

TelevisaUnivision Announces Omnicom Media Group as First Agency Partner to Integrate with its Hispanic Household Data Graph

NEW YORK – November 17, 2022 – TelevisaUnivision, the world’s leading Spanish-language media and content company, today announced Omnicom Media Group (OMG) will be the first agency partner to leverage its Hispanic household data graph for its brands to expand reach and resonance with the fast-growing U.S. Hispanic population. Now covering nearly 100% of U.S. Hispanic Households, TelevisaUnivision’s propriety data graph will integrate with OMG’s identity solution, Omni ID, via privacy-oriented clean room technology to power its targeting, optimization, and measurement for always on activation across the entirety of its brands.

The announcement was made on stage today at TelevisaUnivision’s annual “Leading the Change” conference, an exclusive forum for marketers from leading U.S. companies to elevate their Hispanic consumer strategy.

“At launch we were clear that TelevisaUnivision’s Hispanic household data graph was built for activation, and this partnership with OMG is a critical milestone underpinning our steadfast commitment to ensuring data is inclusive and representative of diverse audiences,” said Dan Aversano, Senior Vice President of Data, Analytics and Advanced Advertising at TelevisaUnivision. “By integrating TelevisaUnivision’s data graph into Omni ID, we’re confident that OMG’s vast roster of clients will be able to engage U.S. Hispanics in a more effective way that will drive meaningful business results and ROI.”

“OMG saw a clear opportunity to leverage the great work TelevisaUnivision has done to improve representation and coverage of the US Hispanic community with their identity graph,” said Kelly Metz, North America Managing Director, Advanced TV at Omnicom Media Group. “Enabling this advanced identity solution via Omni ID translates to a powerful first-mover opportunity for Omnicom clients and another critical component of how OMG lays the foundation for a solid approach in manifesting diversity in the media process, work, and investment.”

TelevisaUnivision launched the industry’s first-ever Hispanic household data graph in May 2022 to help solve for the inequities that cause U.S. Hispanics to be vastly underrepresented in data sets. Today, the proprietary graph is the biggest and most accurate representation of U.S. Hispanics, covering nearly 100% of U.S. Hispanic households.

For more information, visit televisaunivision.com.

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About TelevisaUnivision

As the leading Spanish-language media and content company in the world, TelevisaUnivision features the largest library of owned content and industry-leading production capabilities that power its streaming, digital and linear television offerings, as well as its radio platforms. The Company's media portfolio includes the top-rated broadcast networks Univision and UniMás in the U.S. and Las Estrellas and Canal 5 in Mexico. TelevisaUnivision is home to 36 Spanish-language cable networks, including Galavisión and TUDN, the No. 1 Spanish-language sports network in the U.S. and Mexico. With the most compelling portfolio of Spanish-language sports rights in the world, TelevisaUnivision has solidified its position as the Home of Soccer. TelevisaUnivision also owns and manages 59 television stations across the U.S. and four broadcast channels in Mexico affiliated with 222 television stations, Videocine studio, and Uforia, the Home of Latin Music, which encompasses 57 owned or operated U.S. radio stations, a live event series and a robust digital audio footprint. TelevisaUnivision is home to the global streaming services ViX and Blim TV, which altogether host over 50,000 hours of high-quality, original Spanish-language programming from distinguished producers and top talent. The company's prominent digital assets include Univision.com, Univision NOW, and several top-rated digital apps. For more information, visit [televisaunivision.com](https://www.televisaunivision.com).

About Omnicom Media Group

[Omnicom Media Group](#) (OMG) is the media services division of [Omnicom Group Inc.](#) (NYSE: [OMC](#)), a leading global marketing and corporate communications company, providing services to more than 5,000 clients in more than 70 countries. Omnicom Media Group includes full-service media agencies [OMD](#), [PHD](#) and [Hearts & Science](#) as well as the [Annalect](#) data and analytics division that developed and manages [Omni, the open architecture operating system](#) underpinning all Omnicom agencies