



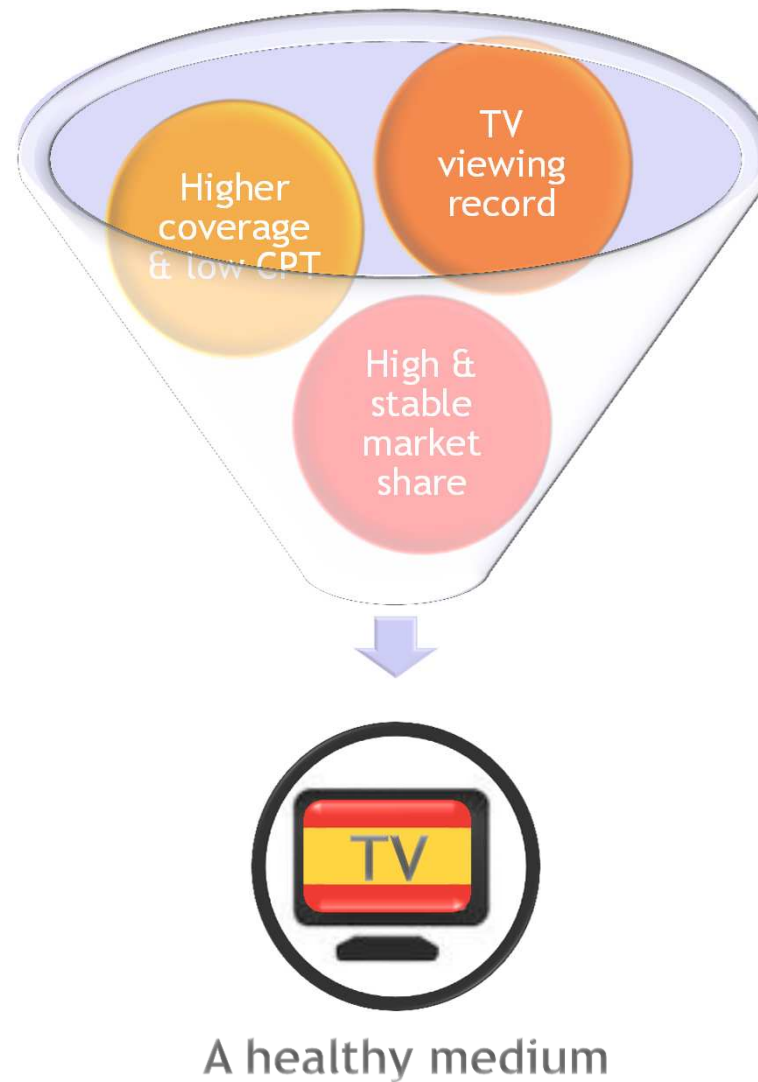
# GRUPO ANTENA 3

JPMorgan Media CEO Conference

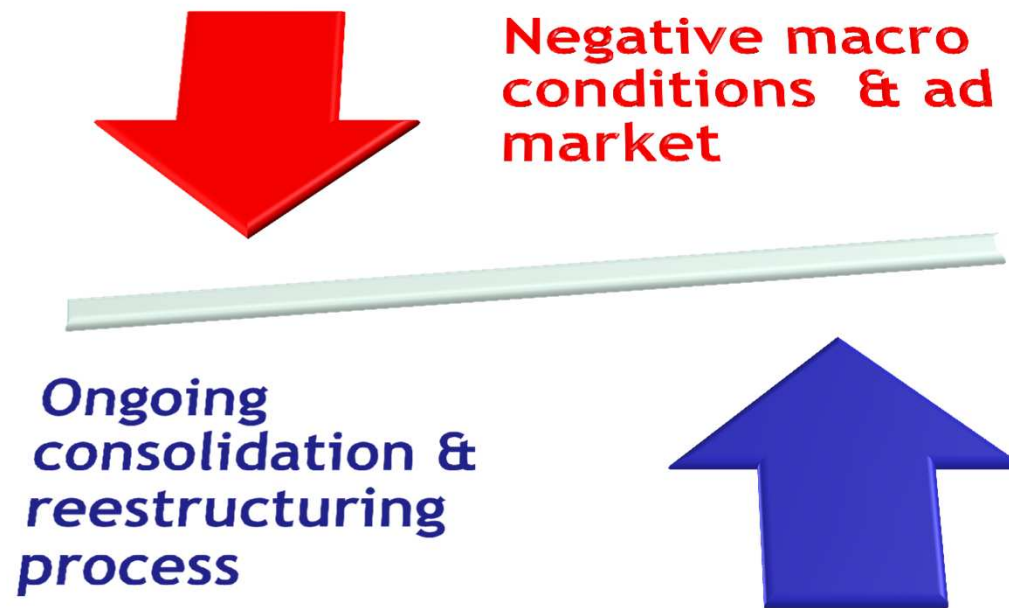
June 2012

[www.grupoantena3.com](http://www.grupoantena3.com)

# Spanish TV, a healthy medium ...



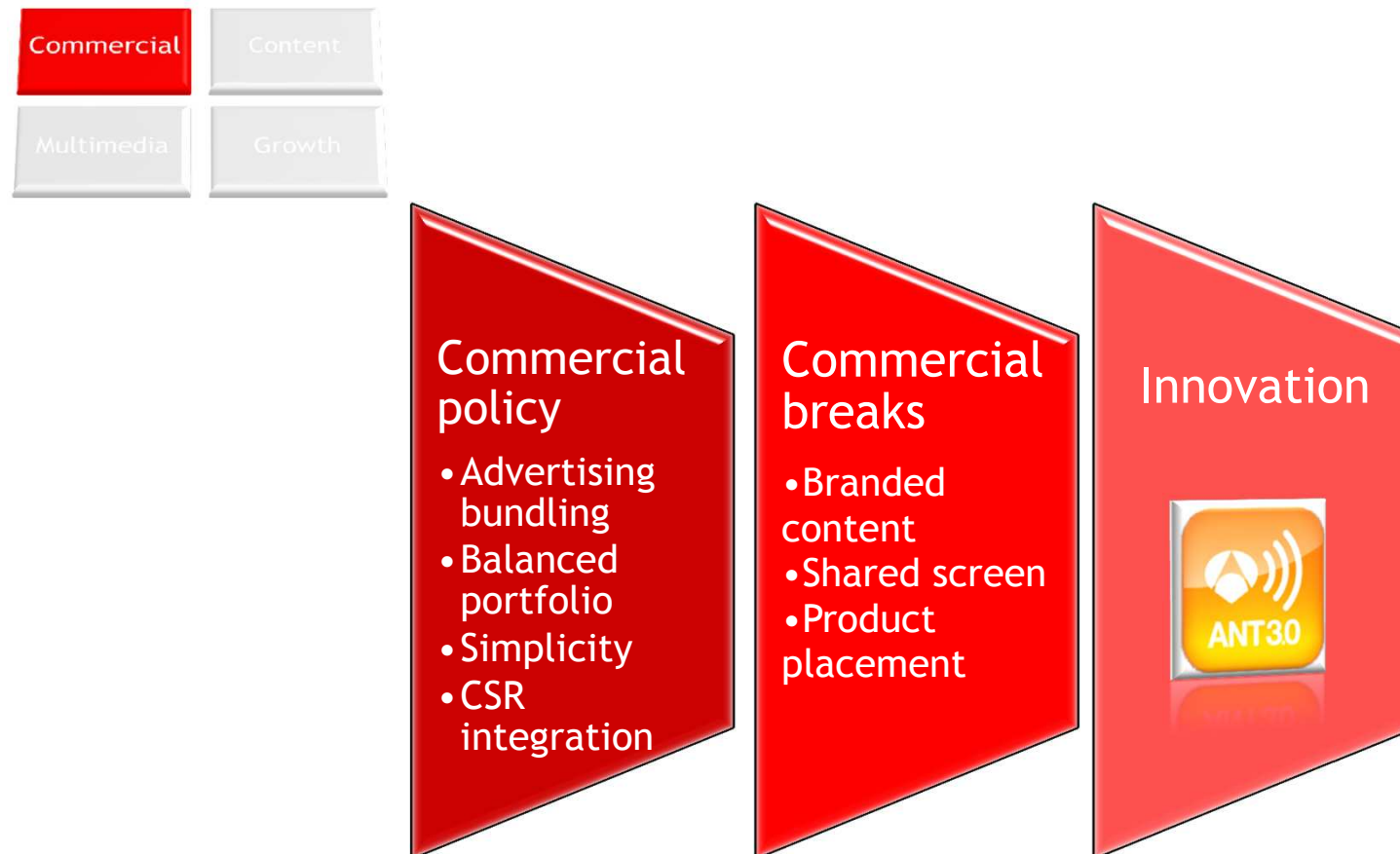
... in a tough environment with high potential



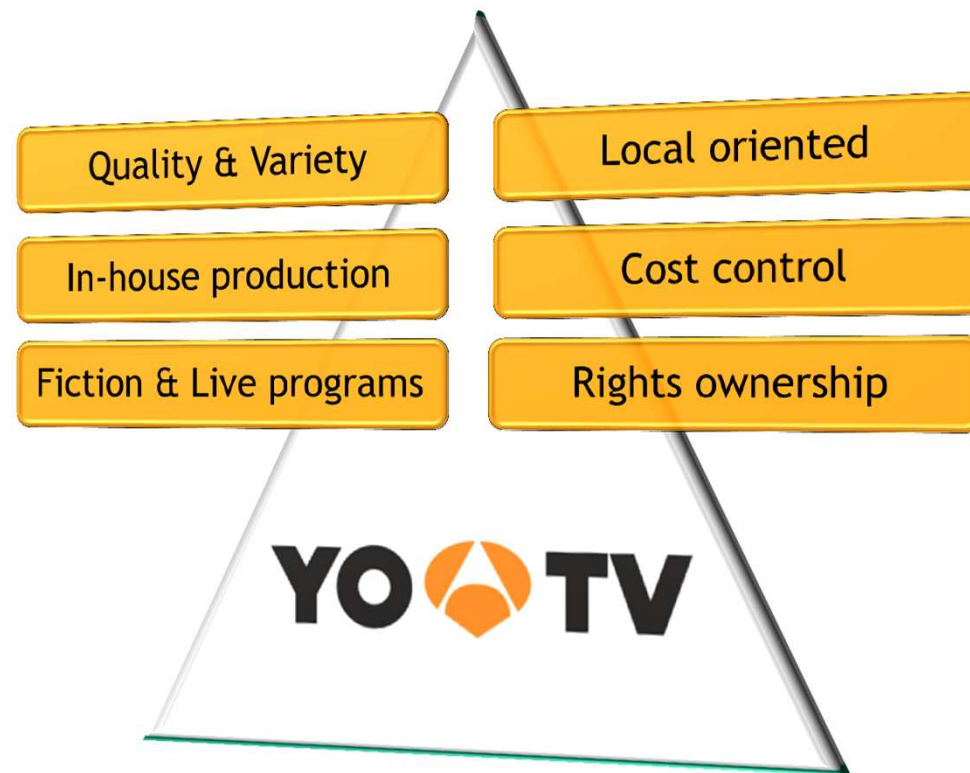
# Antena 3 strategy



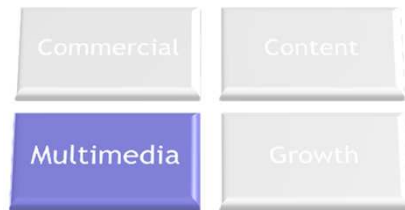
# Antena 3 strategy: Commercial



# Antena 3 strategy: Content



# Antena 3 strategy: Multimedia



# Antena 3 strategy: Growth

