



ESTRELLA TV
LAS CAROLINAS

CHARLOTTE, NC

WCEE in Charlotte, NC is available on **Spectrum Cable 811** as well as over-the-air free on **channel 16**.

FOUR THINGS TO KNOW ABOUT OUR AUDIENCE

- 1 Hispanic Consumers **Are Fueling Your Growth**
- 2 Estrella Delivers an **Unduplicated Audience**
- 3 Estrella Delivers a **Premium Audience** of **Valuable Consumers**
- 4 Estrella's Performance **Continues To Grow**

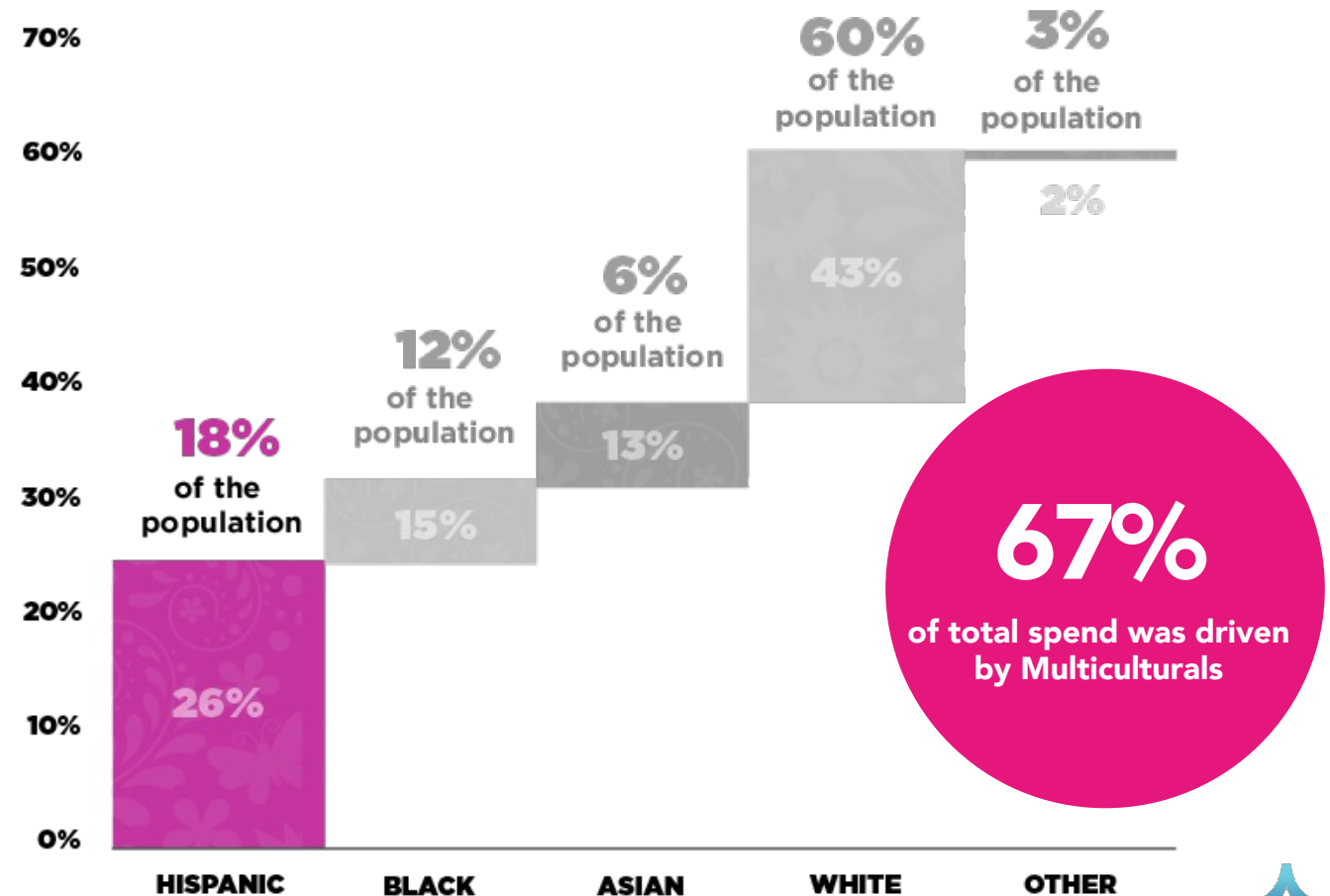
HISPANIC CONSUMERS ARE FUELING YOUR GROWTH

Between 2009 and 2019, **18%** of the Population Drove **26%** of the Expenditure Growth

19.2% of the 2021 total U.S. Population is Hispanic

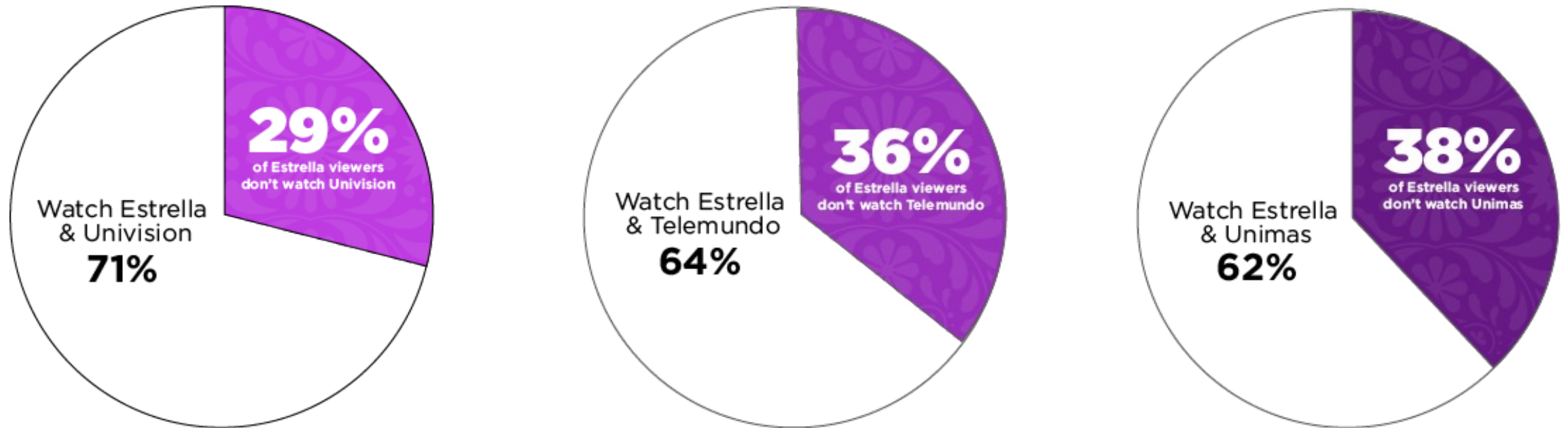
Contributing **59% growth** between 2010-2021

The Buying Power of Hispanic Consumers was **\$1.72 Trillion** in 2020



IN A WORLD WHERE MARKETERS ARE TRYING TO GROW REACH

ESTRELLA DELIVERS AN UNDUPLICATED AUDIENCE



ROUGHLY 1/3 DO NOT WATCH OTHER HISPANIC NETWORKS

Sources: Nielsen NPower Average Monthly Reach and Frequency Duplication Reports (Calendar Months Jan-Dec 2021); National Sample, Live+3 Days, TV Linear with VOD, Primary Feed, M-Su 6a-6a P2+, 75% custom unification monthly, 1-minute tuning qualifier

ESTRELLA DELIVERS A PREMIUM AUDIENCE OF VALUABLE CONSUMERS

ESTRELLA VIEWERS RANK **HIGHEST** AMONGST HISPANIC BROADCASTERS



Remember Advertised Products when Shopping
111 Index



More likely to Follow TV Networks on Social Media
130 Index

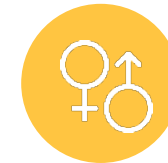


Use Social Media to Find Out about Products and Services
111 Index



Use Social Media to Rate or Review a Product or Service
111 Index

ESTRELLA'S A18-49 AUDIENCE PROFILE



The Most Gender Balanced
48% Male / **52%** Female



Has the Highest Comp in top 10 DMAs
67%



Highest HHI Income
\$57,800

Sources: MRI-Simmons, 2021 Fall; Base Hispanic Adults 18+; Gender and Age Comp% based on NNTV MS 7p-11p AA (000s) Live+Same Day, 4Q21 (9/20-12/26/21); Territory and DMA Rank = 1-10 from Nielsen NPower 4Q21 P18-49 Live+3 M-Su 7p-11p (span) Strict Daypart 4Q21 (9/20-12/26/21)

ESTRELLA VIEWERS SPEND MORE ON YOUR PRODUCTS

ESTRELLA VIEWERS RANK **#1 AMONGST COMPETITIVE SET**



Family Restaurants
& Steak Houses
117 Index



67%

Of Hispanics seek legal help for immigration or car accidents



Hispanic households spend **1.4%** more than the average U.S. household on food



Hispanics are **50%** more likely to buy a luxury car as their first vehicle.



66%

Of the spending growth in auto parts come from Hispanic households