



KDMD TELEMUNDO ALASKA



WHO



- Telemundo Alaska is the only local Spanish TV Station
- Telemundo Alaska brings you local and national content
- Total area Hispanic population is doubling every 10 years
- Hispanic Population is 9.3%

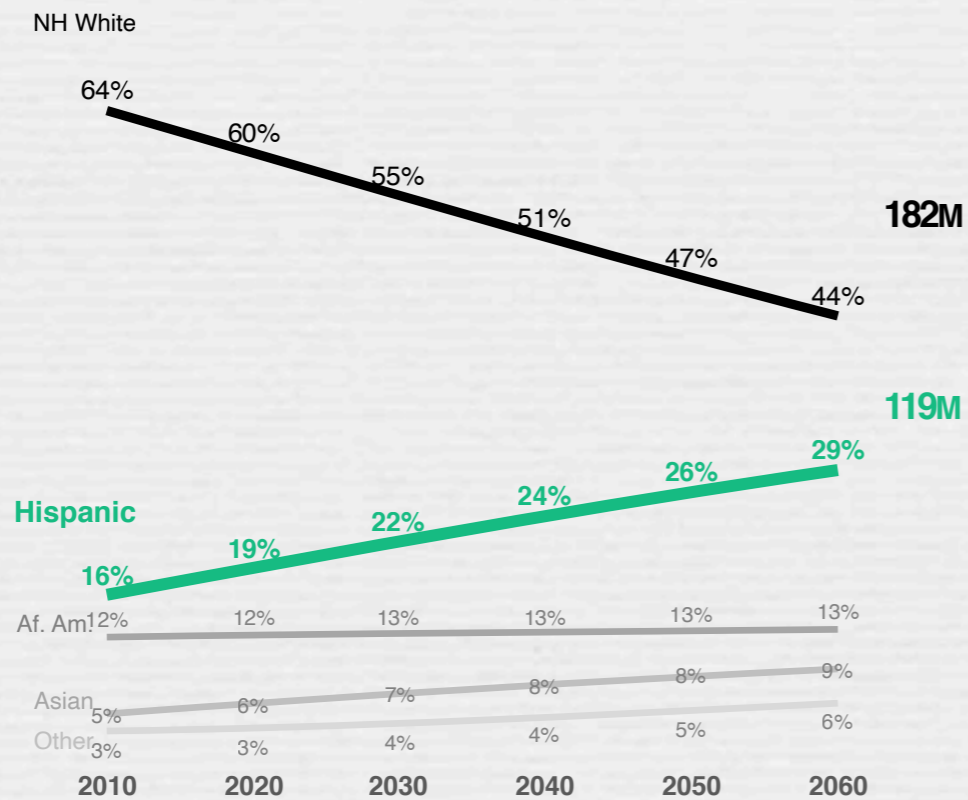


WHO



HISPANIC MARKET AT A GLANCE

**% SHARE OF TOTAL U.S. POPULATION
BY RACE AND ETHNICITY
(2010-2060)**

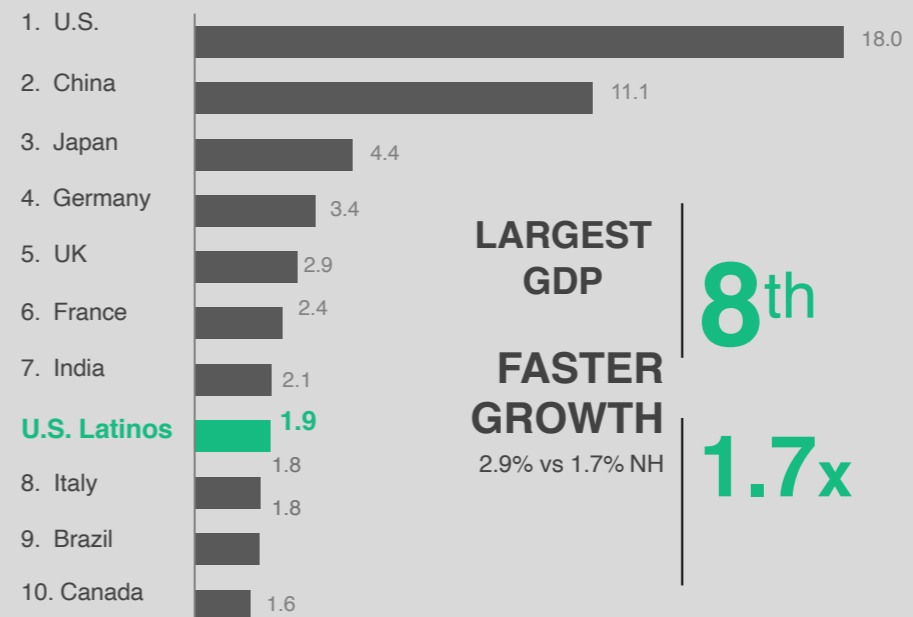


58M

HISPANICS IN US

18%

OF TOTAL
POPULATION



**LARGEST
GDP**

8th

**FASTER
GROWTH**

2.9% vs 1.7% NH

1.7x



WHAT



- 🌀 Hispanic Population is 9.3 % in our market
- 🌀 Telemundo Alaska has been on the Air since 1989
- 🌀 Telemundo Alaska is the only Spanish station
- 🌀 Telemundo Alaska is the faster growing TV Network

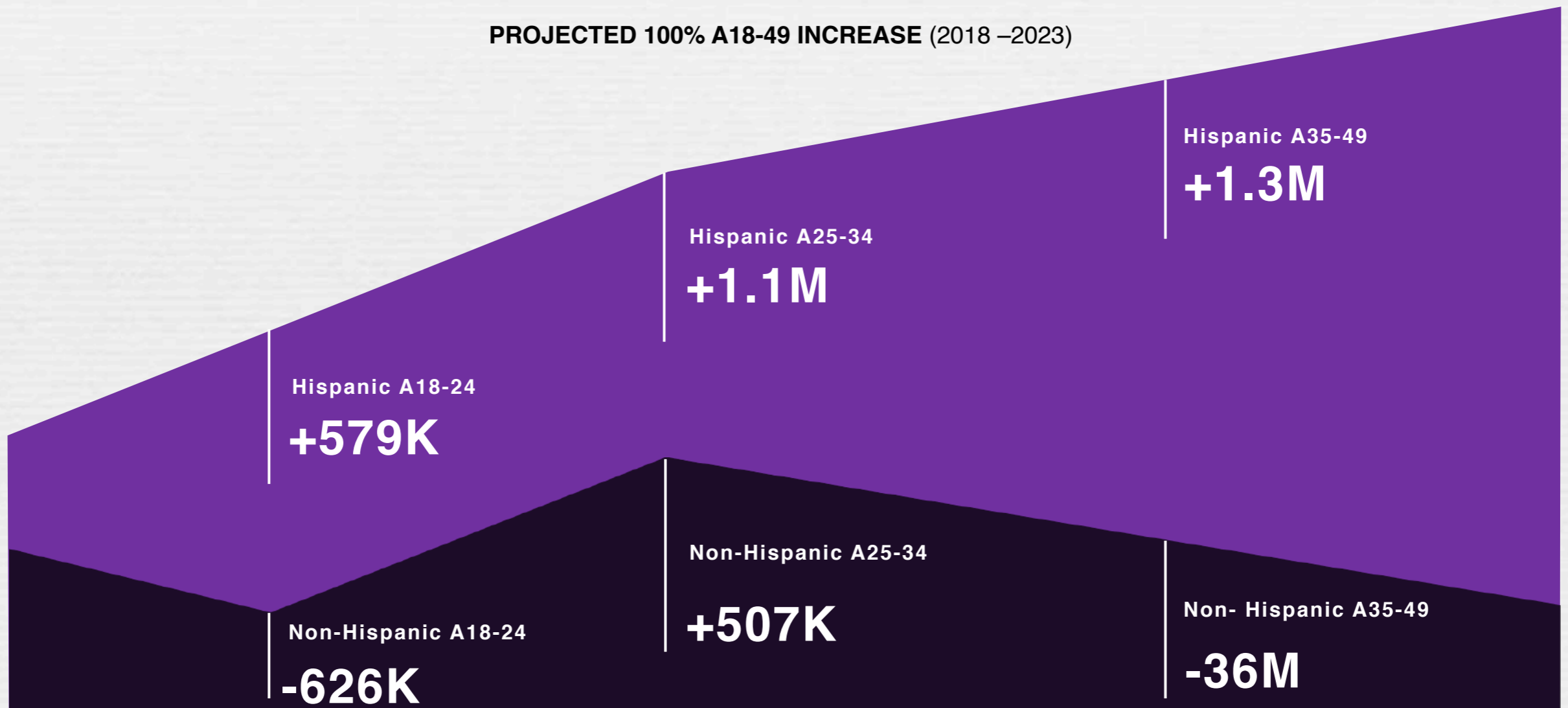


WHAT



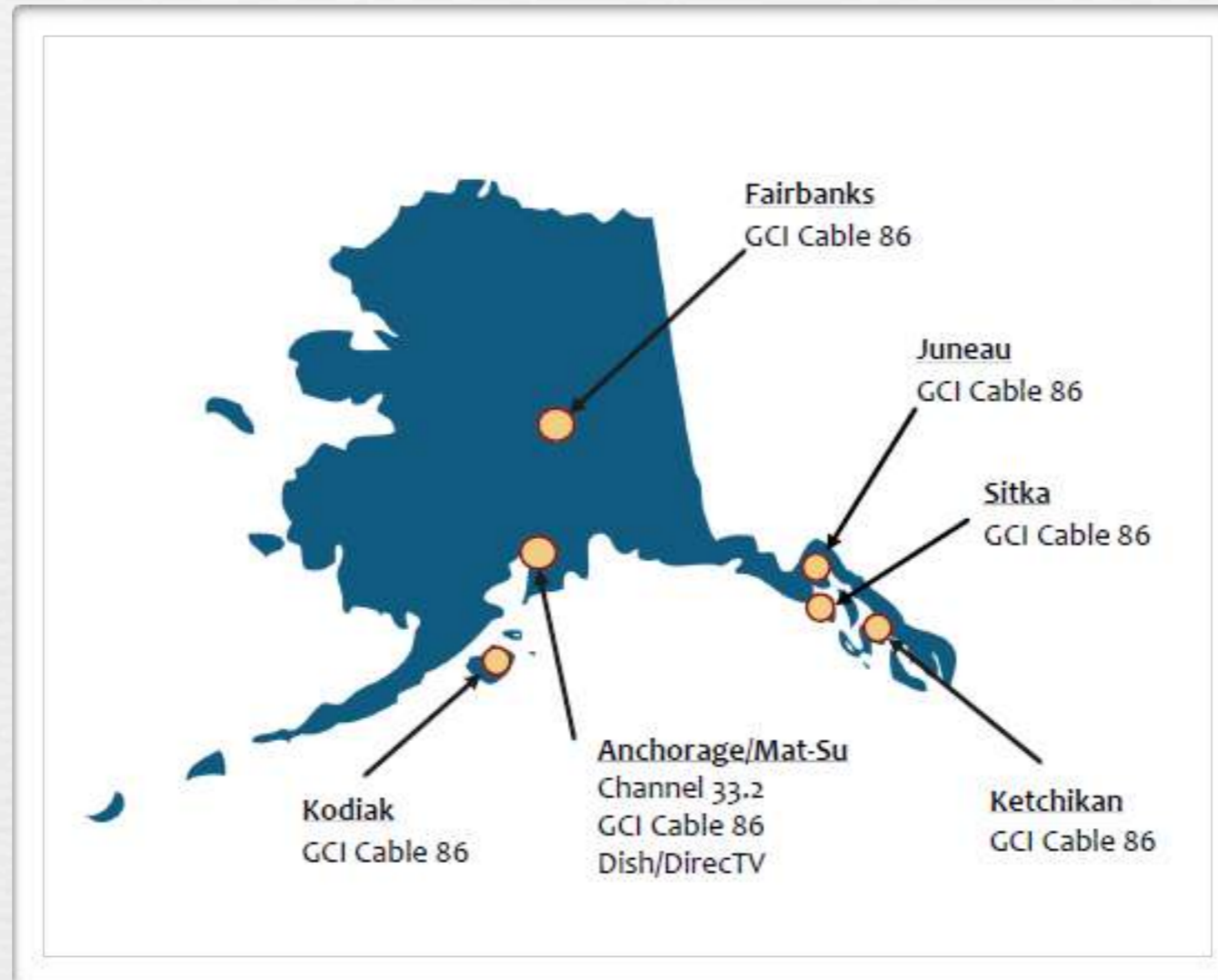
NEXT GENERATION OF CONSUMERS

PROJECTED 100% A18-49 INCREASE (2018 –2023)





WHERE





WHERE



THE OPPORTUNITY

HOME OWNERSHIP

Hispanics FUELED HOUSEHOLD CREATION IN THE PAST 5 YEARS

Hispanics are driving **22%** of new homeownership in 2017 and are realizing the American dream. Hispanic homeowners also accounted for **60%** of total homeownership growth in the U.S. (2010-2016).



BANKING SERVICES

Hispanics are DRIVING THE GROWTH in Key Banking/investment categories including CREDIT CARDS



AUTO SALES

Hispanics are DRIVING AUTO GROWTH (luxury and non-luxury) especially in the TOP TEN DMA's

In the top 10 Hispanics DMAs – HISPANIC REPRESENT 57% OF TOTAL US SALES TO HISPANICS





WHY



- English media are over-saturated in the Alaska market
- Higher R.O.I. compared to general market media
- Innovative creative solutions and promotional concepts



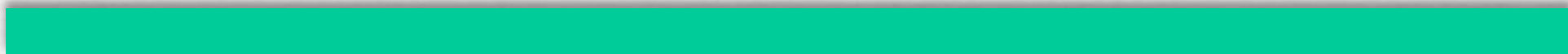
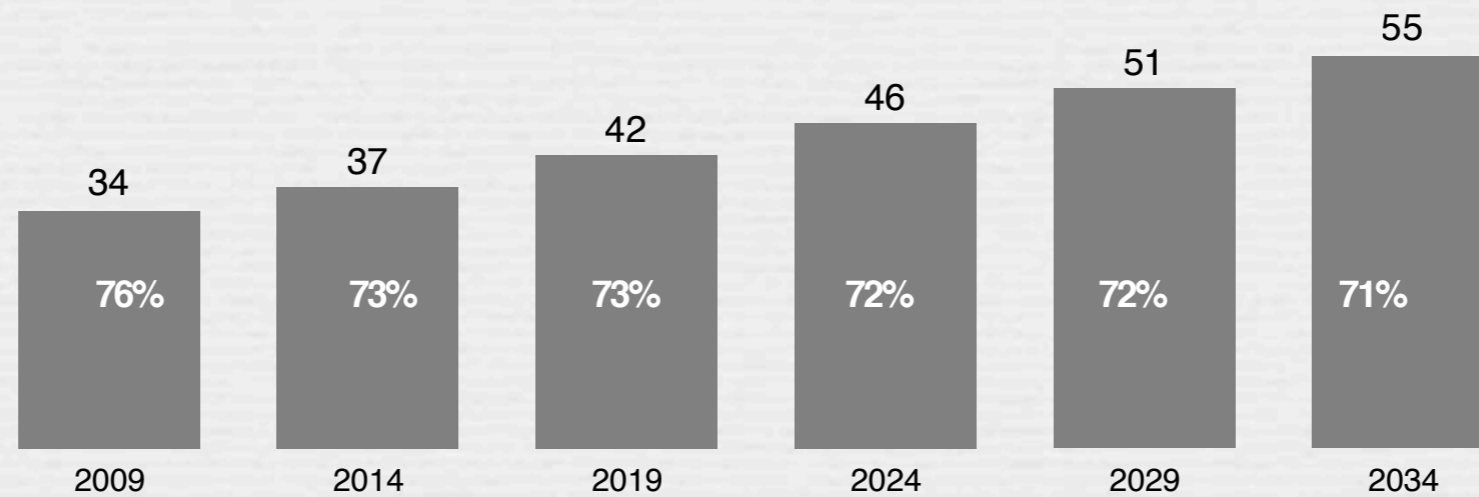
WHY



ROLE OF LANGUAGE

SPANISH IS SPOKEN IN THE MAJORITY OF HISPANIC HOMES AND WILL CONTINUE TO GROW

Hispanics 5+ That Speaks Spanish At Home (In Millions)

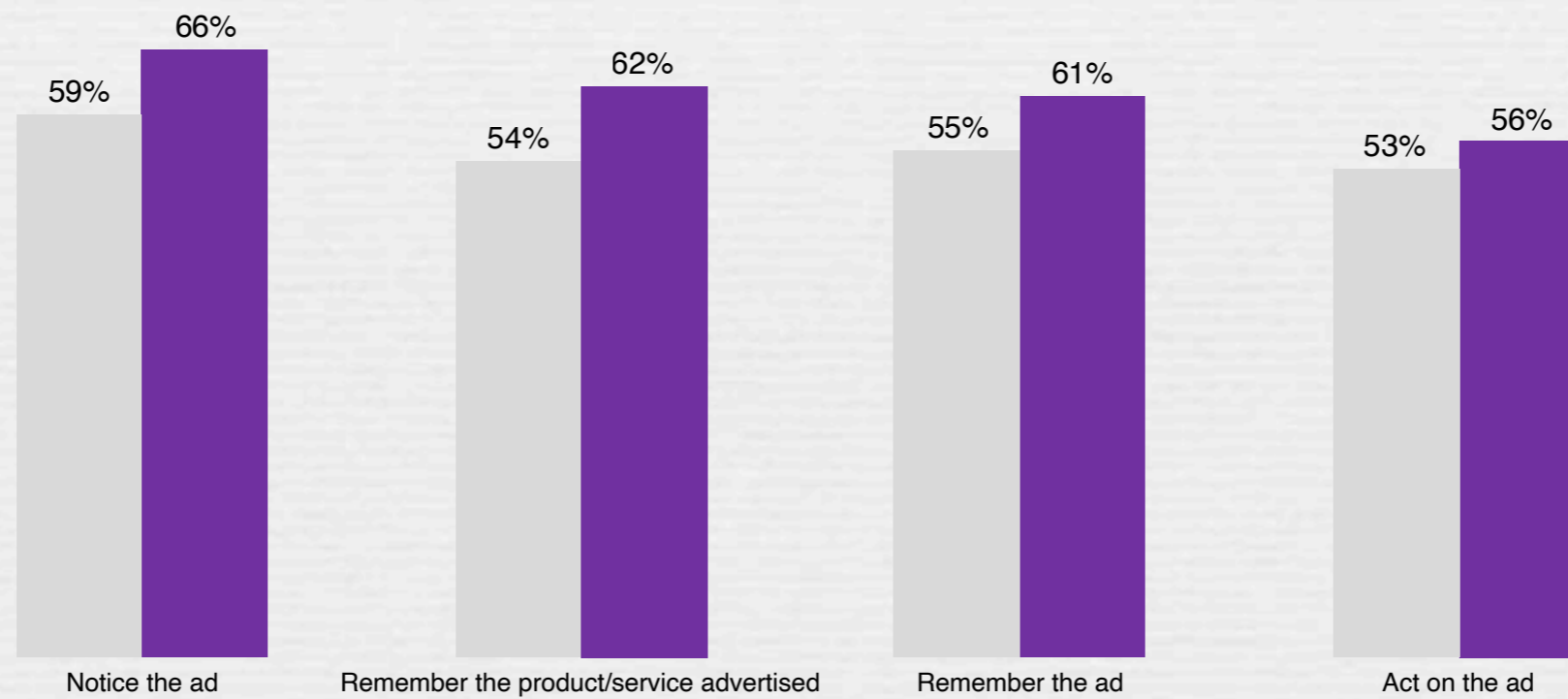




HOW



■ Ad in English ■ Ad in Spanish





HOW



Luis Cardenas
512 627 3877
luis@kdmd.tv

