



## Univision to continue using programming from other networks

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Miami, Dec 9 (EFE).- Univision, the dominant Spanish-language television network in the United States, will continue using programming from Mexico's Televisa and other networks at the same time that it will produce all sorts of its own content in what is considered to be a strategic initiative.

The president of Univision Networks, Cesar Conde, told Efe that the creation of Univision Studios, which will dedicate itself to producing all types of broadcasting content, does not mean that it will stop using Televisa's or Venevision's popular soap operas or any other program of interest from those networks.

"Our aim is to provide the best of both worlds. On one side, the programming of our allies and, on the other, to generate new content to maintain (our) leadership," Conde said.

The biggest strategic bet Conde has made since assuming the network's top position on Oct. 1 is, ultimately, for Univision to generate an abundant amount of its own programming to avoid its heavy dependence on Televisa, as has been the case to date.

With that aim in mind, Conde named Spaniard Luis Fernandez to be president of Univision Studios to produce programs, from dramatic series to reality shows, for the group's three networks, Univision, Telefutura and Galavision, as well as for Univision.com and Univision Movil.

"We have to show that we can produce our own content, take advantage of the synergy of our three television networks, and all that in a complementary way," Conde said.

"Univision has had enormous success with dramas, like soap operas, that have been something natural for us and our audience," he said. "Our challenge now is to grow and have a capacity for innovation to increase the production of original programs and with a sense of diversification."

About the appointment of Fernandez to head Univision Studios, Conde explained that his choice is "one of the most respected executives in television in Spanish."

"Univision could not aspire to hire someone with more stature and who understands so deeply the market for television in Spanish around the world," he said.

Fernandez emphasized, for his part, that interactive media will have a very special focus with the aim of taking maximum advantage of the production of content.

"Studios like those that Univision intends to create are not created overnight. It requires a lot of work and patience. The model to be constructed starts from the idea that Univision Studios will contribute services to all channels, platforms and interactive media."

"The big challenge is how to get to that convergence of our own content for all the platforms with the objective of multiplying its impact and all that in a complementary way. The fact that there may be content for different platforms does not take away audience from any one of them, but on the contrary it complements it and multiplies its impact," he said.

Fernandez did not want to set a date for the beginning of production of the first programs for Univision because he said he felt that "the immediate task is to lay the groundwork of what will be the new studios," something that is vital for Univision after living for years in large part off the production coming from Televisa.

Univision reaches 95 percent of Latino households. Telefutura, which began operating in 2002, has coverage of 85 percent of the Hispanic households and Galavision is the leading Spanish-language cable channel in the country. EFE

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