



MEDIA ALERT

“Tengo Talento, Mucho Talento” Experiences Primetime Ratings Victory

Women Demo Fuels the Popularity for Estrella TV’s Hit Talent Show, Allowing it to Outpace Telefutura Yet Again

WHAT: Estrella TV ranked third among its Spanish-language network competitors on Wednesday, April 14th from 9:00 p.m. to 10:00 p.m. among women 25-54 as a result of its hit talent show, “Tengo Talento, Mucho Talento.” According to Nielsen, this is the second consecutive Wednesday primetime win for the network as it bumped Telefutura from its position.

On Wednesday, April 7th, “Tengo Talento, Mucho Talento”, which is currently in its second season, beat Telefutura between 9:00 p.m. to 10:00 p.m. in the women 18-49 and 25-54 demographics.

“Tengo Talento, Mucho Talento” features an array of talented amateurs and unknown performers vying for an opportunity to win a grand prize of \$100,000 and assistance in launching a career in the performing arts – as a recording artist, magician, dancer, comedian, etc. Judges Patricia Manterola, Pepe Garza and Hector Suarez, along with a voting audience of millions, will make the ultimate decision as to who nabs the top spot.

WHO: Estrella TV -- the Nielsen-rated, national Hispanic television network owned by Liberman Broadcasting, Inc. (LBI Media), the largest privately-held, minority-owned Spanish-language broadcaster in the U.S.

WHY: By counter-programming against other networks and producing original content, LBI Media’s Estrella TV is capturing the attention of audiences, in addition to distributors and advertisers who are looking to reach a growing Hispanic population.

STAY TUNED: Next month, “Tengo Talento, Mucho Talento” will present three semi-final shows between May 17- 24. A two-part live finale is scheduled to air on Tuesday, May 25th and Wednesday, May 26th, revealing the second season winner.

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