



MEDIA ALERT

“Tengo Talento, Mucho Talento” Beats Telefutura

Impressive Nielsen Ratings Just One Month After Nationally Airing Second Season

Women Can’t Get Enough of Estrella TV’s Hit Talent Show!

WHAT: Only a month after debuting, the second season of Estrella TV’s hit talent show, “Tengo Talento, Mucho Talento,” ranked third among other Spanish-language networks. The series, which began airing on its second season on March 1st, beat Telefutura on Wednesday, April 7th from 9:00 p.m. to 10:00 p.m. among women 18-49 and 25-54, according to Nielsen.

Returning with full force, “Tengo Talento, Mucho Talento” includes new additions:

- Estrella TV cast a wider net in their search for contestants. This season’s participants are from all over the U.S. including Los Angeles, Houston, Dallas, Portland, San Jose, San Bernardino, Anaheim, Oregon, Minneapolis, El Paso, Albuquerque, San Francisco, Long Beach and much more.
- New to the celebrity judges table is Mexican superstar Patricia Manterola. She will be joined by Liberman Broadcasting’s influential program director Pepe Garza and legendary Mexican actor and comedian Hector Suarez.
- Three semi-final performance shows will air between May 17th to the 24th.
- A two-part finale is scheduled to be broadcast on Tuesday, May 25th and Wednesday, May 26th.

WHO: The Nielsen-rated, national Hispanic television network, Estrella TV, owned by Liberman Broadcasting, Inc. (LBI Media), the largest privately-held, minority-owned Spanish-language broadcaster in the United States.

WHY: Estrella TV’s popular original productions and counter-programming strategy is succeeding in attracting a growing audience. The network’s ratings success, distinct program offerings, production capabilities and ever-growing reach are setting it apart from other Spanish-language networks, effectively attracting advertisers who are seeking to reach a highly coveted Hispanic market.

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