

# Letter from the President

Since my father started this project in the late '80s, my family's mission has been to always find a way to keep all Latin-Americans that have migrated to the United States informed about their heritage, preserving our Latin culture through future generations, and keeping alive the interest in the land that saw us be born and that gave shelter to our ancestors. This also allows us to understand the riches and similarities of our sister countries.

So in mid 1992, we launched Canal PUR to the market, which is presented as a type of "United Latin-American Nations", where each country has an opportunity to show its reality and make their experiences, problems, strengths and weaknesses known to the world. As the years have gone by and keeping in touch with our audience, we have realized that each country has the need of having its own channel dedicated to its own programming 24 hours a day. This includes daily news, the entertainment programming that has kept our viewers faithful, and sports events.

That is why in mid 2005, we founded PUR Per?, dedicated to broadcasting the best programming of today's Peruvian television. We also did the same with PUR M?xico, which started transmissions in December of 2005 with regional programming, satisfying the informative and entertainment needs of each and every one of the Mexican communities established in the United States.

The last channel that was formed was TV Venezuela, which was created in January of 2006, in order to cater to the ever-growing Venezuelan community in the United States. This was possible thanks to a strategic alliance with the main television networks of that country.

Today, and after more than 15 years since its creation, here at PUR we feel proud to serve all Latin-Americans and are proud to be able to reach all of the United States, Canada and Australia with the signal of our 4 ethnic channels.

Arturo Delgado





### ***Mission:***

To give the Latino migrant population around the world programming from their country: fresh, actual, relevant, without cuts or edits, and with the full authenticity of its origin.

### ***Vision:***

Reach every Latin-American household in the United States, bringing them the news and occurrences of our countries, preserving our rich Latin culture through our future generations and keeping alive the interest in the land that saw us be born.

**[www.canalsur.com](http://www.canalsur.com)**



### ***Our History:***

By the end of the 80's, Latin American entrepreneur of radio and television, Héctor Delgado Parker, saw, with concern, the lack of information Latin-Americans had in comparison to the abundance of information that we obtained from North American and Europe.

Being so close and with so many cultural similarities, Latin-Americans knew very little about our neighbors and brothers. This prompted Delgado Parker's decision to create a television channel that informed the Latino migrants about the realities and experiences of their country of origin.

So in mid 1992, he launches Canal SUR to the market, which is presented as a type of "United Latin-American Nations", where each country has an opportunity to show its reality and make their experiences, problems, strengths and weaknesses known to the world.



**SUR** is a channel that has 100% Spanish programming, mostly news. At the present time, we have programming from: ***Argentina, Bolivia, Chile, United States, Peru, Uruguay and Venezuela.***

**SUR's** mission is to keep the Latin-American migrant living in the United States informed on the relevant news of his country, and that he may relate to the station for keeping him "in touch" with the events happening in his country. This audience, for the most part, was born outside the United States, so they seek information about their country, they seek to hear their own accent, and be up to date with what is happening so that he may feel closer to home.

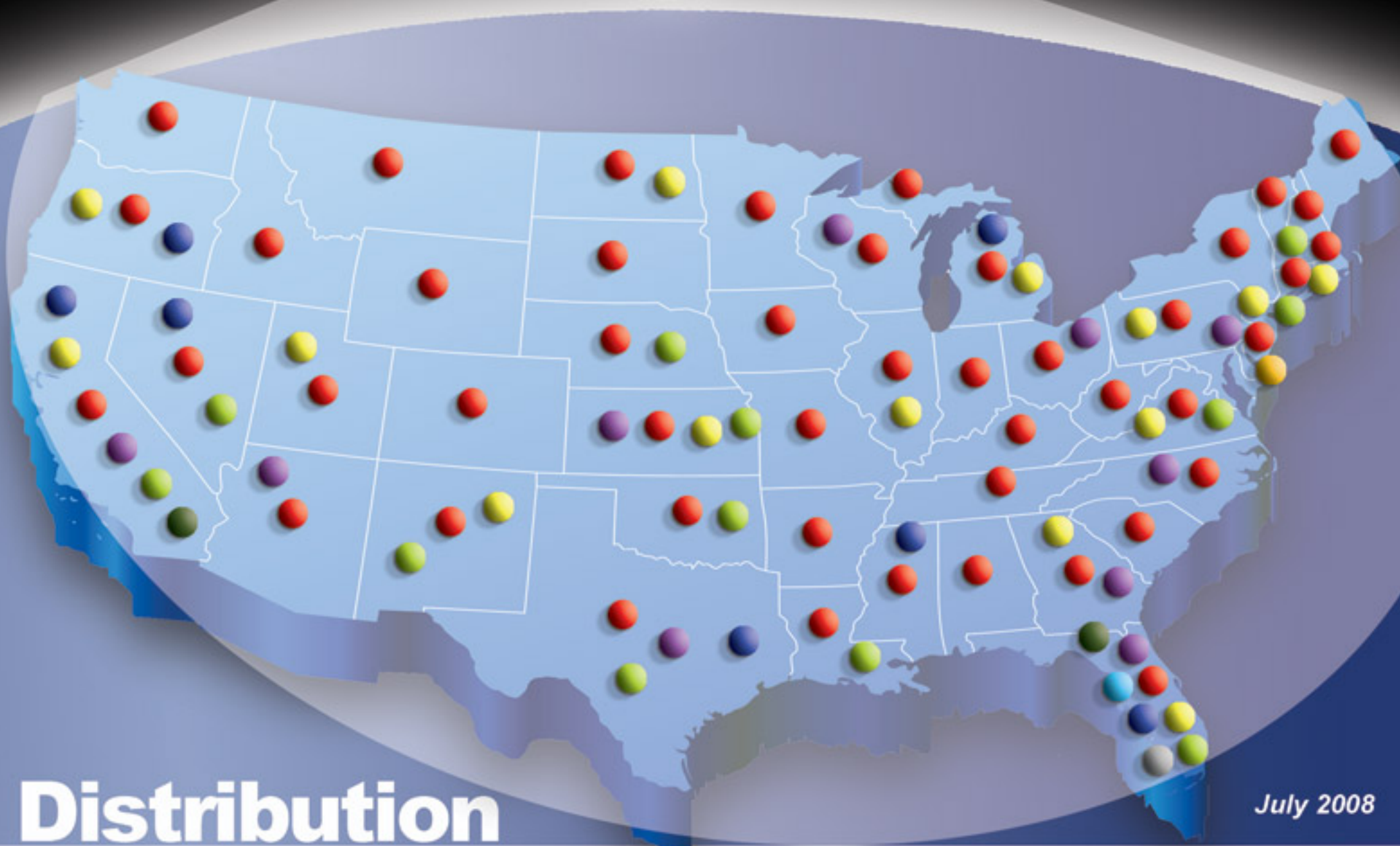
The programming transmitted by **SUR** is original and without cuts or edits. And many programs are broadcast simultaneously with the country of origin.

With over 15 years on the air, **SUR** presently reaches about 2 million homes nationally, via cable and satellite.





More than 2.5 million of homes



# Distribution

July 2008

## **DISH** (All the States)

Alabama  
Alaska  
Arizona  
Arkansas  
California  
Colorado  
Connecticut  
Delaware  
District of Columbia  
Florida  
Georgia  
Hawaii  
Idaho  
Illinois  
Indiana  
Iowa  
Kansas  
Kentucky  
Louisiana  
Maine  
Maryland  
Massachusetts  
Michigan  
Minnesota  
Mississippi  
Missouri

Montana  
Nebraska  
Nevada  
New Hampshire  
New Jersey  
New Mexico  
New York  
North Carolina  
North Dakota  
Ohio  
Oklahoma  
Oregon  
Pennsylvania  
Rhode Island  
South Carolina  
South Dakota  
Tennessee  
Texas  
Utah  
Vermont  
Virginia  
Washington  
West Virginia  
Wisconsin  
Wyoming

Albuquerque  
Atlanta  
Baltimore  
Boston  
Chicago  
Chico-Redding  
Colorado Spring  
Denver  
Detroit  
Fresno-Visalia  
Ft. Meyers/ Naples  
Grand Rapids  
Harrisburg  
Jacksonville  
Miami Dade  
Monterey Salinas  
New York  
Philadelphia  
Portland  
Sac-Stcktn-Mod  
Salt Lake City  
San Francisco  
Springfield  
Santa Barbara  
Seattle-Tacoma  
Spokane  
Washington DC  
Yakima

Austin  
Charlotte  
Cleveland  
Columbus  
Corpus Christi  
Dallas/ Ft. Worth  
El Paso  
Ft. Meyers/ Naples  
Greensboro  
Harlingen  
Honolulu  
Houston  
Kansas City  
Laredo  
Los Angeles  
Memphis  
Milwaukee  
Minneapolis  
New York  
Palm Springs  
Raleigh  
Rochester  
San Antonio  
Toledo  
Wichita Falls  
Yuma/El Centro

## **Comcast** **Time Warner** **Cox**

Abilene  
Amarillo  
Lubbock  
New Orleans  
Norfolk  
OK City  
Omaha  
Phoenix  
Providence  
San Angelo  
San Diego  
Santa Barbara  
Tucson  
Vegas  
Wichita-Hutchinson

## **Charter**

Dallas/ Ft. Worth  
Flint-Saginaw  
Grand Rapids  
Portland  
Reno  
Santa Barbara  
St. Louis

## **Brighthouse**

Bakersfield  
Orlando  
Tampa

## **Atlantic Broadband**

Miami Dade

## **Cablevision System**

New Jersey  
New York

## **Advanced Cable**

Coral Spring  
Weston





# Programming

## Argentina

**Telenueve:** First and second edition: National and international newscast.

## Bolivia

**La Cocina de Inés:** Culinary show focusing on Bolivia's main dishes.

**Al Medio Día:** Newscast. Newscast with summary of events at mid-day.

**Noticiero P.A.T.:** Newscast. The news team with the most prestige and credibility in media.

**Sin Letra Chica:** Political analysis with Carlos Valverde and his team of reporters.

**En Hora Buena:** Variety. Cooking, fashion, beauty, fun competitions and entertainment.

**Animanía:** Children. Kids learn by playing in a fun way.

## Chile

**Noches de Mundo:** Interviews and information about international events with Julio Orellana.

**Teletrece Internacional:** Newscast. Current news, interviews and reports from Chile with Macarena Puigredon.

## Estados Unidos:

**El día del Señor:** The Holy Mass: Mass in Spanish

**Elatinmusic:** Entertainment. Videos, interviews and information on Latin music.





# Programming

## Perú:

**América Noticias:** First Edition and Central Edition. National and International newscast.

**Cuarto Poder:** Analysis. Weekly summary about Peruvian events with Raul Tola and Sol Carreño.

**Fútbol en América:** Sports News.

**Recargados de Risa:** Comedy. Peruvians television's number one comedy show.

**Teatro Desde el Teatro:** Entertainment. The most entertaining theatre plays on television.

**La Rotativa del Aire:** Newscast with live interviews. The Peruvian situation, minute by minute.

**Ampliación de Noticias:** A summary of the most outstanding informative news of the day.

**Reporte Semanal:** News reports. Journalism without censorship on the situation in Peru.

## Uruguay:

**Noticiero Edición Mediodía:** Local and international newscast.

**Noticiero Edición Central:** Local and international newscast with Rosario Rodríguez.

**Noticiero Edición Fin de Semana:** Local and international newscast.

## Venezuela:

**Noticias Globovisión:** Newscast from the first news channel from Venezuela.

**Aló Venezuela:** Interactive analytical program, broadcasted via television and radio.

**Reporteros:** Informative. Objective reports, loaded with research and accurate information.

**La Calle y su Gente:** Opinion. Interviews with citizens about any particular topic.

**Primera Página:** The most important morning newscast.

**Buenas Noches:** Entertainment show with celebrity interviews.

**Grado 33:** Informative show that analyses the news of the day.

**Es Noticia en la Web:** News of the main web pages of Venezuela and around the world.

**Alta Densidad:** Entertainment. Advances in technology, telecommunications, computers and the internet.

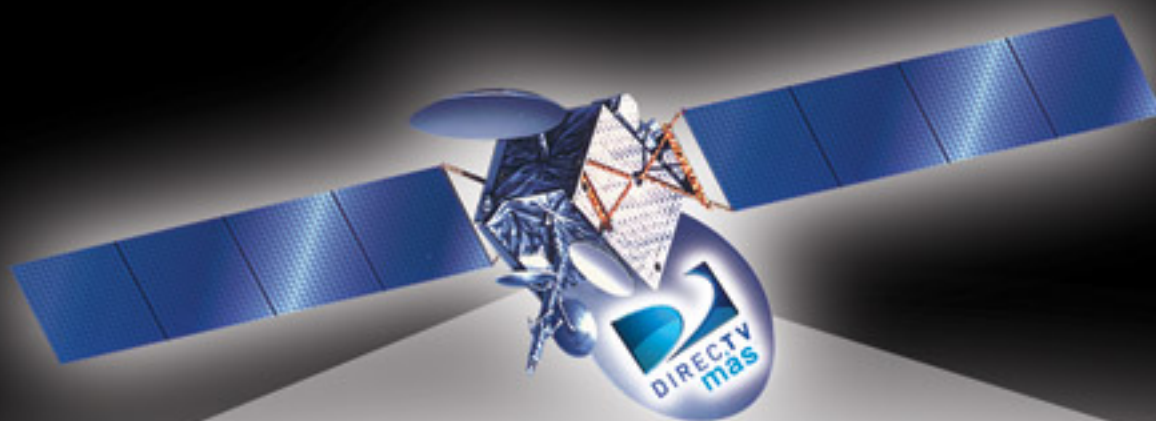




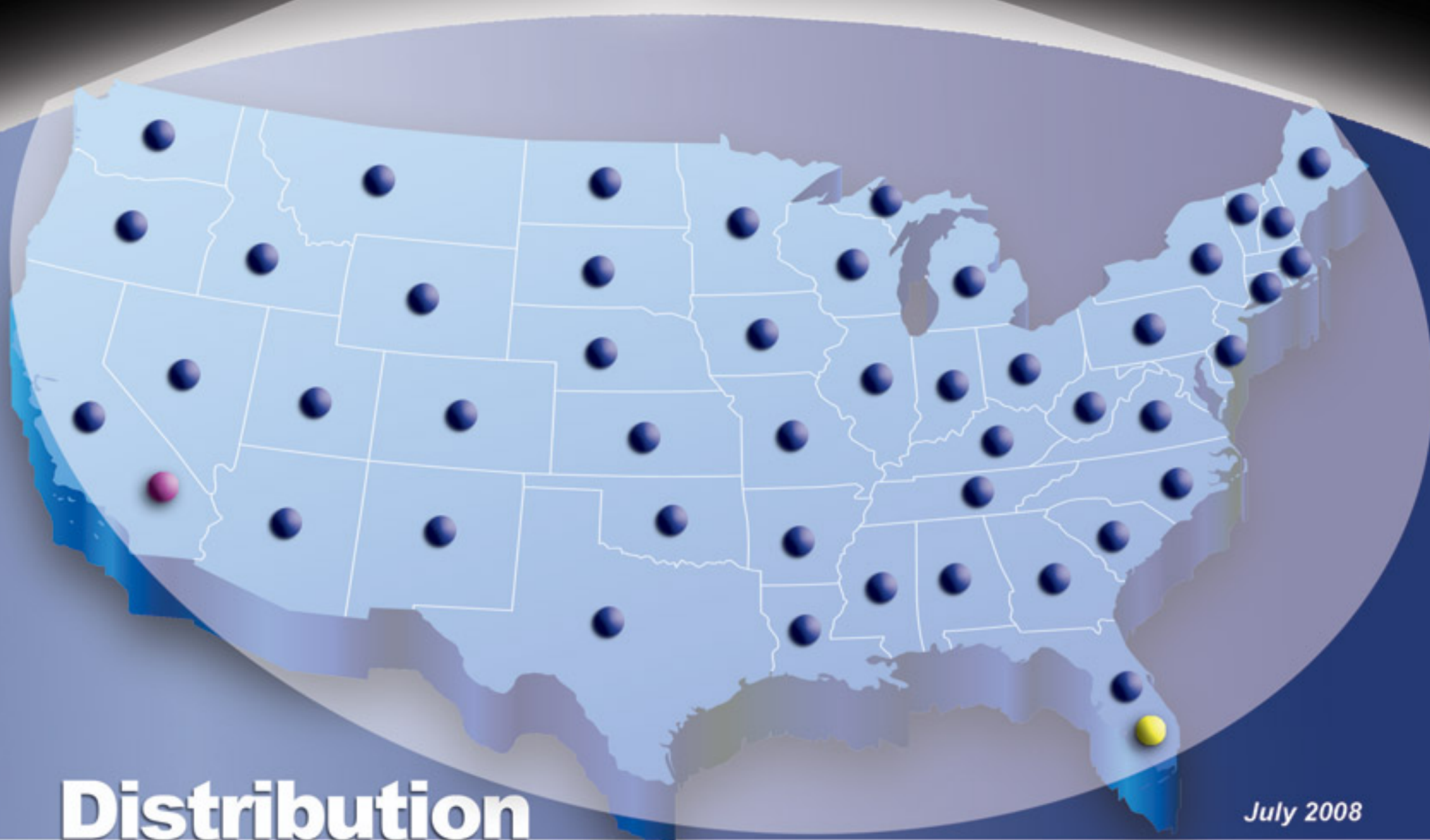
The first Peruvian export television channel since July 2005, regarded as the most watched television channel by the Peruvian community in the U.S. **SUR Perú** is broadcasted via satellite through the Spanish packet DIRECT TV Más and through some cable providers, broadcasting the highest rating programs of current Peruvian television.

**SUR Perú** has not only brought together Peruvians, but also the television stations that work with us: **América TV, ATV, Frecuencia Latina, PAX Televisión, RPP, TV UNSA and UNITEL** that are already part of our family with a wide variety of news, entertainment, comedy, variety, soap operas and much more.





More than one million and growing



# Distribution

July 2008

## ● **DIRECTV Más** (All the States)

Alabama  
Alaska  
Arizona  
Arkansas  
California  
Colorado  
Connecticut  
Delaware  
District of Columbia  
Florida  
Georgia  
Hawaii  
Idaho  
Illinois  
Indiana  
Iowa  
Kansas  
Kentucky  
Louisiana  
Maine  
Maryland  
Massachusetts  
Michigan  
Minnesota  
Mississippi  
Missouri

Montana  
Nebraska  
Nevada  
New Hampshire  
New Jersey  
New Mexico  
New York  
North Carolina  
North Dakota  
Ohio  
Oklahoma  
Oregon  
Pennsylvania  
Rhode Island  
South Carolina  
South Dakota  
Tennessee  
Texas  
Utah  
Vermont  
Virginia  
Washington  
West Virginia  
Wisconsin  
Wyoming

## ● **TIME WARNER** Los Angeles

Athens  
Baldwin Hills  
Bell  
Bell Gardens  
Bellflower  
CaAthens  
Baldwin Hills  
Bell  
Bell Gardens  
Bellflower  
Carson  
Compton  
Compton (East)  
Covina  
Cudahy  
Culver City  
Downey  
Harbor  
Hawaiian Gardens  
Hollywood

Inglewood  
La Mirada  
Ladera Heights  
Lakewood  
Lennox  
Lomita  
Los Angeles  
Lynwood  
Maywood  
Paramount  
Playa Vista  
Playa Del Rey  
Pomona  
Santa Fe Springs  
South El Monte  
South Los Angeles  
West LA  
Westchester  
Wilshire

## ● **COMCAST** South Florida

Broward  
Keys  
Miami-Dade





# Programming

## Informative and Newsworthy

**América Noticias:** First Edition / Central Edition: National and international news.

**Ampliación de Noticias:** News summary with the most outstanding of Information Day.

**ATV Noticias:** Informative newscast on the events of Peru and the world.

**Cuarto Poder:** Investigative journalism, with Raul Tola and Sol Carreño.

**Día D:** Interviews with personalities who represent part of today.

**Domingo al Día:** Informative program that provides a weekly summary on national and international events, as well as cultural and sporting activities.

**Enfoque de los Sábados:** The best summary of the week's events.

**Enlace Nacional:** Regional news summary with news of more than 20 cities in different localities of Peru.

**La Rotativa del Aire:** News source and news radio.

**Prensa Libre:** Interviews on national political events.

## Sports

**Autosemanal:** A space dedicated to connoisseurs of auto racing.

**El Deportivo:** Local and international sports summary.

**Free Ride:** Presenting the most extreme adventure sports in various corners of the country.

**Fútbol en América:** National and international soccer analysis.

**Torneo Descentralizado de Fútbol:** Peruvian professional soccer at the Torneo Apertura Descentralizado 2008.





# Programming

## Entertainment

**América Kids:** A show where kids are the main characters of our history.

**Arte Vivo:** From Arequipa, the best and outstanding of the cultural scene.

**Así es la Vida:** The soap opera that revolutionized television: love, happiness and quarrels.

**Cantares de mi Pueblo:** Dedicated to the Andean musical and cultural dissemination.

**Cinescape:** Film and entertainment show.

**Creciendo con tu Bebé:** We offer valuable advice for raising healthy children.

**El Especial del Humor:** Carlos Alvarez and Jorge Benavides do the best impersonations.

**El Reventón de los Sábados:** Fun show on national music and entertainment, with La Chola Chabuca.

**Habacilar:** The most successful youth program of Peruvian television with Raúl Romero.

**Huellas del Tiempo:** Discoveries and findings of our valuable culture.

**La Cocina de Don Pedrito:** Pedro Villalba "Don Pedrito", will teach you to prepare traditional dishes from Peru.

**Lima Limón:** Variety and entertainment show with Laura Huarcayo.

**Magaly TeVe:** Secrets and gossip from show business.

**Ponte al Día:** Parodi, interviews and hilarious impersonations.

**Que tal Mañana:** Entertainment magazine.

**Recargados de Risa:** The number one comedy show in Peruvian television.

**Teatro Desde el Teatro:** The most amusing stories that will make you laugh from start to finish with Ricky Tosso.

## Religioso

**Santa Misa:** Dedicated to meditation and the Catholic Faith.



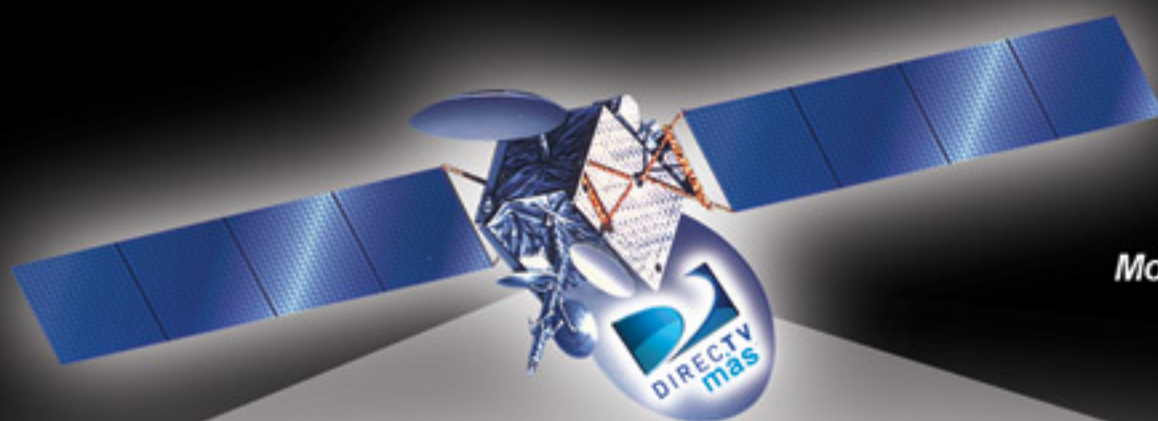


**SUR México** went on the air on December 2005 on DIRECTV Más, and it is presently broadcast through several cable systems. It is the first regional and authentically Mexican channel, the meeting point of the Mexican immigrant with his homeland, a channel designed to meet the information and entertainment needs of each of the different Mexican communities located in the U.S.

The states which currently have programming are: **Campeche, Colima, Chiapas, Chihuahua, Durango, Guanajuato, Guerrero, Hidalgo, Jalisco, Puebla, Quintana Roo, Sonora, Tabasco, Veracruz and Yucatan.** These broadcasts are local productions of each State.

Besides offering newscasts from different Mexican states, **SUR México** also broadcasts entertainment, music, children and cooking shows, among others.





More than one million homes and growing



# Distribution

July 2008

## **DIRECTV Más** (All the States)

Alabama  
Alaska  
Arizona  
Arkansas  
California  
Colorado  
Connecticut  
Delaware  
District of Columbia  
Florida  
Georgia  
Hawaii  
Idaho  
Illinois  
Indiana  
Iowa  
Kansas  
Kentucky  
Louisiana  
Maine  
Maryland  
Massachusetts  
Michigan  
Minnesota  
Mississippi  
Missouri

Montana  
Nebraska  
Nevada  
New Hampshire  
New Jersey  
New Mexico  
New York  
North Carolina  
North Dakota  
Ohio  
Oklahoma  
Oregon  
Pennsylvania  
Rhode Island  
South Carolina  
South Dakota  
Tennessee  
Texas  
Utah  
Vermont  
Virginia  
Washington  
West Virginia  
Wisconsin  
Wyoming

## **TIME WARNER** Los Angeles

Athens  
Baldwin Hills  
Bell  
Bell Gardens  
Bellflower  
CaAthens  
Baldwin Hills  
Bell  
Bell Gardens  
Bellflower  
Carson  
Compton  
Compton (East)  
Covina  
Cudahy  
Culver City  
Downey  
Harbor  
Hawaiian Gardens  
Hollywood

Inglewood  
La Mirada  
Ladera Heights  
Lakewood  
Lennox  
Lomita  
Los Angeles  
Lynwood  
Maywood  
Paramount  
Playa Vista  
Playa Del Rey  
Pomona  
Santa Fe Springs  
South El Monte  
South Los Angeles  
West LA  
Westchester  
Wilshire

## **COMCAST** Chicago Chicago City

## **TVMAX** Houston

## **Jackson Energy Authority** Jackson



# Programming

## Campeche

*Noticias de la Tarde:* News on local events.

## Colima

*Viva Colima:* Viva Colima: A program that promotes the landscape and custom of Colima.

## Chiapas

*Con el son de la Marimba:* Con el Son de la Marimba: A show on the traditions of popular dance.

*Biosfera 10:* Showing the biodiversity of Chiapas and its environment.

*Informativo en Lenguas:* Newscast given in 5 Mayan and Zoque dialects with information regarding the State.

*Mas Allá de la Noticia:* News and reports from Chiapas in two editions

*Chiapas Nuestro:* Tourism shows focused on the municipalities of Chiapas.

*Sábado de Revista:* Summarizing the most relevant news and entertainment from Chiapas.

*Esta Noche es Para Ti:* Show aimed at adults 60 years and older.

## Chihuahua

*ABC Noticias:* Informative reports on the state of Chihuahua, with Sergio Valle.

*Escápate a Chihuahua:* A tour through the beautiful sights around the State.

## Durango

*Estrellas Duranguenses:* Variety children's show where the kids develop artistic abilities.

*Pitorreando:* A show about tricky questions that will lead to hilarious answers from the respondents.

## Guanajuato

*TV4 Noticias de la Mañana / TV4 Noticias de la Tarde:* News reports on the state.

## Guerrero

*Así es la Costa Chica:* Magazine television show with guests and musical groups, with Tico Mendoza.

## Hidalgo

*En Contacto:* News that reflects the sentiments of every corner of State.

## Jalisco

*Zona de Fútbol:* The most important news about soccer.

*Desde la Redacción:* Interactive information show.

*Mi Ciudad PM:* Informative news and analysis, with Antonio Teja.

*Misa Desde la Catedral GDL:* Mass from the Cathedral of Guadalajara.

## Puebla

*En Corto:* Area of expression for short film makers in Puebla.

*Fórmula X:* Panel with specialists and young people who wish to share experiences.

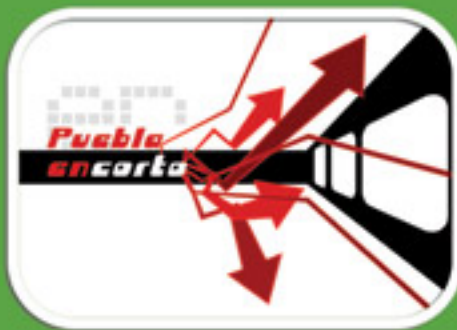
*La Otra Cara de Puebla:* Series featuring aspects of everyday life in Puebla.

*Enlace Puebla:* Live newscast with Isabella Zozaaga.

*El Callejón:* To entertain the youngest members of your house.







# Programming

## Quintana Roo

*De Pachanga con Marioneto*: Children's entertainment full of joy and good humor.

*Sistema Informativo Siete*: Newscast based on the state of Quintana Roo.

*Piedra, Papel o Tijera*: Show for children.

*Descubre el Sureste*: Series on the merits of the states of Campeche, Chiapas, Oaxaca, Quintana Roo, Tabasco, Veracruz y Yucatán.

## Sonora

*Las Noticias con Katy*: Informative newscast of the state, the country and the world, with Katy Amavizca.

*Arre Mago*: A show of grupera music of the moment.

*El Matutino*: Newscast with a new approach, taking place in a market and where the characters give the news.

## Tabasco

*Impacto Musical*: Dedicated to the spread of popular music.

*TVT Noticias*: Newscasts focusing on the events of Tabasco, México and the world, with David Priego and Enrique Muñoz.

*Cuerpo en Movimiento*: Time dedicated on staying healthy and in good physical and mental condition.

*Ola TVT*: Magazine show with content for the entire family.

## Veracruz

*Despierta Veracruz*: Morning magazine with health, home, and family information, and with interesting guests.

*RTV Noticias*: Most relevant information on what happens in Veracruz and around the world.

*Kayuco*: Children's entertainment.

*Con Sabor Jarocho*: Dedicated to the magical world of aromas and flavors of gastronomy in Veracruz.

## Yucatán

*Las Aventuras de Dzereco y Nohoch*: Regional comedy.

*Telenoticias*: Informative show with two editions throughout the day.

*Noticiero Maya*: The only news narrated in Mayan language.

*Vamos a Bailar*: Dance contests with live tropical and cumbia music.

*Ritmazo Superior*: Today's grupero videos.

*La Cocina es Cultura*: A program that addresses food as a historical and social phenomenon.

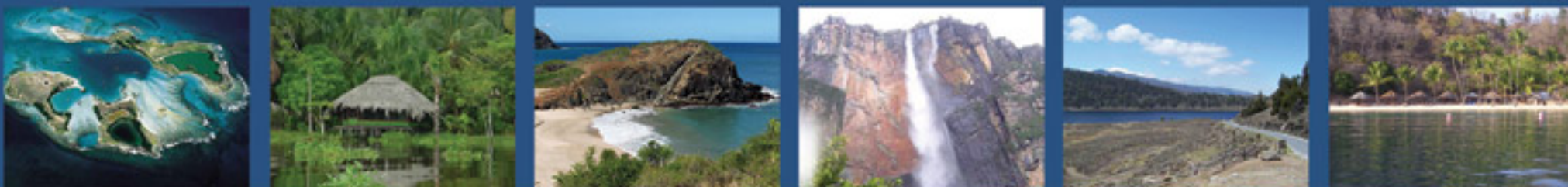
*Xec de Letras*: Introduces the meaning of words in any language.

## U.S.A.

*Mi Tierra*: Program aimed at Mexicans living in the U.S.

*INAH*: Historic documentaries from the national institute of anthropology.



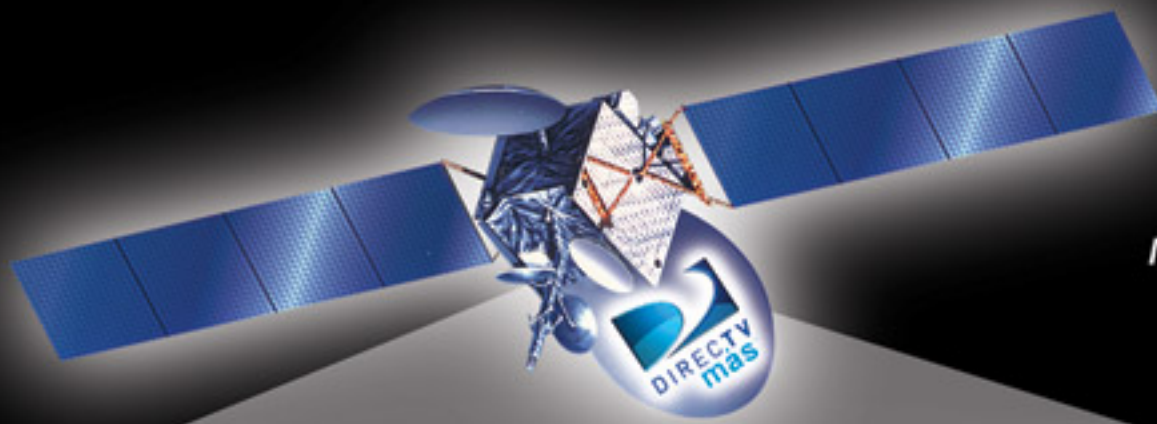


In January of 2006, three venezuelan channels come together to bring to the Venezuelans living in the U.S. the best in news, sports and entertainment. **TV Venezuela** was created from the strategic Alliance between Globovisión, Radio Caracas Televisión, Meridiano Televisión and **SUR Corporation** in the United States.

Its mission is to fill that void that Venezuelans residing in North America have had. That is why they will now be informed throughout the day with more than 10 segments of live news from Globovisión.

**TV Venezuela** is the only U.S. channel that has 100% Venezuelan programming, of which we are very proud.





More than one million homes and growing

# Distribution

July 2008

## **DIRECTV Más** (All the States)

Alabama  
Alaska  
Arizona  
Arkansas  
California  
Colorado  
Connecticut  
Delaware  
District of Columbia  
Florida  
Georgia  
Hawaii  
Idaho  
Illinois  
Indiana  
Iowa  
Kansas  
Kentucky  
Louisiana  
Maine  
Maryland  
Massachusetts  
Michigan  
Minnesota  
Mississippi  
Missouri

Montana  
Nebraska  
Nevada  
New Hampshire  
New Jersey  
New Mexico  
New York  
North Carolina  
North Dakota  
Ohio  
Oklahoma  
Oregon  
Pennsylvania  
Rhode Island  
South Carolina  
South Dakota  
Tennessee  
Texas  
Utah  
Vermont  
Virginia  
Washington  
West Virginia  
Wisconsin  
Wyoming

## **TIME WARNER** Los Angeles

Athens  
Baldwin Hills  
Bell  
Bell Gardens  
Bellflower  
CaAthens  
Baldwin Hills  
Bell  
Bell Gardens  
Bellflower  
Carson  
Compton  
Compton (East)  
Covina  
Cudahy  
Culver City  
Downey  
Harbor  
Hawaiian Gardens  
Hollywood

## **COMCAST** South Florida

Inglewood  
La Mirada  
Ladera Heights  
Lakewood  
Lennox  
Lomita  
Los Angeles  
Lynwood  
Maywood  
Paramount  
Playa Vista  
Playa Del Rey  
Pomona  
Santa Fe Springs  
South El Monte  
South Los Angeles  
West LA  
Westchester  
Wilshire

Broward  
Keys  
Miami-Dade





# Programming

## Informative and journalistic

**Brújula Internacional:** Daily digest of international events with the analysis of Julio César Pineda.

**La Entrevista:** Miguel Ángel Rodríguez interviews today's politicians.

**En la Mañana:** Morning news show.

**Tocando Fondo:** Talk show focused on today's issues.

**Noticias Globovisión:** News given continually throughout the day.

**Es Noticia:** Today's most important news headlines.

**Aló Ciudadano:** Interactive show transmitted simultaneously via radio and television.

**Aló Venezuela:** Interactive and analytical Sunday show.

**Primera Página:** National, international, and entertainment news throughout the day.

**Grado 33:** A show based on the hidden details behind the news.

**Ud. lo Vio:** Summary of the week's news.

**Entre Noticias:** Morning news magazine on the weekend.

**Reporteros:** A special show which presents a newsworthy even in depth.

**Yo Prometo:** Political interviews.

**El Observador** Informative show that summarizes national and international news, sports and entertainment.

**La Calle y su Gente:** Showing the dissatisfaction of the inhabitants of the popular sectors of the country..





# Programming

## Entertainment and Culture

**Buenas Noches:** Light summary of the day's events.

**Radio Rochela:** Humor with political satire.

**Sábado en la Noche:** An informative and humoristic opinion show.

**Programas de Investigación:** Investigative program.

**A tu Salud:** A program dedicated to giving health tips.

**Así Cocina Soucy:** Cooking show.

**Alta Densidad:** A program that shows advances in technology, telecommunications, computing and the Internet.

**35 MM:** A show focused on films and on what goes on behind the camera.

**Lo Mejor de 35MM:** Weekly summary of 35 MM.

**Sin Flash TV:** A program that presents the events and social celebrations of the moment.

**Biografías:** Stories of Venezuelans who have made significant contributions to society.

**Momentum:** An informative and opinion show about sex.

## Sports

**Play Ball:** A show about Venezuelans in the big leagues.

**Noticiero Deportivo:** Informative program regarding national and international sports.

**Fun Race:** Off-road racing in the state of Apure.

**Hoyo 19:** The best of national and international golfing.

**Moto Action:** A space for motorcross lovers.

**Alto Octanaje:** All about motor sports for those who like speed.

**Rienda y Galope:** National championships of bull tailing, western rodeo and horse riding competitions. Horses and riding