



Estrella TV No. 2 Hispanic Broadcaster in Sweep

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LBI Media's Estrella TV today announced that according to Nielsen Media Research, it delivered a consistent No. 2 ranking among Hispanic TV networks in primetime and early fringe during the November Sweep. Additionally, Estrella TV specials captured the Number 1 slot in primetime among key demographics.

The network's slate of original programming airs on stations in Los Angeles, Dallas-Ft. Worth, Houston-Galveston, Phoenix, San Diego and Salt Lake City.

From 3 to 11 p.m. weekdays, Estrella TV ranked as the No. 2 broadcaster among Hispanic adults 18-34, 18-49 and 25-54, according to Nielsen. Estrella TV's November Sweeps results, it said, put the network ahead of Univision's TeleFutura by as much as 64 percent during the key time period of primetime and early fringe, Monday-Friday.

During this time period, Estrella TV topped Telemundo's ratings by as much as 100 percent. Estrella TV's primetime programming block ranked second, generating a 2.2 rating with adults 25-54, and a 1.9 rating with Hispanic adults 18-49, in the Los Angeles market.

"The 2008 November Sweeps demonstrate the consistency of our ratings and the ongoing attraction of our original, compelling programming in growing Hispanic markets," said Lenard Liberman, executive vice president of LBI Media. "We are especially proud of our Estrella TV November specials including the music awards show Premios de le Radio and the exclusive Culpable o Inocente interview with Spanish singing diva Jenni Rivera. The Premios de la Radio broadcast actually beat Univision's entire primetime lineup and garnered a 7.7 rating among persons 18-34, easily taking the No. 1 position during the three hour show that aired from 8 to 11 p.m."

Liberman added, "Over the last decade, we have aggressively developed our content and have attracted the best actors in Latin America to our exclusive entertainment formats. We are excited about the future of Estrella TV, which is expanding into additional markets where we expect to deliver our programming in the coming year."

Estrella TV broadcasts original content produced by LBI Media from its Burbank, California studios and counterprograms alternatives to imported content on other Hispanic networks.