



For immediate release
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Seventh Annual Hispanic Television Summit Joins Advertising Week 2009

**Hispanic Television Summit to be held
Wednesday, September 22 - Thursday, September 23, 2009
At the Marriott Marquis New York City**

Signature Hispanic Television Industry Event
presented annually by
Multichannel News and Broadcasting & Cable
To Join Advertising Week 2009 Lineup

(New York, NY.) Leading television industry trade publications *Multichannel News* and *Broadcasting & Cable* have announced that, for the first time, they will present the annual Hispanic Television Summit during Advertising Week 2009.

According to Larry Dunn, Reed Television's Group Publisher for *Multichannel News* and *Broadcasting & Cable*, "We are pleased to add our Seventh Annual Hispanic Television Summit to the exciting line-up of major events scheduled during Advertising Week 2009. This marks the first time that the leading Hispanic television industry conference has been scheduled in tandem with the many other activities for members of the advertising community."

The Hispanic Television Summit has been presented annually since 2003. It is traditionally held in New York each autumn season and attracts more than 300 attendees from across the country, Latin America and Spain. The Summit has now become the television industry's signature conference for executives involved in the business of television and digital video targeted to the US Hispanic and Latin American viewing audience.

In 2008, Advertising Week's fifth anniversary edition attracted 55,000 industry leaders to nearly 200 thought leadership and special events featuring marquee participants including, the Founder of Wikipedia, Jimmy Wales, Founder of the Huffington Post, Arianna Huffington, Facebook's COO, Sheryl Sandberg, Emeril Lagasse, CNBC's Maria Bartiromo, Lorne Michaels, producer of *Saturday Night Live* and recording superstar Jon Bon Jovi.

"The Hispanic Television Summit is a terrific edition to our lineup and furthers our deep commitment to leveraging the platform Advertising Week affords to shine a light on our diverse and ever expanding industry," stated Matt Scheckner, Executive Director of Advertising Week.

This year's Advertising Week will run from Monday, September 21 through Friday, September 25. Information about all Advertising Week events and registration information is available at www.advertisingweek.com

"Strategically, this is a great alliance for us", added Larry Dunn. "By joining our successful Hispanic Television Summit into the Advertising Week schedule, we are able to create a win-win for those in the multicultural television advertising community. It is simply a great way to accommodate the busy schedules of today's advertising and television executives."

The distinctive topic of the Hispanic Television Summit always focuses on the latest trends for generating revenues within the Hispanic television and digital media space. It delivers the "freshest" industry information in response to the current trends in the television and digital video marketplace. As a result, the Summit attracts speakers, panelists, and participants who are top executives from broadcast, cable, satellite, broadband and mobile, as well as those from related businesses like advertising, finance, consumer electronics, video technology and other consumer goods.

The Summit is being produced for the seventh time for *Multichannel News* and *Broadcasting & Cable* by New York-based Schramm Sports & Entertainment, Inc., a leading marketing and media services company which includes Hispanic marketing of TV content among its specialties.

To register: visit www.multichannel.com/hispanicsummit or call Sandy Friedman at 646-746-6740

Multichannel News covers multichannel television and communications providers, such as cable operators, satellite TV firms, and telephone companies, as well as emerging Internet video and communication services. www.multichannel.com

Broadcasting & Cable covers the business of television for industry professionals offering breaking news and analysis on programming, syndication, the station business, technology and advertising for broadcasting, cable, satellite, telco TV and the Web. www.broadcastingcable.com

About Advertising Week:

Since its creation in 2004, Advertising Week has drawn thousands of participants from around the world to New York City for a week long think-tank comprised of over 200 different events, panels and discussions that focus on the power of advertising and its neighboring industries. Above and beyond celebration, the mission of The Week is to inspire young people to join the craft; focus the industry and public at-large on the social impacts of advertising; address the most important issues facing the industry and shine a bright light on the business and economic influence of the advertising, media and marketing industries.

www.advertisingweek.com

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