

Reaching Pan Latin Audiences

PORTADA'S 2010 PANREGIONAL ADVERTISING AND MEDIA SUMMIT

Miami, Mandarin Oriental June 3, 2010

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SUMMIT PROGRAM HIGHLIGHTS

- C. 10 Key Questions
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- L. Panregional Advertising and Media Awards Nominees
- K-N. Sponsors and Media Partners



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LOS DATOS NOS AVALAN:

Usuarios Únicos
(Comscore, Feb. 2010):
LATAM: 4,500,000
EE.UU.: 300,000

Navegadores Únicos
(Fuente: Servidor propio):
LATAM: 7,800,000
EE.UU.: 600,000

10 KEY QUESTIONS YOU WILL GET ANSWERED AT THE SUMMIT!

1 **What are the best practices in marketing to Latin consumers worldwide?** Language, culture and content, not geographic distance play a crucial role in the new borderless world. Hear from high level marketing executives of **Sony, Sol Meliá, MasterCard, Microsoft** and **Mediaedge** how to best reach Latin Audiences worldwide. Interact with these experts during the panel **“The View: Reaching Latin Audiences, Communications without Borders.”** (See Schedule on page H.)

2 **How does one of the top ten financial institutions in the world plan its Latin American Advertising?** **Enrique Arribas, Advertising and Sponsorships Director, Grupo Santander**, a top five Latin American advertiser, will provide an in-depth presentation on **“How a Global Spanish Bank Markets to Latin Americans.”**

3 **What are the new trends in Panregional media buying?** Many insights by top marketers representing **Starcom** and **OMD** at the panel: **“The State of the Art: The Pro's and Cons of Panregional Media Buying.”**

4 **Why does a blue-chip digital media agency think that Latin America has the greatest digital disconnect in the world?** Hear a detailed explanation by **Joe Crump, Vice President, Strategy & Planning at Razorfish**, during his presentation the **“Finch and the Fox.”**

5 **The Latin American free newspaper market is booming. What are the opportunities ahead?** **Per Mikael Jensen, CEO, Metro International**, the worlds largest publisher of free newspapers, will provide his expert views during the panel: **“Media Moguls Chat: Why are major media companies investing in Latin America?”**

6 **Who is the new kid on the “panregional media block”?** **Antonio Buades**, Commercial and Marketing Director, **Union Radio**, a global Spanish-radio broadcaster will explain the rationale for **Union Radio's** expansion during the **Media Moguls Chat**.

7 **The Spaniards are discovering America again. Is Spain “conquering” the Latin (American) advertising world of the 21st century?** **Antonio Fernandez Galiano, CEO Unidad Editorial/El Mundo Americas** and president of **AEDE**

(Asociación Española de Editores de Diarios) will explain the intellectual and business foundation of his group's expansion into both the Latin American and U.S. Hispanic markets. The opportunities and challenges of the expansion discussed by the CEO of a leading Spanish media company.

8 **How are new content delivery mechanisms impacting consumption of Latin Audiences worldwide?** Hear what **Sue Cross**, the executive responsible for the **Associated Press'** operations in the Americas, has to say on this crucial topic during the panel **“Content: Is the Medium the Message.”** Plus the latest research by **Forrester's Roxanna Strohmeier**.

9 **What content do Latin Audiences worldwide like the most?** Major experts from **Union Radio, Discovery, Grupo Diarios America** and **Televisa**, will answer this questions during the Concurrent Session: **“The Message: Content Preferences of Latin Audiences.”**

10 **What is South-North Advertising?** Multilatinas and other Latin American companies are important advertisers in the Northern Hemisphere. A discussion of this relatively new phenomenon by two major Brazilian players at **“Concurrent Session: South-North-Marketing.”**

...And most importantly: Will I be able to develop new business? This is a question you will get answered by hundreds of clients and prospects during several networking opportunities at the magnificent Mandarin Oriental Hotel. Attendees of **Portada's Annual Summit** are major decision makers in the Latin-Panregional advertising and media world representing companies including **Associated Press, Conde Nast, Coty Prestige, DirecTV Latinoamérica, Discovery, Deloitte, Disney, Editorial Premiere, Efe News, ESPN, First Bank, Goodyear, Grupo Diario Americas, Grupo Santander, Havas Media, Hewlett Packard, HBO, MasterCard, Mediaedge, Metro International, LVMH, Microsoft, MTV Networks, Nextel, New York Times, OMD, Oracle, Razorfish, Redbull, Royal Caribbean, Samsung, South American Restaurant Group, Sao Paulo Tourism Board, Sonico, Sony, Starcom, Salvatore Ferragamo, Televisa, UBS, Unidad Editorial, Union Radio, Visa, Washington Post...** and many more!

Meet the Players



Kim Allard, Regional Online Marketing Manager for Sony Latin America

Kim Allard joined Sony America Latina for the first time in 2005 and re-joined in 2008 as Regional Online Marketing Manager where she is now in charge of the regional online marketing strategy, implementation and optimization of the online activities and campaigns within the Latin American region. Before joining Sony America Latina, Kim Allard has been working in the digital industry since 2000, occupying management positions with Teleglobe (division Microcelli5), Bell Canada, Zodiac and the World Trade Center. Kim was born in Montréal, Canada and holds a Bachelor degree in Marketing and Management as well as a Masters degree of Sciences (M. Sc.) in Intercultural Management from l'École des Hautes Études Commerciales (HEC) de Montréal.



Enrique Arribas, Advertising and Corporate Sponsorships Director, Banco Santander

Mr. Arribas leads Corporate and Brand Marketing at Grupo Santander in Madrid, Spain. He and his team define Grupo Santander's strategy for sponsorships and advertising. Arribas also manages the execution of marketing and advertising projects and their coordination in Latin America, Europe and other countries where Grupo Santander is present. Arribas has a very thorough understanding of Latin America: from 2005 to 2007 he worked as Latin America Corporate Sponsorship manager for Telefonica in Latin America, where he managed and coordinated corporate sponsorships for the Movistar brand in thirteen different Latin American countries. Before that he worked at Terra as Advertising, Sponsorship and Trade Marketing Manager.



Marcos Baer, Publisher, Portada

Marcos was born in Argentina and grew up in Spain. He oversees editorial and sales at Portada, the leading source on Latin Marketing and Media. Marcos is based in Portada's NYC headquarters. Prior to launching Portada in 2003, Marcos worked in both the media and finance sectors. He occupied leading roles in the Spanish edition of The Wall Street Journal, in

Spain's newspaper Cinco Dias and at SwissRe. Marcos is an MBA, a CFA and also has a tennis teacher diploma.

Antonio Batanero, Sr Director, Distribution & Digital Marketing, Sol Meliá Hotels & Resorts

Sol Meliá, the largest resort hotel chain globally, has a very strong presence in Spain, Latin America, and the Caribbean and ranks as the third largest hotel company in Europe and the tenth largest in the world by market capitalization. Batanero's responsibilities include the development of lines of strategy, com-



munication, marketing and sales with direct clients, companies and travel agencies. Mr. Batanero's online industry experience spans 10 years, first in online advertising agencies and portals with Carat and Wanadoo, then as an online marketing manager with Amnesty International, and finally as a Director of Online Marketing for Sol Meliá in Europe before being transferred to the United States in July 2008



Antonio Buades, Commercial Director and Director of Research, Analysis and New Business, Union Radio

Antonio was born in Palma de Mallorca, Spain, in 1963. He got his degree in Economics and Business Sciences at the Universidad Autónoma in Madrid in 1986 and his Masters Degree in Economics and Business Management at IESE in Barcelona in 1990. From 1990 to 2000 he fulfilled various duties in the areas of operations, sales and marketing in different multinationals in the retail sector (Promodés, Auchamp). In 2000 he joined Unión Radio, which is the number one Spanish - speaking radio group in the world with more than 1,200 radio stations in Spain, USA, Mexico, Panama, Costa Rica, Colombia, Argentina and Chile. From 2000 to 2006 he was the Commercial Director for Spain, and from that year on he has been the Commercial Director and Director of Research, Analysis and New Business for the whole group.



Rafael Carranza, Sales Director, Efe News Services

Mr. Carranza has been employed with Agencia EFE, a Spanish-language news agency and the world's fourth largest, since 2000, when he joined the company as a Sales Manager working for México and Central América. Later he was a Business Coordinator for the Americas, responsible for opening new markets for EFE in the Western United States. In 2008 he was named Business Development and Sales Director for the North American, Central American, Caribbean, and South American markets. Before working at Efe, Carranza worked as Outdoor Advertising Manager at Grupo Qualy.



Sergio Carrera, General Manager, Televisa Interactive

Sergio Carrera has been the Managing Director for Editorial Televisa USA and PR since May 2009. Before this position, Sergio was the CFO of Editorial Televisa and Televisa's Distribution companies from 2001 to 2009. Prior to that, from 1995 to 1998, Sergio worked as an Investment Banker for Merrill Lynch servicing the Latin American Region.



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Sergio holds a BA in Economics from SDSU in California and an MBA from IESE Business School in Barcelona Spain.



Sue Cross, SVP Global Media - Americas, Associated Press

Sue A. Cross is SVP of business development and partnerships, Americas, for The Associated Press. She directs AP content licensing and partnerships throughout Latin America, the United States and Canada and across all platforms - broadcast, print and digital. She also oversees AP's Spanish language products, the AP Images photo business worldwide, and AP Election Services. Cross's previous positions with the AP included SVP, Global New Media and Media Markets, Americas; VP for U.S. Online Newspaper Services, and regional vice president for the Western United States. As western regional VP, she developed and expanded AP's Spanish language services and bilingual coverage of Hispanic communities across the U.S. Cross has helped develop online video services including AP's Online Video Network and led development of the innovative Money & Markets multimedia financial information product. She is a native of Cleveland, Ohio, was graduated from The Ohio State University and worked at several community papers before joining the AP. Cross is based in New York City



Enrique Cuevas, VP of the Mexican National Publishers Association (Camara Nacional de la Industria Editorial Mexicana/CANIEM), and CEO of Editorial Premiere

A graduate of Universidad Iberoamerica, Mexico City, where he majored in Business Administration, Cuevas also studied Finance and Strategic Planning at Kellogg School of Management, Illinois, USA.

He has held positions in marketing and sales for international companies such as AC Nielsen, Bacardi and PepsiCo Foods in the last 10 years, and also served as CEO of Reader's Digest (*Selecciones*) for Mexico, Central America and Andean Pact countries.

Cuevas is currently CEO of Editorial Premiere (which publishes its own titles and also publishes other Lagardere and Haymarket publications under license in Mexico), in addition to Vice President of CANIEM, and is a Director of the Mexican Audit Bureau of Circulations (Instituto Verificador de Medios) and the Mexican Federal Commission of Printed Publications.



Joe Crump, Vice President, Strategy & Planning at Razorfish

Joseph Crump specializes in using his training as an anthropologist, a journalist, and a creative director to discover unique insights about the way people behave, and then leveraging those insights to develop innovations in brand strategy, product development, and integrated marketing experiences.

Joe has been privileged to help some of the world's greatest brands better serve their customers. His recent clients have included Terra, Nextel, Mercedes-Benz, Blackberry, Unilever, Microsoft, Ford, and Simon Fuller, the creator of American Idol. Before becoming head of Strategy & Planning, Joe was Executive Creative Director at *Razorfish*. Before his work at *Razorfish*, Joe was a principal at Doblin Group, considered an industry leader in customer-centered business design.



Cynthia Evans, Managing Director at GroupM/Mediaedge:cia, and Director of Research Latin America

Cynthia Evans is a Managing Director in the MEC MediaLab for Latin America and GroupM Research Director for the region. She has experience in the areas of marketing communication strategy development, quantitative business analysis and media research. In her current position, Cynthia brings a strategic communication plan-



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Meet the Players

ning and research orientation to the media function. This includes: syndicated research and data delivery system use and development, communication channel planning, and strategic marketing applications.

Over her career, she has held senior sales and marketing position for major U.S. agencies and research suppliers including: Mediamark Research, The Arbitron Company, Scarborough Research and VNU serving their advertiser and agency clients.

She holds an MBA with a concentration in quantitative business analysis from Northwestern University. Cynthia is a native of Texas and currently resides in Mexico City and Miami.



Antonio Fernandez Galiano, CEO Unidad Editorial

Before becoming CEO of Spain's Unidad Editorial, Fernandez Galiano held various positions in the Group, which he joined in early 1990 as Managing Director of *El Mundo*. He was later appointed President and in 2005 assumed the title of CEO. As CEO, he oversaw the acquisition of Grupo Recoletos (April 2007) and its subsequent merger with

Unedisa. The newly merged company became known as Unidad Editorial, and Fernandez Galiano was confirmed as its CEO.

His position at Unidad Editorial led to his appointment as a Director of the RCS Quotidiani newspaper company, which publishes *Corriere della Sera* and *Gazzetta dello Sport*, among others. He is also a member of the Management Board of RCS MediaGroup, which is Unidad Editorial's principal shareholder.

Following the purchase of Grupo Recoletos, he was named Chairman of VEO Television, a company awarded one of six national private television licenses, which currently broadcasts on two DTT channels. In his capacity as Chairman of VEO, Fernandez Galiano is a Board Member of UTECA (Union de Televisiones Comerciales Asociadas), which is Spain's Commercial Television Association.



Per Mikael Jensen, CEO, Metro International

Per Mikael Jensen re-joined Metro International as CEO and President late 2007. Per Mikael, born in 1962, holds a degree in journalism from the Denmark School of Journalism. He has had a 21-year career in the media industry including management positions with the Danish newspapers Politiken, Jyllandsposten and MetroXpress

(subsidiary of Metro International), as well as Global Editor-in-Chief of Metro International, managing director of Metro New York and CEO of TV2 Denmark.



Milton Longobardi, Marketing Director, Sao Paulo Tourism Board

Longobardi is Marketing & Sales Director for Sao Paulo Tourism—the official entity to promote Sao Paulo City as tourism destination—and responsible for the strategy that brings more than 11 million tourists a year to Sao Paulo.

Longobardi has been managing the marketing & sales for SPTuris since January 2005. Previously, Longobardi held senior positions working in all facets of marketing, sales and advertising in Brazil, Argentina, Chile and United States in corporations like Nextel, Citibank, Gillette, Johnson&Johnson, Bosch, AIG, Combe Inc., Young&Rubicam, Wunderman, Interpublic Group of Co., Abril Publishing and RBS Media Group. Longobardi holds an MBA from Fordham University, New York, a Bachelor Degree in Economics from PUCCAMP- Catholic University of Campinas.



Jesús Mata, Sr Director, Advertising Services, DIRECTV LATIN AMERICA

Jesús Mata's experience and contribution to DIRECTV Latin America dates back to the corporation's launch in 1995. As Sr. Director of Advertising Services, Jesús is in charge of the implementation, development and growth of the advertising sales line of business within the DIRECTV PanAmericana

division. In his 14 years with DIRECTV, Jesus has also assisted in the past in Regulatory Affairs (until 1997), Business Development (until 2000) and Product Development (until 2005) prior to leading the Advertising Services Department. Before joining DIRECTV, Jesús had a distinguished career in the Cisneros Group of Companies.

Jesús Mata has a JD Degree from Universidad Católica Andrés Bello, in Caracas, and a Management Studies Degree from IESA in Caracas.



Guillermo Morrone, VP Marketing Head - GEO Central, MasterCard Worldwide | Latin America & Caribbean Region

Guillermo Morrone has worked in the fields of Marketing and Communications on the client and the agency sides around the world for over 19 years. A graduate of the University of Buenos Aires (Communication Sciences), Mr. Morrone also studied in Germany.

Prior to joining MasterCard in September 2007, Guillermo was the Chief Client Officer for the Miami based advertising agency diego+heyman+partners, leading the relationship with clients that include Visa and Alamo Rent-a-Car for Latin America, Disney Parks and Delta Air Lines for Latin America and the US Hispanic market. Mr. Morrone led Delta Air Lines' International Marketing Communications team in Atlanta, GA for



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three years. Presently, he is MasterCard's Vice President for Consumers and National Key Accounts for the Latin America and the Caribbean Region.



Alejandro Nieto, VP of Programming of Union Radio

Union Radio's VP of Programming for Talk Radio is a Colombian born in Bogotá in 1968. In 1995 Nieto started working at CARACOL as Director for the youth music network RADIOACTIVA, the largest and most important of Colombia.

He was appointed Deputy Manager for Radio, in charge of content and operations for Radio Caracol's talk formats. In 2005 he moved to the United States as VP of Programming of Grupo Latino de Radio, to work in the expansion of Grupo PRISA's radio business in the country.



Tomás O'Farrell, Founding Partner and CMO, Sonico

Tomás is Chief Marketing Officer and partner of Sonico. Bachelor in Business Administration from the Universidad de San Andrés (Argentina), he discovered his Internet passion during a 1-year experience at Babson College (USA).

After a short experience in a domain name registration startup, Tomás has been 100% committed with the company almost since its foundation in 2002. Currently he is in charge of the Marketing Department and development of the company's digital properties.



Bob Oliva, Business Development Director, Portada

Bob joined Portada in January 2010 to develop new business in the very important South Florida market. Bob is a very well-known industry veteran who is in charge of generating new revenue opportunities and expanding Portada's present revenue sources and platforms. Prior to joining Portada, Bob was an executive during many years at *The Miami Herald*.



Virginia Pereira, Regional Media Director, OMD Latin America

Virginia, a Venezuelan national, is a manager with over 10 years experience leading international world-class accounts in the media advertising fields with clients such as VISA, Coca Cola, and Unilever locally and pan regionally. She currently has a leading role at OMD in Miami and in the past she worked for global advertising companies like WPP, Publicis Group and Omnicom, developing a very strong knowledge of the Latin America advertising industry. Her

experience includes developing client's strategies contributing to business growth. Her strong leadership skills have been very useful in planning, resulting in driving of client's strategies, maximizing efficiencies and capacities.



Irving Plonskier, Senior Vice President and General Manager of Sony Pictures Television Latin America Ad Sales division

Irving Plonskier, oversees all advertising sales in Latin America on behalf of SPT's branded television networks - SET, AXN and Animax, as well as some of the region's premiere networks A&E, BIO, Casa Club, E!, MGM, and The History Channel. Mr.

Plonskier is responsible for SPT's advertising sales offices in Brazil, Mexico, Panama and Miami (Pan-Regional).

He possesses over 20 years of Advertising Sales experience and is considered a leader in his field. Prior to joining SPT, Plonskier was president and founder of P-squared Sports and Entertainment, a multimedia and communications representation firm. From 2001 to 2002, he served as vice president of U.S. Hispanic and Latin American Sales at Terra Networks USA.



Pablo Pozo, Marketing Manager, IAB Mexico

Pablo is Marketing Director at IAB México, the association that brings together the Online Marketing industry in Mexico. He is responsible for the strategy and execution of actions that help brands and agencies take advantage of the online media to achieve their business objectives.

Pablo has won the Echo Leader Award (DMA) for Ford.com.mx, the Amauta Gold Award (for Ford Fiesta) and Silver Painani (for UNITEC acquisition campaign), and speaks regularly at advertising events in Mexico. He holds a degree in Media and Information Studies, from the Universidad Nuevo Mundo in Mexico.



Lyng-Hou Ramirez, Content Director, Grupo de Diarios America

Lyng-Hou is the main media liaison for the 11 GDA newsrooms. She coordinates the daily content exchange, joint editorial products and news and events coverage. She is also in charge of GDA.com, GDA Intranet and Content Management Platform, journalistic training programs and content sales operations. Before joining GDA, she worked at YupiMSN.com, HCP/Aboard Publishing and the BBC.

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Source: TGI Latina 2009 Wave I + II
Pan Regional refers to Argentina, Chile, Colombia, Ecuador, Peru, Mexico and Venezuela

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Summit Schedule

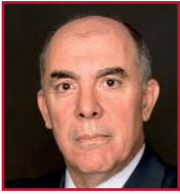
TIME	GENERAL THEME	SPEAKER/PANEL	KEY POINTS
8:00 AM	REGISTRATION AND BREAKFAST	NA	Register and get an initial lift by getting a freshly brewed coffee or tea. Pastries, juice and fresh fruit. Sponsored by Sonico.
8:45 AM	THE VIEW: REACHING LATIN AUDIENCES, COMMUNICATIONS WITHOUT BORDERS	<p>MODERATOR: Cynthia Evans, Managing Director at GroupM/Mediaedge:cia, and Director of Research Latin America</p> <p>PANELISTS: Kim Allard, Regional Online Marketing Manager for Sony Latin America Antonio Batanero, Sr Director, Distribution & Digital Marketing, Sol Meliá Hotels & Resorts Guillermo Morrone, VP Marketing Head - GEO Central MasterCard Worldwide, Latin America & Caribbean Region Chris Velasco, Director Trade Marketing - Americas for Microsoft Corporation</p>	<ul style="list-style-type: none"> › Technology is bringing people together across borders in the Latin world. › Language, culture and content play a crucial role in what type of people come together. › How are the strategies of major marketers adapting to this new framework? › The role of traditional media, social networks, and mobile.
9:30 AM	THE FINCH AND THE FOX	<p>Joe Crump, Vice President, Strategy & Planning at Razorfish. Introduction by Pablo Pozo, Marketing Manager IAB Mexico</p>	Latin Americans are among the heaviest users of digital media on the planet. But Latin American digital marketing budgets are among the worlds smallest. Ever wonder why? Razorfish blames the fox, but believes the “New Digital Middle Class” will save the day. An examination of the causes and cures for the greatest digital disconnect in the world.
10:15 AM	MORNING BREAK	NA	Enjoy coffee, beverages and pastries while you network with clients and peers. Sponsored by MTV Networks
10:45 AM	MEDIA MOGULS CHAT: WHY ARE MAJOR MEDIA COMPANIES INVESTING IN LATIN AMERICA?	<p>MODERATOR: Marcos Baer, Publisher, Portada</p> <p>PANELISTS: Per Mikael Jensen, CEO, Metro International Enrique Cuevas, CEO of Editorial Premiere, VP of Caniem Antonio Buades, Commercial Director and Director of Research, Analysis and New Business, Union Radio Sergio Carrera, General Manager, Televisa Interactive Tomás O'Farrell, Founding Partner and CMO Sonico Jesús Mata, Sr Director, Advertising Services, Direct TV Latin America</p>	<p>An informal conversation with audience participation:</p> <ul style="list-style-type: none"> › Why are media behemoths betting on Latin America and the Panregional space? › What leading executives have to say about the opportunities and challenges they face?
11:45 AM	CLIENTS-IT: CHALLENGES AND OPPORTUNITIES IN MARKETING TO LATIN AMERICANS	<p>MODERATOR: Natalia Vasco, Managing Director, Havas Media International</p> <p>PANELISTS: Jose Ruiz, Senior Marketing Manager, Oracle Raquel Solorzano, Corporate Media Manager, Samsung Latin America</p>	<p>IT companies face different marketing challenges than other sectors.</p> <ul style="list-style-type: none"> › The importance of each Latin American market, not just Brazil and Mexico. The complexity of the region, each country has its own nuances. › B2C vs. B2B marketing. › How has the evolution of the media landscape been particularly when it comes to online demand generation. What has been learned.

Summit Schedule

TIME	GENERAL THEME	SPEAKER/PANEL	KEY POINTS
12:15 PM	LUNCHEON	NA	Enjoy Lunch Sponsored by Unidad Editorial/El Mundo Americas.
1:45 PM	PANREGIONAL ADVERTISING AND MEDIA AWARD CEREMONY	NA	Portada's Panregional Advertising and Media 2010 Award Ceremony. Sponsored by Unidad Editorial/El Mundo Americas.
2:00 PM	CLIENTS-FINANCE: HOW A GLOBAL SPANISH BANK MARKETS TO LATIN AMERICANS	Enrique Arribas , Advertising and Sponsorships Director, Grupo Santander	A top executive of one of the leading advertisers in Latin America provides an in-depth view of his marketing/advertising strategy. The main factors behind panregional and local media buying decisions.
2:45 PM	KEYNOTE SPEECH	Antonio Fernandez Galiano , CEO Unidad Editorial, president of AEDE (Asociación Española de Editores de Diarios) Introduction by Bob Oliva , Business Development Director, Portada	<ul style="list-style-type: none"> › The expansion of a major Spanish media company shows how the Latin Advertising and Media sector is becoming a smaller and more complex world. › Intellectual and business foundation of El Mundo Americas project, which expands to both the U.S. Hispanic and Latin American markets › The search engine debate: Free vs. paid content. › Can online advertising compensate for the loss in off-line advertising?
3:45 PM	AFTERNOON BREAK	NA	Enjoy coffee, tea, beverages. Cookies and brownies.
4:15 PM	CONTENT: IS THE MEDIUM THE MESSAGE?	Sue Cross , SVP Global Media, Americas, Associated Press Roxana Strohmenger , Latin America Lead Analyst, Forrester Research	A researcher and a leading practitioner debate about: how different content delivery mechanisms and technological innovation are affecting media consumption in the Latin world.
4:45 PM	THE STATE OF THE ART: PROS AND CONS OF THE PANREGIONAL MEDIA BUY	MODERATOR: Irving Plonskier , SVP / General Manager of Sony Pictures Television AdSales Latin America PANELISTS: Virginia Pereira , Regional Media Director, OMD Latin America Victor Villar , SVP & Chief Digital Officer, Starcom Media Vest Group, Latin America Additional panelists tbd	<ul style="list-style-type: none"> › Are local and panregional buys complementary or not? › What factors (e.g. product characteristics, national legislation, company organization) weigh in favor of panregional buys which ones against? › What role does Miami play as a centre of the Panregional Advertising and Media market. › Hear from major marketers what new trends they are seeing.
4:15 PM	CONCURRENT SESSION: "SOUTH-NORTH MARKETING" (HONG KONG ROOM)	Milton Longobardi , Marketing Director, Sao Paulo Tourism Board Rui Rodriguez , VP Consulting Director, Loduca MPM	Multilatinas and other Latin American companies are important advertisers in the Northern Hemisphere. A discussion of this relatively new phenomenon by two major Brazilian players.
4:45 PM	CONCURRENT SESSION: THE MESSAGE: CONTENT PREFERENCES OF LATIN AUDIENCES (HONG KONG ROOM)	MODERATOR: Rafael Carranza , Director of Sales, Efe News Services PANELISTS: Lyng-Hou Ramirez , Content Director, GDA Alejandro Nieto , VP of Programming of Union Radio Juan Saldivar , Director of Televisa Interactive Luis Silberwasser , International Head of Content for Discovery Networks International (DNI)	<ul style="list-style-type: none"> › What topics (sports, entertainment, news content), are more popular in what part of Latin America (Southern cone, Central America, USH, Mexico etc...) and why? › How does content consumption differ in the Latin world as a whole from other parts of the world (Asia, Europe, etc.)?
5:30-6:00 PM	FAREWELL TOAST	NA	Beer to be served. Courtesy of Inedit/Estrella Damm.

Meet the Players

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Rui Rodriguez, VP Consulting Director, Loducca MPM

Rui Rodrigues is vice-president and partner of MPM Propaganda. As part of his recent activities, in 2007, he was put in charge, by the Brazilian Football Confederation (CBF - Confederação Brasileira de Futebol) of coordinating the work involved in presenting Brazil's victorious candidacy to host the FIFA

World Cup of Football in 2014. Throughout his professional trajectory he has amassed great experience in the organization of complex management structures, such as those required for three political campaigns to elect the President of Brazil (Fernando Henrique Cardoso, in 1994 and 1998) and José Serra (in 2002), and one in Angola (1992). Currently, he participates actively in creating marketing initiatives for companies including Vale do Rio Doce, Copasa, Light, Ambev and CCR. He has been present in the communications industry for over 20 years.



Jose Ruiz, Senior Marketing Manager, Oracle

José Ruiz joined Oracle in 2005 where he has held positions in the corporate global campaigns and advertising groups. He currently manages advertising and online demand generation for Latin America and the Global Communications Business Unit. He has over 15 years of advertising, direct marketing & online experience.



Juan Saldívar, Director of Televisa Interactive

Juan Saldívar has been the President of Televisa Interactive Media, the Internet & Wireless division of Grupo Televisa since 2002. Before this responsibility, Juan accumulated extensive experience in the entrepreneurial arena, consulting and business development. Between 1999 and 2001, he founded an e-commerce operation (Submarino.com) in Mexico,

later sold to Televisa.

Juan holds a BA in Economics from ITAM in Mexico and an MBA from IESE Business School in Barcelona Spain.



Luis Silberwasser, International Head of Content for Discovery Networks International (DNI)

Based in Miami, Luis Silberwasser is Senior Vice President of the Content Group at Discovery Networks Latin America/US Hispanic and head of content for Discovery Networks International.

In more than 10 years with Discovery Networks International, Silberwasser has held leadership positions in marketing, sales and business development in the United States and Discovery Communications' international division. Most recently, he led new business opportunities as Senior Vice President for Strategic Planning at Discovery Networks International, including the division's entry into the Lifestyle category.



Raquel Solorzano, Corporate Media Manager, Samsung Latin America

Raquel joined Samsung Electronics Latin America in 2009, as Media Marketing Manager. Her responsibilities include create corporate strategic framework and to provide leadership and media education to all levels of the organization for all media type (offline and online media), as well as lead and manage AOR

media agency team and relationship for day to day operations.

Prior to Samsung, Raquel worked for Starcom MediaVest Group Latin America as Associate Digital Director, being responsible for long term digital marketing communications planning and execution for international clients like Procter and Gamble, General Motors, Research In Motion, Telefonica,

Oracle and Nintendo in Latin America in the areas of display banners, mobile marketing and Search Engine Marketing.



Roxana Strohenger, Latin America Lead Analyst, Forrester Research

Roxana serves Market Research professionals and is responsible for the collection and insight gathering of Forrester's Consumer Technographics® product, for North America, Europe, Asia Pacific, and Latin America. She is an expert on market segmentation, quantitative research methodologies, survey design, and data analysis. Roxana recently helped launch Forrester's Latin American Technographics® and is responsible for writing, fielding, analyzing and providing deep, comprehensive data and insights in this fast changing region.



Natalia Vasco, SVP Managing Director Havas Media

Natalia has been part of Havas Media since 2007 where she took the role as SVP Managing Director for MPG and provided business direction, managed local businesses, and contributed to the growth of MPG LAAM. Since June of 2009 she has assumed the role of SVP Managing Director for Havas Media interna-

tional, where two new business units opened: Media Contacts (the online media network for Havas) and Havas Sports & Entertainment, the branded content division of the group. Prior to this, Natalia spent 4 years as part of OMG where she worked as the Regional Marketing and New business director.

Natalia has a bachelor's degree from Universidad Javeriana in Colombia where she specialized in Advertising and an MBA from Universidad del Rosario also located in Colombia.



Chris Velasco, Director of Trade Marketing, Americas for Microsoft Corporation

As Marketing Director for Microsoft Advertising, Chris Velasco spearheads marketing and sales initiatives for Microsoft Advertising's Americas region. Velasco and his team oversee the marketing efforts that have helped establish MSN, Windows Live and the rest of the Microsoft Advertising network as pre-

eminent destinations for global advertisers.

Chris has been a part of Microsoft for the last 9 years, working with the world's biggest brands, agencies and creative groups. During his tenure, he has participated in the development of creative advertising solutions which have won numerous awards for brands such as Nokia, Visa and Coca-Cola. Prior to joining Microsoft, Velasco worked in management consulting at Accenture.

Chris has a degree in Science from Penn State University and an MBA from the University of Maryland.



Victor Villar, SVP & Chief Digital Officer, Starcom Media Vest Group Latam

Having studied the Bachelor of Science in Advertising from the Communications University in Mexico. Victor Villar has been in the media business for more than 18 years. He joined Leo Burnett as Media Executive in 1991.

In 1998, he co-founded Starcom in Mexico, and led the company to be the number one agency in the country for more than 8 consecutive years. In 2004 he became SMG Mexico's CEO and during the same year he helped to co-found the first Association of Media Agencies in Mexico.

Currently, Victor leads the Digital Integration for Starcom MediaVest Group in Latin-America and participates as an active member of the Global Digital Board for this group. He is actively involved in buying media for Starcom's different clients in Latin-America including General Motors, Visa, Procter & Gamble, Coca-Cola, Telefonica, Kraft and Blackberry. Victor leads the operation from Miami and he continues to be an active member/counselor of several marketing associations in Mexico. ■

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In 2008 Unidad Editorial acquired Recoletos Grupo de Comunicación. The acquisition substantially increased Unidad Editorial's product portfolio. The group publishes *El Mundo*, a very prestigious national newspaper, the leading sports newspaper *Marca*, as well as leading financial daily *Expansión*. Unidad Editorial's online properties also lead in the three main content segments through: el.mundo.es, marca.com and expansion.com. In the magazine market, Unidad Editorial is present in the women's; sector through *Telva*. It also publishes several niche publications. In addition, Unidad Editorial is also present in the digital TV market with Veo 7. In October 2009, commemorating the twentieth anniversary of *El Mundo*'s launch, the American edition of elmundo.es was introduced (www.elmundo.es/america). [Elmundo.es](http://elmundo.es) already has 4.5 million unique users in Latin América and 300,000 in the U.S. (Source: Comscore, February 2010).

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Unión Radio, the radio division of Grupo PRISA, is the leading Spanish radio network in the world and is focused on news, music, entertainment and sports. The structure revolves around five main business areas: Radio, Music, Television, Digital Channels and Brand Development. It currently operates in 10 countries (Argentina, Colombia, Costa Rica, Chile, Spain, Mexico, Panama, Ecuador, Guatemala and the U.S.) but its continued growth makes Unión Radio's programming available to more people in more countries each day.



Infobae.com America is a newssite covering the Americas. Up to the minute uncensored news and the most relevant topics from Florida to the *Antarctica*. Totally in Spanish and linked to Facebook so you can share your opinion with millions of Latin American readers. A userfriendly and entertaining interface with videos, photos, blogs and online surveys. Infobae.com America is the leading source of news in the Spanish-speaking world.



Sony Pictures Television Advertising Sales -Latin America, handles the commercial inventory across our portfolio of cable channels in the region. Our staff focuses on understanding client's needs and offers 360 degrees of creative multiplatform initiatives that serve as a canvas for any media plan.



IMS is the leading independent digital marketing solutions company in Latin America with expertise in the Brazilian arena. IMS primary business model is its white label agency business, where it offers advertising and media agencies support in strategic media planning and buying that guarantee broad reach and strong impact in each market. IMS is also the organizer of the leading pan regional digital event The Next Generation of the Internet Economy where more than 350 industry leaders congregate.



Televisa Publishing + Digital is the world's largest Spanish-language content provider and distributor. With coverage of 19 countries with over 100,000 points of sale, Televisa Publishing is the publisher of over 100 titles with an annual circulation of over 137 million. Televisa Publishing is #1 in market and audience share in most of our markets. In October 2007, Televisa Publishing acquired Televisa Digital, the interactive division of Grupo Televisa. Televisa Digital offers Televisa's unique talent and properties via new online channels such as Internet portals, social networks, mobile marketing, music on demand, live TV, and new media applications.



US Media Consulting is a leader in media representation & placement providing unique consulting services for companies whose marketing is focused in the Latin American, Caribbean, US Hispanic, & International markets. Throughout our seven years in the market, we have developed commercial relationships with over 1,200 media companies allowing us to partner with over 80+ agencies and advertisers offering media support with their local, regional, and international buys. Contact us: www.usmediaconsulting.com

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PANREGIONAL ADVERTISING AND MEDIA AWARDS



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Portada's Panregional Advertising and Media Award winners are chosen through an entirely democratic process. Candidates are nominated by Portada readers at www.portada-online.com. Each user nominates a candidate in each category (see below). After the nomination process the voting process starts. Each user can only vote on time in each category. The most voted individuals/projects win.

AWARD CATEGORY	NOMINEE	DESCRIPTION
TOP PANREGIONAL MEDIA INNOVATION	Allrecipes.com.mx, Allrecipes.com.br and Allrecipes.com.ar	Allrecipes International, part of Allrecipes.com, a division of The Reader's Digest Association Inc., has launched three social media sites dedicated to Latin American home cooks-Brazil (Allrecipes.br), Mexico (Allrecipes.com.mx), and Argentina (Allrecipes.ar). These sites offer cooks of all skill levels a dynamic community and innovative resource where they can discover and share food ideas through user-generated recipes, reviews, photos, tweets, blogs, and profiles. The interactive community sites provide thousands of trusted recipes, everyday and special occasion meal solutions, practical cooking tips, and food advice.
	Sony Ericsson Sonic Xperience/Sony Pictures Television	Sony Ericsson Sonic Xperience, is a multiplatform music property that called for up and coming bands throughout all of Latin America to upload their band's profile and enter in a chance to win the opportunity to perform live on the popular Sony Entertainment Television show, Sesiones con Alejandro Franco. Over 600 bands participated and over 3000 registered users took part in this interactive online/on air promotion. The winning band was given the opportunity to perform in a special Sonic Xperience/Sesiones con Alejandro Franco episode. The special was seen throughout all of Latin America.
	Televisa Deportes	Televisa is the official and exclusive Internet broadcaster of the 2010 Fifa World Cup games for Mexico and Latin America with the exception of Brazil and Argentina. TelevisaDeportes.com will broadcast 30 matches live and for VOD in Mexico and the 64 matches live to Latin America including exclusive rights for mobile phones from a wide variety of content related to the World Cup. Televisadeportes.com will broadcast 90 games of previous World Cups, from Chile '62, which are part of the FIFA archives, to be available on the internet 100 days before the inauguration of South Africa 2010 providing advertisers with the an interactive media platform as well as exclusive content.
TOP PANREGIONAL ADVERTISING CAMPAIGN	Union Radio	Union Radio has opened a new category. Panregional radio.
	Degree Men - Unilever	Documentary-style soccer show entitled Frente al Reto, in partnership with ESPN. It was an eight-part series profiling eight of the top Mexican soccer players hoping to make it to the World Cup. It was supported by TV and radio commercials all over Latin America, and by www.frentealreto.com , which is a micro site that was exclusively created for the series.
	Sony Latin America/ Costa IMC	Costa IMC has provided support to the professional services unit of Sony Latin America for the last 3 years. The hard work has shown in an increased sales level. Agency and client worked together to make a better creative to generate more attractive and relevant campaigns.
	Mars/ Havas Media International	In 2009 Mars came to MPG with the challenge of consistently executing a global platform throughout 11 markets in Latin America for their Pedigree brands, in support of Responsible Pet Ownership and Pet Adoption messages in an efficient and effective way. The solution was to develop a highly innovative and fully integrated platform that responded directly to their specific needs, and partner with a leading network - Discovery Group. We leveraged all the resources available under Havas Media: MPG sought out the right media partner that would deliver the highest quality, Havas Entertainment co-produced the program and Media Contacts delivered on all of the digital components. By bringing all of these elements together, "Mi Perro Ideal" was created. Mi Perro Ideal seamlessly incorporates Pedigree brand messages with the focus on a 30 minute Prime Time Reality TV Show airing throughout in 11 of Pedigree's major markets in Latin America. The episodes content is centered around showing families how to find their best friends in Pedigree certified dog rescue centers in the region. The various media components include TV, Digital and Billboards.
	Sony Bloggie MP4 Video Camera / Media 8 Digital Marketing	Touch Points: 360. Print ads, OOH, Video, Website, Social Media, Display Banners, Social Media, Point of Sales Materials and PR activities (Bloggie Awards). To introduce the new Sony Bloggie MP4 Video Camera in the Latin American Market, Media 8 created the concept of "Capture the moment and share it", that communicates the main attributes of the product: Easy to Shoot and Easy to Share in Social Media. The 360 execution was co-branded with Facebook and YouTube, adding to the campaign an iconic look and feel that tells the complete story in a simple manner.
TOP PANREGIONAL ADVERTISING AND MEDIA PROFESSIONAL OF THE YEAR	Denira Borrero, Vice President of Operations at Omni Direct.	Denira Borrero has the heart of a researcher combined with a strategic mind. Her U.S. and Panregional Hispanic marketplace expertise forms the basis for her unique perspective on how off-line and on-line media complement each other and drive additional sales in the Direct to Consumer industry. With over 18 years of Global Marketing and Commercial Operations experience, Denira has led a number of successful global product launches using direct-to-consumer, traditional brand marketing, as well as business-to-business models.
	Ileana Cruz, Panregional Sales Director, Union Radio	Ileana Cruz is educating the industry on a new category: pan regional radio.
	María Lourdes Gallo, Executive Director, Miami Media LLC	María Lourdes is one of the pioneers in pan-regional Latin America media communications with more than 17-years experience in the business. She started in pan-regional media in 1993, as a pioneer in the industry. She led the development of the Prestigious BRAVO Business Awards which are today considered the "Oscars of Business in Latin

Awards

America". The 2009 Bravo Awards brought together over 400 business & Government leaders from Latin America to Miami in October 2009 including the first visit of the President of Mexico to Miami in 10-years.

**Natalia Vasco, Managing Director
Havas Media**

Natalia is a highly inspirational leader that has not only consistently delivered high levels of profitable growth for Havas Media, but has created a very positive work environment. She is a visionary leader that has provided structure, clarity and direction.

MPG's work environment has significantly improved, as she has developed awards and recognition programs, improved the distribution of workload and identified solutions to complex challenges that we faced.

TOP PANREGIONAL DIGITAL ADVERTISING CAMPAIGN

Sony/Media 8 Digital Marketing

In the fall of 2007, Sony launched a global initiative to rejuvenate their brand and better integrate the assets of their different companies: Sony Music, Sony Electronics, Sony Ericsson, Sony Pictures. As a result the concept SONY make.believe was born.

Media 8 created and executed the Latin American component of this effort, by integrating the return of Sony Music Latin superstar Thalia with the make.believe theme.

A consumer promotion initiated on Facebook invited users from the region to submit their videos for the chance to meet and interview Thalia in person. The campaign was promoted via viral videos on YouTube, banners and social media ads. At the end of the promotion, the winner was flown from Mexico and met and interviewed Thalia in Miami. Videos of the interview are also available on the site. The promotion garnered spectacular results for Sony in terms of entries, Facebook fan growth and overall brand awareness.

HBO/Media 8 Digital Marketing

The HBO Epitafios campaign was developed to support the launching of the second season of the TV series by HBO in Latin America.

Epitafios is a dark crime fiction TV series produced in Argentina by HBO; in the second season the main theme was the duality of the characters, expressed by the tagline "Now the end has two faces". The concept of the campaign was aligned with the theme and for that purpose the activation idea was to invite the consumers to create a trailer of the series using photos of their friends that they could upload to the actual official trailer of the TV series using Media 8 proprietary technology to insert images in videos. The selected friend was portrayed in the video as one of the victims playing around with the duality between good and evil of the participants. The first step was to select the genre of their friend, the second step was to upload a photo and edit it with easy to use formatting tools.

Oracle/Starcom Latin America

Oracle and Starcom have improved upon the demand generation machine. With their campaign on www.americaeconomia.com they established an improved likelihood of sales leads through a greater accountability on the portals side. They set a clear and upfront expectation on the success metrics and established a globally consistent evaluation criteria. By regular feed back by the agency and media, the results have been spectacular for the client and media.

**HBO-Mad Men / Media 8 Digital
Marketing**

One of the many attributes of the series is their historical authenticity and visual style, with highly stylized fashion that is portrayed in all characters and the overall glamour of the series. We took this attribute as a starting point to engage with the audience, proposing them to have a date with Don or Betty. After selecting their date the consumers were able to dress up their date in the fashion of the series and impersonate themselves as Don or Betty, uploading their photo and adapting it with easy to use formatting tools to the shape of their character's face. When this step was completed, they could select different background scenarios, respecting the art direction of the series, and send a postcard to their friends, inviting them to participate.

TOP CONTENT PROVIDER TO SPANISH-SPEAKING AUDIENCES

EFE

The world's largest Spanish - language news agency with 70 years of experience generating more than 5.000 items per day- text, photo, radio, television and multimedia for thousands of media outlets, guaranteeing impartiality, credibility, power and immediacy. The world with a Latin vision.

**TV Show Viva la Familia de
Todobebé**

Viva la Familia is a new, fun and fresh look at the adventures of family life in the 21st century. The weekly show invites viewers to experience an emotional journey that takes them from laughter and excitement to tears of joy, all while providing helpful information through unforgettable stories, inspiring guests, segments full of reality, humor, music, celebrity exclusives, talented child stars, and an innovative take on parenthood in today's world.

Viva la Familia offers Spanish speaking audiences an informative driven show that focuses on the basic needs and concerns any family may have, regardless of their language.

Union Radio

Union Radio provides audiences in Latin America with top quality radio programming that satisfies listeners' needs: news, sports, health and community programming.

Vanidades

Launched in 1961 and published by Televisa Publishing + Digital, Vanidades today has transformed itself as the most read Spanish-language women's magazine in the US Hispanic market and Latin America. Celebrating its 50th year anniversary in 2010, Vanidades has garnered legendary status amongst women across the Spanish speaking Americas. It has accompanied the Hispanic woman in her journey of her ever-changing role through the decades, and has been passed down from generation to generation, growing and evolving alongside its readers. As part of its 50th anniversary year celebration, Vanidades will be creating a 250 page, collectable special issue focusing on Vanidades' most covered categories over the last 5 decades: supermodels, gastronomy, fashion, beauty, travel destinations, fragrances, music, and Hollywood celebrities.

THE 2009 WINNERS

TOP CONTENT PROVIDER TO SPANISH-SPEAKING AUDIENCES

Grupo Diarios America

TOP PANREGIONAL DIGITAL ADVERTISING CAMPAIGN

HBO / Media 8 Digital Marketing

PANREGIONAL ADVERTISING AND MEDIA PROFESSIONAL OF THE YEAR

Joel Bary, CEO of LatinMedios

TOP PANREGIONAL MEDIA INNOVATION

Iniciativa Ser/Sony Group/Carolina Herrera/MPG International

TOP PANREGIONAL ADVERTISING CAMPAIGN

Samsung La Fabrica / Starcom Media Vest

TOP PANREGIONAL PRINT MEDIA CAMPAIGN

"What you don't know can hurt you"

Sponsors and Media Partners

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