



50 COPA SANTANDER LIBERTADORES

Copa Santander Libertadores

Celebrating its “50 Years of Passion” in 2009, Copa Santander Libertadores is the official event of the South American Soccer Confederation (CONMEBOL), recognized for its prestige and tradition.

The most important club championship tournament features 38 teams from Mexico, Argentina, Brazil, Ecuador, Paraguay, Venezuela, Uruguay, Colombia, Chile, Peru and Bolivia. Headlining the roster for 2009 are Mexico’s most storied teams, including InterLiga™ 2009 champions Chivas de Guadalajara, Club Pachuca and San Luis.

The tournament has been a fixture on Fox Sports en Español, with live and exclusive coverage, for the last 6 years and has seen some phenomenal ratings for the network. In the summer of 2008, the semi-final match between LDU Quito of Ecuador and Club América of Mexico captured almost one million total viewers. Nearly 700,000 viewers 18-49 tuned in (943,000 total audience), delivering a 3.1 national rating in this category.

The final, which featured a non-Mexican team, spawned a household coverage area rating (HH CAR) of 5.99 percent during the match and positioned the property as the top sports program that day. Of the top 6 sports programs among persons 18-49, Copa Santander Libertadores ranked in 4 of the 6 spots, demonstrating the loyal audience that both the tournament and the network continue to build over the years.

Spanning six months of the year, this tournament offers a unique opportunity to connect your brand to the power of soccer over an extensive period. With coverage digitally and in print, there are multiple ways to reach the Copa Lib fan:

- Liga Fantastica Fantasy Game
- Power Challenge Fan Zone
- Streaming video
- Wireless text voting or trivia
- Exclusive interviews
- In-depth analysis
- Interactive country maps
- Up-to-the-minute stats

Matches: up to 138
Pregames: 12 half-hour programs;
10 fifteen-minute pregame programs
Duration: 2 hours
Window: Tues. – Thu. Primetime
Season: January – June

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