

Fox Sports en Espanol Backs Up the Truck

Mobile Upfront Delivers 2010-11 Preview; HD to Bow Jan. 1

By Laura Martinez -- Multichannel News, May 19, 2010

New York -- After 14 years on the air, Fox Sports en Espanol this year decided to take its upfront presentation on the road -- literally.

The Spanish-language sports channel has sent an expandable truck into the heart of Manhattan to show its programming and multimedia highlights to media planners and buyers.

It was the first time the network skipped a traditional upfront presentation -- which had been held in venues such as the New York restaurant Cipriani -- in favor of smaller, targeted ones in Los Angeles, Chicago, New York and Miami.

"The market is changing," FSE senior vice president of advertising sales Tom Maney told *Hispanic TV Update* after the presentation. "Besides, we realized so few people were coming to New York City so we decided to go to them."

The presentation here was the second to last of several stops on the tour, which began April 22 in Los Angeles. The preview, which took place inside an expandable trailer parked on West 28th Street in Manhattan, featured stand-up comedian Monique Marvez, who entertained a mostly female audience with insights and jokes about men, women and relationship issues.

"Not long ago, we realized 70% of our clients were women," said Maney in explaining the choice of entertainment for the event.

Jokes aside, Maney said that unlike previous presentations, the tour gives attendees a better look at FSE's integration capabilities by showcasing TV, mobile and Internet properties.

"The 30-second spot is only the beginning of the dialogue," he said.

Programming highlights for 2011 include the return of UEFA Champions League and Copa Santander Libertadores, InterLiga, Top Rank Boxing and the Ultimate Fighting Championship.

The network will also continue its news and commentary show, *Tribuna Fox Sports*, and the recently launched *La hora de Cuauhtemoc Blanco*, featuring the Mexican soccer star.

FSE also said it will launch an HDTV feed on Jan. 1.