



Nielsen Monitor-Plus™ Spotlight: Spanish-Language Advertising



Nielsen Monitor-Plus™, a service of The Nielsen Company, takes a close look at Spanish-Language advertising.

Overall Trends

Advertising spending in Spanish-Language media for 2007 reached \$5.78 billion. In total, ad revenue increased over 2006 by 3%.

Spanish-Language Cable showed significant increases due to the addition of two networks in 2007, as noted at right. Similarly, coverage changes in National Magazines and Spot Radio are an influencing factor in the substantial year to year variances displayed in the chart at right.

Top Advertisers

Broadcast Media Partners Inc. (Univision's parent company) was the largest advertiser across all Spanish-Language media in 2007 (approximately \$205.9 million). From 2006 to 2007, Lexicon Marketing (+38%) increased ad spending by the largest percentage—largely due to new campaigns around its new Sin Barreras and Olympia Cookware product lines. Spending by Toyota also rose substantially(+23%), attributable to increased advertising of its hybrid vehicles.

Medium	2006 (\$ mil)	2007 (\$ mil)	2006 vs. 2007 % Change
Spanish Language Cable TV	\$125.4	\$220.7	76%
National Magazine	\$144.1	\$163.5	13%
Spot TV	\$1,549.8	\$1,668.7	8%
Spanish Language Network TV	\$2,949.9	\$3,013.8	2%
Local Newspaper	\$110.3	\$110.20	0%
Spot Radio	\$759.7	\$609.20	-20%
Total	\$5,639.5	\$5,786.4	3%

* Fox Sports En Espanol and MUN2 were added in 2007. (Excluding these networks results in a 32.3% change from 2006 to 2007 for Spanish Language Cable TV.)
Source: Nielsen Monitor-Plus (Jan. 1, 2006 – Dec. 31, 2007)

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2007 Rank	Top 10 Parent Companies	2006 (\$ mil)	2007 (\$ mil)	% Change
1	Broadcasting Media Partners Inc.	\$283.0	\$205.9	-27%
2	Procter & Gamble Co.	\$174.3	\$168.7	-3%
3	Lexicon Marketing Corp.	\$115.5	\$159.0	38%
4	AT&T Inc.	\$117.0	\$128.9	10%
5	General Motors Corp.	\$110.4	\$106.5	-4%
6	McDonalds Corp.	\$96.3	\$103.5	7%
7	U.S. Government	\$103.4	\$102.8	-1%
8	Toyota Motor Corp.	\$78.3	\$95.9	23%
9	Verizon Communications Inc.	\$89.7	\$89.2	-1%
10	Johnson & Johnson	\$77.3	\$86.2	12%
Total: Top 10 Parent Companies		\$1,245.6	\$1,247.0	0.001%

Source: Nielsen Monitor-Plus (Jan. 1, 2006 – Dec. 31, 2007)

Mainstream advertisers made up the remainder of the top 10 for last year. Companies in the top ten span a range of industries—from telecommunications (Verizon and AT&T), to automotive (Toyota and General Motors) and consumer goods (Procter & Gamble and Johnson & Johnson).

Top Advertising Categories

Advertisers spending on Spanish-Language media within the top ten categories reached more than \$2.3 billion in 2007. The Automotive category, which spent just over \$659.4 million, had by far the most spending last year. Advertisers in that category spent more than double the dollar amount of the number two category, Wireless Telephone Services (\$313.6 million).

Although Automotive topped the list, Wireless Telephone Services had the most significant percentage increase within the top ten categories (+35%). AT&T, which introduced advertising for several new services in 2007, was the main contributor to the category's dramatic increase.

In contrast, the Audio Recordings category, which cut spending by 23% between 2006 and 2007, had the largest percentage decrease of any of the top ten categories.

2007 Rank	Top 10 Product Categories	2006 (\$ mil)	2007 (\$ mil)	% Change
1	Automotive	\$632.3	\$659.4	4%
2	Wireless Telephone Services	\$233.1	\$313.6	35%
3	Restaurant-Quick Service	\$259.6	\$277.6	7%
4	Department Store	\$280.9	\$273.8	-3%
5	Direct Response Product	\$143.2	\$179.6	25%
6	Automotive Dealerships	\$184.9	\$169.4	-8%
7	Beer	\$149.6	\$156.6	5%
8	Direct Response Recordings	\$125.7	\$136.6	9%
9	Audio Recordings	\$147.8	\$113.7	-23%
10	Motion Picture	\$102.6	\$106.4	4%
Total: Top 10 Product Categories		\$2,260.1	\$2,387.2	6%

Source: Nielsen Monitor-Plus (Jan. 1, 2006 – Dec. 31, 2007)

About Spanish-Language Media Measurement at Monitor-Plus

Nielsen Monitor-Plus offers clients a comprehensive view of Spanish-Language advertising, measuring the following media:

- 5 television networks, 5 cable networks
- 53 local television stations across 27 markets
- 74 radio stations across 24 markets
- 8 local newspapers across 5 markets
- 20 national magazines

Please contact your Nielsen Representative today for Monitor-Plus advertising information on any category that interests you.