



## Court TV Turns On El Español

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Looking to boost viewership from Hispanics, Court TV has launched a multimedia marketing effort that will deliver its "Psychic Detectives" series in Spanish. Created in conjunction with parent company Turner Broadcasting, this is Court TV's first multicultural campaign.

Three episodes of the non-fiction "Psychic Detectives" - dubbed into Spanish - will be streamed on AOL Latino. Another two episodes debut on AOL Latino today. Following their run on AOL Latino, all five episodes will be available on Courttv.com.

"Our mission is to bring Court TV programming to a wider, more diverse audience," Mary Corigliano, senior vice president of marketing at Court TV, said in a statement. "By personalizing the popular Psychic Detectives series for Spanish-speaking viewers, we're on our way to achieving that goal." She adds that more multicultural efforts will follow.

Court TV executives indicate that Hispanics currently represent roughly 15 percent of the network's primetime viewership, a 10 percent increase over 2005 figures.

Complementing the campaign, Court TV will include local spot radio buys - including the Hispanic Radio Network - in high-density Hispanic markets. Promotions are also scheduled for AOL Latino and Courttv.com. "It's a good mix of talk, music and sports, including Mexican soccer," said Corigliano. "All of our marketing messages will be communicated in Spanish."

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