

A Point of VIEW

As operators, do you ever wish you had an original HD video channel that wasn't identical to the same over-the-air Spanish broadcast station in your market that would resonate with potential and existing Hispanic customers?

Has your marketing and sales team recently experienced an upswing because you offered an HDTV programming network that was compelling and helped improve your buy rates? Wouldn't it be great if you did? Wouldn't it be great if fellow programmers rallied behind this initiative and produced original Spanish-language or hybrid HD networks? Of course, the question is rhetorical because we have a strategic vision.

There is a genre out there that is already embraced by English and Spanish speakers alike, totaling more than 80 million TV fans in the United States. That genre is soccer, the world's most popular sport. Since 2005 it has the fastest-growing fan base in the country at a growth rate of 52%. In fact, the average U.S. household TV delivery of international soccer events in 2008-09 more than doubled over the previous 12 years.

Just as soccer viewers are the fastest-growing TV sports demo, Hispanics are the fastest-growing ethnic demo. Statistics show that one in six residents in the U.S. is now self-identified as Hispanic, a number certain to rise with the completion of the 2010 U.S. Census. Last year many operators found that the demographic delivering the largest subscriber growth came from Hispanic consumers.

With the 2010 FIFA World Cup kicking off in June in South Africa, all signs point to soccer fever spreading through 2010 and beyond. This

is big stuff and it screams out for big TV. You know, the high-definition kind, that doesn't come from a broadcaster.

In August, operators will get another acquisition and retention tool that is a potential game-changer with the launch of GolTV HD, the first non-broadcast-originated HD channel for the Spanish and English speaking soccer fan. This is an important moment for the industry to offer this kind of dual-language network, it may just be the game-changer and "canary in the coal mine" the industry needs.

For the first time, operators will be able to embrace both Hispanic homes and sports fans, and map this HDTV network to multiple platforms – like HD, digital basic, sports and Spanish – and it will only require the bandwidth of one HD channel.

The timing couldn't be better to roll out and/or highlight this sports option. Let's put it into perspective: if U.S. soccer fans were a nation, they'd be considered the fourth largest country in this hemisphere.

New players will breakout and achieve superstar status while the most-recognized international players will continue to shatter records. Take Cristiano Ronaldo, for example, who last summer was transferred to Real Madrid in Spain's La Liga from Manchester United for nearly \$132 million, a staggering number for any athlete in any sport. Nike, Castrol and Armani are among just a few of his global sponsors.

GolTV not only offers unmatched coverage of international match play like La Liga and Germany's Bundesliga, but the Europa

**MORE PASSION
STRONGER EMOTION
HIGHER DEFINITION**



Get GolTV HD Now



League and Brazilian soccer league too. It also cablecasts the country's only nightly live newscast entirely devoted to soccer, provided in both English and Spanish audio feeds.

GolTV was founded and is led by Chief Executive Officer and former international fútbol superstar, Enzo Francescoli. Listed on FIFA's list of 100 best soccer players of all time, Francescoli is one of the most important players in the history of Latin American soccer.

During a visit to the United States, Francescoli noticed he couldn't find soccer news on TV. He and his business partners then realized there was a tremendous opportunity to give North American fans their own 24-hour soccer channel, and GolTV was born in 2003.

www.goltv.tv