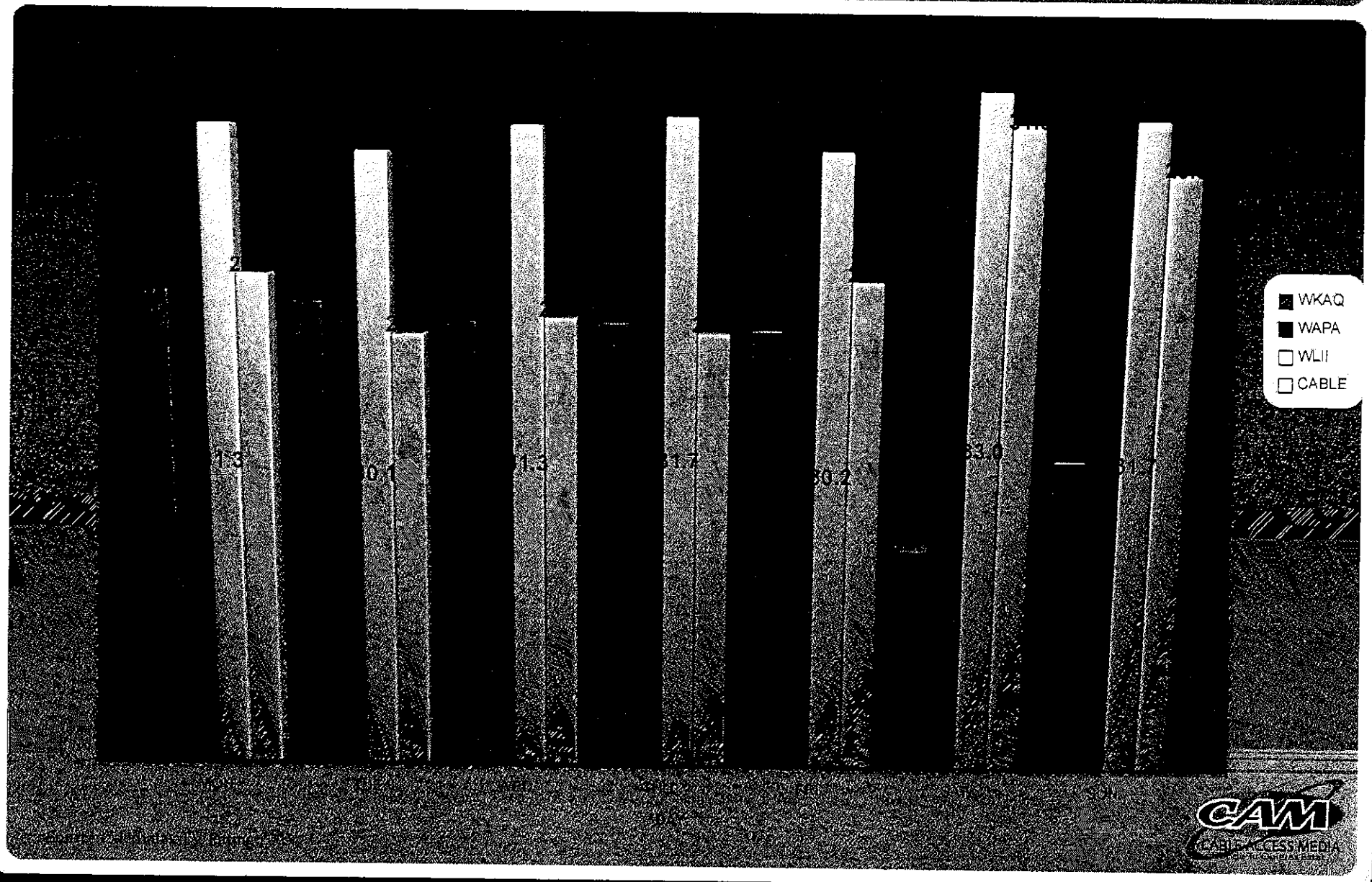
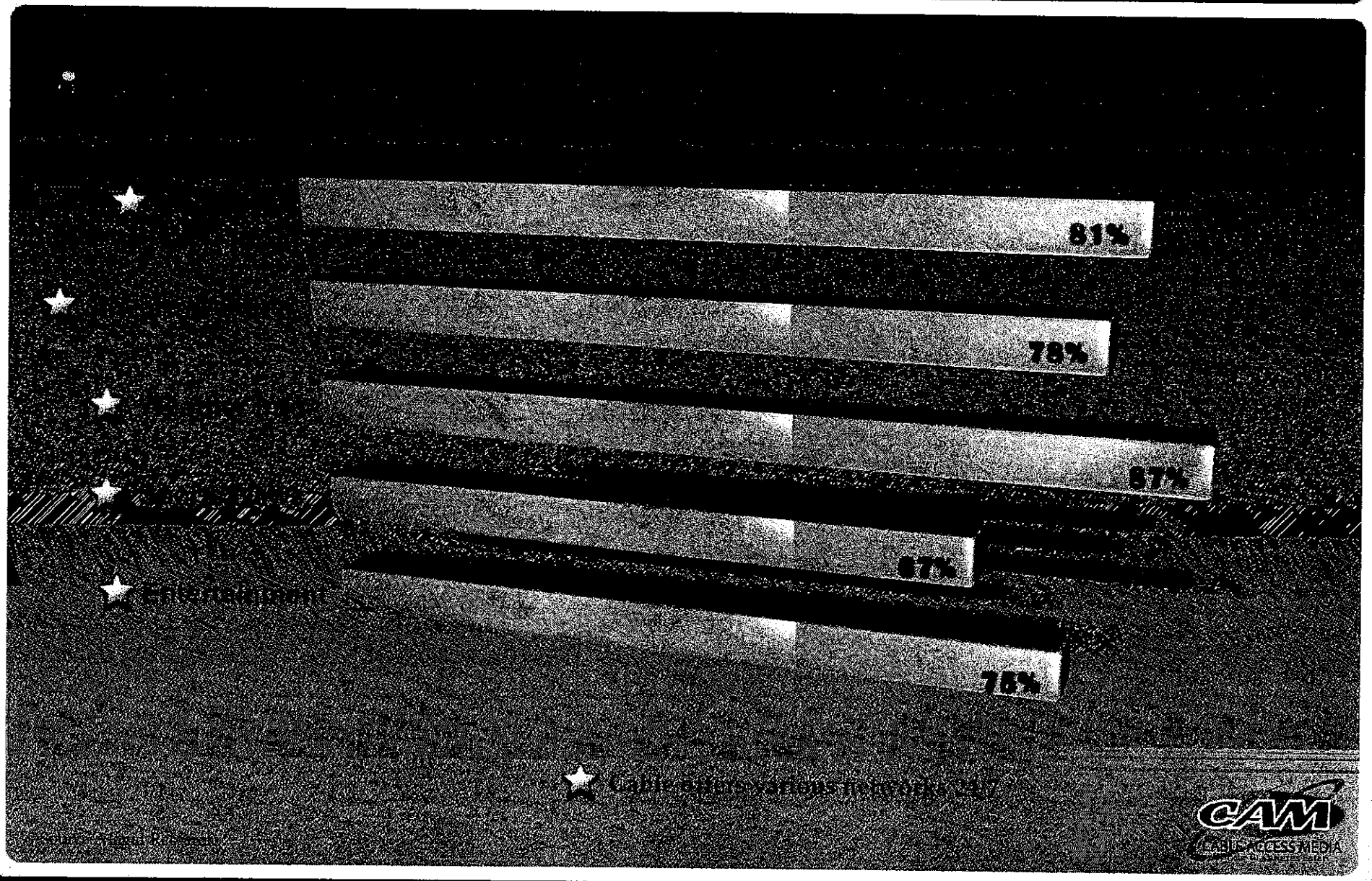
2005 Share of Viewing
6 pm to Midnight within Cable Households



Alvelo


81%
78%
67%
67%
76%
Entertainment
Cable offers various networks 24/7
CAM
CABLE ACCESS MEDIA

Alvelo

Now... How are advertisers using Pay TV?

First... Who were the Market TOP Advertisers in 2005?

030 TOYOTA DIS PR	$13,116,450.00	$3,821,413.90	$210,662.75	$2,182,057.50	$31,610.00	$20,362,194.15
012 MCDONALDS	$13,833,867.80	$3,111,705.56	$400,624.50	$2,895,494.00	$158,550.00	$19,401,242.06
016 RADIOSHACK	$11,161,400.00	$2,603,272.00	$446,309.00	$2,484,481.50	$44,878.00	$17,742,340.50
016 COORS BREWING	$9,678,330.06	$6,129,193.66	$1,117,798.00	$295,635.00	$128,183.00	$17,350,339.72
018 CHRYSLER	$8,402,275.00	$3,769,018.54	$1,180,996.27	$2,307,588.00	$326,198.00	$15,986,077.11
025 DANCE FORUM DIST.	$8,024,[illegible]	$3,108,[illegible]	$1,172,[illegible]	$3,176,[illegible]	$14,[illegible]	$14,384,[illegible]
025 ROOMS TO GO	$7,680,141.67	$3,140,040.00	$3,[illegible]	$1,[illegible]	$0.00	$13,[illegible]
036 SENTENNIAL DIS PR	$5,434,[illegible]	$2,017,[illegible]	$574,607.00	$2,982,[illegible]	$36,[illegible]	$10,[illegible]
043 KELLOGG	$6,010,951.06	$2,619,019.68	$271,157.00	$866,009.00	$165,643.00	$9,921,781.74
045 - PANAMERICAN GRAIN	$4,179,420.01	$5,518,820.00	$0.00	$0.00	$5,450.00	$9,703,390.01

104 FORD MOTOR COMPANY	$[illegible]	$1,404,[illegible]	$96,[illegible]	$1,[illegible]	$[illegible]	$[illegible]
057 COCA-COLA PR BOTTLER	$6,[illegible]	$1,[illegible]	$[illegible]	$[illegible]	$236,[illegible]	$6,527,[illegible]
056 CCI BEER DIST.	$5,839,992.48	$2,111,346.44	$87,785.00	$243,547.50	$64,152.00	$8,346,853.43
063 BRINKS DIS	$6,[illegible]	$1,[illegible]	$[illegible]	$1,[illegible]	$217,000.00	$[illegible]
051 FARMACIAS EL AHORRO	$4,[illegible]	$1,189,625.40	$[illegible]	$1,[illegible]	$56,[illegible]	$4,[illegible]
050 MATTEL	$4,833,016.72	$3,457,476.76	$0.00	$18,625.00	$8,130.00	$7,317,479.48
076 GRANDE PURE NAVIDEÑA	$5,[illegible]	$2,473,140.00	$[illegible]	$2,[illegible]	$[illegible]	$[illegible]
067 [illegible] FOODS INC	$5,[illegible]	$1,[illegible]	$[illegible]	$[illegible]	$[illegible]	$[illegible]
070 HARRIS PAINT	$196,550.00	$5,578,660.00	$0.00	$193,482.00	$106,670.00	$7,074,262.00
074 MENDEZ & CO.	$4,[illegible]	$1,[illegible]	$[illegible]	$2,[illegible]	$[illegible]	$[illegible]
098 BELLA INTERNATIONAL	$1,284,525.00	$1,381,427.72	$459,143.25	$1,244,427.00	$256,609.00	$4,606,141.97

TRAC

ACIRA

CAM

First... Who were the Market TOP Advertisers in 2005?

001 TOYOTA DISTR	$5,116,450.00	$8,824,170.00	$270,684.75	$3,007,712.50	$31,919.00	$20,249,264.25
019 WOODMALL'S	$10,433,897.00	$3,141,705.75	$1,000,823.25	$1,588,180.00	$168,550.00	$16,133,276.25
014 RADIO SHACK	$11,167,000.00	$2,969,712.00	$346,206.00	$3,620,481.50	$344,972.00	$17,448,372.42
016 COORS BREWING	$9,678,330.08	$6,128,193.86	$1,117,795.00	$296,835.00	$128,183.00	$17,380,339.72
018 CHRYSLER	$9,408,276.00	$3,749,018.54	$128,694.27	$2,887,988.00	$220,780.00	$16,394,757.81
022 BANCO DE PUERTO RICO	$8,667,225.75	$3,334,308.75	$31,133.00	$1,118,242.25	$1,850.00	$13,152,759.75
023 PUGNIS TIRES	$4,590,147.15	$2,194,240.00	$3,146,956.68	$493,008.00	$0.00	$10,324,351.83
036 CENTENNIAL DISTR	$8,430,348.69	$2,017,873.06	$271,409.00	$2,992,862.00	$18,900.00	$13,731,392.75
043 KELLOGG	$6,010,951.05	$2,816,019.55	$271,152.00	$668,009.00	$155,640.00	$9,921,751.74
045 PANAMERICAN GRAIN	$4,179,420.01	$5,313,620.00	$0.00	$0.00	$5,450.00	$9,703,390.01

054 FORD MOTOR COMPANY	$6,795,315.00	$1,404,355.00	$34,027.00	$28,280.00	$106,142.00	$8,369,119.00
055 COCA-COLA PR BOTTLER	$6,594,241.06	$1,802,000.00	$283,873.00	$622,772.00	$35,638.00	$9,337,926.00
056 CCI BEER DIST.	$5,839,992.49	$2,111,546.44	$67,745.00	$243,547.50	$64,152.00	$8,346,983.43
057 [illegible]	$6,031,031.00	$1,295,749.00	$10,578.00	$1,078,427.00	$21,000.00	$8,436,785.31
061 FARMACIAS EL AMAL	$8,749,841.00	$1,185,625.40	$336,964.00	$1,160,045.00	$56,870.00	$9,009,346.40
063 MATTEL	$4,433,045.77	$3,457,476.75	$0.00	$18,826.00	$8,130.00	$7,917,479.46
066 GRANDS SUPERMARKETS	$3,930,895.06	$3,473,149.00	$729,036.00	$1,280,068.00	$52,240.00	$9,465,611.00
067 [illegible] FOODS INC	$6,132,199.00	$1,136,067.44	$637,769.00	$570,061.00	$48,435.00	$8,524,516.00
070 HARRIS PAINT	$196,550.00	$6,578,650.00	$0.00	$193,482.00	$106,670.00	$7,074,262.00
076 MENDEZ & CO	$4,928,600.00	$1,502,905.06	$436,657.00	$268,942.00	$126,470.00	$7,264,574.06
098 BELLA INTERNATIONAL	$1,264,525.00	$1,381,427.72	$459,143.25	$1,244,437.00	$256,609.00	$4,606,141.97

CAM
CONSUMER MEDIA