



CROSS-BORDER STUDY DRIVES MARKETING STRATEGIES TO REACH INTERNATIONAL CONSUMERS

CAMPAIGN DETAILS

STAKEHOLDERS:

Rio Grande Valley Economic Development Councils and prominent local media companies

GOAL:

Validate the true local economic impact the Mexican listener, viewer and consumer has on U.S. of side of the border.

SUMMARY:

Rio Grande Economic Development Councils engaged in a Nielsen custom consumer survey to understand the interdependency of the economies on both sides of the United States and Mexican border.

RESULTS:

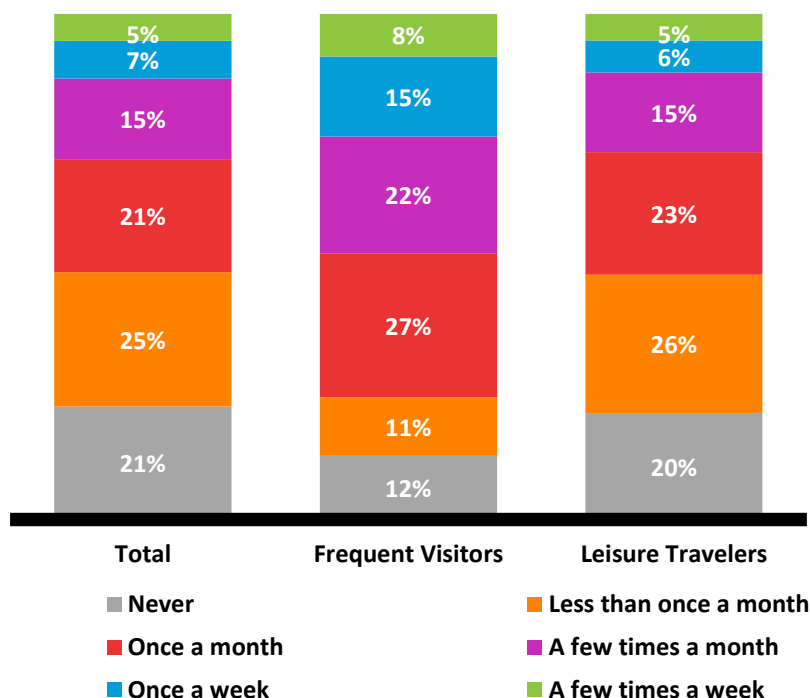
The stakeholders and now advertisers will increase their understanding of cross border consumption and media behavior. This will empower them to improve effectiveness of their own marketing strategies.

RIO GRANDE VALLEY ECONOMIC DEVELOPMENT COUNCILS VALIDATE ECONOMIC IMPACT OF MEXICAN NATIONALS

Border cities all across the U.S. benefit economically from consumers who cross the border to shop, eat, visit and ultimately be exposed to U.S. media. These border cities have become reliant on the media consumption, consumer behavior and spending of visiting consumers. In fact, these are driving factors shaping the success of their local businesses. However, effectively quantifying the impact that these consumers have on the U.S. economy can be a challenge.

Nielsen's custom consumer study, which surveyed respondents in the Matamoros and Reynosa municipalities, focused on gaining deep insights on TV and radio media consumption, retail spending, restaurant spending and other consumer behavior categories. For the first time, the marketplace was able to quantify the audience that consumes, views and listens, regardless of borders.

How Often Do Mexican Adults 18+ Visit Quick-Service Restaurants?



Frequent visitors took an average of **48** trips in the past year, which is almost one visit per week!



36% of Mexican visitors to the Rio Grande Valley purchased a vehicle!

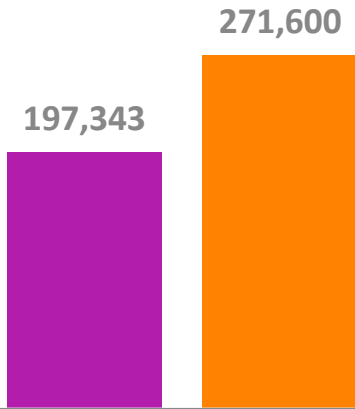
*Frequent Visitors: Crossed the border five or more times in the past year



U.S. and Mexican Based Stations Show Significant Increases in Audiences in the Mexico Border Cities

Source: Nielsen Cross Border Fall 2015 Rio Grande Valley Consumer Study, n=1503 in Matamoros and Reynosa municipalities

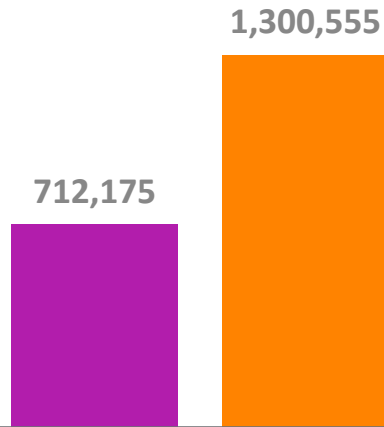
Local TV Impressions Grow by **38%** when Mexico's Audiences are Added to U.S. Audiences



Television Primetime Audience (P18+, M-Fri 7pm-10pm)
 ■ US TV Impressions ■ US + Mexico TV Impressions

Broadcast TV delivers an additional 74,257 Impressions when Mexico audiences are measured

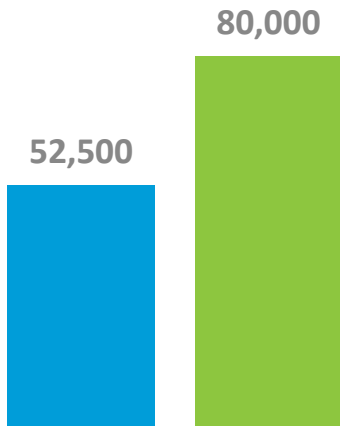
Reach of Local TV Increases by **+83%** when Mexico's Audiences are Added to U.S. Audiences



Television Weekly Audience (P18+, M-Sun 5am-2am)
 ■ US TV Reach ■ US + Mexico TV Reach

Broadcast TV delivers 588,380 new, unique Viewers when Mexico audiences are measured

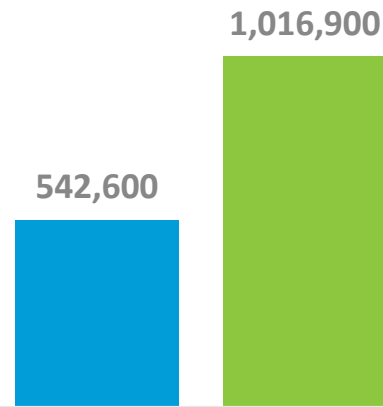
Average Number of Radio Listeners Grows by **52%** when Mexico's Audiences are Added to U.S. Audiences



Radio Average Weekly Audience (P18+, Mon-Sun. 6am-12am)
 ■ US Radio Average Persons ■ US + Mexico Radio Average Persons

Radio delivers an additional 25,500 Average Persons when Mexico audiences are measured

The Average Reach on Radio Grows by **87%** when Mexico's Audiences are Added to U.S. Audiences



Radio Weekly Audience (P18+, Mon-Sun 6am-12 am)
 ■ US Radio Reach ■ US + Mexico Radio Reach

Radio delivers an additional 474,300 new, unique listeners when Mexico audiences are measured

"The study confirms that the Rio Grande Valley is an international market with Hispanic populations equal to a top-tier Hispanic market in the U.S. The study is critical to Entravision because it highlights the value of our owned and operated assets along the U.S. and Mexico border, from the Rio Grande Valley all the way to San Diego and Tijuana" - Christopher Moncayo, EVP Entravision Communications Corp. - Texas Region

"This study has given us the quantitative data to prove what we have been saying all along, that the strength of the valley resides on both sides of the border. When we present this information in front of customers we can show our real reach and the compatibility of radio without the limitation of the border" - Carlos Rodriguez, R Communications