

MEDIA KIT 2024



Cocola Broadcasting Companies, LLC

About



Cocola Broadcasting Companies, LLC was founded in Fresno, California by Gary M. Cocola and the company has been in the broadcast business for over 40 years.

The company currently owns and operates seventeen (17) broadcast television stations, including two (2) full-power stations and one (1) ATSC 3.0 NextGen station.

The company transmits over seventy (70) channels of programming, including content from Top English and Spanish-language television networks and hyper-local programming produced by their community partners.

The Cocola stations reach over 5 million people and 1.5 million television households with a total Hispanic reach approaching 50%.

Cocola Advertising Sales is in the business of delivering results for their clients.

17	70	4	5m	1.5m	600,000
Stations	Channels	Markets	Population Reach		Hispanic HHs Reach

Markets | DMAs

Fresno is the heart of the San Joaquin Valley at the base of the Sierra Nevada's; is a leading ag area in the World; is the main hub to Yosemite National Park and Sequoia National Park. Fresno is the 5th largest city in California with a population of 542,000 people. Fresno is home to California State University Fresno with a student population of 25,000. The Hispanic population is over 50%.

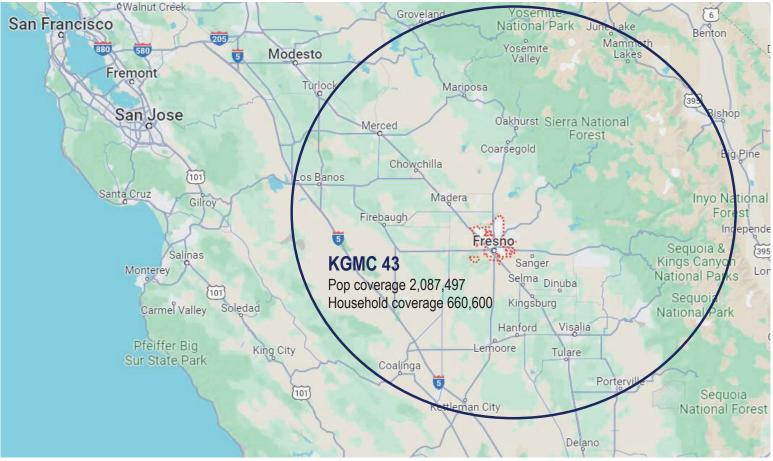
Bakersfield is located in Kern County in the Southern San Joaquin Valley; is a significant ag and energy producing area; Kern County is the largest oil producing area in the State. Bakersfield is the largest city in Kern County with a population of almost 400,000 people. The Hispanic population is over 50%. Bakersfield is also home to the "Bakersfield Sound" a popular country music genre.

Monterey is located on the Central Coast of California and is an important cultural, tourism and retirement destination and one of the most beautiful locations in the World. The area has a thriving agricultural industry as well with a Hispanic population approaching 60%.

Boise is the capital and most populous city in the State of Idaho with some 235,000 people; the Boise Metro Area, also know as the Treasure Valley has a population of some 765,000 people. Boise is home to Boise State University with a student population of 22,000. Boise is one of the fastest growing cities in the U.S. and is consistently ranked in the Top 10 for its quality of life. Boise has become a new destination point for tech companies.



Fresno, California: KGMC-DT TV43





Distribution: 347,500

Cable Subs - 124,000 Satellite Subs - 83,500 OTA Only HHs - 140,000



Distribution: 250,000 Cable Subs – 110,000 OTA Only HHs – 140,000

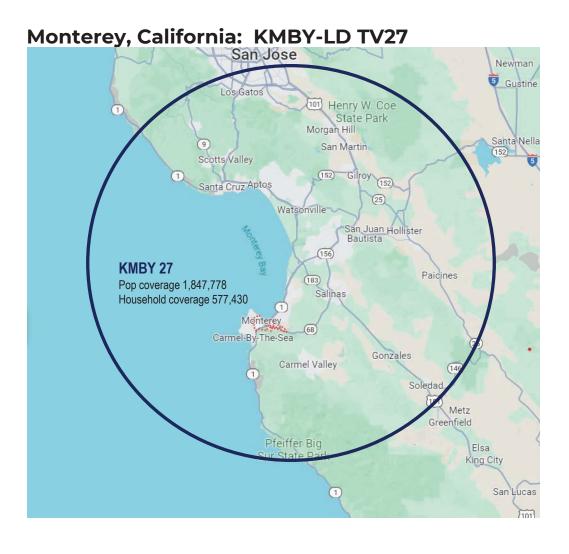
Bakersfield, California: KCBT-LD TV34







Distribution: 114,000 Cable Subs – 71,500 (Charter) OTA Only HHs – 42,500







Distribution: 94,254 Cable Subs – 53,254 (Comcast) OTA Only HHs – 41,000 (in DMA)



Boise, Idaho: KKJB-DT TV39







Distribution: 149,687 Cable Subs – 16,500 Satellite Subs – 52,210 OTA Only HHs – 80,977



Programming Networks



Cocola Broadcasting Companies, LLC



February 2024 Authentically Latino. Inherently American.



Here is what we know about Hispanics media behavior and important topics that matter



Authentically Latino. Inherently American.

Media Landscape & Consumption

Evolving viewer needs and habits that pair with Latinidad

Television and digital are the premiere sources for viewership



Rely on television and online sources for their news



Used television to get their news in the last week



Say television and online sources are the most reliable sources of news



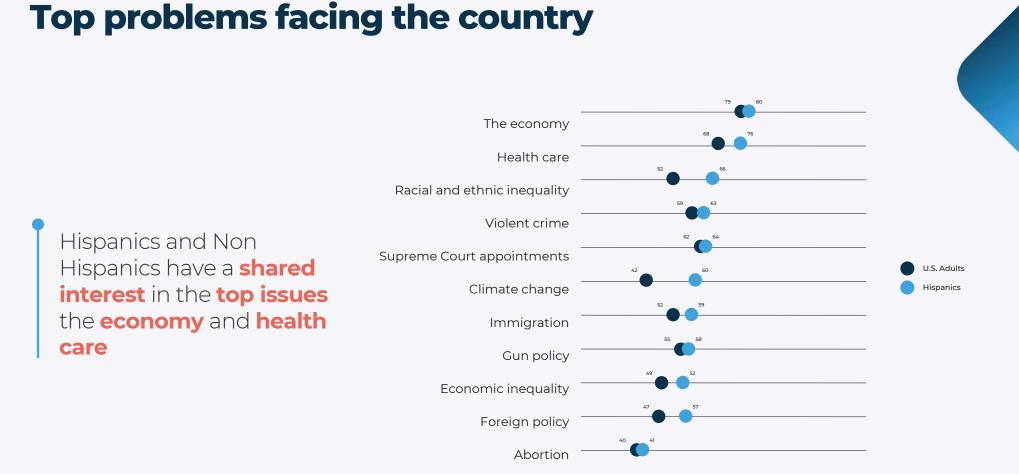
Used online to get their news in the last week

Sources: Rand Corporation; American Press Institute.



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Source: Pew Research. % of registered voters who say_ is 'very important' to their vote in the 2020 presidential election.

Note: Based on registered voters. No answer responses not shown. Survey of U.S. adults conducted July 27-August 2, 2020.



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The 2024 Estrella content solution

Content Strategy – Topical Entertainment

Hablamos el mismo idioma

Content values

Truth, patriotism, culture, family, hard work and fun.

Content characteristics

- 1. Where the audience sees themselves and their voice
- 2. Entertain, enlighten and educate viewers
- 3. Addresses the issues that matter to U.S. Hispanics
- 4. Celebrate and advocate for the success of U.S. Hispanics
- 5. Access to news and information 24/7

Reality / Competition

Unscripted series' featuring real people in a variety of scenarios, situations and games competing to win prizes.

<u>Magazine</u>

Magazine style programs, featuring current interest topics in a lighter and relatable style.

News & Information

Delivering the most relevant and breaking news and current events, featuring stories that impact U.S. Hispanics, with a focus on the economy, immigration, education, politics and health care.





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The 2024 Estrella content solution

Primetime with Topical Entertainment



Weekdays 1 hour | 7pm

Fan favorite, 100 Latinos Dijerion is back with brand new episodes.

Mexican comedian Mau Nieto hosts the Spanish language version of one of the most successful game shows of all time, "Family Feud."



Weekdays 1 hour | 8pm

Four celebrity judges, along with millions of viewers, make one talented person's dream come true with a \$100,000 grand prize. Like America's Got Talent, the show features aspiring singers, mesmerizing illusionists, dance teams and much more!



Weekdays 1 hour l 8pm – Premiering in March

El Hormiguero is a family talk show, with a live audience featuring comedy, science, and interviews with world celebrities.



Weekdays 1 hour l 9pm

This Spanish language infotainment pioneer is your getaway to a world of the most impactful videos curated from across the globe. AlarmaTV is hosted by the dynamic duo of Lianna Grethel and Nour Milla.



Weekdays 1 hour l 10pm

EstrellaTV's awardwinning primetime newscast, wraps the night with a fast-paced and insightful summary of the day's events, anchored by legendary news journalist Jose Ronstadt. Noticero is expanding to 1 hour on February 12.



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The 2024 Estrella content solution

Daytime with Topical Entertainment



Weekdays 4 hours 12pm – 4pm

Original, LIVE two-hour morning news program delivering fast paced, informative news you can use in a light, upbeat manner.

Core segments include entertainment news, games, cooking, beauty tips, and trending topics.



Weekdays 1 hour | 5pm

The most surprising and shocking news in the world, as well as special reports.



Weekdays 30 minutes 5pm

National, local and international news content in with weather and sports.

Local markets include Texas (Dallas, Houston,) Los Angeles and Miami.



Weekdays 30 minutes 5:30pm

The most **comprehensive, up-to the-minute information** from both the United States and around the globe. Local markets include Texas (Dallas, Houston,) Los Angeles and Miami.



Weekdays 1 hour | 6pm

Breaking news, interviews and exclusive coverages of celebrities, gossip and events in Mexico.



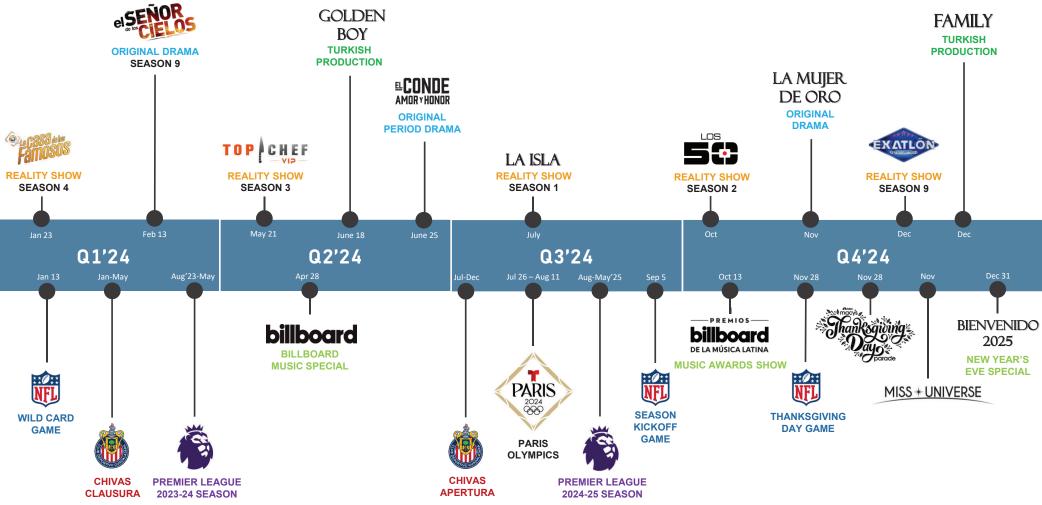
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PROGRAMMING IS SUBJECT TO CHANGE.

2024 TELEMUNDO PROGRAMMING SCRIPTED · REALITY · SPECIALS · SPORTS

KKJB TV39 BOISE TELEMUNDO



Casa de los Famosos

Season 4

JANUARY 23

Telemundo's popular Big Brother-style reality is back! This season of La Casa de Los Famosos will be bigger than ever with 23 Hispanic personalities participating. Viewers will get a 360-degree view of their favorite contestants and vote each week to decide who wins the coveted cash prize.

Season 3

PRIMETIME

7P/6C

MAY 21

A new group of Hispanic celebrities will put their cooking skills to the test in the 3rd season of Telemundo's hit culinary competition, Top Chef VIP! Each episode will bring a mix of family-friendly entertainment and a dash of drama as the contestants compete for the Top Chef VIP title and cash prize.

Season 1 JULY

ISLA

A group of Hispanic celebrities will embark on the ultimate journey of endurance while living in a remote island isolated from the outside world. Contestants will be forced to rely on basic resources to endure Telemundo's first ever survival reality show. After months of grueling competition, only the most skillful and resilient celebrity will take home the \$200,000 cash prize.

el SEÑOR ^{el} ¹⁰⁵CIELOS

- The #1 program on Spanish TV for 6 consecutive seasons

FEBRUARY 13

Season 9

El Señor de Los Cielos, is back! Aurelio will return to the violent nature that runs in his blood, accepting, once and for all, that the Casillas family will never live in peace. After his son Ismael gets arrested in Mexico, Aurelio unleashes a wave of violence to neutralize his enemies.

JUNE 18

GOLDEN

BOY

No longer tolerant of his grandson Ferit's lifestyle, Halis decrees that Ferit must marry a woman from their hometown. This news reaches Kazim, a socially greedy land baron who has groomed his daughters with the sole purpose of getting them married into rich families. When Ferit decides to marry one of Kazim's daughters, his life will change as lies and secrets begin to unravel.

DECEMBER

FAMILY

Aslan, the head of Istanbul's most notorious crime family, meets Devin, a beautiful psychologist and falls madly in love. Devin will be forced to navigate Aslan's dangerous world and deal with his complex family while Aslan struggles to balance between the mafia world he controls and keeping Devin safe.

GLOBAL SPORTS

CHIVAS APERTURA & CLAUSURA

> ~16 Games Jan - May Jul - Dec



PREMIER LEAGUE

~40 Games Aug'23 – May'24 Aug – May'25



LA NFL EN TELEMUNDO KEY GAMES

Jan – Wild Card Sep – Season Kick-Off Nov – Thanksgiving Night



Jul 26 – Aug 11

One of the most eagerly awaited Olympic Games in the past 20 years. With less than a year to go until the Opening Ceremony, Telemundo is preparing to deliver viewers the ultimate Olympic experience.

Total Hours of Coverage on Telemundo

190

1st

Time Opening Ceremony is covered in Spanish-Language

HISPANIC VOTERS WILL PLAY A KEY ROLE IN THE 2024 ELECTION



Non-Hispanic segments Hispanic segments

62% of the projected growth over the next 5 years will emerge from Hispanic segments

Minority populations will represent over one third of eligible voters, with **Hispanics** as the largest non-white voting group At least **11.6 million Latino voters** are expected to cast ballots in November 2024



Source: Claritas: The 2021 Hispanic Market Report | Pew Research Center | NALEO: 2022 Midterms Latino Voter Projections











America's #1 Classic TV Network



















Metri Program Schedule

Metv NETWORK PROGRAM SCHEDULE

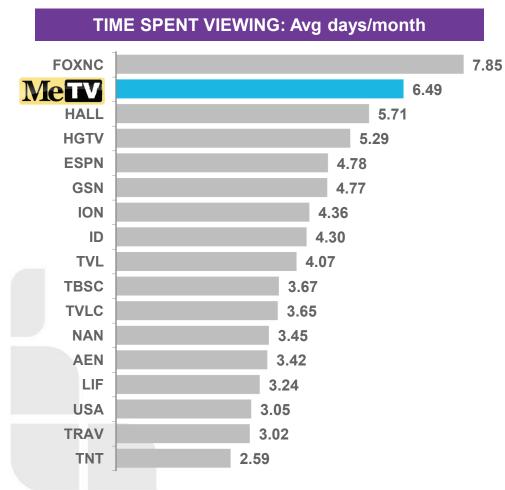
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5:30s Dragnet (Fri.) Petticoat Junction The Invaders Dragnet		Highway Patrol (Fri.) Petticoat Junction			
			The Invaders		



Viewers SPEND TIME with MeIV



NOV 2023



TIME SPENT VIEWING: Avg mins/day					
HALL	128.42				
ION	126.44				
FOXNC	117.98				
ID	107.26				
Metv	101.14				
GSN	92.37				
USA	87.86				
LIF	87.49				
NAN	82.52				
TVL	81.37				
ESPN	77.36				
HGTV	76.54				
AEN	69.40				
TBSC	68.97				
TRAV	66.14				
TNT	61.33				
TVLC	61.08				

Source: Nielsen NTI Nov'23; P2+ who watched at least 6 minutes of the network.



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f Estrella TV Bakersfield
f MeTV Network
f Telemundo Boise
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