

HAWAII SBDC SUCCESS STORY - MAUI CENTER



Founded by C.T. Ryder, **Univision Hawai'i** is the only locally-owned and operated, major broadcast television network affiliate TV Station in the state. After persuading the CEO of Univision to grant him the affiliation back in 1999, C.T. put the new Univision station on air with an analog transmitter and antenna, broadcasting the station over the airwaves on the island of O'ahu.



The station had been on-air since March 2000 with the Univision affiliation but could not pursue local ad sales without digital cable distribution.

In 2013, C.T. came to the Hawai'i SBDC seeking assistance in obtaining growth capital to finance the digital conversion of its analog signal and to purchase equipment for ad insertion, master control and other general corporate purposes. Together with the help of his SBDC advisor, they spent many hours reviewing and updating his financial model

and projections, reviewing various financing terms including private placement investments and other funding options. In early 2015, C.T. was able to submit a finished business plan and was approved for a \$1.2 million loan.

Upon funding, work quickly began to obtain sustained digital transmission and by May 2015, Univision Hawai'i was permanently converted to digital signal. Further improvements include the ad insertion software and hiring of sales personnel. Stay tuned for further updates.

Univision Hawaii broadcasts statewide on every island through Oceanic Time Warner Cable's "Digital Variety Pak", on Channel 35.

