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## **Go!TV's Reach Potential Takes Center Stage at 2006 Upfronts**

### ***Why in the Numbers Game - Go!TV is a Winning Ticket***

**NY, NY – May 16, 2006 – Go!TV Upfronts** – To a room filled with the painted faces of many would-be hard core fans representing some of the top leagues around the world and those exclusive to Go!TV, the 2006 Go!TV Upfront got off to a celebratory start.

In fact, this year Go!TV put on quite a show. The event held at the Helen Mill's Theater in New York City, was set-up as a celebration focusing on the famous #12 player; the player who makes soccer the #1 sport in the world, the player that makes Go!TV the success story it is today...the Fan.

Indeed, as more and more advertisers look to Cable TV to reach desirable niche markets, Go!TV took this year's Upfront as an opportunity to make its case, by giving the fan all around top billing, with most of the presentation's focus directed at emphasizing the Network's reach and distribution potential.

Delivering that message, was the Network's CFO Rodrigo Lombello who announced to a crowd of over 100 agency attendees and advertisers as well as members of the media, that Go!TV would be as tireless as the soccer players themselves in serving the Hispanic market and that particular hard to find but desirable 18-49 male demographic.

He added, "We at Go!TV pride ourselves in the ability to effectively target and reach the U.S. Hispanic market. This demographic is an affluent powerhouse not to be ignored in today's marketing landscape".

Some of the key numbers and facts of interest highlighted by Mr. Lombello include:

#### **Go!TV in General**

- Go!TV is currently in 9 million HH but is expected to grow to over 12 million by close of 2006.
- Of those approximately 2.5 million are Hispanic Households.

-more-

- The network is currently the 8th most distributed cable network in the Hispanic Cable Universe and from q105 to q106 GoITV experienced a whopping 111% percent subscriber growth. This market penetration, combined with the Hispanic market's growing buying power, expected to rise yet another 42% in the next 5 years, puts GoITV, in the right place at the right time.

*Source: Nielsen Media Research, Cable Coverage Report – Ranking of % Penetration of Hispanic Cable Plus TV Homes (April 2006).*

- GoITV viewers are certainly DEDICATED to the network. In fact, 63% of viewers **spend more than seven hours per week** watching.

*Source: Simmons National Consumer Study/National Hispanic Consumer Study, Spring 2005, Adults 18+*

### **About the # 12 Player (The GoITV Fan)**

- GoITV is a prime destination for the hard-to-reach young Hispanic male. In fact, 66% of the GoITV audience is male 18-49.
- Better yet, 43% of the GoITV Hispanic audience has a household income of \$50,000 a year or more.
- 45% of Hispanic viewers own their own home.
- 88% of viewers have one or more children
- Finally, when it comes to many consumer brands GoITV's key demographics hit the mark, In fact, GoITV indexes higher than the total Hispanic population in terms of viewers who are most likely to buy a new home, buy or lease a new car, refinance their mortgage, send money, consume energy drinks and purchase licensed sports clothing.

*Source: Simmons National Consumer Study HISPANIC ORIGIN BASE. SPRING 2005 ADULT FULL YEAR REISSUED (MAY '04-MAY '05)*

### **About Soccer Viewing Habits**

- Research shows that, in 2005, 52% more people watched soccer on TV compared to 2003, that's 15 million people a year tuning in to soccer these days up from 10 million. GoITV launched in 2003 (perhaps not a coincidence at all!!!).

*Source:: Simmons National Consumer Study, Spring 2003 vs. Fall 2005.*

Not surprisingly, in the past three years, GoITV has been able to secure distribution partnerships with the vast majority of major US carriers including Comcast Cable, Cablevision, Charter Communications, Mediacom and Adelphia as well as the top two satellite providers DirecTV and Dish. And, today at Upfronts, they also took the opportunity to announce a brand **new agreement** with Cox Communications which will begin by launching in the Fairfax, Santa Barbara, San Diego & New Orleans later this month.

These partnerships as well as the incomparable programming have allowed GoITV to grow faster than any independent sports channel in existence.

Speaking about quality programming, in addition to outlining the networks potential, the event was also used to showcase the network's new and exciting programming, as well as some of its already highly popular offerings.

## New Show Line- Up to Hit GoTV

### Mexico Lindo y Futbol

This new series, above all, will fill GoTV's largely Mexican audience with excitement and fervor. And that is because Mexican soccer is as full of tradition, color, history and pageantry as the land from where it comes.

After all, Mexico was one of 13 original nations to participate in the inaugural 1930 FIFA World Cup in Uruguay and their passion for the sport persists to this day. Mexico Lindo y Fútbol will afford all those who are passionate about first division Mexican Soccer the opportunity to be a part of the excitement, special flavor and brand of play that is Mexican soccer. Airing daily Monday through Friday, the show will present highlights, scores, stats and best of all, the Mexican Life around the world of soccer so the Mexican fan in the US can feel at home and be up to date with what's happening just south of the border.

**Duration:** 1 hour

**Frequency:** Monday-Friday 11:00PM ET

Also introduced to advertisers at Upfronts for the first time, making 2006 the first year that GoTV will have substantial programming from some of the most important clubs in England were Liverpool TV and Arsenal TV.

### ARSENAL TV

Arsenal TV is the official programming block from the English League. The show will feature full match coverage of the FA Cup, extended highlights from UEFA Champions League games, midweek matches and classic matches from the league's celebrated history.

**Duration:** 180 Minutes

**Frequency:** Monday's 4:00pm ET

### LIVERPOOL TV

NEW! Liverpool TV, directly from England, is Liverpool Football Club's official programming block. This program will bring Premiership and Champion League matches to our fans for the first time ever. They'll be able to watch classics from the very beginnings of the Premiership and Champions League plus behind the scenes coverage and exclusive interviews with league superstars such as Stephen Gerrard, Xabi Alonso, Djibril Cisse, Fernando Morientes, Luis Garcia and Harry Kewell.

**Duration:** 180 Minutes

**Frequency:** Tuesday's 4:00pm ET

But the **main attraction**, always considered new because every game is a like a different episode with drama and action to keep viewers glued to their seats, continues to be GolPremium – 3,000 hours of thrill a year featuring GoTV's leagues, some of the most followed and popular on the planet.

## GoIPREMIUM

LIVE broadcasts of GoITV's 15 exclusive leagues and tournaments including Italy, Spain, Brazil, Colombia, Ecuador, El Salvador, Honduras, Guatemala, Bolivia and Uruguay plus the UEFA Cup, Copa del Rey, the US Open Cup, the Brazilian Cup and UNCAF.

**Duration:** 120 Minutes (subject to game time-clock modifications)

**Frequency:** As games are aired; approximately 30 games per week.

Returning and highly acclaimed shows such as GoITV News, American Soccer, Ole la Liga, 45/45, Ciao Serie A, and FIFA Futbol Mundial took front stage so those advertisers unfamiliar with ongoing favorites could also get a taste.

And for those that simply can't get enough, GoITV also took some time to put the network's VOD offerings in the spotlight.

## Video On Demand

GoITV makes available a weekly 15 minute all-goal show via VOD on select Comcast and Cablevision VOD services. GoITV's program represented 1 million out of a total 7 million downloads of all of the Comcast Hispanic VOD offerings in 2005. Beginning in Q406, GoITV will be making this program available to sponsors.

## About GOLTV

Delivering more than 1,500 soccer games each year from around the world, GoITV offers the most live soccer available on TV with exclusive rights to games for some of the best leagues in the world including Italy, Spain, Brazil, Colombia, Ecuador, El Salvador, Guatemala, Honduras, Bolivia and Uruguay.

GoITV also broadcasts live and live-on-tape games from Europe's UEFA Cup, Copa del Rey and International Friendly Games; the US Open Cup; and the UNCAF Tournament in Central America.

GoITV is the first and only Television Network broadcasting 100% soccer in the US. GoITV was officially launched in February 2003 and has the rights to 15 leagues and tournaments. For more information please visit [www.goltv.tv](http://www.goltv.tv)

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