

SPANISH-LANGUAGE BROADCAST ADVERTISING REVENUES, 2002—Continued

[Houston: Hispanic Population of 1.6 million]

	Percent
Telemundo	6

Notes: Advertising revenue-based satellite program services that also offer Spanish-language programming include services such as Galavision Cable Network, MTV Latin America and Viva Television Network.

Sources: 2002 BIA, Inc.; 2002 *Television and cable Factbook*; 2002 U.S. *Hispanic Market*, Strategy Research Corporation.

SPANISH-LANGUAGE BROADCAST ADVERTISING REVENUES, 2002

[San Francisco/San Jose: Hispanic Population of 1.4 million]

	Percent
Univision	48
Other	19
Entravision	17
HBC	14
Telemundo	2

Notes: Advertising revenue-based satellite program services that also offer Spanish-language programming include services such as Galavision Cable Network, MTV Latin America and Viva Television Network.

Sources: 2002 BIA, Inc.; 2002 *Television and cable Factbook*; 2002 U.S. *Hispanic Market*, Strategy Research Corporation.

SPANISH-LANGUAGE BROADCAST ADVERTISING REVENUES, 2002

[Dallas/Ft. Worth: Hispanic Population of 1.3 million]

	Percent
Univision	47
HBC	22
Telemundo	20
Entravision	8
Other	3

Notes: Advertising revenue-based satellite program services that also offer Spanish-language programming include services such as Galavision Cable Network, MTV Latin America and Viva Television Network.

Sources: 2002 BIA, Inc.; 2002 *Television and cable Factbook*; 2002 U.S. *Hispanic Market*, Strategy Research Corporation.

SPANISH-LANGUAGE BROADCAST ADVERTISING REVENUES, 2002

[San Antonio: Hispanic Population of 1.2 million]

	Percent
Univision	43
HBC	37
SBS	10
Telemundo	7

SPANISH-LANGUAGE BROADCAST ADVERTISING REVENUES, 2002—Continued

[San Antonio: Hispanic Population of 1.2 million]

	Percent
Other	3

Notes: Advertising revenue-based satellite program services that also offer Spanish-language programming include services such as Galavision Cable Network, MTV Latin America and Viva Television Network.

Sources: 2002 BIA, Inc.; 2002 *Television and cable Factbook*; 2002 U.S. *Hispanic Market*, Strategy Research Corporation.

SPANISH-LANGUAGE BROADCAST ADVERTISING REVENUES, 2002

[Phoenix: Hispanic Population of 1.0 million]

	Percent
Univision	47
HBC	22
Entravision	15
Telemundo	9
Other	7

Notes: Advertising revenue-based satellite program services that also offer Spanish-language programming include services such as Galavision Cable Network, MTV Latin America and Viva Television Network.

Sources: 2002 BIA, Inc.; 2002 *Television and cable Factbook*; 2002 U.S. *Hispanic Market*, Strategy Research Corporation.

SPANISH-LANGUAGE BROADCAST ADVERTISING REVENUES, 2002

[Brownsville/McAllen: Hispanic Population of 1.0 million]

	Percent
Entravision	45
Other	30
HBC	13
Telemundo	12

Notes: Advertising revenue-based satellite program services that also offer Spanish-language programming include services such as Galavision Cable Network, MTV Latin America and Viva Television Network.

Sources: 2002 BIA, Inc.; 2002 *Television and cable Factbook*; 2002 U.S. *Hispanic Market*, Strategy Research Corporation.

July 9, 2003

Marlene H. Dortch
Secretary, Federal Communications
Commission, TW-A325, 445 12th Street,
SW., Washington, DC 20554

Re: Notice of *Ex parte* Presentation, MB 02-235

Dear Ms. Dortch: On July 8, Andrew Jay Schwartzman of the Media Access Project met with Susan Eid, Legal Advisor to the Chairman to discuss the proposed transfer of control of Hispanic Broadcasting Corporation.

Mr. Schwartzman took the position that the Commission should treat Spanish language radio as a separate market for purposes of

this case, and that leads to the conclusion that the transaction is contrary to the public interest. He made two specific points.

First, Mr. Schwartzman discussed the extraordinary and insuperable barriers that any new entrant would face in trying to compete with the combined Univision/HBC entity. Unlike English language markets, a competitor would face great difficulty in making the audience aware of its service, as Univision would control the principal means of promoting and advertising a new radio station, *i.e.*, Spanish language broadcasting. Moreover, Clear Channel, which would be one of the largest shareholders of the combined companies, is the largest owner of outdoor advertising, which is the second most important advertising medium used for this purpose.

Mr. Schwartzman then turned to how the Spanish language market should be treated from a diversity perspective. He noted that under the FCC's 1981 radio deregulation decision, broadcasters were freed from the obligation to serve every enumerated audience segment in their community. They were, however, expected to demonstrate that they have met the problems needs and interests of whatever niche audience segment they might have chosen to serve. Plainly then, the Commission treated Hispanic other minority communities as distinct for this purpose as well.

In response to questioning from Ms. Eid, Mr. Schwartzman explained that he thought it was entirely logical for the Commission to conduct an analysis of the impact of a transaction on particular segments of the community while still including the same stations in voice counts and other analyses of the entire market. Thus, the question of how many stations a particular broadcaster might own in a market would be a separate issue from whether it held excessive power within the Spanish language submarket.

Sincerely,
Andrew Jay Schwartzman
President and CEO

cc. Susan Eid

July 11, 2003

W. Kenneth Ferree, Esquire
Chief, Media Bureau, Federal
Communications Commission, 445 12th
Street, NW., Room 3-C740, Washington,
DC 20554

Re: Applications for Transfer of Control of Hispanic Broadcasting Corp., and Certain Subsidiaries, Licensees of KGBT(AM), Harlingen, Texas *et al.* (Docket No. MB 02-235, FCC File Nos. BTC-20020723ABL *et al.*).

Dear Ms. Dortch: The National Hispanic Policy Institute, Inc. ("NHPI") hereby replies to the June 25, 2003 letter filed by Univision Communications, Inc. ("Univision"). In its letter Univision again restates its contention that, if the proposed merger with Hispanic Broadcasting Corporation ("HBC") is granted, Univision's interest in Entravision Communications Corporation ("Entravision") will be non-attributable.

In arguing for a "bright-line" attribution test, Univision claims that it demonstrated in a December 9, 2002 letter to the Media