



**ATRESMEDIA**

**Atresmedia**

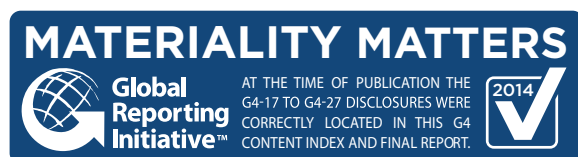
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 26 February 2014.

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Continuing with the trend initiated in 2009, this report combines the financial and non financial (social, environmental and Good Governance) aspects of **Atresmedia**. This is another example of the commitment made by the company with the complete integration of Corporate Responsibility in its business model. All Corporate Responsibility information in this Report has been highlighted in green.

In addition and as the most important novelty, **Atresmedia** is the leading media group in Europe that produces its report according to the “comprehensive” level criteria established by the new GRI G.4 guide, which guarantees that its content covers aspects that are most relevant to its stakeholders. Any material identified aspects have been highlighted in the report (which has been verified by AENOR and GRI) with the label “**RELEVANT ASPECT**”, in addition to pagination to facilitate reading.

Furthermore and based on this line of information transparency and accessibility, **Atresmedia** has created a specific microsite for the Annual and Corporate Responsibility Reports, hosted on the corporate website [www.atresmediacorporacion.com](http://www.atresmediacorporacion.com), to consult and download all the information included in this report. This new communications channel has enabled us to eliminate the printed version of the Annual and CR Reports for the first time and strengthen the commitment of the Company with an efficient use of natural resources.

# Letter from the **Chairman**







Atresmedia had a historic year and was strengthened due to its accurate strategy and placed itself in a magnificent position to address 2014, which we hope will be the turning point towards growth.



José Manuel Lara

We ended the 2013 financial year with the satisfaction of having done a good job and surpassed our most optimistic expectations in a year which was marked by a market in crisis. In this complicated context, **Atresmedia** had a historic year and was strengthened due to its accurate strategy and placed itself in a magnificent position to address 2014, which we hope will be the turning point towards growth.

**Atresmedia** is the most profitable audio-visual group in our country, and in 2013 it was consolidated in all the markets where it operates: television, radio, advertising, internet and cinema. Its offer, which is based on plurality, quality, talent, creativity and support to the industry has won the respect of the market, the advertisers, the public and the audio-visual sector, which has meant not only the improvement in our earnings and audiences, but also the revaluation of the Company on the Stock Market.

I trust that the worst has passed and that the 2014 financial year will enable us to establish the bases to address 2015 brimming with new opportunities.

2013 was also marked by the merger with **laSexta**, a challenge we overcame successfully in record time, and which made us bigger and consolidated **Atresmedia** as the referential communications group in our country. We directly manage seven television channels, three radio stations. We produce successful cinema, we lead the advertising market and are pioneers in the new digital communication. All our divisions grew throughout 2013 and all of them amply surpassed the objectives we had planned.

2013 was the grand year of **Atresmedia Televisión** which registered an average historic audience of 28.8%, three points more than those obtained in 2012, which made it co-leaders in audience. **Antena 3** ended 2013 with 13.4% audience share, its best result in four years. **laSexta** was strengthened in the first year of the merger, it obtained the best result in the last three financial years and surpassed Cuatro for the first time.



2013 was also marked by the merger with laSexta, a challenge we overcame successfully in record time, and which made us bigger and consolidated Atresmedia as the referential communications group in our country.

The merger suited **Atresmedia Televisión** very well, as well as **Atresmedia Publicidad** which again grew above the market level one more year, investing in innovation and new advertising formulas which increased the efficacy of its campaigns and made it the company with the highest evaluation among the advertisers.

**Atresmedia Radio** again confirmed its strength by achieving an audience of almost five million listeners. It should be pointed out that a new brand was created: **Melodía FM**. There were also positive results for **Onda Cero**, which maintained its efficacy with the best profitability rate per listener and is the only generalist radio which grew as compared to the previous year. **Europa FM** again surpassed two million followers and climbed positions until it situated itself as the third musical station in Spain.

**Atresmedia Cine** again demonstrated that it is possible to make quality cinema which is also profitable. During 2013, we released seven of the ten biggest box office hits with takings amounting to more than 40 million euros.

**Atresmedia Digital** continues to be at the forefront and was again a pioneer with the launch of **Atresplayer**, an audio-visual platform which, for the first time, offered all the video and audio content of the Group on all the devices possible, thus adapting to the demands of the consumers.

As regards Corporate Responsibility, **Atresmedia** maintains the policy put into practice some years ago and the commitment to the UN Global Compact's principles. Much was achieved in the 2013 financial year. Outstanding among these was our joining the Corporate Social Responsibility Forum, composed of large international communication companies.

Moreover, all the media of the Company actively participated in the three social campaigns undertaken together with the Red Cross, Aldeas Infantiles (Children's Villages) and the Banco de Alimentos (Food Bank). In total, more than €2,060,000 were collected which will make it possible to help more than 8,000 families, more than 4,000 children to have their basic needs covered and more than 1.5 million persons to avail themselves of the food distributed by the Food Banks.

Five years after its launch, the initiative **Ponle Freno** (Put the Brake On It) continued with its achievements. Outstanding among these was the start-up of the Ponle Freno-AXA Study Centre for Road Safety, dedicated to research for the prevention of accidents. Furthermore, **El Estirón** (The Growth Spurt) and **Hazte Eco** (Pass It On) continued their social awareness work regarding the importance of instilling healthy life habits in children and care for the environment, respectively.

In 2013, the **Fundación Atresmedia** chose education as the axis of its activities. As an example, mention should be made of the execution of projects focused on the improvement of the educational environment and the recognition of the teacher, with the **Premios iniciativas que educan** (Initiatives which Educate Awards) and the event **Gracias, profes** (Thanks, Teachers).

2013 was a historic year. We are eager to discover the new opportunities which will arrive and whether we were able to give our best when we had to head into the wind. The promising future which awaits us is beyond my imagination.

# Message from the **CEO**





Atresmedia was consolidated as the most profitable audio-visual company in Spain, adding its best historical audience figures to an impeccable brand.



Silvio González

Undoubtedly 2013 was a magnificent year. Likely, one of the best for **Atresmedia**. A financial year in which, once again, the crisis was unable to stop us, on the contrary, some of the major transformations of the Company occurred during this period. **Atresmedia** was consolidated as the most profitable audio-visual company in Spain, adding its best historical audience figures to an impeccable brand.

However, what has marked that financial year was the challenge of the integration of **laSexta**, a complex process which was carried out successfully in much less time than was expected. The merger was completed perfectly and was recognized by the audience, advertisers and investors. We finished 2013 in a much stronger position.

The capacity to adapt ourselves to new times, regardless of the circumstances, led us to mark out our own route with determination and enthusiasm to continue to grow above expectations and become what we are today: the first audio-visual group in the country.

For the fifth consecutive time, **Atresmedia** again surpassed the market pattern and not only generated substantial confidence among the interest groups, but has the recognition of the Audio-visual and Advertising industries due to a clearly recognizable model based on a plural quality offer, to the team efforts and work, to the support given to talent, to creativity and to the industry; in particular, to consistency.

2013 was a historic year from the economic point of view and from the point of view of the audiences. **Atresmedia** obtained excellent results despite the persistent economic and advertising crisis. Net revenues reached 829.8 million euros and the EBITDA Margin was 9.7%. The net profits amounted to 46.1 million euros.



We ended 2013 with the certainty that we had done a good job. We had been able to get through the difficult times, we demonstrated the strength of our model, and we now address our future with confidence.

**Atresmedia Televisión** ended a magnificent financial year in its first complete year after the merger with **laSexta**. The group of channels of **Atresmedia** grew by three points and reached 28.8% of audience share, which has placed us as co-leaders as regards audiences with one channel less than our competitors.

It was also a marvellous year for **Antena 3**. It had an average audience share of 13.4%, its best figure in four years and we have achieved the position of co-leader in audiences. It is the absolute leader as regards commercial target (13.4%) and won most slots in 2013: morning, afternoon and evening. The channel was leader in 6 of the 12 months of the year. It should be pointed out that **Antena 3 Noticias** (Antena 3 News) obtained its best figures since 2010. Furthermore, **Noticias 1** (News 1) seized the leadership from “Telediario 1” (Telenews 1) with 15% in the weekly average.

We are very happy to have created a brand with our way to make television. A brand which became a reference due to quality products and to successes such as **El tiempo entre costuras** (Time among Seams), **Tu cara me suena** (Your Face Sounds Familiar) and **El secreto de Puente Viejo** (The Secret of Puente Viejo).

The merger strengthened **laSexta**, which had its best figures in three years in 2013, growing in all the slots and during all the months. This was quite an achievement thanks to programmes such as **El Intermedio** (The Interval), **Pesadilla en la cocina** (Nightmare in the Kitchen) and **Salvados** (Saved), successes which are added to by releases such as **Encarcelados** (Imprisoned), produced by our producer **Verte**, **En el aire** (On Air), **Más vale tarde** (Better Late), **laSexta Noche** (laSexta Night) and **El Objetivo** (The Lens).

The thematic channels are also an outstanding part of our strategy as we build up the grand offer of **Atresmedia Televisión** with these. As a group, although each one has a different, recognizable identity, grew by 0.9 points as compared to 2012, achieving co-leadership. Besides, **Neox**, **Nova**, **xplora** and **Nitro** are leaders in their genres and public.

**Atresmedia Publicidad** was able to take advantage of the merger with **laSexta** and optimized its opportunities, achieving a notable increase in revenues. It has been growing for several years above the market figures owing to its constant efforts to provide the advertisers with new advertising formulas and offer exclusive products which are adapted to the needs of communication. Consequently, it was recognized by the market as the first force in sales in 2013 as regards the service quality and the advertising efficacy.

**Atresmedia Radio** also registered very positive results with an EBITDA which grew by 54%. In 2013, it again demonstrated its stability despite the fall in the market figures. **Onda Cero** continues to increase its weight within the Group little by little, as it has done before, contributing more and more to our economic results and is the most profitable radio station in our country. **Melodía FM** is a good example of the eagerness to innovate and open up routes through a new brand. **Europa FM** surpasses two million followers and is now the third musical station in Spain.

**Atresmedia Cine** maintains its obligatory support for the Spanish Cinema Industry. Throughout 2013, we participated in 15 feature films. Seven of these form part of the ten biggest box office hits. The total takings surpassed 40 million euros, which demonstrates that, if it is understood well, Spanish cinema can be profitable.

The times of crisis are when innovation becomes a necessity. **Atresmedia Digital** is a good example of the capacity of the Group to continue to make progress in new communication, marking out the pattern with regard to the creation of new trends. The launch of the **Atresplayer** platform set up a landmark which unites all the video and audio offer of the Group with magnificent quality through any kind of device.

In 2013, we created a new department, **Atresmedia Diversificación**, which groups together all the activity which does not depend on traditional earnings from advertising under a common strategy in order to bolster an additional source of growth.

Finally, I do not wish to end without mentioning our actions regarding Corporate Responsibility. **Atresmedia** is the first Spanish communication group to join the Media Corporate Social Responsibility Forum (Media CSR Forum), a forum specialized in Corporate Responsibility of the media, composed of some of the largest international communications companies such as the BBC, The Guardian, BSkyB and RTL Group.

In addition, we continue to back transparency with our interest groups. This is shown by the quarterly information provided to the CNMV (National Commission of the Securities Market) concerning non-financial aspects of the Company and the annual meeting with our principal stakeholders in order to hear opinions on the key themes which concern the media with regard to Corporate Responsibility.

We ended 2013 with the certainty that we had done a good job. We had been able to get through the difficult times, we demonstrated the strength of our model, and we now address our future with confidence.



# Key **figures** of Atresmedia



The following table is an executive summary with the key figures of **Atresmedia** grouped into three areas: **Business, social** and **environmental**.

Business figures	2011	2012	2013
Total net income (millions of €)*	805.2	741.2	829.8
Gross margin (millions of €)*	124.4	39.5	80.2
Net profit (millions of €)*	93.4	29.5	46.1
Distributed business value (millions of €)*	638.1	618.3	585.9
Business aids received from the Public Sector (millions of €)*	11.6	2.5	1.0
Advertising efficiency ratio (adults)	1.81	1.71	1.52
Advertising efficiency ratio (individuals)	1.81	1.72	1.49
Number of advertiser	17,964	18,105	16,877
Number of suppliers of goods and services	-	1,084	1,040
Number of producers	16	9	17
Average audience share <b>Antena 3 Televisión</b> (%)	11.5	12.5	13.4
Average Audience share <b>laSexta</b> (%)	-	5.45*	6.0
Average audience share <b>Neox</b> (%)	2.7	2.60	2.30
Average audience share <b>Nova</b> (%)	1.5	1.60	2.10
Average audience share <b>Nitro</b> (%)	1.4	1.58	1.71
Average audience share <b>xplora</b> (%)	-	1.49*	1.66
Average audience share <b>laSexta3</b> (%)	-	1.40*	1.58
Share <b>Onda Cero</b> (%)	20.3	19.3	19.5
Share <b>Europa FM</b> (%)	8.1	10.5	10.0
No. of listeners <b>Onda Cero</b> *	2,454,000	2,615,000	2,598,000
No. of listeners <b>Europa FM</b> *	1,579,000	2,121,000	2,045,000
No. unique users of <b>Atresmedia</b> websites	6.9	9.1	12.0

Note: Business details include results of laSexta as of October 2012.

\* This detail changes compared to last year, which included the number of listeners during the last wave of the period. This year we have included the average number of listeners for each year as the most relevant detail.

Social figures	2011	2012	2013
Hours of children program broadcasts	2,509	3,337	2,347
Total hours of subtitles	10,491	29,940	35,881
Headcount	1,849	1,773	1,829
% of women in headcount	-	48.6	48.1
Investment in training (€)	424,858	395,700	372,487
Hours of training per employee	29.5	30	19.1
Hours of corporate volunteering donated to the community	-	1,360	1,429
Income of the <b>Foundation</b> contributed by <b>Atresmedia</b> (€)	360,000	500,000	300,000
Donations to NGOs through programs of <b>Atresmedia</b> (€)	-	288,000	2,157,000
Non fulfilments Code of Self-regulation	2	0	0
Cost of opportunity broadcast social advertising slots at no cost on television (€)	3,715,759	8,300,820	5,542,630
Cost of opportunity broadcast social advertising slots at no cost on radio (€)	1,735,430	1,652,155	4,697,455

Dimensión ambiental	2011	2012	2013
Consumption of white paper (sheets)	6,117,500	5,672,500	5,425,000
Consumption of printer toner and cartridges (units)	791	742	703
Consumption of fluorescent lamps (units)	1,695	1,301	1,635
Solid urban waste (tones)	352	324.8	314
Gas consumption (m <sup>3</sup> )	10,270	12,579	12,517
Consumption heating oil (liters)	420,040	419,643	458,148
Electricity consumption (kWh)**	19,400,980	29,070,214	28,276,898
Water consumption (m <sup>3</sup> )**	46,856	50,553	44,297
GHG emissions (tm of equivalent CO)	2,680.31	1,337	2,280.17
Environmental investment (€)	148,540	25,670	14,363

\*\* The data include the Centre in SS de los Reyes, A3TV and Onda Cero offices, not reported in 2011.



# Highlights of the year





Karlos Arguiñano en tu cocina, La ruleta de la suerte and Antena 3 Noticias news team.

## Atresmedia Televisión closes a record breaking 2013

**Atresmedia Televisión**, with 28.8%, grew 3 points in what was its first full year after the merger with **laSexta**. It is co-leader with Mediaset, which has an additional channel. In addition, the stations of **Atresmedia** as a whole are once again the absolute leaders during prime time, the slot of greatest TV audience.

**Antena 3 and laSexta obtained the highest success index in its premieres.** Of the 19 formats launched last year, ten of them remained on grid, which is a 53% success, compared to 26% of Telecinco and 21% of La 1. Likewise, **laSexta** obtained a 56% compared to 38% of Cuatro.

**Antena 3 was co-leader in 2013 with 13.4%**, its best annual figure in four years, absolute leader in commercial target (13.4%) and the brand that conquers most slots in 2013: morning, afternoon and evening. The station leads 6 of 12 months of the year.

- **Antena 3 Noticias achieves its best year since 2010.** **Antena 3 Noticias 1** takes the leadership from “Telediario 1” with 15% on average from M-F. This edition is also the absolute leader during weekends.
- **Antena 3 conquers two new slots.** In addition to the morning slot (14.4%), with **Espejo público** in its most viewed year (485,000 and 16.9%), **Karlos Arguiñano en tu cocina** (14.6%, one percent more than 2012) and **La ruleta de la suerte**, unbeatable (1,112,000 and 18%); **Antena 3** won two new slots in 2013: afternoon (13.6%) and evening (16%), becoming the station that leads the most slots.



El tiempo entre costuras, La Biblia, the Fórmula 1 team, La Cúpula, El secreto de Puente Viejo and Amar es para siempre.

- **Antena 3 is with laSexta, the station that grew the most during prime time** (1.2 points vs. 2012) thanks to **El hormiguero 3.0** and a differentiated program, which the audience has recognized every day: **El tiempo entre costuras**, **Vive cantando**, **Con el culo al aire**, **Tu cara me suena**, **Top chef**, **Me resbala** and **El pelicolón** are some of its top examples.
- **El tiempo entre costuras set a new way of producing fiction in Spain** and is the non sporting event most viewed 2013 (4.8 million viewers and 25.3% media share). In addition, **La Cúpula** and **La Biblia** were the most viewed foreign series of the year.
- **Amar es para siempre and El secreto de puente viejo led Antena 3 to the top of the afternoon slot in 2013**, slot that produced most growth (+1.5 points compared to 2012). **El pelicolón** and **Multicine** are the leading movie containers in their respective slots.
- Yet another year, **it was the preferred television station for the younger audience profiles**, as well as the favorite on weekends.
- **Formula 1 is the most efficient sporting competition in terms of audiences** and absolute leader of Motorsports. In terms of market share, the Formula 1 World Championship broadcast on **Antena 3** has become the most competitive sporting event. With a share of 35.6% (2013), it has exceeded even the Champions League, Eurocup or Confederations Cup.



Encarcelados, Salvados, En el aire, El Intermedio and Alberto Chicote.



**laSexta, with its best figures in three years** (6%), beats Cuatro for the first time, which recorded its lowest values, and grows in all slots every month. Programs such as **El intermedio**, **Pesadilla en la cocina** and **Salvados**, combined with new premieres such as **Encarcelados**, **En el aire** and **El Objetivo** have been the perfect combination of its success.

- The news programs of **laSexta** achieved their best year, both in first and second edition and extended their lead compared to Cuatro (9.1% on average of its editions compared to 6.8% of Cuatro).
- **El intermedio** obtained the best season start in its history: 11.1% and for the first time exceeds two million viewers.
- **Salvados** was the leading program in its slot with an average (during its last season) of 14.9% and 3,041,000 viewers.
- **Encarcelados**: with an average of 9.4% and 1,755,000 viewers, it was the most impacting program in 2013, while **Pesadilla en la cocina** confirmed its welcome this year with an average this last season of 13% and 2,431,000 viewers, exceeding its first season by 1.2 points (11.8).

**Themed channels, leaders in their genre and audience.** Increasing 0.9 points compared to 2012 up to 9.3% (only 0.3 points from the themed channels of Mediaset, which include an additional channel). **Neox** is the absolute leader among younger audiences (7.4%); **Nova** among female audiences with the best year of its trajectory; **xplora** (1.7%), passing Discovery Max, was the absolute leader during early morning, even before more general content channels. **Nitro** (1.7%) also beat Energy (1.2%).





## Atresmedia Publicidad once again better than the market

**Atresmedia Publicidad grew above the advertising market average,** which it exceeded by almost four points.

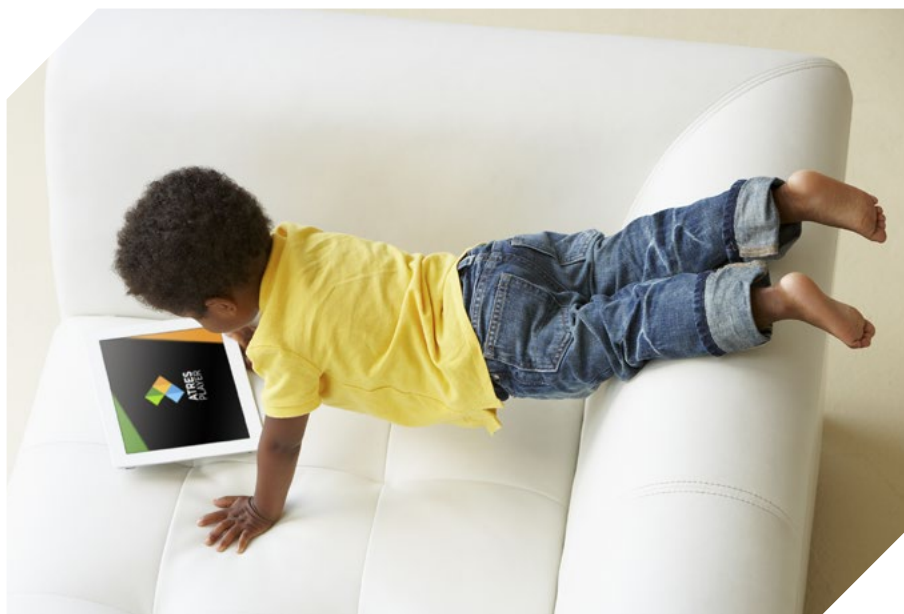
**Atresmedia Publicidad in 2013 was the best valued sales force on a global level.** According to a Mediascope survey, the company was recognized by the advertising market as the first sales force in the following attributes: “quality of sales service”, “fulfillment of agreements” and “quality of grid”.

**Antena 3 and laSexta are the most watched private TV stations by professionals of the advertising industry.**

## Atresmedia radio, almost five million listeners

**2013 confirmed the strength** and implementation of radio products of Atresmedia in the Spanish market, accumulating an audience of 4,812,000 listeners from Monday to Friday.

**Onda Cero increased its weight in the Group and continued to hold the best profitability per listener index,** as well as leadership in listening minutes per person, with 165 minutes. It is the only generalistic radio that grows (5 minutes) compared to the previous year.



## Atresmedia Cine

**Atresmedia Cine exceeded 40% of Spanish movie market share in 2013** and three of the long feature movies it was involved are among the blockbuster films of the year.

**Atresmedia Cine closed 2013 as the leader in Spanish movie productions.** It has been involved in fifteen feature films, with box office sales exceeding 40.3 million Euros.

**Atresmedia Cine has been involved in seven of the ten blockbuster productions of the year**, three of which rank in the top places. **Mamá** adaptation of Guillermo del Toro, became the most viewed movie in movie theaters, followed by **3 bodas de más**, of Javier Ruiz Caldera, and **Zipi y Zape y el Club de la Canica**.

The movies produced in 2013 obtained **10 Goya and 7 Gaudi Awards**.

## Atresmedia Digital created Atresplayer

**Atresplayer** emerged, the new online audio and video platform of **Atresmedia Digital** to allow users to easily and freely access contents from the Group's TV stations as well as its radio stations.

**Atresmedia Digital** closed 2013 with an average of 12 million unique users per month, which represents a 31% increase compared to 2012.

## Stock market, revaluation by 208.2%

**The share of Atresmedia increased 208.2% and is positioned as the company with the best evolution in Europe.** It closed the year with a share value of 12.02€, compared to 3.90€ during the previous year. The average revaluation of TV companies in Europe was 84%.

Solidarity Special Program of Tu cara me suena for Red Cross.



## Corporate Responsibility

Atresmedia, top Spanish media group to join Media CSR Forum

**Atresmedia** is the first Spanish media group to join the Media Corporate Social Responsibility Forum (Media CSR Forum): a forum specialized on Corporate Responsibility of media groups, consisting of some of the leading international media groups such as BBC, The Guardian, BSkyB or RTL Group.

The only company in the media industry to produce its CR Report inline with the new GRI G.4 guide.

**Atresmedia** is the first media group in Europe that produces its corporate responsibility report based on criteria established under the “comprehensive” level of the GRI G.4 guide.

The use of this new standard guarantees the relevance of matters covered in the report for stakeholders. The report was reviewed by GRI (Global Reporting Initiative), which has awarded its “Materiality Matters” seal.

Over 2,060,000 Euros collected for Red Cross, Aldeas Infantiles and Federación Española de Bancos de Alimentos

All **Atresmedia** media groups have worked in 2013 on the three social campaigns initiated with Red Cross, Aldeas Infantiles and Banco de Alimentos (Food bank). In total, more than 2,060,000 Euros have been collected which will help more than 8,000 families about to lose their home – in the case of the Red Cross campaign – more than 4,000 children to have their basic needs covered for an entire year – in the case of Aldeas Infantiles – and more than 1.5 million persons to have access to food distributed by the Food Banks.



V Carrera Ponle Freno and Atresmedia, awarded with the Golden Medal of the Red Cross.



## Important achievements and recognition of the Ponle Freno campaign

Five years after its launch, the **Ponle Freno** initiative has continued to obtain major achievements. Some of these are the start of the Centre of Road Safety Studies Ponle Freno-Axa, dedicated to research on accident prevention, and the participation and collection records achieved by the *V Carrera Ponle Freno*, with over 17,000 runners and more than 162,000 Euros collected. The Comisariado Europeo del Automovil (CEA) Foundation recognized **Atresmedia** for its social activities in favor of traffic accident prevention with **Ponle Freno**.

## Agreement with the Ministry of Health, Social Services and Equality to promote healthy habits

**Atresmedia** and the Ministry of Health, Social Services and Equality have signed a collaboration agreement to jointly execute awareness campaigns in order to prevent childhood obesity, in the new campaign **El Estirón**.

## Education, leading role in Fundación Atresmedia

**Fundación Atresmedia** has chosen education as the main focus of its activities in 2013. It obtained advice from a group of experts consisting of teachers, students, families, representatives of civilian society and institutions, which worked on the execution of projects focused on improving the educational environment and recognition of the teacher figure. The **Premios iniciativas que educan** (Educational Initiatives Awards) or the event **Gracias, profes** (Thanks teachers) are some of the initiatives that have been specifically promoted with these objectives.

## Production of a Corporate Responsibility materiality study with the help of stakeholders

**Atresmedia** gathered its interest groups to identify their perceptions, demands and expectations with regards to the Company and identify the key subjects concerning a media group in terms of Corporate Responsibility (CR). The conclusions have helped, together with a study by the Complutense University of Madrid, to identify the material matters in terms of CR for the Group.



The Minister for Health, Ana Mato and the Chief Executive Officer of Atresmedia, Silvio Gonzalez, signed a cooperation agreement within the framework of El Estirón.



### More environmental, social and good governance information for investors

**Atresmedia** has made a commitment to transparency and gives Corporate Responsibility a strategic nature. An example is the quarterly inclusion, in the document sent to the National Stock Market Commission, with the financial results for the period, a summary of the main Corporate Responsibility activities promoted by the Company during this period.

### Leader in the media industry in the Carbon Disclosure Project

**Atresmedia** achieved 60D score in the Carbon Disclosure Project (CDP), the highest in its segment. This rating, better than the previous year, shows the commitment of the Group against climate change.

### Atresmedia best media group in quality of public information

For the second consecutive year, **Atresmedia** has been recognized as the best media group in terms of public financial and non-financial information according to the Reporta 13 Report. The report values the capacity of companies to approach their shareholders and stakeholders to identify and appraise the performance of the company and take informed decisions with certainty.

### Recognition to the solidarity activities of Atresmedia and its employment attractiveness

Red Cross awarded **Atresmedia** with the Gold Cross for “efficient and meritorious task promoting activities for cooperation and social integration of vulnerable persons”. In addition and for the second consecutive year the Randstad Employer Branding 2013 Report has distinguished the Group as one of the media companies with greatest employment attractiveness.



# Atresmedia

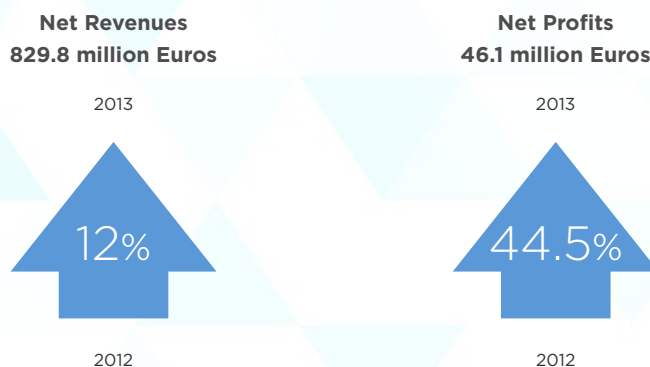


**ASPECTO RELEVANTE** (pág. 23)

## Financial results

In the year of the merger with **laSexta**, and in a reduced advertising market and business weakness scenario, **Atresmedia** however obtained excellent results.

- \_ The Net Revenues of **Atresmedia** totaled 829.8 million Euros (compared to 741.2 million Euros in 2012), which represents a 12% increase.
- \_ EBITDA Margin was 80.1 million Euros, which represents a Margin of 9.7% and a 103% increase compared to 2012.
- \_ Net Profits were 46.1 million Euros compared to 31.9 million Euros in 2012.
- \_ The Distributed Economic Value was 585.9 million Euros.



## Atresmedia Televisión

The **Atresmedia** TV segment achieved good results, winning the market in a year in which advertising, on TV dropped around 6%.

- \_ Net Revenues reached 728.5 million Euros.
- \_ EBITDA Margin was 52.0 million Euros, which represents a Margin of 7.1%

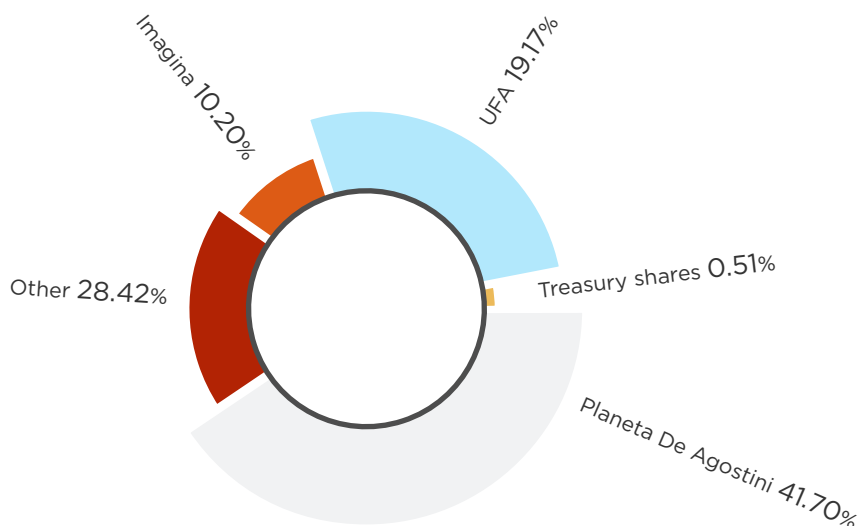
## Atresmedia Radio

**Onda Cero** continues to strengthen its position in the Spanish radio scene. In 2013 **Onda Cero** had 2,598,000 listeners. In addition, **Europa FM** exceeded the two million listeners for the second year running.

- \_ In 2013 it registered Net Revenues of 80.5 million Euros.
- \_ It obtained an EBITDA of 16.9 million Euros (Margin on sales of 21.0%).

## Shareholder structure

**Atresmedia Corporación de Medios de Comunicación S.A.** is listed in the Spanish Stock Market since October 2003 and its top shareholders are media companies of reference in Spain and in Europe.



### Grupo Planeta De Agostini

It is the result of the strategic alliance between Grupo Planeta and De Agostini. Its objective is to strengthen its leadership in the publishing world, in new sectors of the economy and very especially in the audiovisual media area.

**Grupo Planeta:** It is the leading family-owned Spanish publishing and communication group which leads a broad product portfolio at the service of culture, education, information and audiovisual entertainment. Since the incorporation of Editorial Planeta in Barcelona in 1949, the Group, chaired by José Manuel Lara, combines a solid business tradition with a great capacity to innovate and a clearly multinational vocation. Grupo Planeta leads the publishing market in Spain and Latin America, is the second in France and is among the top six in the world. It has more than one hundred publishing firms that encompass all literary genres and a catalogue of more than 15,000 Spanish and foreign authors, classic and contemporary.

**Grupo De Agostini** is one of the biggest family-owned businesses in Italy and internationally, leader in media, communication, games and services, and alternative investments. It has presence in more than 50 countries.

### RTL Group\*

With 55 TV and 27 radio stations in ten countries, it is the leader of the European entertainment market. It broadcasts over 9,200 hours of TV each year, in the 62 countries in which it is present. It currently has over 300 programs being broadcast or in production worldwide. Every day, more than 200 million viewers watch any of the RTL TV channels.

\* UFA FILM UND FERNSEH GMBH UNIPERSONAL (RTL-Berstelmann Group)

In addition, it is one of the most important audiovisual rights agents in the world, with over 20.000 hours of content sold in a total of 150 countries.

## Imagina Media Audiovisual

**Imagina Media Audiovisual, S.L.** is the parent company of one of the most important audiovisual groups in Europe. It was created in 2006 with the merger of Grupo Globomedia and Mediapro. With presence all around the world, **Imagina** is leader in the creation and transmission of audiovisual products.

**Imagina Media Audiovisual, S.L.** is a shareholder of **Atresmedia** since 31 October 2012, date of execution of the merger and therefore, its entry in the company. Its share in **Atresmedia Corporación** reaches 10.2% (4.48% directly and 5.72% indirectly, through its group company, GAMP Audiovisual, S.A).

## Composition of the Board of Directors and its Committees



Mr. José Manuel Lara Bosch  
*Chairman*



Mr. Maurizio Carlotti  
*Vice-Chairman*



Mr. José Miguel Contreras Tejera  
*Vice-Chairman*



Mr. Silvio González Moreno  
*Chief Executive Officer*



Mr. Nicolás Abel Bellet de Tavernost  
*Director*



Mr. Josep María Benet Ferrán  
*Director*



Mr. Mauricio Casals Aldama  
*Director*



Mrs. Aurora Catá Sala  
*Director*



Mr. José Creuheras Margenat  
*Director*



Mr. Marco Drago  
*Director*



Mrs. María Entrecanales Franco  
*Director*



Mr. Elmar Heggen  
*Director*



Mr. Pedro Ramón y Cajal Agüeras  
*Director*



Mr. Manuel de la Viuda Fdez. de Heredia  
*Secretary*



Mrs. Margarita González Martín del Río  
*Vice-Secretary*

## Board of Directors

Name	Title
Mr. José Manuel Lara Bosch	Chairman
Mr. Maurizio Carlotti	Vice-Chairman
Mr. José Miguel Contreras Tejera, representative of IMAGINA MEDIA AUDIOVISUAL, S.L.	Vice-Chairman
Mr. Silvio González Moreno	Chief Executive Officer
Mr. Nicolás Abel Bellet de Tavernost	Director
Mr. Josep María Benet Ferrán, representative of GAMP AUDIOVISUAL, S.A.	Director
Mr. Mauricio Casals Aldama	Director
Mrs. Aurora Catá Sala	Director
Mr. José Creuheras Margenat	Director
Mr. Marco Drago	Director
Mrs. María Entrecanales Franco	Director
Mr. Elmar Heggen	Director
Mr. Pedro Ramón y Cajal Agüeras	Director
Mr. Manuel de la Viuda Fdez. Heredia	Secretary
Mrs. Margarita González Martín del Río	Vice-Secretary

## Delegate Committee

Name	Title
Mr. José Manuel Lara Bosch	Chairman
Mr. Maurizio Carlotti	Director
Mr. Silvio González Moreno	Director
Mr. Nicolás Abel Bellet de Tavernost	Director
Mr. Marco Drago	Director
Mr. José Miguel Contreras Tejera, representative of IMAGINA MEDIA AUDIOVISUAL, S.L.	Director
Mr. Manuel de la Viuda Fdez. de Heredia	Secretary
Mrs. Margarita González Martín del Río	Vice-Secretary

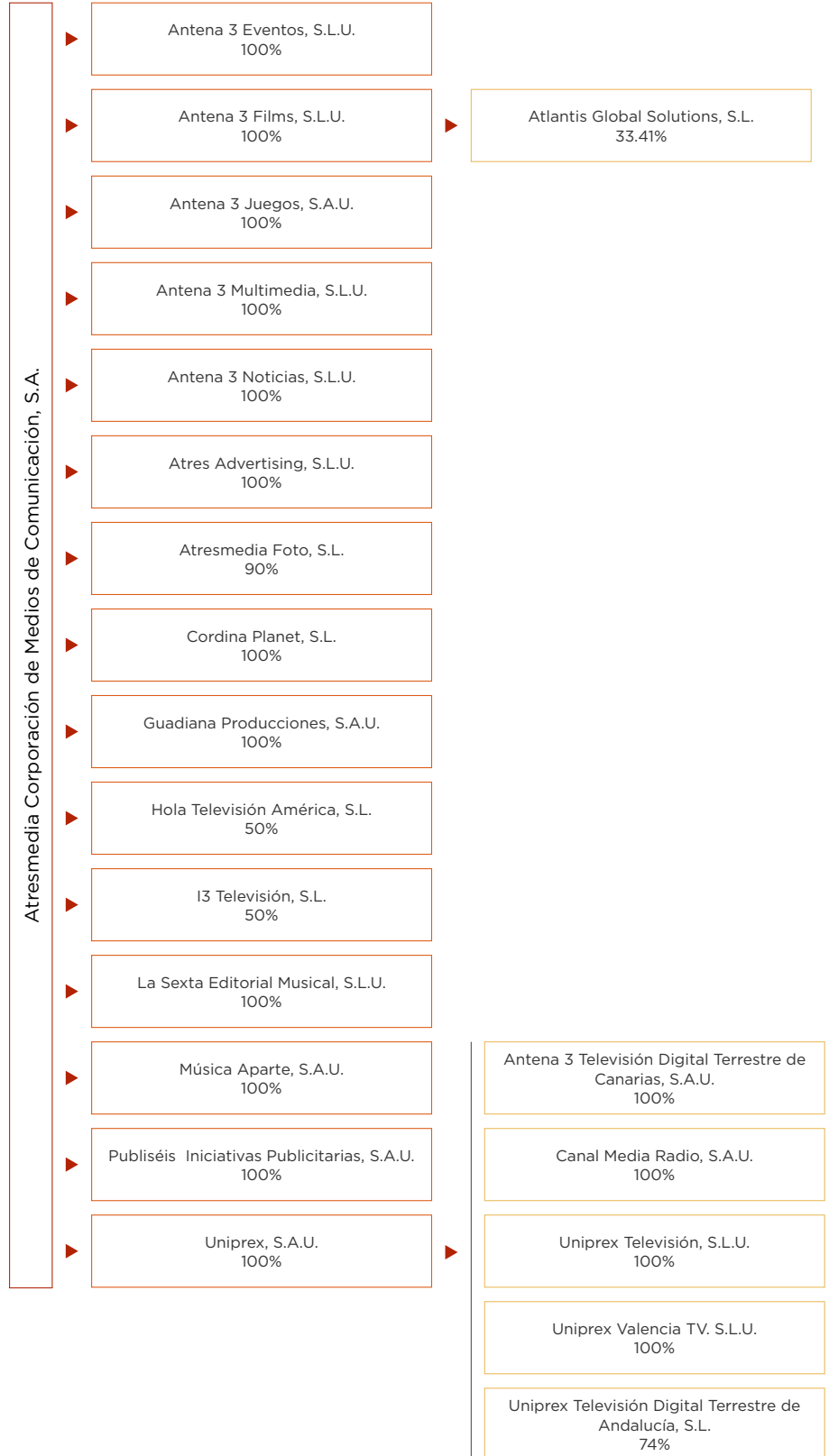
## Audit and Control Committee

Name	Title
Mr. Pedro Ramón y Cajal Agüeras	Chairman
Mr. Elmar Heggen	Vice-Chairman
Mrs. Aurora Catá Sala	Director
Mr. José Creuheras Margenat	Director
Mr. Josep María Benet Ferrán, representative of GAMP AUDIOVISUAL, S.A.	Director
Mrs. Margarita González Martín del Río	Secretary

## Appointments and Remunerations Committee

Name	Title
Mrs. María Entrecanales Franco	Chairman
Mr. Nicolás Abel Bellet de Tavernost	Vice-Chairman
Mr. Mauricio Casals Aldama	Director
Mr. José Creuheras Margenat	Director
Mr. Pedro Ramón y Cajal Agüeras	Director
Mr. Manuel de la Viuda Fdez. de Heredia	Secretary

# Corporate organization of Atresmedia



# Management Structure

## Atresmedia's Corporate Organization

### Chief Executive Officer

Mr. Silvio González

### Corporate General Manager

Mrs. Patricia Pérez

### Finance Manager

Mr. Antonio Manso

### Legal Advice Manager

Mr. Manuel de la Viuda

### Regulatory and Institutional Relations Department

Mrs. Carmen Rodríguez

### Audit and Process Control Department

Mr. Fernando Costi

### Communications Department

Mr. Ignacio Mata

### Strategy Department

Mr. Arturo Larraínzar

## Atresmedia Televisión

### General Manager

Mr. Javier Bardají

## A3 Noticias

### General Manager

Mrs. Gloria Lomana

## Atresmedia Radio

### Chairman

Mr. Javier González-Ferrari

### General Manager

Mr. Ramón Osorio

## Atresmedia Publicidad

### General Manager

Mr. Eduardo Olano

## Atresmedia Digital

### General Manager

Mr. José Manuel González-Pacheco

## Atresmedia Cine

### Chairman

Mr. Mikel Lejarza

## Atresmedia Diversificación

### General Manager

Mr. Javier Nuche

## Fundación Atresmedia

### General Manager

Mrs. Carmen Bieger



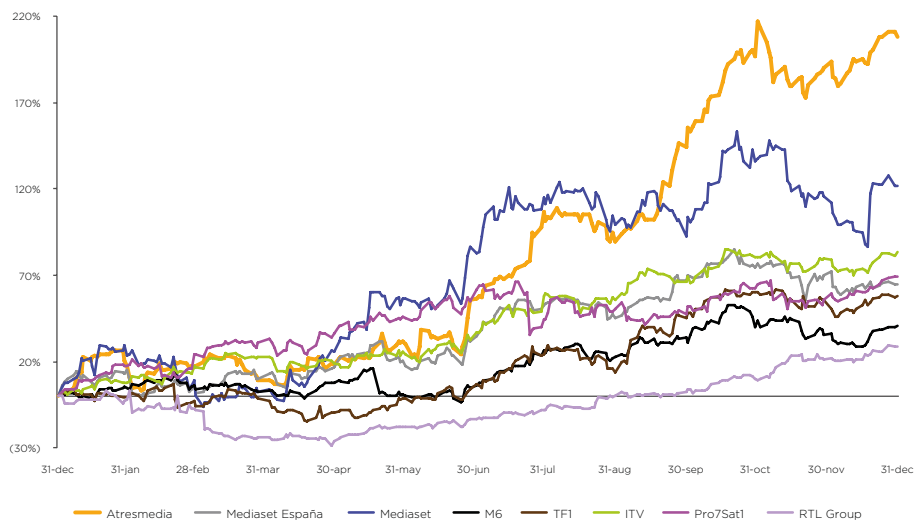


## Economic environment

2013 has been a year of recovery of the Spanish Stock Market after a highly negative 2012. The Spanish economy hit rock bottom in the summer, initiating after that its first steps towards recovery. In Spain, the reforms and adjustments seem sufficient to establish a structure on which to start building. It seems to be improving outside our borders: The policy of the Federal Reserve and lower uncertainties around the United States tax policy, reduced financial stress in the Eurozone and the more flexible attitude of the ECB, combined with other reform policies in countries such as China and Japan, now allow us to have a more optimistic overview than in previous years.

The stock markets reflect and anticipate the real markets. Hence, IBEX closed the year at 9,916.7 points, which represents a 21.42% rise compared to the close of 2012. The share of **Atresmedia** closed at 12.02€, compared to 3.90€ of the previous year. Its value increased 208.2% during the year as the best media company in Europe.

Other European markets have experienced a similar behaviour: The French CAC 40 grew 17.99% (closing at 4,295.95 points); the German Dax reached 9,552.16, which represents a 25.48% increase; and the London FTSE gained 14.43%, closing at 6,749.09 points. The Eurostoxx 50 index, which includes the 50 most important companies in Europe, grew 17.95%, closing 2013 at 3,109.0 points.



With regards to the US market, the main indices enjoyed an extraordinary behaviour in 2013. Dow Jones grew by 26.50%; S&P 500 by 29.60%; while Nasdaq increased its value by 34.99%.

The Spanish economy hit bottom in 2013 and is now beginning to recover. GDP shrank by 1.2% in the year, two tenths of a point more than in 2012. Per quarters, the movement went from less to more, with the fourth quarter growing 0.3% in quarterly terms. Several sources have estimated GDP growth for 2014: the Government expects growth of 0.9%, Funcas has set it at the same level, while the research services of some banking entities talk of 1.2%.

Unemployment, according to FUNCAS, will remain high, but will fall from 26.4% in 2013 to 25.6% in 2014, and household consumption could grow in the next year.

## Atresmedia shares

The share price has experienced spectacular growth in 2013. With regards to an 84% average revaluation of TV companies in Europe, **Atresmedia** has increased its value by 208.2% during the year.

The advertising market has once again experienced negative growth, both in media as a whole and in television. However on a per quarter level, the market behaviour has improved, ending the fourth quarter with a growth of 5.6%.

According to Infoadex, the total advertising market fell in 2013 by 8.0% compared to 2012, closing the year at 4,261.0 million Euros. Furthermore, the TV advertising market, reached 1,703.4 million Euros; 6.2% less than in 2012.

For 2014, the consensus of analysts expects the TV advertising market to reach 1,820 million, which would represent an increase of 7%.



## Share capital

As at 31 December 2013, the Share Capital of **Atresmedia Corporación** totaled 169.3 million Euros, represented by 225,732,800 shares with a par value of €0.75.

Share details 2013	
Share capital at close (thousands of Euros)	169,299.6
Number of shares at close	225,732,800
Capitalization at close (millions of Euros)	2,713.31
Share price 31/12 (€/share)	12.02
Maximum (€/share)	12.35
Minimum (€/share)	3.99
Average weighed price (€/share)	7.6
Average volume of daily trading (No. of shares)	493,130
Average volume of daily trading (thousands of Euros)	3,747,788

Source: Fininfo

## Shareholder and investor service

Both the Investor Relations (IR) department and the Shareholder Office are responsible for the publication of the most relevant news and reporting on the evolution of the market and the financial perspectives.

During 2013, the Investor Relations department has been intensely active. It has been involved in over 30 conferences and road shows in various European cities and contacted directly with around 270 investors.

In 2013 and coinciding with the tenth anniversary of its IPO, an Investor Day was organized at **Atresmedia**, which was attended by almost 80 persons including analysts, investors, banks and executives of the company.

In total, almost 650 contacts have been made with the financial community this year.

In order to provide quick and clear access to information, the corporate website [www.atresmediacorporacion.com](http://www.atresmediacorporacion.com) has a specific section where the most relevant facts are published, including financial results and other items of interest.

However attention goes even further: investors can write to [ir@atresmedia.com](mailto:ir@atresmedia.com) in order to obtain information; the following address is also available for non institutional shareholders: [oficinadelaccionista@atresmedia.com](mailto:oficinadelaccionista@atresmedia.com).

**RELEVANT ASPECT** (pag. 32-35)

## Strengthening Corporative Governance

**Atresmedia** has a series of bodies, control mechanisms and internal rules that comprise its Corporate Governance system. Its objective is to govern and control the Organization transparently and efficiently, generating value for shareholders and other stakeholders.

The Board of Directors is the fundamental piece in the Corporate Governance System of Atresmedia which ensures the proper operation of the organization and cohesion among directors, senior management and shareholders.

The internal regulations of **Atresmedia** are as follows:

- \_ Articles of Association.
- \_ Board regulations.
- \_ Shareholder Meeting regulations.
- \_ Internal Conduct regulations on securities market matters.
- \_ Code of Conduct.
- \_ Rules of Good Governance of Fundación Atresmedia.

**Atresmedia** is also actively involved in the definition of standards and good governance practices, participating in forums such as the Spanish Association of Broadcasters, of which it is a founding partner and contributes to the development of Corporate Governance standards and promoting communication and cooperation among the various stakeholders.

The main body in this system is the Board of Directors, which is in charge of the representation, administration, management and control of the company and is the piece that ensures, together with the Chairman, Chief Executive Officer and its Commission, the proper operation of the organization as well as the cohesion between directors, senior management and shareholders.

Three Commissions support the Board of Directors in its duties: The Delegate Commission, the Appointment and Remunerations Commission, which among other functions is responsible for ensuring the fulfillment of good governance rules, and the Audit and Control Commission, which reports to the Board on the Annual Corporate Governance Report (IAGC), before it resolves on it. The IAGC is part of the company management report and is provided to the market as a relevant fact through the website of the National Securities Market Commission ([www.cnmv.es](http://www.cnmv.es)) and its corporate website ([www.atresmediacorporacion.com](http://www.atresmediacorporacion.com)).

"Atresmedia is a stable organization, notable in the current business scenario as a reliable and transparent company."



Elsa González  
FAPE Chairman



Furthermore, the Board of Directors each year approves the Corporate Responsibility Report, which is published voluntarily and on its own initiative to all shareholders, before the Ordinary Shareholder Meeting, although it is not subjected to voting, and is available, together with the reports from previous years on the corporate website, available to all stakeholders of **Atresmedia**.

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The Board of Directors approves each year the Corporate Governance Report from the previous year as well as the Corporate Social Responsibility Report.

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The senior management of **Atresmedia** consists of the members of the Board, who perform executive functions and are considered as internal or executive directors, by directors that appear qualified as such in IAGC, which are functional and answer directly to the Chief Executive Officer.

## Commitment to an ethical and legal behaviour

The Code of Conduct is part of the internal rules of **Atresmedia** defining the corporate culture of the Group, establishing the principles and values that govern the Organization and link it to all employees as well as administrators and senior management. This Code has endowed the Company of control mechanisms, which added to the existing ones - action protocols, tools for use by parties affected by the Internal Code of Conduct with regards to the securities market, internal financial information control systems, the execution of legal and voluntary audits (financial, data protection, etc.) - translate into the ethical and legal behaviour of the Group.

**Atresmedia** implemented a reports channel in 2013, enabling all its employees to communicate (in a confidential manner and under the commitment of non-retaliation) any actions considered unsuitable by virtue of the Code of Conduct as well as if appropriate, irregularities detected in the process of drafting financial information or significant weaknesses of the internal financial information control system (SCIIF). Furthermore, employees can use the same procedure to consult doubts or propose improvements in existing systems at **Atresmedia** in matters subject to the Code of Conduct.

Messages can be sent by e-mail and through a computer program hosted on the intranet at **Atresmedia**, under a section called Regulatory Compliance and Control, where employees can also find internal rules and policies that affect them, such as those established by the Group on the use of computer systems.

Access to the content of the report is initially restricted to the Chairman of the Regulatory Compliance Committee (CCN), which is the Corporate General Manager, and the Audit and Process Control Director, who must assess its content and act correspondingly, filing or processing it. In this second case, and after the actions considered necessary to investigate and confirm the facts, CCN adopts the appropriate preventive or corrective measures.

CCN is a collegiate body consisting of executive functions that are identified in the Code itself, all of them related to regulatory affairs and procedures. The person in charge of the interpretation and application of the Code, supports the Audit and Process Control Manager by following up on the SCIIF regulations and has been assigned responsibilities by Internal Conduct Regulations on securities market affairs, such as the reception and processing of transactions involving securities of the company and any situations that may affect the directors and that potentially could represent the appearance of conflicts of interest. These conflicts, should they occur, are also included in the Annual Corporate Governance Report.

CCN periodically reports to the Audit and Control Commission, the Chief Executive Officer and the Board and is responsible for making proposals considered necessary within its field of responsibility, as well as the drafting of compliance reports considered appropriate.

In 2013, CCN updated the list of parties affected by the Internal Conduct Regulations with regards to securities market affairs, submitting it then to all parties to remind them of the obligations established therein.

## The regulatory reforms in 2013, an impulse for Corporate Governance in Atresmedia

During 2013, a regulatory push was made to increase the efficiency in the regulation of good governance, which was reflected in the appearance of new legal rules:

- Order from the Ministry of Economy and Competitiveness ECC/461/2013, which determines the content and structure of the Annual Corporate Governance Report and the Annual Director Remuneration Report.
- CNMV memos 4 and 5, establishing the new mandatory models for the Annual Corporate Governance Report and the Director Remunerations Report.





In addition, an Experts Commission was created through Cabinet Resolution on Corporate Governance, which produced a report with regulatory modification proposals in which, among other initiatives, it includes guidelines on future modifications to be included in the Capital Companies Act regarding the remuneration regime of administrators.

This Commission will also be responsible for reviewing the recommendations currently included in the Unified Code of Good Governance, which contains aspects related to the remuneration of administrators.

In line with this new impulse in good governance for listed companies, the Appointments and Remunerations Commission of **Atresmedia Corporación** has completed a survey of the matters which could be improved and proposed specific measures to the Board, which have been implemented in 2014. Some of these measures are the following:

- Approval by the Board, after reviewing the Appointments and Remunerations Commission Report, during the first quarter of each year, of an assessment report of the Board, its commissions, the Chairman and Directors, compared to the previous year. In the event of requiring important changes to its internal organization or the procedures applicable to its activities, these shall be reported in the Annual Corporate Governance Report.
- Approval by the Board, during the first quarter of each year, of a report of its activities during the previous year.
- Approval by each of the Board Commissions, during the first quarter of each year, of a report of its activities during the previous year and its notification to the Board.
- Approval by the shareholders, in conformity with Order EEC/461/2013, of the Annual Remunerations of the Board Report, which shall be distributed to the market through the CNMV and constitutes a 'relevant fact'.

## TRANSPARENCY

From the moment the company made its IPO, in October 2003, all corporate governance rules of Atresmedia are public and available on its corporate website [www.atresmediacorporacion.com](http://www.atresmediacorporacion.com). The Shareholders and Investors section contains all the information that is provided to the National Stock Exchange Commission (CNMV) such as for example, financial reports, relevant facts, significant investments, parasocial agreements, etc., in addition to other documents that the company considers of interest to its shareholders (management team, composition of administration bodies, Group companies, past dividends, press releases, corporate presentations, etc.).

**RELEVANT ASPECT** (pag. 36-45)

# Socially responsible management

**Atresmedia** understand Corporate Responsibility as a means to generating trust in its stakeholders and produce a differentiating value. Hence, the Group makes every effort so that the necessary profitability is compatible with a responsible and sustainable management model that commits to persons, bearing in mind social requirements and generates a positive impact on the environment.

## Our vision

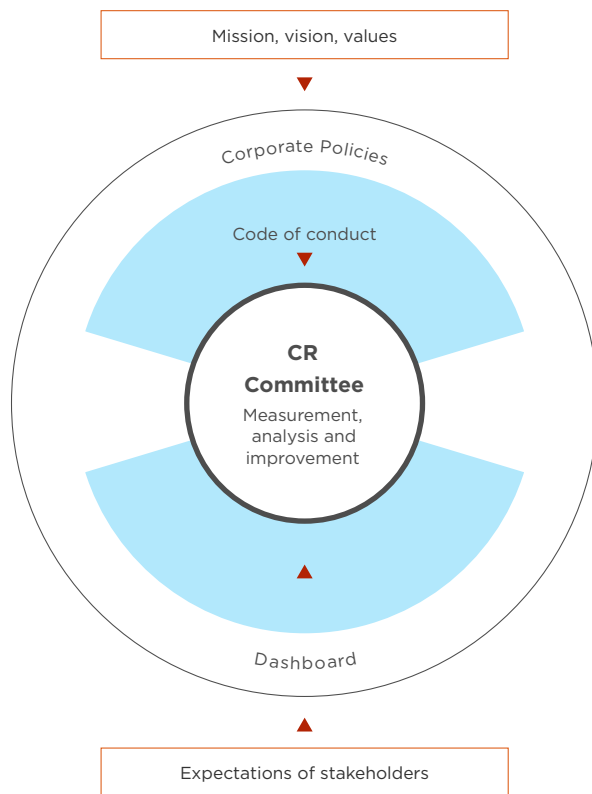
- \_ Achieve a long term profitably and sustainable business model.
- \_ Transmit the corporate policies and values to the entire value chain.
- \_ Listen and provide solutions for all stakeholders.

<b>Mission</b>	▶ Broadcast of varied, innovative and high quality news and entertainment offerings that respond to our stakeholders in order to win their trust and thereby ensuring the leadership position and sustainability of the Group.
<b>Vision</b>	▶ To be the reference multimedia communication group with a valuable and positive contribution to the society in which we operate.
<b>Values</b>	▶ <p><b>Commitment:</b> We strive to make a valuable contribution to the Company creating corporate sensitivity campaigns which resolve problems and generate a positive change.</p> <p><b>Quality:</b> We work on the ongoing improvement of our activities, developing excellent products with regard to their form and content, aimed at the needs and expectations of the spectator.</p> <p><b>Creativity:</b> We boost the creative development of employees, promoting artistic freedom and freedom of thought, respecting the Company's democratic and cultural values.</p> <p><b>Long-term vision:</b> We work on the creation of a leading corporate project in the audiovisual sector which endeavors to move closer to the future by creating it.</p> <p><b>Innovation:</b> We boost the creation of new ideas, products, services and practices which contribute value to the Company and to society.</p> <p><b>Leadership:</b> We motivate and address our collaborators to encourage their development and that of the organization, transmitting energy and inspiring confidence to help the organization to achieve its business objectives.</p> <p><b>Teamwork:</b> We encourage a culture based on the establishment of the relationships of trust and respect between the employees and the Company. We develop their autonomy and participation in decision-making, based on the principles of delegation and responsibility.</p>





This responsible and committed management model is not only applicable to the activities of **Atresmedia** but extends to the entire value chain, partnering with all Group collaborators in the objective being increasingly responsible and sustainable.



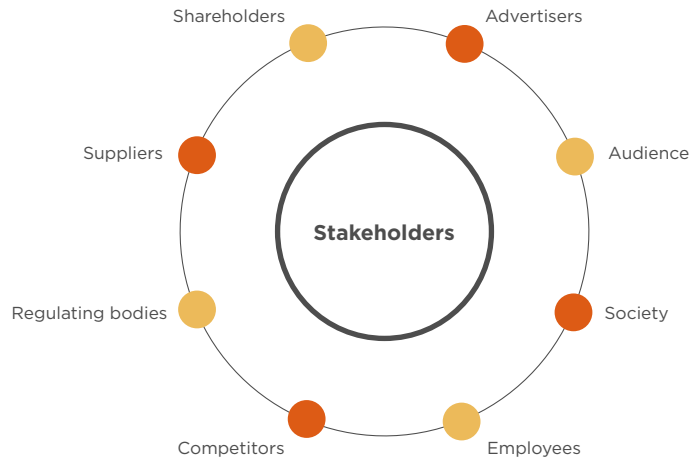
### Corporate Responsibility Model of Atresmedia

The Corporate Responsibility model **Atresmedia** is part of the business strategy integrating the mission, vision and values of the Group.

The Corporate values are covered in Corporate Policies that describe the principles and objectives that are applicable to the various areas of the company.

Based on these policies, **Atresmedia** manages its Corporate Responsibility through a continuous improvement cycle focusing on giving solutions to the expectations of its stakeholders.

**Atresmedia** defines stakeholders as any person, organization or institution that affect or are affected by Group decisions. The following have been identified:



"Atresmedia has the opportunity to exploit its own media activities to inform on Social Responsibility."



**Valentí Gómez**  
Chairman of the Audiovisual and Television Content Observatory

The expectations of stakeholders are identified through an active dialog process for which **Atresmedia** has defined specific communications channels that are detailed in the various chapters of this report.

Once the expectations have been identified, specific actions are defined to answer their requirements. Simultaneously, the results obtained are continuously monitored and analyzed in order to define new action plans in order to improve year after year.

The Corporate Responsibility management model of **Atresmedia** is supported by internal bodies for its implementation as well as other specific monitoring and improvement measures:

- Code of Conduct**

▶ This is a Corporate Responsibility tool that considers and defines the policies, values and principles in effect in the Organization. It is approved by the Board of Directors of the Company, is a part of the Internal Offence Prevention Model and constitutes the ideal tool to guide employees, executives and members of administration bodies of the Group in their activities.
  
- CR Committee**

▶ It has the mission of reinforcing the transversal integration of Corporate Responsibility throughout the Organization. It consists of representatives from the main strategic areas of the Group.
  
- Dashboard**

▶ It is a panel of indicators grouped into four areas that allow assessing internal sustainable performance in a transparent manner: business sustainability, human resources, society and environment. The indicators allow establishing suitable improvement actions in terms of CR management.
  
- CR Objectives**

▶ Each one of the areas at Atresmedia has defined objectives that extend the corporate policies of Atresmedia throughout the organization. The objectives are reviewed periodically by the Corporate Responsibility Committee, which assesses its degree of fulfillment.



[Código de conducta Atresmedia](#)

Corporate responsibility dashboard of Atresmedia		
<b>Business sustainability</b>	<b>2012</b>	<b>2013</b>
Net income (million €)	741.2	906.8
Distributed business value (million of €)	618.3	585.9
Financial aids received from governments (million €)	2.5	1.0
<b>Human Resources</b>	<b>2012</b>	<b>2013</b>
% women	48.6%	48.1%
Indefinite-term contracts:	84%	81%
Turnover rates	2.25%	1.85%
No. of hours training per employee	30	19.1
Accident seriousness rate	0.06	0.10
<b>Society</b>	<b>2012</b>	<b>2013</b>
Income provided by <b>Atresmedia</b> to <b>Fundación Atresmedia</b>	€500,000	€300,000
Cost of opportunity of campaign broadcasts at no cost for NGO and associations	€9,952,975	€10,239,518
Hours of voluntary work	1,360 h	1,429 h
Donations to NGOs through programs of <b>Atresmedia</b>	€288,000	€2,157,000
<b>Environment</b>	<b>2012</b>	<b>2013</b>
Electricity consumption	397 Kw/ employee	460 Kw/ employee
Water consumption	28.5 m <sup>3</sup> /employee	24.2 m <sup>3</sup> /employee
Emisión de gases de efecto invernadero	0.75 tn of CO <sub>2</sub> equiv./employee	1.2 tn of CO <sub>2</sub> equiv./employee
Environmental Investment	€25,670	€14,363

## Notable actions in 2013

In 2013, **Atresmedia** continued to strengthen its commitment with Corporate Responsibility through various actions:

### **Atresmedia, first Spanish group to join Media CSR Forum**

**Atresmedia** is the first Spanish media group to join the Media Corporate Social Responsibility Forum (Media CSR Forum); a forum specialized in Corporate Responsibility (CR) of media groups, which includes some of the biggest international media groups such as BBC, The Guardian, BSkyB or RTL Group.

Created in 2001, the main objectives of Media CSR Forum are to analyze the implications of CR in the media, share good practices between companies in the sector and execute specific research on CR and the media, among others.



In 2013, Atresmedia renewed its subscription to the Spanish Global Company Network.

**Involvement in the second edition of the masters course on Social Responsibility and Sustainability at UCM**

Complutense University of Madrid (UCM) is to improve the employability and professional insertion of participating students, by acquiring the necessary skills to implement Social Responsibility and sustainable management and administration models. Atresmedia collaborates by sharing its good Corporate Responsibility practices and offering its students a practice project to execute during the course.

**Fourth CR consultation process with stakeholders**

**Atresmedia** held in 2013 a presential meeting with its stakeholders in order to identify their perceptions, claims and expectations with regards to the Company and identify the key subjects concerning the media in terms of Corporate Responsibility. This consultation process, the fourth organized by the Group, had representatives from all stakeholders: advertisers, audiences, media agencies, society, investors, suppliers, NGO, environment and other media companies.

**Atresmedia, leader in the media industry in the Carbon Disclosure Project**

Through an annual questionnaire sent to the top listed companies, the Carbon Disclosure Project (CDP) initiative gathers information on emission reduction plans, transparency of corporate actions as well as opportunities and risks relative to climate change. Atresmedia obtained a score of 60D, the highest for its sector.

**New information gathering procedure of stakeholders**

A new procedure will be implemented shortly to collect expectations and demands of stakeholders, which consists in analyzing, standardizing and giving greater utility to the information that is received at present through channels already established in the Group.






Atresmedia is a member of the FTSE-4 Good Stock market index produced by the Financial Times Stock Exchange (FTSE)

Challenges achieved in 2013

For 2013, specific objectives and actions were defined to improve the Corporate Responsibility management model and the relation with stakeholders.

The degree of fulfillment of each one of them is described below.

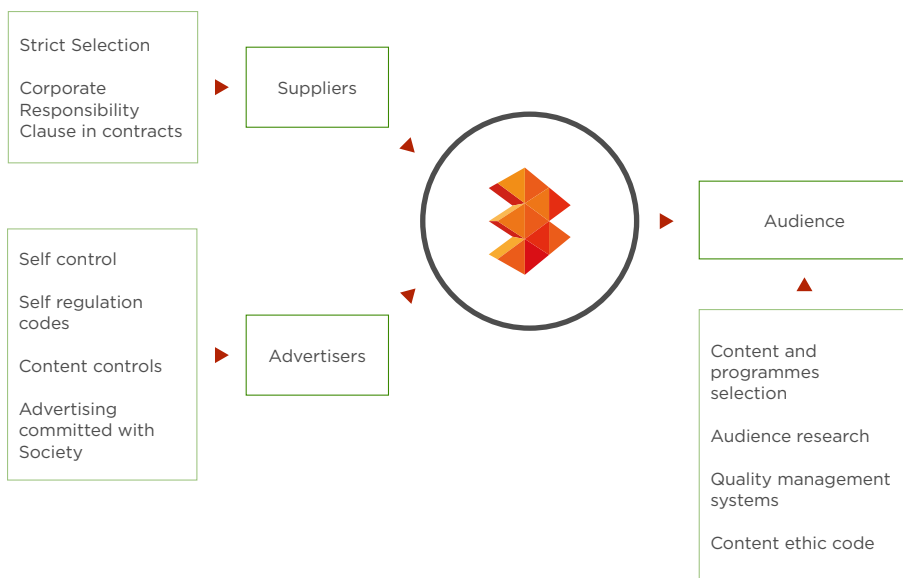
2013 Challenge	Level of compliance	Comments
Increase environmental and social impact as well as good governance information to shareholders	 100%	Each quarter, the document sent to CNMV includes with the financial results for the period, a summary of Corporate Responsibility activities, executed by the company during such time.
Commission a procedure for reception of complaints and suggestions	 50%	The procedure is in the analysis phase of the affected areas and information received through the various channels.
Execution of CR initiatives at laSexta	 100%	During 2013, <b>laSexta</b> supported the <b>Ponle Freno</b> and Food Bank aid campaigns.

## Corporate Responsibility in the value chain

**Atresmedia** makes efforts to integrate Corporate Responsibility in its value chain to decidedly contribute to social wellbeing and achieve a business model that generates long term commercial profitability and sustainability. This integration allows adding value to Group services, improve trust from stakeholders and generate a competitive advantage.

**Atresmedia** understands that Corporate Responsibility must encompass all direct activities it executes but also indirect activities that it has some sort of control on. Therefore it extends its Corporate Responsibility management model values and ethics principles to all collaborators.

The Group carefully selects its suppliers so that they are aligned, fulfil the corporate policies and integrate the Group values in their work. On the other hand, commercial communications must also fulfil codes and controls that guarantee an ethical advertising and quality. This control on suppliers and advertising contents, combined with the internal application of the Corporate Responsibility management model, ensures that the contents reaching the audience are in line with the quality and Corporate Responsibility values and principles that define the philosophy of the Group.



The policies and control processes are described in this Report.



Stakeholders' meeting.

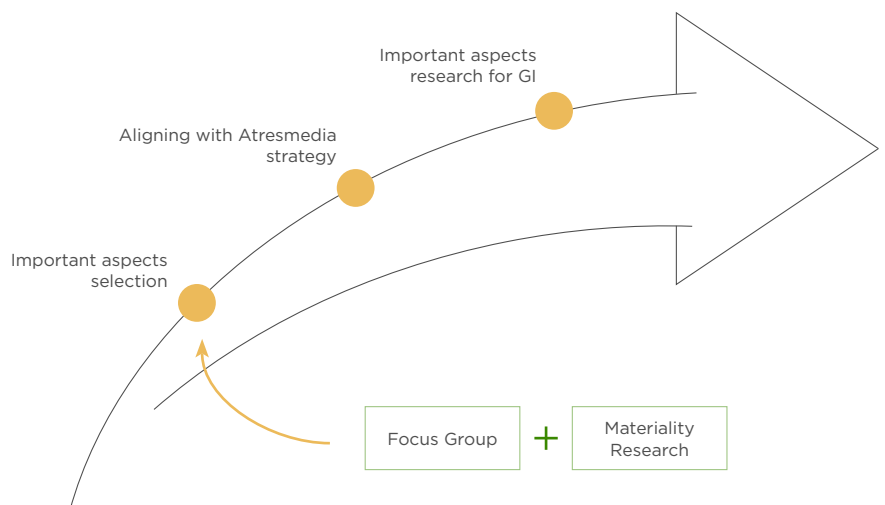


## Active communication with stakeholders

The Corporate Responsibility Report is used by **Atresmedia** to notify its stakeholders of any important aspects affecting the Company.

In order to identify the most relevant business, social and environmental aspects for stakeholders, **Atresmedia** has held meetings or in-person focus groups that have been complemented with the materiality study executed in combination with the Complutense University of Madrid.

### Atresmedia. Methodology of Materiality analysis





### Focus group with stakeholders

**Atresmedia** convened its most important external stakeholders in November to a focus group meeting in order to identify the most relevant business, social and environmental aspects for each one of them. During the meeting, both positive factors and areas of improvement in the management of **Atresmedia** on this matter were appraised.

The parties present at the meeting were:

<b>Investors</b>	▶ Fernando Cordero, Analyst, Santander Bolsa
<b>Advertisers</b>	▶ Lidia Sanz, Deputy General Manager of the Spanish Advertiser Association Fructuoso Moreno, Chairman, TBWA España
<b>Producers</b>	▶ Josep Cister, Fiction Content Director, Boomerang TV
<b>Audience</b>	▶ Valentí Gómez, Chairman, Audiovisual and Television Content Observatory Alejandro Perales, Chairman, Association of Communication Users
<b>Society</b>	▶ María Sánchez-Arjona, Fundación Más Humano Elsa González, Chairman, Federation of Spanish Journalists (FAPE)
<b>Social Responsibility</b>	▶ Tomás Sercovich, Communications Director, Forética Manuel Navarro, Academic Director of the CR and Sustainability Master's course, Complutense University of Madrid Aurelio García, Analysis Director, ECODES Marta Tomás, Progress Report Coordinator, Spanish Global Compact Network

"The materiality studies are essential to define a suitable Business Strategy."



**Manuel Navarro Martínez**  
Academic Director of the CR and Sustainability Master's course, Complutense University of Madrid

### Materiality study of the Universidad Complutense of Madrid

In addition, a materiality study was executed in collaboration with the Universidad Complutense of Madrid. The starting point was the analysis of past documentation of **Atresmedia** and research of aspects considered by other leading organizations in the media sector, such as BBC, ITV and Channel 4.

As a result of the focus group and the materiality study, the most relevant aspects to stakeholders were identified, which in turn were aligned with the strategy of **Atresmedia**, defining the 'legitimate' aspects that the Group has covered in this report.

The most relevant aspects and information requirements raised by stakeholders are:

General aspect		Specific aspect	Material aspect communication requirements in the Atresmedia CR Report
Business		Transparency	Current information is considered sufficient. Commitment shall be kept regarding the transparency of public information.
Social	Organization and Governance	Corporate Governance	Corporate policies. Organization of governance bodies and control mechanisms.
	Corporate Responsibility	Strategy	Definition of a clear strategy that encompasses the activities of Atresmedia.
	Services	Content/Values	Description of how Group values are applied during content selection.
	Social action	Ponle Freno/El Estirón/CR campaigns	Description of how campaigns lasted in time, consolidating results year after year
Environment		Publicity	Description of environmental management activities of Atresmedia.

[ G4-17, G4-18, G4-26, G4-27 ]

The **Atresmedia** CSR 2013 Report contains all aspects and identifies them with the 'relevant aspect' label to facilitate its visualization.

*Focus group with employees*

In order to identify the most relevant aspects for 'Employee' interest group, understand the human resource management aspects that concern them the most and detect areas of improvement, **Atresmedia** ran in 2013 a specific focus group for this collective, involving 14 employees chosen at random and part of the various areas and companies of the Group.

The human resources policy of the Company, as well as its occupational safety and health policy or professional development opportunities within the organization were discussed during the meeting. Other more general aspects were also discussed such as the perception of **Atresmedia** and its TV model or its involvement in society through its various Corporate Responsibility initiatives. Important conclusions were drawn from this dialog process, which shall be considered in future activities designed to improve the employment climate.

[ G4-17, G4-18, G4-26, G4-27 ]

Important aspects to improve	Actions executed in 2013*
Knowledge of corporate policies and Code of Conduct	Employees have been informed about the Ethics Code
Language training	The number of employees receiving language training was increased
Internal communication	The corporate digital magazine MD33 was renewed

\*Note: for more information on actions performed see the Employee chapter.

For the second year in a row, Atresmedia has been recognized as the best valued media company for the quality of its public information, among the companies of the General Madrid Stock Exchange Index (IGBM), according to the 2013 Reporta Report.

Red Cross awarded the Gold Cross to Atresmedia for "efficient and meritorious task promoting activities for cooperation and social integration of vulnerable persons".

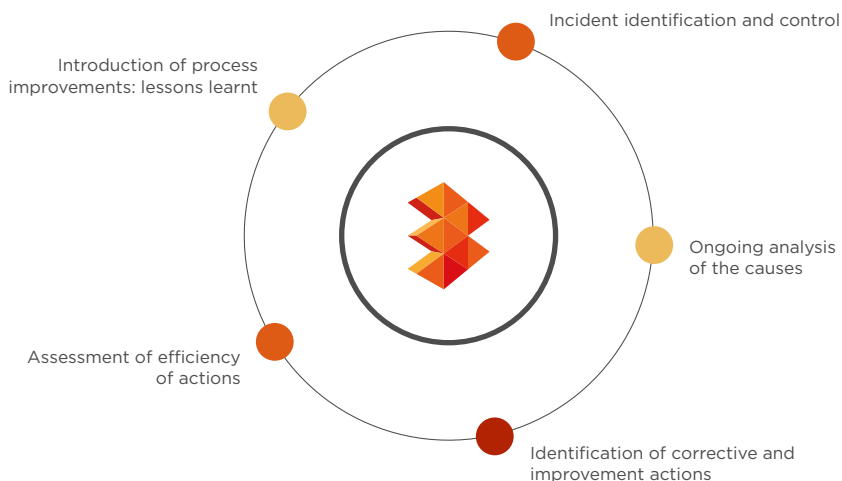
## Systematized quality management



Since the implementation of the Quality Management System in 2009, the number of incidents have dropped 84%.

In order to produce, record and broadcast its programs and advertising with the highest level of quality possible, **Atresmedia** has defined internal standards it has to continuously comply with through its Quality Management System. This makes it possible to control and continuously improve the main processes of the organization.

For the proper execution of its Quality Management System, **Atresmedia** applies a continuous improvement cycle for incidents that includes the following phases:



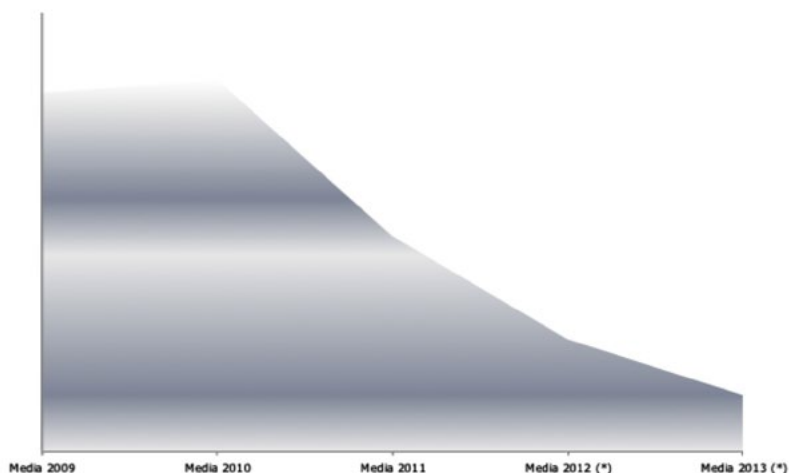
The areas involved identify and classify all incidents that have been detected to later monitor them until resolved.

Program and advertising production, recording and broadcasting processes take into account all kinds of incidents: both those identified as

'broadcast effect', noticeable by viewers, and those are unnoticed or without 'broadcast effect'.

During 2013, the Quality Management System has integrated in its scope all channels from the already extinct laSexta Group.

**Trend in number of incidents**

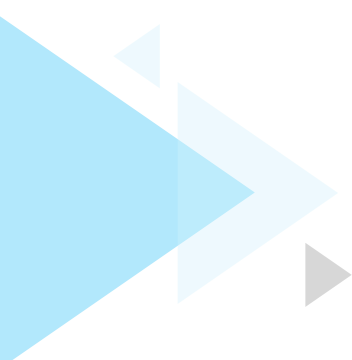


(\*) 2012 and 2013 data does not include incidences of laSexta channel (incorporated in October 2012).

The **Atresmedia** Quality Committee is the main body that manages the quality of services and is represented in all departments involved. Its main function is to analyse the most relevant incidents and the status of open actions, as well as report this information on a monthly basis to senior management, in order to take the corresponding decisions. This joint analysis allows describing the most effective global improvement plans, based on accumulated knowledge.

During 2013, the Quality Committee has implemented different action plans aimed at improving the following processes.

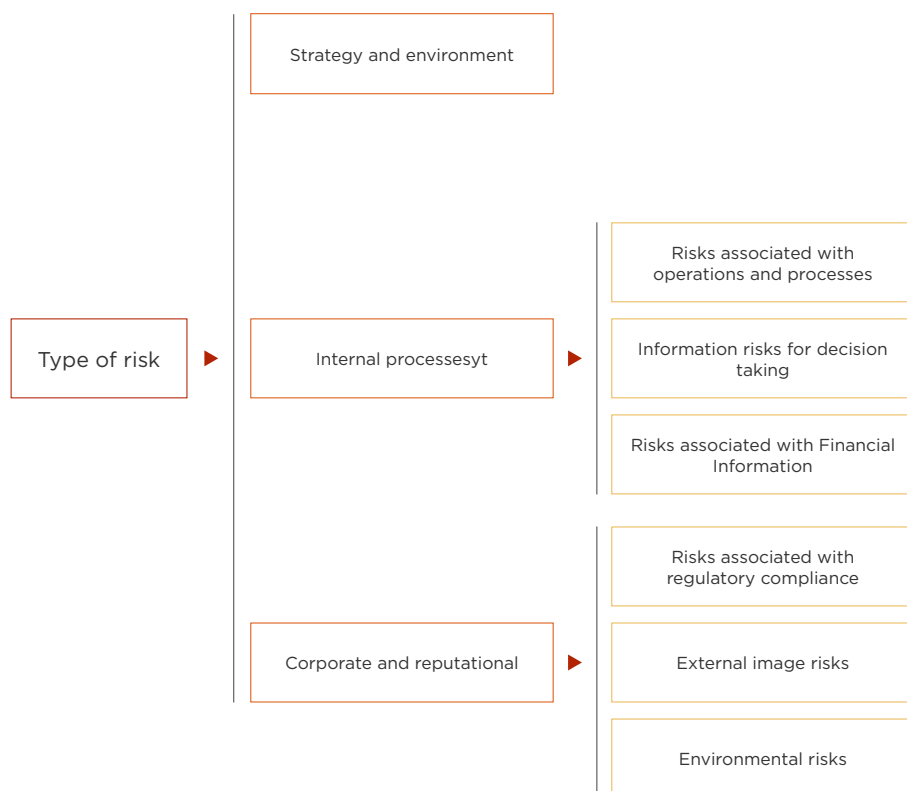
- Publicity saturation**
- Editing system**
- Broadcasting system**
- Quality control systems**
- Centralized news program production system**



# Risk management: sustainability guarantee

**Atresmedia** considers corporate risk management as an opportunity to create long term value and a guarantee for its sustainability. This is why the organization has established a Corporate Hazard Prevention and Management System for their early detection as well as their supervision and continuous assessment.

**Atresmedia risks map**



The actions related to the management of risks associated with the merger process between Antena 3 and laSexta were intensified in 2013. In addition, environmental factors were included in the risk map as a novelty.

In addition to the corresponding internal process audits, other actions were executed such as:

- Distribution of the internal Code of Conduct, which guarantees the ethics principles of the company.
- Creation of the Regulatory Compliance Committee (CCN) based on the assessment of the Internal Financial Information Control System (SCIIF) of **Atresmedia**.
- Kicking off initiatives to better manage risks associated with specific processes such as financial, documentation or integration of the news area.

## Data protection and privacy

**Atresmedia** maintains its commitment with user and viewer data security, making all efforts necessary to fulfil and make its collaborators fulfil personal data protection legislation.

The Group has a computer security model that ensures that the activities developed by any area or company are in line with current personal data protection legislation.

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No sanctioning actions occurred in 2013 related to personal data privacy and leaks.

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The Security Committee is the governing body and maximum representative in terms of computer security at **Atresmedia** and in charge of ensuring that all activities performed by any area or Group company are compliant with current personal data protection legislation.

In 2013, pertinent periodic audits were made with favorable results, adding the various improvements related with the use of computer systems and Information Communication and Telecom (ICT) resources.

In addition, **Atresmedia** adapted its websites during this year to new legal requirements regarding the use of cookies, in compliance with the criteria included in the Guide on the use of cookies approved by the Spanish Data Protection Agency, Autocontrol, adigital and IAB Spain. As a consequence, all Group websites inform users on the use of these devices.

In addition, the procedures applicable to control the various legal risks in the computer area have been reviewed, implementing a communications plan aimed at users of computer equipment and ICT resources of **Atresmedia** to remind them of their usage policies. Among other initiatives, a legal warning has been added to the equipment informing users of the need to make a responsible use of them and of fulfilling applicable legislation.

## The value chain, aligned with the philosophy of Atresmedia

**Atresmedia** understands that its Corporate Responsibility not only comprises the direct actions of the Group, but all those executed by its value chain; i.e.: supplier organizations it is related to. It therefore works with the knowledge that its suppliers must operate with the same values and under the same policies applicable to the Group in its management.



The selection of suitable suppliers, through a process of complete transparency, is essential to have close allies involved in the philosophy of the Group.

**Atresmedia** distinguishes two types of suppliers:

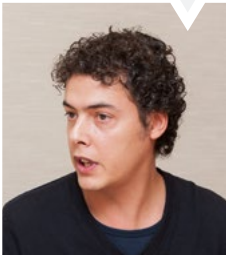
- \_ Producers and distributors that supply fiction and entertainment content.
- \_ Rest of suppliers of goods and services.

## Producers and distributors

**Atresmedia** wants to be recognized for its own audiovisual model, with quality content and responsible, and therefore performs a careful selection of programs and contents. On this line, it selects producers and distributors that best understand the audiovisual concept of the Group and share the same values.

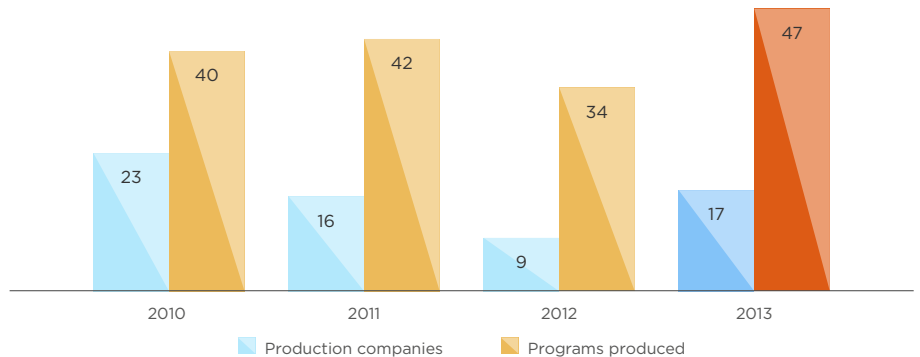
In addition, **Atresmedia** performs continuous quality control of all content provided by these suppliers in order to ensure they are compliant with the channels of the Group.

"Our productions must be coherent with the values of Atresmedia".



**Josep Cister**  
Head of Fiction Content at BoomerangTV

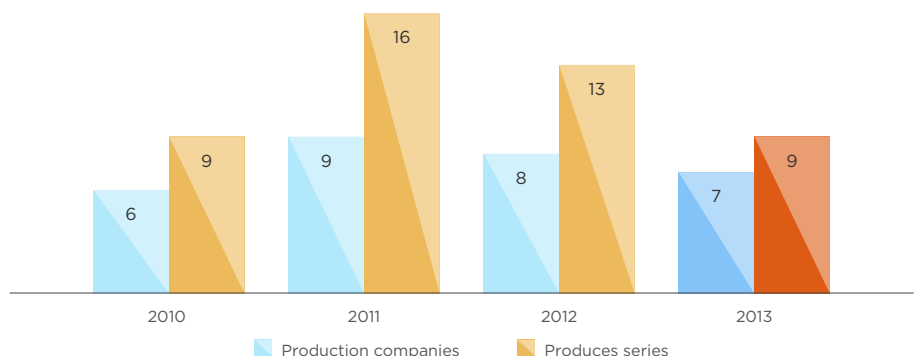
**Number of producers that collaborated with Atresmedia Televisión and programs produced**



Note: The 2012 data only include producers that worked on programs with Antena 3 TV.

In 2013, 100% of the producers that **Atresmedia** engaged for its entertainment and fiction programs are national.

**Number of producers that worked with Atresmedia Televisión in fiction series and produced series**

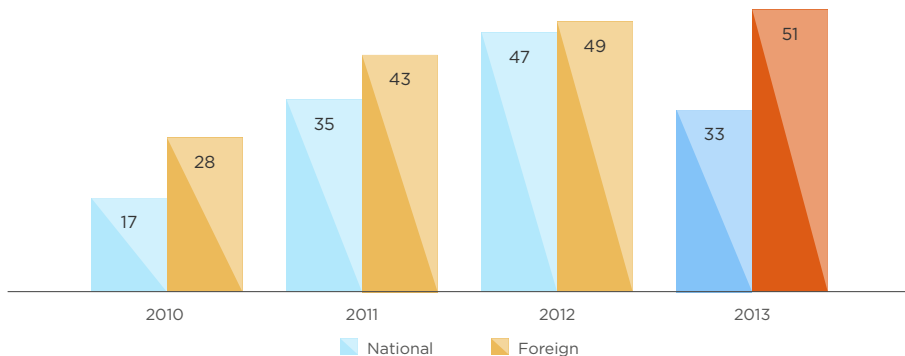


The Outsourced Production Department, in charge of managing the acquisition of broadcasting rights for products not produced exclusively for **Atresmedia Televisión**, generated in 2013, 206 purchase proposals of which 46% corresponded to national distributors and 54% to foreign distributors.

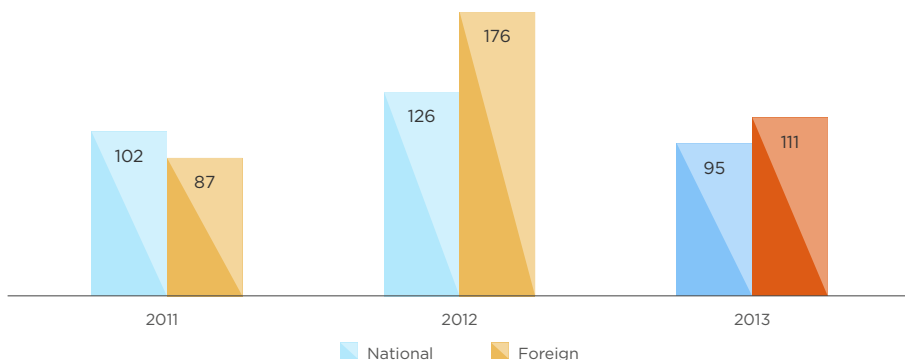
There was greater stability of the grid during 2013. However, the identity of complementary channels has been reinforced with new acquisitions. Some examples are **Dos Chicas sin blanca** (2 BROKE GIRL\$) (**Neox**), **The Border** (**Nitro**), **La Patrona** (**Nova**) or **El Jefe** (Undercover Boss) (**xplora**). Some feature films were also purchased for specifically broadcasting on **laSexta3**.

The number of purchase proposals generated in 2013 dropped 32% compared to 2012, as a consequence of the joint management derived from the merger between **Antena 3** and **laSexta**.

**Number of distributors operating in Atresmedia Televisión**



**Number of outsourcing proposals generated in Atresmedia Televisión**

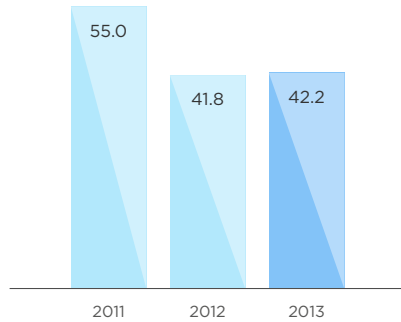


## Rest of suppliers of products and services

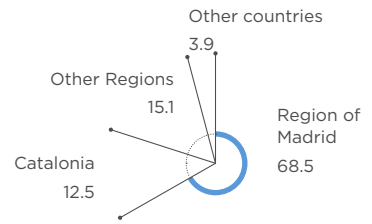
**Atresmedia** has defined a unique engagement procedure for all Group companies, which considers the fulfillment of specific requirements from the technical, social and environmental points of view. It also considers compliance of occupational obligations of the supplier with employees accessing the facilities of the Group.



**Purchasing expense**  
(million of Euros)



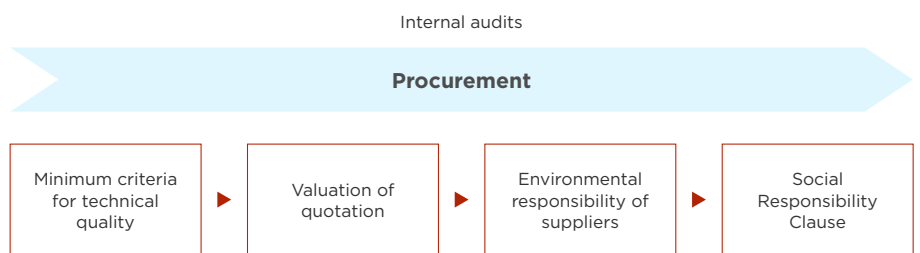
**Geographic distribution of purchasing expense (in %)**



96% of the spending in goods and services is performed with national suppliers.

The objective of this process is to ensure that all Group suppliers work with the same quality standards and the same social commitment as **Atresmedia**. Proof of this is the obligation of all suppliers before starting any activities, to sign a Corporate Responsibility clause, which commits them to comply with the Corporate Responsibility policies of **Atresmedia**. The clause guarantees compliance with basic rights for all employees, such as: equal opportunities, non- discrimination or safe and healthy conditions at work.

Phases in the supplier selection process



- **Independent technical and financial appraisal:** Minimum technical quality criteria are defined for each purchase or engagement. Only when achieved by the supplier, is the financial quotation appraised.

As an added control, more relevant or expensive purchases (greater than €50,000) are approved by a Purchasing Committee, consisting of the Chief Executive Officer, the Internal Audit Director, Finance Director and Management Control Director.

- **Transparency:** The renewal of the purchasing management tool continued in 2013, which allows greater interaction and communication with suppliers. In this way, all those opting for engagement do so under equal opportunities.
- **Environmental responsibility:** Suppliers are required to include actions to minimize the environmental impact of their activities. On the other hand, every time the need to acquire new technology equipment is detected, these are selected based on criteria such as minimization of occupied space and low energy consumption. This is what the Group knows as 'green purchasing' criteria.
- **Social responsibility:** A fundamental requirement established for all purchases and engagements is the signature of a Corporate Responsibility Clause in the contracts.
- **Controlled process:** Periodically, the complete process is subject to internal audits that assess their transparency and reliability. So far no incidents have been detected.

## Active involvement in discussions of the audiovisual sector

[ G4-26 ]

**Atresmedia** is actively involved in the defense of interests of the audiovisual sector through its involvement in forums and associations that discuss legislative evolutions and which influence the execution of public policies.

**Atresmedia Televisión** is a member of UTECA (Union of Associated Commercial TV Stations), ACT (Association of Commercial Television in Europe) and CATSI (Advisory Council for Telecoms and Information Society).

**Atresmedia Radio** is also present in the leading radio broadcasting dialog forums both on a national and regional level and is a member of AERC (Spanish Association of Commercial Radio Broadcasting) and ACR (Catalan Radio Association).

### Subscription to codes of conduct for the sector

Through the Association for Self-Regulation of Commercial Communication (Autocontrol), of which **Atresmedia Televisión** was a driver, **Atresmedia** collaborates to improve the compliance of advertising and competition regulations, as well as the expansion of guarantees of advertisers, TV stations and, above all, consumers.

In 2013, it is worth highlighting the push given by **Atresmedia Radio** to the birth of a Advertising Code of Conduct for radio, analogous to that already implemented in the TV industry.

In addition, both in the TV and radio sectors, **Atresmedia** subscribed the Code of Conduct on Commercial Communications of Gaming Activities.

## Self-regulation on child matters

The commitment of **Atresmedia Televisión** with self-regulation in terms of child-related matters is evidenced in its subscription to the Code of Self-Regulation on TV and Infant Contents, ensuring the suitability of TV contents for children during time slots provided for it. In 2013, another step was taken with the remodelling of the website [www.tvinfancia.es](http://www.tvinfancia.es), which facilitates the interaction with viewers.

On the other hand, **Atresmedia Televisión** is a subscriber of the PAOS Code, which regulates advertising of food and beverages aimed at children and teenagers up to 15 years of age, in order to prevent obesity and promote healthy habits.

## Involvement in the development of public policies

**Atresmedia** is actively involved in the leading discussions of the segment regarding the development of public policies and other relevant aspects.

<p><b>Digital dividend spectrum release process</b></p>	<p><b>Atresmedia Televisión</b> is working so that, during the radio electric spectrum release process to provide greater broadband capacity, and on completion, citizens continue to enjoy the current TV portfolio through the DVB-T receivers.</p>
<p><b>HD TV</b></p>	<p><b>Atresmedia Televisión</b> has committed for HD TV, offering the content of its main channels to citizens with this technology.</p>
<p><b>Support for Spanish film sector</b></p>	<p><b>Atresmedia</b>, in line with the rest of the audiovisual sector, defends that the activity of TV stations strengthens the Spanish movie industry and, therefore, is contrary to the mandatory 'investment quota' to finance the production of movies. It therefore expects the Constitutional Tribunal will rule favorably to the thesis of private operators, after the Supreme Court inquired regarding the constitutionality of this quota.</p> <p>At present, <b>Atresmedia Televisión</b> is involved in the Commission for the definition of a new movie financing model, constituted on initiative of the Ministry of Culture.</p>
<p><b>Financing of public TV</b></p>	<p><b>Atresmedia</b> understands that public TV must obtain its credibility and strength through public service and not through the sale of commercial spaces. It therefore firmly supports Act 8/2009, financing of Corporación RTVE, which forbids obtaining income from broadcasting commercial messages.</p> <p><b>Atresmedia Televisión</b> maintains its activity, both individually and through UTECA, to ensure true rationalization of the public TV sector as a whole.</p>
<p><b>More transparency in collective rights management</b></p>	<p><b>Atresmedia</b> is working to ensure that the initiative, at present in pre-parliament processing, for the modification of the Intellectual Property Act deepens on the need for transparency of collective intellectual property rights management entities.</p> <p>With this objective, the group has presented the corresponding allegations on the various draft projects both with the Ministries of Culture, Industry and Economy, and before the Council of State, and will continue to work in this sense during the parliamentary processing of the draft Act.</p>



# Atresmedia

# Televisión





Jordi Évole.

## The year of the merger, the grand year of Atresmedia Televisión

Antena 3, with an increase of 0.9 points, achieved its best data in four years with an average audience share of 13.4%, reaching coleadership.

After 2012 when the audience clearly endorsed the programme model of **Atresmedia Televisión**, undoubtedly, 2013 was a historic year: That year, **Antena 3**, **laSexta** and the thematic channels continued to increase their audiences in comparison with the minimum audiences registered by their competitors. In short, that year supposed the validation of a different option launched three years ago when the way to understand television was conceived as being based on variety and constant innovation.

The data are clear: **Antena 3**, with an increase of 0.9 points, achieved its best data in four years with an average audience share of 13.4%, reaching coleadership. In addition, **laSexta** arose as the Spanish channel with the greatest growth as it rose beyond its data of the previous year by 1.1 points and achieved the best register in three years with 6.0%, overtaking Cuatro. A tendency which has also affected the thematic channels, which grew by 0.9 points as regards the previous financial year and, therefore, remain as leaders in their types and among the target audiences.

**Atresmedia Televisión**, with 28.8%, grew 3 points and places it as co leader with Mediaset, which has one channel more. The channels of **Atresmedia Televisión**, as a group, again became leaders in prime time, the slot with the greatest consumption of television, consolidating the success of all its channels, each with its own, independent identity.





El secreto de Puente Viejo, Amar es para siempre and Antonio García Ferreras.



The main successes of **Antena 3** are based on a sound programming of the afternoon and evening slots, with **Amar es para siempre** (Love is For Ever) and **El secreto de Puente Viejo** (The Secret of Puente Viejo), which had a sustained upswing from Monday to Friday, together with the contests **Ahora caigo** (Who's still Standing) and **Atrapa un millón** (The Million Pound Drop). Added to these are the successes of the series **Vive cantando** (Live Singing) and **El tiempo entre costuras** (Time among Seams); and the programmes **Top Chef** and **Me resbala** (Slide Show), as new prime time programmes.

**laSexta** maintains its commitment to the present time, not only with its best year for its news programmes, but also with **El objetivo de Ana Pastor** (The Lens of Ana Pastor), **laSexta noche** (laSexta Night), **Equipo de investigación** (Research Team) and **Más vale tarde** (Better Late), together with **Encarcelados** (Imprisoned) and **Policías** (Policemen).

The thematic channels reached the close of their best year with differentiated programming, which was complementary and had greater exclusive content. All of them are leaders within their types and as regards their target audiences.

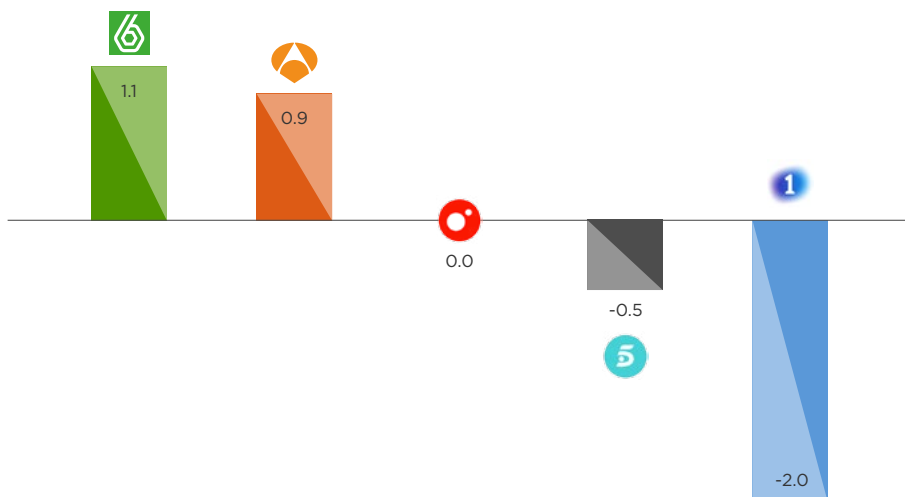
### The group which grows most

**Antena 3** was leader in 2013 over six months. With an increase of 0.9 points versus 2012, it is the absolute leader commercial target (13.4%), the audience of greatest interest for the advertisers, beating Telecinco by 1.2 points.

The improvement was evident in all the daytime slots, especially in the morning, afternoon and evening, where it increased its leadership. At

weekends it continued to be the first option and increased its audience by one point with regard to 2012. In addition, together with **laSexta**, it is the channel which increased most in prime time (1.2) with its different, varied night-time offer. Again it became the preferred channel among the audience from 13 to 54 years old (13.4%), extending its advantage in the upper and upper middle classes, while attracting a substantial audience among the middle class.

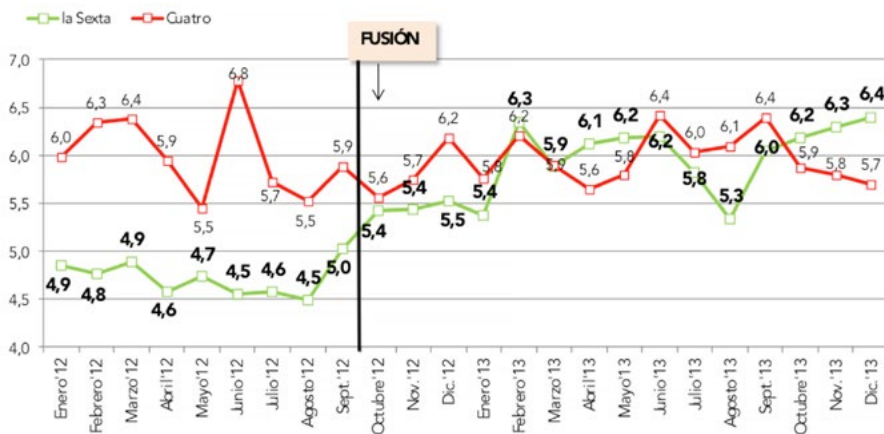
Share difference 2013 v. 2012



Source: Kantar Media. España. Total individuals.

The growth of **laSexta** is unstoppable and affects all the bands during all the months of the year. In December it obtained its best data in three years (6.4%), therefore, it distanced itself more from Cuatro (0.7). From the time of the merger, **laSexta** has grown every month as regards the same month in the previous year and 2013 closed as the channel with the greatest upswing with respect to 2012 (1.1). For the first time, it beat Cuatro during that year (6.03% v. 5.96%) and systematically surpassed it from October.

Evolution of laSexta and Cuatro. Share %



Source: Kantar Media. España. Total individuals

El tiempo entre costuras, Vive cantando, Top Chef and Andreu Buenafuente.



## Antena 3 and laSexta, the channels with the greatest success rate in their premieres

The innovation has risks, but it is more risky to remain static. In the case of **Atresmedia Televisión**, the audience has clearly supported the new programmes which have enriched schedules of its channels. In fact, **Antena 3** and **laSexta** are the channels with the greatest success rates in its programme launches.

Of the 19 formats launched last year, ten of them remained on grid, which is a 53% success, compared to 26% of Telecinco and 21% of La 1. Likewise, **laSexta** obtained a 56% compared to 38% of Cuatro.

**Antena 3** has released programmes of fiction such as **El tiempo entre costuras** (Time among Seams), **Vive cantando** (Live Singing), **La Cúpula** (Under the Dome) or **La Biblia** (The Bible); or entertainment, such as **Top Chef** or **Me resbala** (Slide Show) with magnificent results.

**laSexta** maintains its renovation with new offers of entertainment and current issues such as **Encarcelados** (Imprisoned), which became the revelation programme of the season and its best release in the year. Moreover, it added a new current events programme with **laSexta noche** (laSexta Night) and positive results were achieved with **Policías** (Police) and **Lab** (As we are). In addition, prestigious professionals were incorporated such as **Ana Pastor** and **Andreu Buenafuente**, who have had very positive results with their new programmes.







Tu cara me suena, Mayores gamberros, La ruleta de la suerte, Ahora caigo, Atrapa un millón and El hormiguero 3.0.

## Television for all

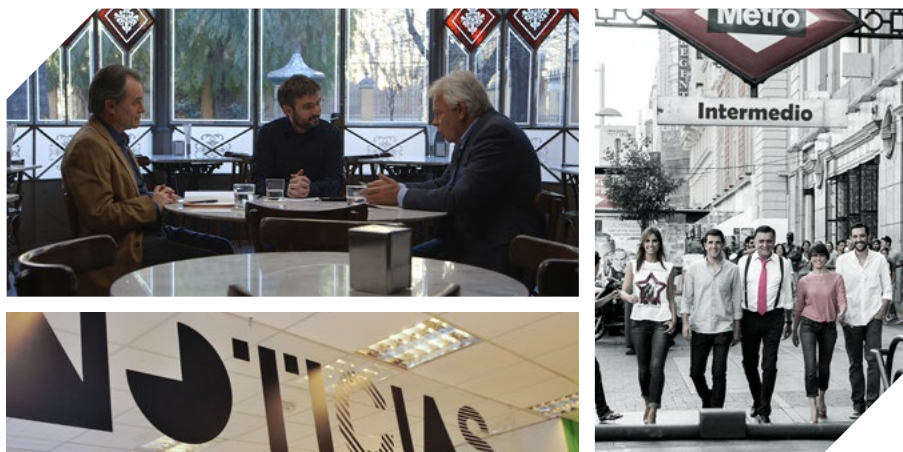
**Atresmedia Televisión** continues to opt for quality entertainment and for all audiences. In the case of **Antena 3 Tu cara me suena** (Your Face Looks Familiar) again became the leader in its band and the entertainment programme of the channel most viewed (21.2% with almost three million spectators).

Moreover, **El hormiguero 3.0** (The Anthill 3.0) had the best seasonal start up of its history (12.6% and 2,423,000) and a maximum monthly data in December (13.6% and 2,738,000).

The release of **Top Chef** was a revelation. Increasingly on the rise since it began to be broadcast, it finished the season with an average audience share of 17.8% and 2,937,000 spectators. In December, it was the programme most watched in the month with more than 3.5 million viewers.

Friday nights also included a success with **Mayores gamberros** (Benidorm Bastards), which was a double humorous hit together with **Me resbala** (Slide Show). The programme presented by **Arturo Valls** has been the most watched entertainment programme on a Friday night since its release with more than 2.5 million spectators and 15.1% audience share.

The evening slot continues to be the time for contests. **Ahora caigo** (Who's Still Standing?) and **Atrapa un millón** (The Million Pound Drop) have more than one and a half million followers. Moreover, **La ruleta de la suerte** (Wheel of Fortune) remains unbeatable after being broadcast for more than seven years with 18% share and 1,112,000 spectators. While **Karlos Arguiñano en la cocina** (Karlos Arguiñano in the Kitchen) continued its upswing (+1.1 as compared with 2012) and ended its best year with 14.6%.



Salvados, El intermedio and laSexta Noticias.



Antena 3 Noticias 1 seized the leading position from “Telediario 1” with an average 15.0% share from Monday to Sunday.

## laSexta consolidates its model

2013 also supposed the consolidation of the entertainment model of **laSexta**. **Salvados** (Saved) again affirmed its position as an emblem of the channel and increased its share. At the end of the year, it had 1.1% and more than three million followers, which made it the leader in its time slot. The programme of **Jordi Évole** was the leader of the 16 broadcasts most watched of **laSexta** in the year, reaching its maximum point on February 3 with **Cuestión de educación** (A Matter of Education) which had more than 4.3 million spectators (19.8%) and was the non-sports broadcast most watched in the history of **laSexta**.

In addition, **Pesadilla en la cocina** (Nightmare in the Kitchen) continues to be the most watched entertainment programme of the channel after **Salvados** (Saved) with 13% and 2,431,000 followers, while **El intermedio** (The Interval) continues to break records. Specifically, it grew by 3.4 points as compared with 2012 at the end of the best year in its history, it had more than two million followers (10.7% share and 2,046,000 viewers).

The channel incorporated new programmes to these successes such as **Encarcelados** (Imprisoned) which was undoubtedly one of the revelation programmes of the season with 9.4% share and 1,755,000 followers; and **Policías en acción** (Policce in Action) (7.4% share and 1,088,000 viewers) and **Lab** (7.6% share and 1,521,000 viewers) which also had outstanding results. Finally, **Buenafuente** made a strong return with his programme **En el aire** (On Air) (8.2% share and 677,000 viewers).

## A grand offer of news on the upswing

The news offer of **Antena 3** continues to rise. Its two main editions grew by an average of 0.5 as compared to 2012 and 2011, achieving its best results since 2010 with a 13.2% share and more than 1.8 million viewers.

Moreover, **Antena 3 Noticias 1** (Antena 3 News 1) seized the leading position from “Telediario 1” (TV news 1) with an average 15.0% share from Monday to Sunday. A specially outstanding result for the first edition of the weekend. It ended 2013 as the news leader most viewed after lunch on Saturdays and Sundays (15.4% share and 1,970,000 viewers), a landmark for the first time since 2009.

However, not only did the news programmes improve their audiences. **Espejo Público** (The Public Mirror) broke its record for the second consecutive year with an average 485,000 viewers and 16.9% audience share.



Fórmula 1 team.



The news programmes of **laSexta**, closed the best year of their history with growth of two points (9.1%).

As regards the news programmes of **laSexta**, this was the best year of their history with growth of two points which meant that the two editions achieved an average of 9.1% and greatly surpassed the news programmes of Cuatro (6.8%).

Especially outstanding was the first edition from Monday to Friday with 12.1% share and 1,277,000 followers. In addition, the second edition from Monday to Friday maintained its positive evolution and in December, it had the best month in its history with a 9.2% share and 1,217,000 spectators and its classic **Al rojo vivo** (Red Hot) (10% share and 563,000 viewers) also again increased the number of its followers. It grew 2.6 points as compared to 2012.

Furthermore, the channel reinforced its choice of current affairs with the incorporation of **laSexta noche** (laSexta Night) on Saturday nights; **El Objetivo** (The Lens), on Sundays; and **Más vale tarde** (Better Late) in the afternoon from Monday to Friday. **laSexta noche** (laSexta Night) ended its first year with an outs 7.3% share and 932,000 followers and a positive evolution which culminated with a monthly record in December (9.2%). **El objetivo** (The Lens) of **Ana Pastor** (8.9% and 1.6 million) formed a tandem with **Salvados** (Saved) and consolidated the choice of the analysis of current affairs on Sunday nights. **Más vale tarde** (Better Late) (4.6% share and 469,000 viewers) systematically surpassed its direct competitor **Te vas a enterar** (You'll See) on Cuatro, which ended up being withdrawn.

The channel also maintained its choice of reports on current affairs on Friday nights. **Equipo de investigación** (Research Team) (6.7% share and 1,197,000 viewers) was successfully installed after **laSexta columna** (laSexta Column) which continued its upswing and ended its best year with more than a million followers (6.5%).

## Formula 1: the most effective sports competition

Formula 1 is the second sport with most audience in Spain and the absolute king of motor programmes. In terms of audience share, the broadcasting of the Formula 1 World Championship on **Antena 3** became the most competitive sports competition. With a share of 35.6% (2013), it even surpassed the Champions League, the UEFA European Championship and the FIFA Confederations Cup.



El tiempo entre costuras.



## Atresmedia series, the fiction model

The four foreign series with more followers in Spain are broadcast on Antena 3.

**El tiempo entre costuras** (Time among Seams) was a landmark and the non-sports offer most viewed in the year

**Antena 3** again broadcast the most viewed and best quality series one more year. **El tiempo entre costuras** (Time among Seams) was the most viewed series of the year and the non-sports offer with most following in 2013 (4.8 million and a share of 25.3%). It was the absolute leader in its time slot and had more than 5 million spectators during its most viewed broadcast.

The second season of **Con el culo al aire** (Caught with his Pants Down) continued to be popular (17.0% share and 3 million followers) and **Vive cantando**, (Live Singing) was the revelation series of the season and ended up as leader in its time slot with an average of 2,635,000 spectators and a 15.2% share. 2013 was the final year of three emblematic series of the channel: **Gran Hotel** (Grand Hotel) **Luna** (Moon) and **El barco** (The Ship).

However, the other important landmark of **Antena 3** fiction in 2013 did not take place in prime time but after lunch with **Amar es para siempre** (Love is For Ever) and **El secreto de Puente Viejo** (The Secret of Puente Viejo). The latter shaped the success of fiction after lunch and in the afternoon begun in 2011.

The share of **Amar es para siempre** (Love is For Ever) grew month by month and achieved its maximum share in November with 15.0% and almost 1.8 million spectators. **El secreto de Puente Viejo** (The Secret of Puente Viejo) continued to be unstoppable and achieved its best annual figures (18.2% share and 1,970,000 viewers) and became the most viewed programme in the afternoon and stayed as leader of its slot from April.

### The most viewed foreign fiction

the fiction produced by the channel itself. One more year it offered the most successful foreign series on television. In fact, the four foreign series with most followers were on **Antena 3**. For example, **La Biblia** (The Bible) was the series most viewed since 2010 with more than 3.4 million spectators and an average 20.4% share.





Vikingos, Arrow, Juego de tronos, El mentalista, The Following and Revolution.

Outstanding results were also achieved by **La Cúpula** (Under the Dome), leader in its time slot with its first four episodes and the second most viewed foreign fiction of the year with more than 3.2 million spectators and an average share of 18.5%. **Vikingos** (Vikings) and **Arrow** were the revelations of the summer. The former ended up as leader with a 15.2% share and almost 1.9 million followers and **Arrow** ended in October with an average share of 12.7% and 1,765,000 spectators.

Foreign fiction is also among the key pieces of **laSexta**. The classic **El mentalista** (The Mentalist) (7.9% share and 1,668,000 viewers in its fifth season), **The Walking Dead** (6.7% share and 1,242,000 viewers in the third season), **Bones** (6.6% share and 1,318,000 viewers in its seventh season) and **Vigilados** (Person of Interest) (5.3% share and 967,000 viewers), were joined by **The Following** (6.3% share and 1,134,000) and **Revolution** (6.4% share and 1,131,000 viewers). It also broadcast the second season of the highly acclaimed **Juego de tronos** (Game of Thrones) (6.0% share and 835,000 viewers).

### Multicine (Multi-Cinema) and El películón (The Big Picture), absolute leaders

The brands **Multicine** (Multi-Cinema) (15.4% share and 1,913,000 viewers) and **El películón** (The Big Picture) (15.3% share and 2,521,000 viewers) were absolute leaders in their time slots. Moreover, **El películón** became the programme with cinema content with the highest audience share surpassing "La película de la semana" (The Film of the Week) of La 1 (Spanish Television 1) (15.2%). The film **Safe** became the second most viewed film of the year with more than five million spectators and a share of 25.2%.

**laSexta** also had an excellent cinema portfolio. **El taquillazo** (The Box Office Hit) had almost 1.5 million followers (8.8%) with films like **Colombiana**, which was the most viewed film of the year with almost 3 million followers (1.1%).

Modern family and  
Los Simpson.



### Atresmedia thematic channels are the winners

**Neox (2.3%), a thematic channel, leader among young people (7.4%)** ahead of FDF (7.3%). In fact, it is the third channel most viewed by young people, only behind **Antena 3** (13.0%) and Telecinco (11.1%). Its own specific offer has achieved good figures due to the American sit coms.

**Modern family** continued to be one of the most viewed series of the television (2.7% and 512,000 in its fourth season) and **Dos chicas sin blanca** (2 Broke Girl\$) was released with an average of 5.3% of young people in its first season. **Los Simpson** (The Simpsons) was the most viewed thematic channel almost every day and outstanding results were also achieved in cinema, such as **Los mercenarios** (The Mercenaries) (4.6% and 801,000 on March 22, the second non children's film most viewed of the thematic programmes.

**Nova (2.1%), the feminine thematic most viewed** clearly surpassed the feminine channels of Mediaset. Specifically 0.4 points above Divinity, 0.9 more than La Siete, and 1.4 more than Nueve.

**Nova** ended the best year of its record (2.1% and 2.7% as regards women) and was the thematic channel with the highest growth as regards 2012 (0.5). From Monday to Friday, it was the most viewed with its offer of TV soaps even above general programmes on some occasions.

**Nitro (1.7%) grew by 0.1 as compared with 2012 and achieved an annual maximum.** It comfortably wins against Energy (1.2%) and is the leader among its target audience, Men over 45 years old (2.4%). **Ley y orden** (Law and Order), the films or **El Mentalista** (The Mentalist) was the non-sport programme with the most followers.

**xplora (1.7%)** is the factual leading channel. It again surpassed Discovery Max (1.6%) and grew 0.3 with regard to 2012. It surpassed Energy (1.2%) by 0.5, the masculine channel of Mediaset, which it beats every month. It registered three consecutive monthly records in June, July and August (1.8%, 1.9% and 2.0%) and overtook Discovery Max for seven consecutive months in 2013. It is especially outstanding in the early morning even ahead of the generalist programmes.

**laSexta3** is again the thematic channel specialized in cinema with the largest audience. In 2013, with 1.6%, it surpassed Paramount Channel by two tenths and maintained the results registered in 2012.

On Thursday October 10, it broadcast **La jungla 4.0** (The Jungle 4.0), the most viewed film of its history and the non-infantile film of the thematic programmes with almost one million spectators (96,000) and a share of 5.9%.

## Our vision

**Atresmedia Televisión** is deeply committed to quality, varied and entertaining television, which is, above all, responsible. The Corporate Responsibility Strategy as regards the content created, produced and broadcast by the Group is defined in five areas of action:

- \_ To guarantee quality in the content.
- \_ To be the loudspeaker of social causes.
- \_ To protect the most vulnerable audiences, especially minors.
- \_ To foment accessibility too audio-visual content.
- \_ To approximate the media to society.

**RELEVANT ASPECT** (pag. 65-75)

## Responsible and committed television

### Quality of the content

**Atresmedia**, as an audio-visual company, aware that best practice as regards responsibility with the audience is through the content which is broadcast. For this reason, it has decided for a model of television which is responsible to society.

Atresmedia has been recognized as the leading company in Corporate Responsibility in the television sector.

This commitment to responsibility as regards content and the transmission of values through these allowed the company to become the leader in Corporate Responsibility in the public and private television sectors as is the conclusion of the *Esporas de helechos y elefantes 2012 Report* (Fern and Elephant Spores Report 2012), drafted by the *Fundación Compromiso Empresarial* (Business Commitment Foundation). With the intention to continue working along these lines and consolidate them, in 2013, the Group joined the *Foro de Responsabilidad Corporativa y Medios de Comunicación* (The Corporate Responsibility and Media Forum).

All the companies of the Group share a number of values which are applied transversally in all the channels and in all the programmes, regardless of whether these are entertainment or fiction programmes. These values are: quality, diversity, the presence of limits and innovation.

The presence of these values in the content broadcast is one of the hallmarks of the programming of **Atresmedia Televisión** and guarantees a demanding selection process for the products broadcast, as well as an exhaustive control of their development, production and broadcasting. The final objective is that all the content is adapted to the values and the Company Code of Conduct. In order to guarantee this premise, **Atresmedia Televisión** implements internal and external control mechanisms which are applied in all the phases of the generation of contents.

"It is difficult to think that the Corporate Responsibility of a communications group like Atresmedia is not somehow reflected in its content."



**Alejandro Perales**  
President of the Association of Communication Users

"It is important to know how the company is managed, the criteria employed by an advertiser to select a programme, an advertiser, a presenter ... what the values are which structure Atresmedia."



**Tomás Sercovich**  
Director of Foretica Communication

**Content quality control**

**Internal Mechanisms**  
Content committee  
Code of Conduct of Atresmedia  
Deontological codes of news services

**External Mechanisms**  
Qualitative investigation  
Listening to the audience  
Collection of information of stakeholders

### Internal mechanisms

the Content Department, the Corporate Marketing Department, the Programmes Department, The Programming Department and the Fiction, Corporate Image and Communication Departments. This committee takes care of the application of the values of the Group as regards the creation of content created internally as well as those created by external producers.

**Atresmedia** also has an Ethical Code which includes the policies, principles, objectives and values of the Group and which are applied in all its activities. Furthermore, the news services of **Antena 3** and **laSexta** have deontological codes which guarantee a reliable offer of news which has quality and is committed to the ethical and Corporate Responsibility principles.

[ G4-26 ]



[Deontological Code of the news programmes of Antena 3](#)

#### Principles of the Deontological Code of the news programmes of Antena 3

- Reference framework: the Spanish Constitution and the resulting legal framework.
- Respect for the dignity of persons.
- Language and visual resources of the information carefully treated and supervised.
- Separation of activities in order to prevent conflict of interest.
- Explicit separation of information and advertising.
- Clear differentiation of information and opinion content.
- The prohibition to accept gifts.
- The legal principle of the presumption of innocence.
- Extreme rigour when minors are involved.
- Avoidance of the use of insider information.



[Deontological Code of laSexta Noticias](#)

### Deontological Code of laSexta News

"A television has been created which believes deeply in the transforming power of information. Our commitment is always to be on the side of truth and with the most disadvantaged. Our journalism is committed and has two basic pillars: courage and humility".





During 2013, 71 discussion groups met, which meant that the evaluations and opinions of 568 persons were heard.

## External mechanisms

### The continual work of quality research

**Atresmedia** is committed to offering varied, quality programming which is proximate and familiar, and responds to the preferences of the public, **Atresmedia Televisión** continually carries out quality research work which makes it possible to continue to increase knowledge of the habits of the spectators and anticipate the tendencies of demand. The opinions of the spectators regarding the quality and relevance of the content of the Group are monitored weekly through qualitative studies. According to these reports, the content model of the **Atresmedia** Group creates confidence in the spectators, both as regards the credibility and veracity of the content and as regards the relevance for and adaptation to all the public.

These studies help to confirm that the mechanisms implemented internally are really effective for adapting the television model to what the spectator expects and for detecting alerts when there are distortions.

Moreover, during 2013, 71 discussion groups met, which meant listening to the evaluations and opinions of 568 persons. This dialogue made it possible to continue making an in-depth study of the tastes and demands of the viewers and again meant the verification of the positive evaluation of the **Atresmedia** Corporate Responsibility campaigns and the diverse solidarity campaigns which were carried out throughout 2013. Emphasis should be placed on the increased renown of these campaigns due to their continuity in time together with the positive evaluation of Ponle Freno (Put the brake on it) due to its long period of screening and its positive impact on society.

### Active listening to the audience

Another important source of information in order to know the opinions of the audience are telephone calls and the social networks:

#### – Telephone calls

Throughout 2013, approximately 31,000 calls were registered. All the opinions, suggestions and consultations are included in a weekly report which is sent to the areas affected in order to inform them and analyse the incidences detected.

#### – Social networks

Besides the opinion groups and the telephone calls, during 2013, the social networks were an important platform for listening to the audience. **Atresmedia Televisión** increased research work in this area in order to complement the qualitative research and the daily data from audiences. Moreover, most of its news and entertainment programmes introduced the principle of the participation of the spectators through the social networks.

### New procedure for the collection of information of the interest groups

In order to complete the external mechanisms for the supervision of content, **Atresmedia** is drafting a new procedure for the collection of information which consists of analysing, standardizing and providing greater utility to the information which is received from interest groups through the channels already established in the Group. This new method of analysis will make it possible to get to know better the perception the interest groups have regarding **Atresmedia**, as well as to quantify and respond to their main requirement.



Espejo Público and El objetivo of Ana Pastor.

## Loudspeaker for social causes

**Atresmedia** proposes a model of television which acts as a social loudspeaker and includes the concerns and problems of society in its thematic agenda. This is reflected in the programming which takes into account current affairs content which demonstrates this commitment to social concerns and which provides space for solidarity also from the perspective of entertainment.

### Programming proximate to social concerns

Among their content **Antena 3** and **laSexta** include programmes which endeavour to analyse current affairs and bring about a critical sense in the audience through objective research and the plurality of opinions. Some examples are **El Objetivo** (The Lens) of **Ana Pastor**, **Salvados** (Saved), **laSexta noche** (laSexta Night), **laSexta Columna** (laSexta Column), **Al Rojo Vivo** (Red Hot), **Equipo de investigación** (Research Team) and **Espejo Público** (Public Mirror). These programmes dealt with themes of social interest such as pensions, entrepreneurship, corruption, nutritional safety, the consumption of medicines, immigration, Child labour, the Law on Dependence and combating piracy, among many others

The news services also give space to matters which both channels consider it necessary to create awareness. In the case of **Antena 3 Noticias** (News), emphasis is given to the number of reports on Syrian refugees broadcast in in 2013 in order to contribute to creating sensitivity as regards the tragedy in the country. Moreover, **laSexta Noticias** (la Sexta News) has the section **Solidaridad** (Solidarity) on its website, which includes current affairs information on the work of the Third Sector.

### Solidarity entertainment

Solidarity has also found a space in the entertainment content. Thus, throughout the year, many programmes have echoed the collaboration campaigns with NGOs or with **Atresmedia** Corporate Responsibility and have dedicated special editions to supporting determined social problems.

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In 2013, Atresmedia assigned €656,354 to social projects through entertainment programmes.

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Solidarity Special Program of Tu cara me suena for Red Cross.

One example is the special programme which the **La Ruleta de la Suerte** (The Wheel of Fortune) broadcast in favour of the Hospitable Assistance Programme of the **Fundación Atresmedia**; the solidarity weeks of the programme **Atrapa un millón** (The Million Pound Drop), the first to help families and solidarity platforms to achieve funds for social causes, and the second to aid families with difficulties to provide full nutrition to their children; or the special programmes **Tu cara me suena** (Your face looks familiar) in order to support the campaigns of the Red Cross and Aldeas Infantiles (Children's Villages) in order to prevent evictions and combat child poverty.

## Protection of the most vulnerable audiences

The welfare, respect and promotion of children's rights included in the UN Convention on the Rights of the Child form part of the policies which **Atresmedia** takes into account in all its actions and, especially, those related to audio-visual content. For the Company, it is fundamental to be able to offer family programming in accordance with the tastes and needs of the younger children, with strict control of the classification and broadcasting of the content and commercial communication in the children's schedule time slot.

### Content to be viewed with the family

Aware of the power of the television as the transmitter of values and principles, **Atresmedia Televisión** endeavours to issue varied programming, which includes all the family and, of course, children among its programmes aimed at all the family.

**Neox Kidz** is the new choice of **Atresmedia Televisión** for a quality child and juvenile programming. This is a channel integrated into the morning time slot of **Neox**, aimed at a young audience and offering the best series on the market, **AngryBirds**, **B-Daman**, **Robot & Monster**, **La Leyenda de Korra** (The Legend of Korra); as well as the new seasons of **Shin Chan**, **Padrinos mágicos** (The Fairy Odd Parents), **Transformers: Rescue Bots** and **StarWars, The Clone Wars**; and the best and most updated offer of cartoons.





In 2013, **Atresmedia Televisión** broadcast a total of 2,347 hours (source Kantar Media) of programmes for minors, with the outstanding **Neox**, with 1,935 hours especially aimed at juveniles. This offer is complemented with all the content on the platforms accessible on the website [www.atresmedia.com](http://www.atresmedia.com): the new channel **Neox Kidz**, on which it is possible to enjoy children's classics 'in sitting-room mode'. These included **Nubeox**, with specific children's content; **Atresplayer**, in order to recover the programmes which were not possible to see; and **Multi-Platform**, with app for smartphones and tablets.

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Neox Kidz es la nueva apuesta de Atresmedia Televisión por una programación infantil y juvenil de calidad.

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Besides the programmes aimed at the smallest children, during 2013, several special programmes for children were broadcast, such as **Especial niños** (Children's Special) in **Atrapa un millón** (The Million pound Drop) or the edition of **Increíbles El gran Desafío 'Especial niños'** (Incredible The Great Challenge. "Children's Special").

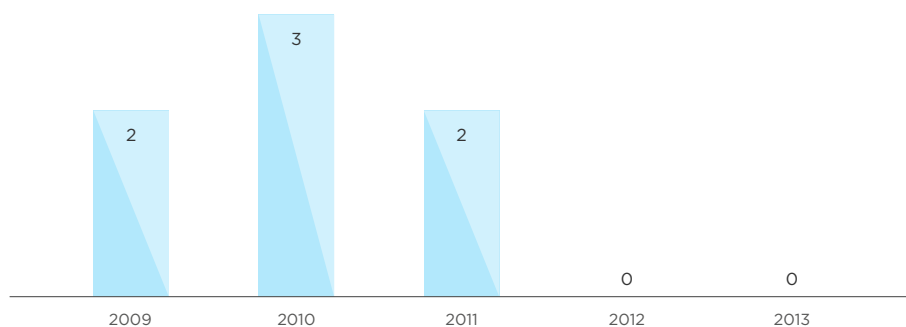
Also in 2013, **El hormiguero 3.0** (The Ant Hill) released **Cámara Kids** (Camera Kids), a section of concealed cameras with children in the leading roles.

### Control and self-regulation

All the content broadcast by the channels of the Group, regardless of whether these are children's programmes or not, are strictly controlled in order to guarantee the protection of minors. From 2005, **Atresmedia**











is adhered to the Self-Regulation Code regarding Television Content and Childhood and forms part of the Self-Regulation and the Mixed Monitoring Commission which evaluated, organisms which verify their correct application. According to the latest report of the mixed Commissions which evaluates the period between March 9 and December 31, 2013, **Atresmedia Televisión** received 15 claims which were not accepted, which entails that the company did not infringe the code on any occasion in the previous 2 years.

**Failure to comply with the Self-Regulation Code regarding Television Content and Childhood**



Atresmedia channels have not failed to comply with the Self-Regulation Code in the last two years.

In order to prevent that a minor can access any content unsuitable content, all the programming of the channels of **Atresmedia Televisión** is exhaustively classified by the departments responsible. This classification is transmitted to the audience through pictograms and superimposed symbols on screen, which make it possible that the viewers can take informed decisions.

			
Suitable for all audiences	Recommended for people older than 7 years old	Recommended for people older than 12 years old	Recommended for people older than 16 years old
			
Recommended for people older than 18 years old	Family programme	Audio described content	Subtitled content
			
Signed content	Advertising placement		

## Advertising respectful with minors

**Atresmedia** uses specific tools in order to control the commercial messages which accompany the programmes intended for children.

<p><b>Advertising of gaming activities</b></p>	<p>Subscription to Code of Conduct on Commercial Messages of Gaming Activities establishing strong restrictions to Broadcasting of commercial messages during children programs.</p>
<p><b>Expansion of child protection times</b></p>	<p>Improvement relative to current legislation through the voluntary expansion of 2 hours (Monday to Friday). Reinforced protection hours.</p>
<p><b>Advertising of toys</b></p>	<p>Signature of toy publicity agreements with the Spanish Toy Manufacturer Association and the National Consumption Institute to reinforce the protection of minors in this advertising segment.</p>
<p><b>Advertising of food for minors</b></p>	<p>Promotion and application of the Food Advertising Self-Regulation Code aimed at minors (PAOS) designed for preventing health problems and regulating TV marketing of food and beverages for children under 12 years of age.</p>

## Guarantees regarding the contracting of minors

When a minor intervenes as a player or participates in a programme or series continually through the producer of any of its programmes, **Atresmedia** supervises the establishment of the legal clauses and the necessary mechanisms which guarantee the rights of the minor, with special respect for his image, honour and personal and family intimacy and the development of his education.

## Driving accessibility of content

The challenge of **Atresmedia** is that all persons, regardless of their visual or hearing limitations, have access to the audio-visual content. Thus, the efforts to increase the accessibility of programming year after year much surpasses the demands of the General Audio-Visual Law. The principal tools of accessibility which are used are: audio-description, sign language and subtitling of content.



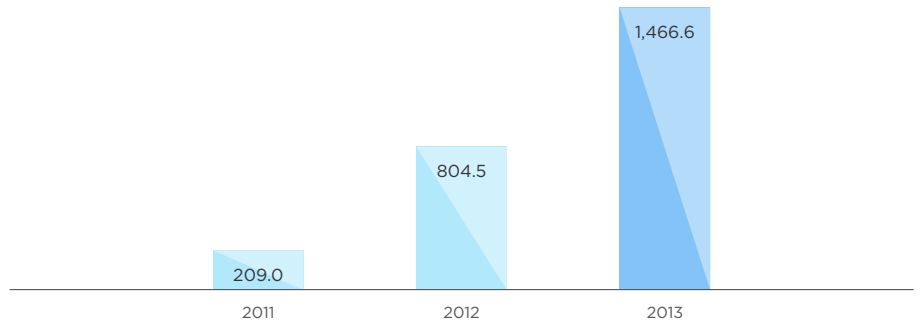


In 2013, 1,579.4 hours of programming described in audio and 708.9 signed programmes, 85% more than in 2012.

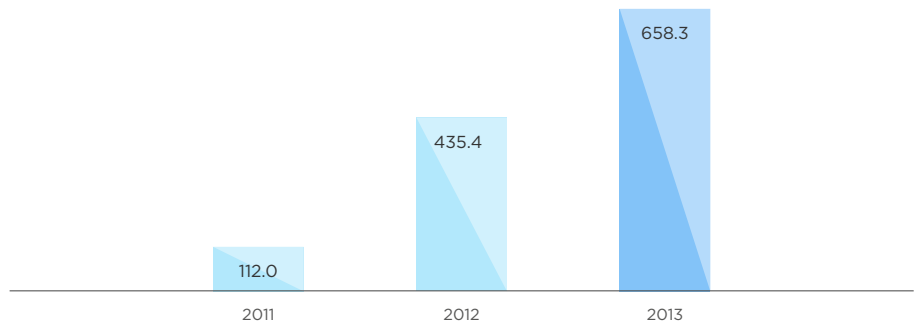
### 80% more audio-description and 51% more signed

In 2013, 1,446.6 hours of audio-described programming were broadcast and 658.3 hours of sign language programmes, 80% and 51% more than in 2012 respectively. The catalogue of films with audio-description and sign language has been extended with six new films.

**No. of hours of audio-described programming**



**No. of hours of signed programming**



### Almost 20% more subtitled programming

The time of subtitled programming increased by 19.8% during 2013 as compared to 2012, reaching a total of 35,881.6 hours. The majority of live programmes are subtitled, as well as some series.

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Since 2010, the investment of Atresmedia in accessibility has been multiplied by four.

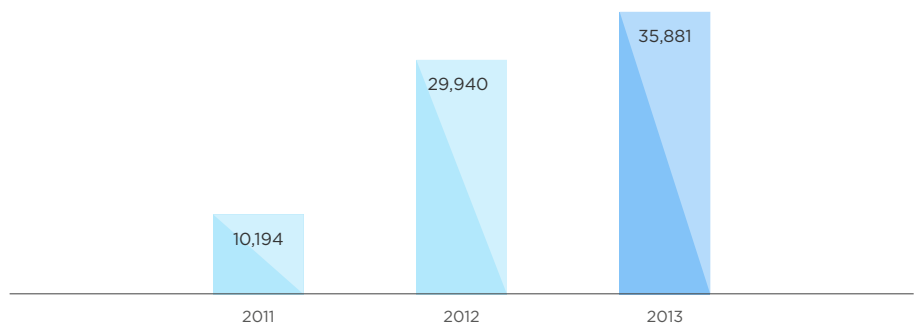
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Work has also been done on subtitling advertising spots together with companies such as Henkel, Gae and Campofrío, which has made it possible to broadcast 6.7 hours of spots with subtitles.

Non Spot 2013 Awards.



No. of subtitled hours



**Atresmedia** is working on several projects focussed on improving the accessibility of future broadcasts. Among the most outstanding are the development of a new live subtitling system; collaboration with the Centro Español del Subtitulado y la Audiodescripción (CESYA) (The Spanish Subtitling and Audio-Description Centre) and the Comisión del Mercado de las Telecomunicaciones (CMT) (the Telecommunications Market Commission) for the measurement of data on accessibility and work to boost information on audiences with incapacities. Special mention must also be made of the work on awareness carried out by **Atresmedia Publicidad** in order to promote the improvement of accessibility of commercial communications among advertisers.

## Media proximate to society

The media play a relevant role in the construction of public opinion. Education regarding their functioning and the training of competent professionals, able to produce quality information and content, are, therefore, fundamental in order to form a free informed society.

In this regard, in order to make progress in the knowledge society has, the Company carries out several activities:

Winners Proyecto Mañana.



Atresmedia carries out media training work through promoting projects which foster knowledge of the media, creativity and talent, such as the Proyecto Mañana (Tomorrow Project), the 'Premios Non Spot' (Non-Spot Awards) or the Proyecto PRO (PRO Project).

- **Proyecto Mañana.** (The Tomorrow project) In 2013, the third edition of this initiative was held and was intended to create bonds between the business and the academic worlds, fostering the proposal of fresh innovative ideas by university students in order to improve the service provided by the media. The best ideas are awarded three months professional training at **Atresmedia**.
- **Non-Spot Awards.** The Non-Spot Awards for Creativity in the Media held its sixth edition in 2013, recognizing the best ideas in the use of non-conventional advertising in the media — television, radio and Internet — fostering the creative proposals of young people.
- **El Proyecto PRO.** (The PRO Project) For the fifth year, the **Proyecto PRO** continued its work on the training of persons with incapacities in order to promote and facilitate their social and employment integration. In 2013, a course was given in Madrid on Marketing and Advertising Techniques for Radio and Television with the collaboration of the Universidad Carlos III de Madrid, and a post-graduate course was given on Audio-Visual Production in collaboration with the Universitat Politècnica de Catalunya, BarcelonaTech (UPC).
- **Radio workshops for children.** One more year, the **Fundación Atresmedia** provided its radio workshops for hospitalized children. Through these workshops, a group of children, who were in the hospitals Virgen del Camino in Navarre, San Juan de Dios in Barcelona and the Hospital La Fe in Valencia, were able to enjoy using the sign language used on radio, listening to themselves through headphones and learning the functioning of the 'sound laboratory', helped by a specialist technician.
- **Visits to the Atresmedia headquarters.** Throughout 2013, more than 3,000 persons divided into 126 groups (schools, universities, advertisers and associations) had first-hand knowledge of the headquarters of **Antena 3**, **laSexta** and **Onda Cero**. These visits serve to explain the professions which make the daily activity of a communications group possible, as well as the transmission of the corporate values of **Atresmedia**.





Radio workshop with hospitalized children.

- **Collaborations with university students.** During 2013, the Communications Management of **Atresmedia** attended to 173 students from several universities (Universidad Complutense de Madrid, Universidad Europea Miguel de Cervantes of Valladolid, Universidad Rey Juan Carlos, CEU, Universidad de Navarra, Universidad Francisco de Vitoria), postgraduate courses (Master of **Antena 3**, Master of Rey Juan Carlos University) on university information resources (Infodiodo Complutense and Punto de Encuentro Complutense) (Meeting Point Complutense). These petitions usually requested interviews with presenters, journalists and managers of the channel, and to attend the making off of programmes or to visit the News set in order to observe how a news programme is presented live.
- **Support and dissemination of the International Cinema Cartoon Festival, special effects and ANIMAYO video games.** For a week, ANIMAYO annually becomes a meeting and debate point for professionals and amateurs of the visual arts, with projections, master classes, workshops, papers, activities in the open air and exceptional international guests. Through its presence as media partner and its capacity as group leader in communication, **Atresmedia** supports and disseminates this festival, the only Spanish company engaged in the visual arts established in Los Angeles (California), and has an annual appointment in the Canary Islands.



# Atresmedia Radio





## Marking trends, increasing audiences

2013 confirmed the strength and the implementation of the radio offers of **Atresmedia** in the Spanish market, accruing an audience of 4,812,000 listeners from Monday to Friday. **Onda Cero**, **Europa FM** and **Melodía FM** improved the data of previous years.

According to the EGM (Encuesta General de Medios, General Media Survey) of 2013, **Onda Cero** maintains an average audience of 2,598,000 listeners and consolidates its second position in the ranking of generalist radio stations, surpassing the Cadena Cope by more than 700,000 listeners and doubling the audience of Radio 1, Radio Nacional de España. The data of **Onda Cero** is very similar to the data achieved during the previous year and must be analysed taking into account the fall in consumption of generalist radio, estimated as half a million listener. It should also be remembered that **Onda Cero** increased its audience remarkably in the three previous years, with increases of 130,000, 179,000 and 131,000 listeners in 2010, 2011 and 2012, respectively.

The market share of **Onda Cero** within generalist radio was placed at 21.1%, (+ 1.8 of share), 8.1 points above Cope, which shows the loyalty of the listeners to a programming based on three fundamental principles: continuity, balance and respect for the pluralism of Spanish society. At **Onda Cero** the aim to consolidate a model of plural, proximate and participative radio became a reality.

Nuria Roca.



Onda Cero continues to maintain the best profitability rate per listener, as well as the leadership in minutes listened per person, with 165 minutes

## The best profitability rate per listener

Although the economic circumstances have not been helpful, **Onda Cero** continues to maintain the best profitability rate per listener, as well as the leadership in listening minutes per person, with 165 minutes, and was the only main generalist station which grew (5 minutes) as compared to the previous year.

In 2013, **Europa FM** again surpassed two million followers — 2,045,000 (+36,000) — and was reaffirmed as the third musical offer. It continued to extend the distance from Cadena 100 (by 246,000 listeners) and reduced its difference with Cadena Dial, the second station in the ranking, by 162,000 listeners. The big increase during the last season (461,000 listeners more than in 2012) was consolidated, while the Morning Show directed and presented by **Javier Cárdenas, Levántate y Cárdenas** (Get Up and Cárdenas), achieved another annual increase of 12.3%, with the incorporation of 113,000 new listeners. According to the data provided by the EGM, in 2013, the programme achieved a daily audience of 1,034,000 and is the morning programme which most grew within musical radio, surpassing the programme “Atrévete” (Dare) of Cadena Dial.

**Onda Cero** and **Europa FM** — awaiting the results which may be achieved by the new decision of **Atresmedia Radio** for **Melodía FM** — are two grand radio stations, with different audiences, although they have the same philosophy. Their good results make them an obligatory reference of a progressively more demanding and competitive market. The credibility and good image of both radio offers should be stressed and this is reflected in the public recognition of their proposals and professionals. The Premio Ondas (Ondas Award) for the best professional career granted to **Julia Otero**; the Salvador de Madariaga, received by **Carlos Herrera**, and the Javier Bueno Award, conferred by the Asociación de la Prensa de Madrid (Press Association of Madrid) to **Carlos Alsina**, are some examples of the rewards for work well done. There are also the awards achieved by **Gente Viajera** (Travelling People) and the person responsible for the programme, **Esther Eiros**, granted by several institutions and in several parts of Spain. Mention should also be made of the Antena de Oro (Golden Antenna) awarded to **José Luis Salas (No son horas)** (It's rather late) by the Federación de Asociaciones de Radio y Televisión (Federation of Radio and Television Associations) and Sports Merit Medal awarded to **Javier Ares, Radioestadio** (Radio Stadium).

Julia Otero and  
Carlos Herrera.



The Ondas Award to the Best Professional Career, granted to Julia Otero or the Salvador de Madariaga, received by Carlos Herrera, are some of the examples of the rewards to work well done.

The prestige and solvency of the offer of radio of **Atresmedia** have been forged year after year with effort and dedication. The success achieved by **Onda Cero** and **Europa FM** is endorsed by the capacity of its professionals and by the commitment to knowing how to listen to the concerns of Spanish society, opening up new ways of participation for the listeners, through the traditional resources — calls, messages and mail — and the important possibilities offered today by the Internet and the social networks.

Within stable programming perfectly recognizable by the listeners, during 2013, **Onda Cero** reinforced its teams and content, in search of a friendly, open and entertaining radio. A radio which distanced itself from confrontation and irritation, with local and regional programming which approximates the problems of their cities to the listeners in order to increase our presence throughout Spain.

The wavelengths of **Onda Cero** are perfectly recognizable, as are the voices of **Carlos Herrera**, **Julia Otero**, **Carlos Alsina**, **Héctor Fernández**, **Isabel Gemio**, **Esther Eiros**, **Javier Ares** and **Javier Ruiz Taboada**. **Herrera en la Onda** (Herrera on Onda) listened to by over two million people each day; more than 550,000 followed **Julia en la Onda** (Julia on Onda); 535,000 received information through **La Brújula** (The Compass); one million listen each Saturday and Sunday to **Te doy mi palabra** (I Give you My Word) and hundreds of thousands of listeners wait for the broadcast of the sports programme **Al Primer Toque** (On the First Touch) in the early morning or travel the wavelengths with **Gente Viajera** (Travelling People) during the weekend.





Carlos Herrera interview with Mariano Rajoy.



“Herrera on Onda”, with an audience which surpasses the Cope station and Radio 1 of RNE in the totality of its programming, surpassed two million listeners for the second consecutive year.

## Herrera on Onda surpasses two million listeners

The programme **Herrera en la Onda** (Herrera on Onda), with an audience which surpassed that of the Cope and Radio 1 of RNE, in the totality of their programming, surpassed two million listeners for the second consecutive year. It continues to be the second most listened to programme on Spanish radio and considerably increased its presence on the social networks. **Carlos Herrera**, one of the communicators with most prestige on Spanish radio, insists on a radio which is proximate, where the information is never incompatible with entertainment. According to a survey carried out the previous autumn by the magazine “Actualidad Económica”, the director and presenter of **Herrera en la Onda** (Herrera on Onda) is the third most influential person in Andalusia.

As in each season, the morning magazine of **Onda Cero** reinforced its team of collaborators, incorporating **José Luis Martín Prieto** to its talk shows and **Boris Izaguirre** to the social broadcasts. Among its identity symbols are pluralism, the sense of humour and complicity with the listeners.

## Julia en la Onda (Julia on Onda) obtains the best data of its history

**Julia en la Onda** (Julia on Onda) started the 2013-2014 season with more than half a million listeners was the best figure in the history of the programme, and with the inescapable commitment to current affairs reflection and controversy. Among the novelties of this afternoon magazine was the new slot **Con un par** (With Two), which broadcast the opposing opinions on the current affairs of the day of **Máximo Pradera** and **Antonio Naranjo**. With an accrued audience of 559,000 listeners in 2013, the programme which was directed and presented by **Julia Otero** was the one which grew most in the afternoons of Spanish radio despite having a duration of one hour less than the magazines of the competition Ser, Cope and Radio Nacional).

Julia Otero interview with Alfredo Pérez Rubalcaba, and Carlos Alsina.



Julia on Onda programme started the 2013-2014 season with more than half a million listeners, the best figure in the history of the programme.

As is normal, **Julia Otero** renewed part of her team, creating a new musical section, presented on Tuesdays by **Javier Limón**, and she has also reinforced the collaborators with professionals of the stature of **José Antonio Marina** (*Territorio Superpadres*) (Superparents Territory) and the Galician journalist writer **Cristina Losada** (*El gabinete*) (The Cabinet). The radio career of **Julia Otero** was capped with the Ondas Award. This was the fourth award in her career and was presented to her at the end of November in the Teatro Liceo of Barcelona.

## Information, analysis and rigour

The intelligent analysis of current affairs is called **La Brújula** (The Compass), with **Carlos Alsina**. From the initial monologue until the commentary of **Fernando Ónega** which finishes the programme a little before midnight, **La Brújula** (The Compass) tries to unravel the informative keys of the day and is one of the reference programmes for those who want to be well informed. The incorporation of **Manuel Jabois** and **Luis Vicente Muñoz**, among others, enriched the investment in a radio which combines seriousness with humour. The news programme **Noticias Mediodía** (Mid-day News), with **Elena Gijón**, achieved the second best audience figure in its history in 2013. What was the key to its success? Current affairs in their pure state, informing on what happens with rigour and knowing how to discern between what is fundamental and what is accessory.

## New focusses on sports radio

**Al Primer Toque** (At the First Touch), a sports slot directed and presented by **Héctor Fernández**, fulfilled its objective to consolidate itself to a great extent with a direct and interactive style. It is the nightly sports slot which most grew in 2013. The new equipment placed the bar above three hundred thousand followers, with a gradual increase of listeners. The programme brought forward its release due to the start of the League and was increased by half an hour. The experience of some commentators — **Ángel Cappa** and **Santi Segurola** — contrasts with young people and the wish to achieve editing which seeks new focusses and new ways to make sports radio.







Esther Eiros and Isabel Gemio.

With a trajectory more extended in time, but equally brilliant, “Radioestadio” (Radio Stadium) placed the bar at a very high level. In the third wave of the General Resources Study, on November 28, 2013, the sports programme presented at weekends by Javier Aresa and Javier Ruiz Taboada achieved an increase of more than two hundred thousand listeners. The Saturday audience reached 828,000 listeners, a record in the history of the programme, and the Sunday programme had 680,000 followers. This marathon sports magazine has been broadcast for twelve years and marks out tendencies with an unmistakable style mixing humour, information, opinion, anecdotes and the funniest of contests. However, it continues to attend to what is happening on the fields.

## Te doy mi palabra (I give you my Word) the voice of the Street

**Te doy mi palabra** (I give you my Word), with **Isabel Gemio**, continued to reaffirm its objective to listen to the voices in the Street in order verify that public opinion does not always correspond to published opinion. The weekend magazine addresses its tenth anniversary on the air with solidarity proposals and an audience of approximately two million adding together the Saturday and Sunday editions. The programme incorporated **Matías Antolín**, a journalist with a long career on radio, to its team and **Alfonso Levy**, a brilliant poet and observer of current literature.

Continuing with the weekend, it should be remembered that the silver wedding of **Gente Viajera** (Travelling People) is being prepared. On the eve of its 25th anniversary, **Esther Eiros**, its director and presenter achieved the best audience results. One million listeners follow the interviews and the travel proposals.

Iker Casillas visits Melodía FM.



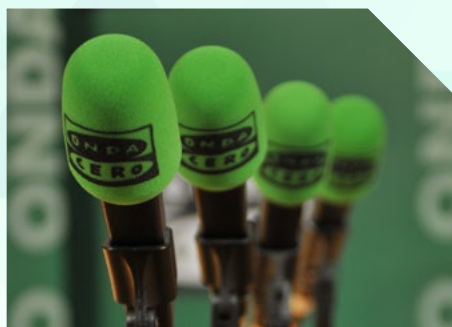
Europa FM again surpassed two million listeners in 2013 -2,045,000 (+36,000) - and was reaffirmed as the third musical offer.

During 2013, new stations were opened in Spain and a collaboration agreement was signed with Onda Bierzo in order to broadcast the regional and national programming of **Onda Cero** on this frequency. This station was associated to **Onda Cero** during the stage in which the veteran journalist Luis del Olmo worked at the station.

## The radio which grows on the Internet

The programmes of **Onda Cero**, **Europa FM** and now **Melodía FM** are achieving new channels for information and for the participation of the listeners in their respective websites. The two grand radio stations of the **Atresmedia** group continue to attract listeners through the Internet and the social networks, extending the content of conventional radio and musical radio with audio programmes, surveys and blogs of their professionals. Thus, the listener can recover sounds, participate in chats and give their opinions on the programmes and broadcasts.

Thanks to [www.ondacero.es](http://www.ondacero.es), to [www.europafm.com](http://www.europafm.com) and from 2014 to [www.melodiafm.com](http://www.melodiafm.com), besides listening to the radio live, the listener can give his opinion on what is being broadcast. The three channels installed applications which enable the monitoring of their broadcasts through mobile devices and tablets which operate with platforms and environments of Apple and Android.



**RELEVANT ASPECT** (pag.85-87)

## Radio with the vocation to serve

Both **Onda Cero** and **Europa FM**, the two radio stations of **Atresmedia Radio**, are authentic social loudspeakers, providing themes of general interest to society in their news programmes and services, such as the defence of the environment, entrepreneurship, education and scientific research, among others, from the point of view of values such as veracity, diversity and freedom, while remaining loyal to their vocation as a public service.

Besides this work which is intrinsic to responsible news activity, **Onda Cero** and **Europa FM** are involved in initiatives of a social nature. This commitment was incorporated to three main lines of action in 2013:

- Support for the principal initiatives of corporate responsibility of **Atresmedia**, such as **El Estirón** (The Stretch), **Hazte Eco** (Pass it On) and **Ponle Freno** (Put the Brake on it), and the activities of the **Fundación Atresmedia**, with the broadcast of reports, interviews and slots in the main programmes.
- Collaboration with non-profit making organizations and of social interest, with repercussions in their work. The interview made to the Fundación Agua de Coco in order to support the aid campaign to Madagascar due to a cyclone, the cover given to the Feria de Discapacidad y Empleo de Barcelona (Incapacity and Employment Fair of Barcelona) and the interview and chronicles on the work of UNICEF in Syria and The Philippines Filipinas are some of the outstanding examples.
- The broadcast of free slots supporting social initiatives fostered by **Atresmedia** and its **Foundation** and by other organizations.



In 2013, 2,005 free slots were broadcast in support of social initiatives for a value amounting to 4,697,455 euros.

### CR Strategy in radio content





## In tune with the audience

The concerns of the listeners have always had space on the radio stations of **Atresmedia**.

**Atresmedia Radio** gathers samples and studies in order to identify the themes of interest for the listeners and thus adapt the programming to their necessities. In this regard, both radio stations also broadcast a wide plurality of opinions through their radio programmes and place a multitude of channels at the disposal of the listeners in order to foster their participation, such as the social networks and the traditional channels (mail, telephone and email). As regards this point, the following are outstanding special initiatives: **Auditoría** (Audit) of the programme **Julia en la Onda** (Julia on Onda) and **Jornada de Micrófonos Abiertos** (Day with Microphones On) of **Te doy mi palabra** (I Give You My Word), where the listeners freely give their opinions on what they like or not of the programme and these are taken into account in order to modify the aspects with most consensus. In 2013, new sections were incorporated into the principal programmes of the chain in response to the demands of the listeners:

**Te doy mi palabra ( I Give you my Word), with Isabel Gemio.** The listeners may speak at the beginning of the programme, which begins with a greeting to a Spanish emigrant, and in the section **Su minuto de gloria** (Your Minute of Glory), where each person may freely give his opinion on a social problem or request support for specific action. In this regard, **RED-ASISTENCIA** (Assistance Network) was started up and seeks that the listeners respond and provide solutions to the problems put forward by the persons participating in the programme.

The programme also threw itself into informing on the more vulnerable groups. For example, homeless persons were heard, soup kitchens were visited and the work done by the Red Cross in the street was witnessed.

**Julia en la Onda (Julia on Onda) with Julia Otero.** The section **Superpadres** (Superparents), devoted to the upbringing of children and family life, with the collaboration of the expert **José Antonio Marina**, and **Territorio gallego** (Gallego Territory), a programme on the environment, directed by **José Luis Gallego**, are two examples of the social vocation of this programme.

**Herrera en la Onda (Herrera on Onda), with Carlos Herrera** started off the section **Con un par** (With Two), which hears from entrepreneurs began to work and try to serve as encouragement for unemployed persons.

Besides these new sections, **Onda Cero** maintained the rest of the traditional programmes with a clear social component:

- **Gente Viajera** (Travelling People), which fosters respect for diversity, enabling the listeners to get to know different cultures and ways of life.
- **Como el Perro y el Gato (Like Cats and Dogs), Onda Agraria (Onda Agriculture) and Linde y Ribera, (Banks and Bounds)** which address themes linked to respect for the environment and animals.
- **En Buenas Manos (In Good Hands)**, a programme which evaluates health as a whole and considers it to be an essential condition for complete human development.
- **La Brújula (The Compass)**, with sections such as **Otras noticias que no interesan a nadie** (Other News which doesn't interest anyone), which addresses important social problems which are not sufficiently attended to in the media.

Within its programming, **Europa FM** includes programmes of social interest. Some examples are **Ponte a Prueba** (Test Yourself) and **Levántate y Cárdenas** (Get up and Cárdenas), programmes which treat themes which especially affect young people, such as sex and nutritional problems, with rigour and the will to bring about awareness.

[ G4-26 ]

## Acknowledged Effort

Many awards were given throughout 2013 recognizing the efforts and work carried out by the professionals of **Onda Cero**:

	Recognition
Carlos Herrera (Herrera en la Onda)	Premio Salvador Madariaga de la Asociación de Periodistas Europeos (The Salvador Madariaga Award of the Association of European Journalists)
Julia Otero (Julia en la Onda)	Premio Ondas a la trayectoria más destacada (Ondas Award to the most outstanding Career)
Carlos Alsina (La Brújula)	Premio Javier Bueno de la Asociación de la Prensa de Madrid (Javier Bueno Award of the Madrid Press Association)
Esther Eiros (Gente Viajera)	Premio de Turismo de Granada y Ancla de Oro de la Real Liga Naval Española (Granada Tourism Award and Golden Anchor of the Spanish Royal Naval League)
José Luis Salas (No son horas)	Antena de Oro de la Federación de Asociaciones de Radio y Televisión (Golden Antenna of the Federation of Radio and Television Associations)
Javier Ares (Radioestadio)	Medalla al Mérito Deportivo (Medal of Sport Merit)
Ana Herrero and David Frechilla (Onda Cero Palencia)	Premio Cossio de Radio (Cossio Radio Award)
Onda Agraria, de la Unión de Pequeños Agricultores (Onda Agraria of the Union of Small Farmers)	Premio Fundación Estudio Rurales 2013 (2013 Rural Studio Foundation Award)
Onda Cero	Premio Castillo de Roquetas del Ayuntamiento de Roquetas de Mar (Roquetas Castle Award of the Town Hall of Roquetas de Mar)





# Atresmedia Cine







## Leaders in production and at the box office

Atresmedia Cine participated in seven of the ten most popular cinema productions of the year.

**Atresmedia Cine** ended 2013 as leader in Spanish cinema production. In a year in which Spanish cinema lost 17.4% of audience share, it participated in fifteen feature films which earned more than 40.3 million euros.

The producer of **Atresmedia** surpassed 40% of the share of Spanish cinema in 2013 and the following were three of the feature films in which it participated —**Mamá** (Mummy), **3 Bodas de más** (3 Weddings Too Much) and **Zipi y Zape y el club de la canica** (Zipi and Zape and the Marble Club) — occupy the first places in the ranking of the films with most box office earnings in the year. However, this is not all: **Atresmedia Cine** participated in seven of the ten cinema productions with most box office earnings in the year.

**Los últimos días** (Final Days), **Justin**, **Combustión** (Combustion), **Llévame a la Luna** (Take me to the Moon), **Grand Piano**, **Callejón** (Lane), **El Médico** (The Doctor), **Tres60** (Three60), **El hombre de las sombras** (The Shadow Man), **La Gran Familia Española** (The Grand Spanish Family), **Fútbolín** (Table Football) and **Ismael** complete the investment of **Atresmedia** in Spanish cinema during 2013. Added to these is **El Cuerpo** (The Body), released in the last week in December 2012 but its box office track record began in January 2013.

## Ten Goya Awards and seven Gaudi Awards

Added to the box office successes was the recognition of the critics and the cinema industry. Three of the films participated in by **Atresmedia Cine** accrued a total of nine Goya Awards. Outstanding was **Las Brujas de Zugarramurdi** (The Witches of Zugarramurdi), which won seven statuettes: Best Artistic Direction, Best Costume Design, Best Editing, Best Actress in a Supporting Role, Best Sound, Best Special Effects and Best Makeup and Hairstyling. This was followed by **La Gran Familia Española** (The Grand Spanish Family) with two awards more: Best Original Song and Best Actor; and **Fútbolín** (Table Football) as the Best Cartoon.

In total the films of **Atresmedia Cine** obtained 28 nominations in the twenty-eighth edition of the Goya Awards.

Together with the three winning films, **Atresmedia Cine** had more films nominated such as **3 Bodas de más** (3 Weddings Too Much), with seven nominations; **Zipi y Zape y el club de la canica** (Zipi and Zape and the




 The films produced in 2013 obtained 10 Goya and 7 Gaudí Awards.

Marble Club), with four; and **Los últimos días** (The Final Days) with two nominations.

In addition to these, there is the Best Supporting Actor for Juan Diego Botto in **Ismael**, besides the nomination for **Mindscape**, which was released on January 24, was the nomination for Best New Director for Jorge Dorado. Finally, **Grand Piano** was nominated for Best Makeup and Hairstyling.

Moreover, **Los últimos días** (The Final Days) started off as favourite in the Gaudí Awards conferred by the Cinema Academy of Catalonia, obtained 11 nominations and won seven statuettes. This science fiction production made by the Pastor brothers narrates the consequences of a mysterious disease which spreads over the planet. It obtained the awards for the Best production Direction, Photography, Sound, Special Effects, Make-up and Best Picture in a Language other than Catalan.

## National and international prestige

The success of the productions of **Atresmedia Cine** crossed over frontiers. The producer of **Atresmedia** was present throughout the Festival of Cannes, Sundance, Berlin and, in 2013, some of its films opened festivals such as that of San Sebastián and Seville, or competed in the festivals of Malaga and Austin (Texas).

At international level, the productions participated in by **Atresmedia Cine** are habitually commercialized in the United States, Mexico, Argentina, Colombia, Brazil, Italy, France, the United Kingdom, Russia, China and Japan. This year, the cartoon directed by Juan José Campanella —**Futbolín** (Table Football) —, became the biggest box office hit in the history of Argentinean cinema.

The projection of some films was such that some countries even produced their own remakes. In 2013, Italy released the adaptation of **Fuga de Cerebros** (Brain Drain) which was the box office leader in the country.

# Atresmedia

# Digital





Antena 3 has maintained its position as the leading Spanish television channel on Facebook with more than 900,000 fans and 600,000 followers on Twitter.

## Innovation and Creativity

**Atresmedia Digital** closed 2013 with an average of 12 million unique users per month, representing growth of 31% on 2012.

The reasons behind this growth are firstly to be found in the positive performance by its TV channel websites, **Antena 3** and **laSexta**; secondly, in the added impetus given to radio websites by mobile apps that are attracting new listeners; and, thirdly, in the generation of themed vertical content that has attracted new users to the websites specialising in technology ([tecnoxplora.com](http://tecnoxplora.com)), science ([cienciexplora.com](http://cienciexplora.com)), videogames ([Defconplay.com](http://Defconplay.com)), fashion ([Coolsty.com](http://Coolsty.com)), travel ([viajestic.com](http://viajestic.com)), children (Kidz) and sports ([Sportairelibre.com](http://Sportairelibre.com)). These seven vertical content themes have been added to those that already existed - [celebrities.es](http://celebrities.es), [seestrena.com](http://seestrena.com) and [antena3juegos.com](http://antena3juegos.com).

[Antena3.com](http://Antena3.com) recorded more than 8.4 million users per month in 2013. The data posted by the **Antena 3 Noticias** website are particularly noteworthy, with growth of 30% on 2012 and more than 1.5 million users.

In turn, the **laSexta** website posted growth of 15% on 2012 and obtained its best monthly data since the television channel was launched in 2006.

The group's radio channels - **Onda Cero** and **Europa FM** - maintained excellent results with growth in excess of 20% in 2013 as a result of their ability to reach new listeners in a simple and intuitive manner on mobile devices. Radio is closer than ever to its audience now.

However, the most significant commitment in 2013 was the complete overhaul and launch of the new online video player, [atresplayer.com](http://atresplayer.com). The new website represents an extremely important leap forward in terms of both the quality of the online video service being offered to users and the strategic commitment made by **Atresmedia**.



## Atresplayer, the Digital Revolution

**Atresplayer** is the new online video and audio platform that brings together all the catch-up and VOD resources under a single brand, as well as the complete offer of live television and radio.

The new platform includes a whole range of highly innovative technical features. Content can be enjoyed in HD and HD+, thus offering image quality that is far superior to other online players available today. Furthermore, Dolby Digital Plus sound can already be enjoyed on some devices to provide sound clarity that was never possible before from an online broadcaster.

**Atresplayer** now includes a number of new features that include the ability to enjoy content without the need for an Internet connection, access to the original soundtrack with subtitles for foreign TV series, the creation of playlists and the ability to share content on the main social networks.

The new platform has a registration system that enables personalised access to the various contents and provides a useful tool for better knowledge of the visitors to the platform and improved adjustment of the content offer, which, in certain cases, can be accessed before they are aired on live television.





**Atresplayer** is also a great video platform for advertisers and their brands as it offers a wide range of content to achieve maximum coverage of the widest audience.

This new platform is available on all devices: PCs, smartphones (iOS, Android, Windows 8 and Windows Phone), tablets (iOS, Android and Windows 8), smart TVs (Samsung Smart TV) and consoles (Xbox One).

### *Multichannel Networks and Vertical Channels*

A new themed content plan (vertical content) has been implemented with a view to attracting new users. The definition of themed areas of commercial interest has led to the launch of seven vertical websites: [tecnexplora.com](http://tecnexplora.com) (technology), [cienciaexplora.com](http://cienciaexplora.com) (science), [defconplay.com](http://defconplay.com) (video games), [coolsty.com](http://coolsty.com) (fashion), [viajestic.com](http://viajestic.com) (travel), Kidz (children) and [sportairelibre.com](http://sportairelibre.com) (sports).

Together with those that already exist - [celebrities.es](http://celebrities.es) (celebrities), [seestrena.com](http://seestrena.com) (cinema) and [antena3juegos.com](http://antena3juegos.com) (online games) - they account for 20% of total [antena3.com](http://antena3.com) audience figures.

Continuing on with the generation of new content and in order to generate an impact on new audiences, a new official YouTube channel management policy has been launched through the creation of Multichannel Networks on YouTube (MCNs). This initiative is aimed at obtaining maximum performance from existing content and opening up new production and content creation channels through agreements with third parties for international product exploitation.

With the creation of new MCNs, the development of which runs in parallel to the vertical websites, we want to give greater audience stability to the **Atresmedia** websites and minimise the seasonality of television schedules.

Among the new channels created in 2013, the following are particularly noteworthy: **Top trending vídeo** (comedy and entertainment); **Videoencuentros** (interviews by web users with leading personalities); **Se Estrena** (cinema); **Celebrities**, with content generated from the “Celebrities” vertical website; the **Top Style** channel dedicated to the world of fashion and trends; **Noticias**; and the **Chiringuito de Jugones**, with highlights from the football chat shows on **Nitro**.





Atresplayer is a great video platform for advertisers and their brands as it offers a wide range of content for achieving maximum coverage of the widest audience.

## Social Networks, more Interactive Television

Social networks are another reflection of the positive results obtained in 2013 and of the influence had by **Atresmedia** on society. For yet another year, **Antena 3** has maintained its position as the leading Spanish television channel on Facebook with more than 900,000 fans. It also leads on Twitter with more than 600,000 followers.

Besides the channel's official accounts, the individual profiles set up for TV series and other programmes are also highly popular among social network users. Among them, **El Hormiguero** has the largest social network following with the highest number of fans on both Facebook and Twitter.

In addition, innovation continued in 2013 on efforts to integrate the social networks into usual television and Internet. In this regard, the official programme hashtags have been displayed on-screen so as to make it easier to follow them on the social networks.

Furthermore, **online modules** have been developed so that users can browse the Internet and apps to receive complete information about what is being said about the channel's series and programmes on the social networks. This system has also enabled comments to be more easily integrated with the traffic generated on social networks within the programmes themselves by using graphics that are updated live.

Our leadership is not only limited to the accounts associated with entertainment content. **Antena 3 Noticias** ended the year as the **leading private news programme** on the social networks with 150,000 fans on Facebook and 500,000 followers on Twitter.

The **Atresmedia Conecta** app has been relaunched to support our presence on the social networks. This represents a major step towards more interactive television, enabling exclusive content on series and programmes that cannot be found anywhere else to be received from all the group's channels.

**Atresmedia Conecta has been given a much more visual and intuitive design** with improved functionalities that enable the threads from the most popular Twitter hashtags to be followed without leaving the app.

## Tu álbum and English House

2013 was also a highly positive year in terms of the search for new revenue streams in sectors not related to the media but rather through e-commerce. Two important projects were launched in this period by **Atresmedia Digital**: **Tu álbum** and **English House**.

**Tu álbum** comprises the commercialisation of digitally developed photo albums. This sector is generating very good results internationally and presents major growth potential in Spain.

With the launch of **English House**, a commitment has been made to the online teaching of foreign languages. This project, which is aimed at the entire Spanish-speaking market, has posted some highly significant results over the course of its first few months in existence.





## Innovative Multimedia Presence

New technologies have revolutionised communication and **Atresmedia** has not been left behind in this multimedia race. Year after year, the company continues to consolidate its presence on the Internet and the social networks, establishing open, fluid and permanent dialogue with its audience and facilitating interaction.

**Atresmedia** has profiles on Twitter, Facebook, Tuenti and Google+. Both our entertainment programmes and corporate responsibility initiatives are highly successful on the social networks, with a constantly rising number of followers. Such campaigns as **Ponle Freno**, **Hazte Eco** and **El Estirón** have increased their follower numbers on Twitter and Facebook by more than 40% over the last year. The **El Estirón** Facebook page is particularly noteworthy because the number of fans doubled in 2013.

	Ponle Freno	Hazte Eco	El Estirón
Twitter followers (2013)	12,093	4,967	7,641
Fans or 'Likes' in Facebook (2013)	240,651	5,381	6,288

Data at 29 January 2014

## Improvements made on the Social Networks

The ongoing evolution of the audiovisual sector and the increasing use of the social networks means constant effort and updating is required to ensure awareness of audience interaction needs, facilitate communication and strengthen 'virtual' dialogue. To that end, **Atresmedia** took steps in 2013 with a view to facilitating the use of these new tools and fostering a closer relationship with the audience.

- **Improvements in the analytical measurement of Twitter data.** In 2013, agreements were signed with leading companies in the field of monitoring social networks, such as TUI TELE and GlobalInMedia, to improve the analytical measurement of Twitter data.
- **Exhaustive knowledge of user interests.** The Web Marketing Department drafts a report every day identifying the most-read news feeds on Twitter and Facebook in order to enhance the content of most interest to users.

- **Commitment to training.** In order to enhance the adaptation of content to the various distribution platforms, transmedia training has been provided to the Marketing, Fiction and Sales Departments.
- **Style guide for social networks.** This document, begun in 2012, is a response to the commitment by **Atresmedia** to fostering respect for and the protection of all followers of its official channels. The style guidelines were delivered to commercial staff in 2013 for them to be applied to their social network management activities.
- **Display of hashtags in fiction programmes.** In 2013, hashtags were displayed on screen for the first time during such programmes as **Con el culo al aire** and **The Following**.
- **Increased revision of content.** The launch of various vertical portals responsible for the management of their own social networks has enabled an increase in work to coordinate and revise published content.
- **Integration of social networks into Atresmedia Conecta.** Social networks were integrated into the **Atresmedia Conecta** second screen app in 2013 so as to enable users to interact and comment on the channel's content within a single app.

## www.atresmedia.com, more accessible and innovative

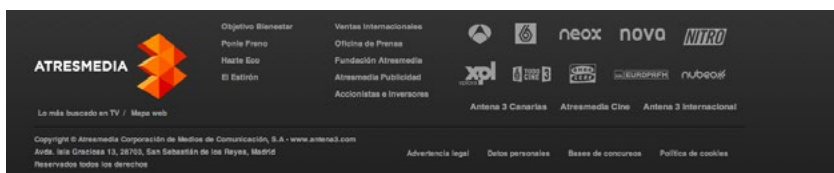
Throughout 2013, work continued on restructuring the corporate website by improving accessibility and content quality on each one of the group's portals. The same was done for each of the campaigns promoted by **Atresmedia** (**Hazte Eco**, **El Estirón** and **Ponle Freno**).

These steps were aimed at making [www.atresmedia.com](http://www.atresmedia.com) a complete and more innovative environment within reach of everyone. The following measures should be highlighted in particular:

- **Redesign of the group's menu bar.** A shortcut currently exists on every page to the various portals run by the group, both television (**Antena 3 TV**, **laSexta**, **Neox**, **Nitro**, **xplora**, **laSexta3**) and radio (**Onda Cero**, **Europa FM**, **Melodía FM**), as well as **Nubeox** and **Atresplayer**.



- **New footer.** This provides easy access from the various portals to every department in the group, as well as to the links of greatest interest.



- **Increased viewing of subtitles on the entire online programme schedule.** Since 2012, all content with subtitles available on **Atresplayer** is identified with specific icons. In 2013, subtitles were incorporated into the apps and efforts are under way to subtitle the entire back catalogue on **Atresplayer**. It is planned, for the near future, to subtitle live channel broadcasts via the website and mobile apps.
- **Quality control.** A Quality Assurance System has been implemented on **Atresmedia Digital**, establishing an internal registration, analysis and conclusion extraction process for every incident affecting the department, whether relating to content or internal operation.
- **Customer service.** The launch of **Atresplayer** was accompanied by various channels of communication with users, including an 'FAQ' section, a help file and a contact email address ([usuarios@atresplayer.com](mailto:usuarios@atresplayer.com)).

## Safety and solidarity during telephone interaction with the audience

Communication with the audience is fundamental for **Atresmedia**, which is why the company provides its audience with a wide range of ways to interact with the content being aired.

The rise of social networks and new technologies has increased the use by audiences of the profiles set up for various programmes on Facebook, Twitter and Tuenti, as well the group's own websites.

However, SMS and tele-voting via 905 numbers continue to be the most suitable channels - given their power over a short space of time - for interaction on programmes of a talent show nature when, for example, requesting preferences to determine a winner.

**Atresmedia** strictly complies with current legislation governing these two channels for audience participation and they are also subject to strict regulations to guarantee the protection of users' rights and informed use.

Furthermore, **Antena 3 Juegos** offers the **La llamada millonaria** service, enabling viewers to sign up for the offer of short-number televised competitions from the group, such as 797343, and to take part without the need to send one message per competition. In this case, the sending of alerts to the viewer is limited to 12 per month compared with the 30 offered by the major telephony operators.

Finally, **Atresmedia** included the 28038 telephone number in its offer of charity numbers with a special tariff in 2013, which will enable the launch of fund-raising initiatives for social and corporate responsibility projects, as was already the case with the 28000 number for **Fundación Atresmedia**.



# Atresmedia

# Publicidad





## Innovation, effectiveness and profitability for the advertiser

A client-focused approach, constant innovation in all areas, effectiveness and profitability are the four main pillars of **Atresmedia Publicidad**, responsible for the commercialisation of all **Atresmedia** media - television channels, radio stations and digital media.

Advertiser satisfaction is the cornerstone of the strategy implemented by **Atresmedia Publicidad**. To that end and besides offering exclusive products, the company advises and helps its advertisers optimise the results of their campaigns and adopts the communication needs of its advertisers as its own.

The group thus becomes an ideal consumer motivator for advertisers in their relationships with viewers, trying to raise awareness - for example - about the importance of brands and advertising in our society.

### In Pursuit of Brand Recognition

Over the last year, numerous initiatives have been implemented by **Atresmedia Publicidad** to enhance brand recognition and advertising communication:

- **Publicidad Sí:** The group joined the “Publicidad Sí” social campaign promoted by the Asociación Española de Anunciantes (Spanish Advertisers’ Association) by offering the full consumer motivation power of **Atresmedia** on television, radio and the Internet.





According to the mediaScope study

Atresmedia Publicidad was chosen by the market as the leading sales force in the categories of “commercial service quality”, “compliance with agreements”, “advertising effectiveness” and “programme quality”.

Beyond using the group’s media channels to broadcast the campaign, communication was enhanced by incorporating bookends before the adverts in which viewers were informed that the ads they were about to see were responsible for allowing them to enjoy the programme being aired at the time. This is a new commitment by the company to promoting the value of the commercial communication and advertising activity industry as a driving force in the economy.

- **Spot de Oro:** Through this initiative, **Atresmedia Publicidad** wished to highlight the value of the most effective adverts on its channels by recognising the merit associated with their ability to connect viewer and brand via an experience shared by millions of people. Every week, the group announces and broadcasts the most-watched advert on its channels free of charge, together with a banner showing the number of viewers it received. From all the adverts broadcast on the channels of **Atresmedia (Antena 3, laSexta, Nova, Neox, Nitro, xplora and laSexta3)**, the most-watched advert of the week becomes the “Spot de Oro”.
- **Producto del año:** **Antena 3** and **laSexta** congratulated the winners of the “El Producto del Año 2013” competition with a piece on TV. For more than four years, **Atresmedia Publicidad** has been a sponsor and partner of these awards. “El Producto del Año” is the only competition in which consumers directly vote to choose the most innovative consumer products of the year. The goal is to foster innovation in the commodities sector and bring the newest products closer to consumers.

In the digital arena, the company launched its **Calidad 10** commitment at the start of the year to guarantee the best broadcast quality to advertisers for their advertising on the group’s websites. This has become a distinguishing feature when compared with other media, where content or technology content is poorer.

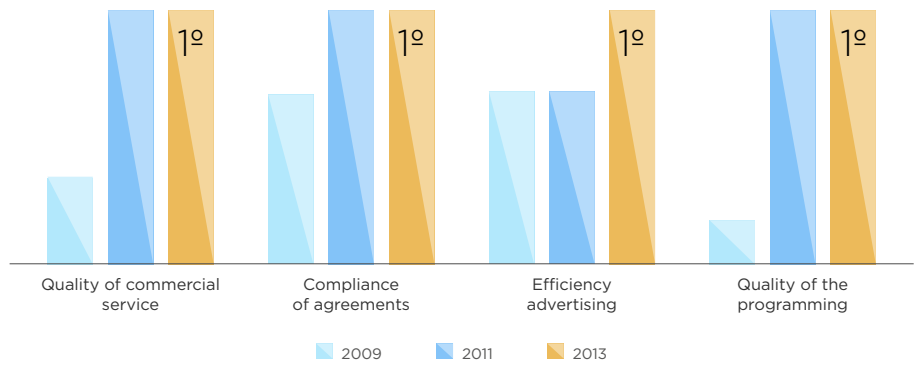
According to the mediaScope study performed by Grupo Consultores, this type of initiative, as well as the methodology used to implement them, has meant **Atresmedia Publicidad** was chosen by the market as the leading sales force in the categories of “commercial service quality”, “compliance with agreements”, “advertising effectiveness” and “programme quality”.

In the same study, the **Atresmedia Publicidad** website was recognised as the most highly valued among those surveyed, as well as its newsletters.



Hence, recognition has been given to all efforts by the company to seek alternative ways to communicate with the market that encourage interaction with the various stakeholders involved.

**Attribute perception. Evolution Antena 3 2009-2013**



Suggested Question. Bases: 2009 (225), 2011(194), 2013 (195). 2009-2013.

Finally, and in order to continue improving the processes aimed at providing the best possible service to its clients, various inter-disciplinary working groups have been created involving all areas of the company to develop projects by specific advertisers. More than 70 presentations were produced in 2013 with the **Innovatres** seal - the brand created for this type of project as a seal of quality for certain special products aimed at the needs of particular advertisers or advertiser categories. Of those, 86% were multimedia products and 40% helped create products or agreements with clients. This is a spectacular success rate.





## Innovation

If innovation is a key factor for any company that wishes to operate successfully in such an ever-changing context as ours, it is essential in the world of media to know how to adapt to the new consumption habits of viewers and thus enable the incorporation of advertiser messages and guarantee a return on their advertising investment. For **Atresmedia Publicidad**, innovation is applied to both the exploitation of new advertising formats or distribution channels and to any other action aimed at improving the product or service being offered to advertisers.

### Multimedia advertising to harness the group's Full Potential

Within this innovation plan, **Atresmedia Publicidad** has successfully moved ahead of the market and - by harnessing the group's potential - created new multi-screen products to stand out from other multimedia groups.

An excellent example of this type of multimedia campaign was that carried out by the Vodafone telephony operator when it decided to be the first in the entire Spanish market to launch 4G technology via **Atresmedia Publicidad**. Vodafone carried out a **Branday Multimedia** with new ad-hoc formats that suited the innovative concept of this technology. The campaign included a number of special formats, such as sponsorships, bumpers, mentions, pathfinder, TV banners, reports and interviews. Exclusive creativities were designed using messages tweeted by the most popular personalities from **Atresmedia**, who supported the launch via the [hashtag #eres4g](#). Furthermore, bumpers displaying the message "Volvemos en 4G" were inserted into the schedule as a new version of the classic "Volvemos en 20 segundos". The result was a highly popular campaign that managed to impact on almost 31 million people (70.2% coverage) in only one day. To be precise, over 282 million contacts were aired.

**Tuenti Móvil** also carried out a campaign on **Atresmedia** that combined conventional actions with special formats, such as telepromotions, sponsorships and station self-promotions on **Antena 3** and **laSexta**. With more than 1,000 GRPs launched on **Atresmedia**, the Tuenti Móvil campaign was noticed by everyone: it reached more than 32 million adults with a coverage rate of 90%. By using this strategy, Tuenti Móvil not only achieved great affinity with the target audience but also managed to position itself



within the telecommunications sector top 10. According to the client itself, the results more than exceeded the target number of new sign-ups that was set at the start of the campaign.

Another example of our new formats was that used by **Nissan**, which carried out a multimedia campaign with coverage on television, radio and the Internet around the programme aired on **Nitro** entitled **FROM VIRTUAL TO REALITY**, an entertainment space that converted the best players of the famous 'Gran Turismo' video game on PlayStation3 into real racing drivers. The communication group offered its services to Nissan for the generation of ad-hoc content, and thus created links between the values of the brand and the Formula 1 concept. The campaign was complemented by a bundled trailer plan from **Atresmedia Cobertura** and mentions on the radio, as well as support on the Internet and social networks to achieve maximum popularity and impact.

## All the power of branded content

**Atresmedia Publicidad** is also committed to innovative formulas for the creation of relevant branding experiences for consumers through branded content actions, such as the **Neox Fan Awards**, the **Coca-Cola Music Experience** and the second season of **Psicodriving**.

Through **Neox**, **Atresmedia Televisión** became the official medium for the **Coca-Cola Music Experience** tour. The basis for this communication project comprised three 45-minute programmes in between which nine 2-minute micro-programmes were inserted. In addition, 20-second trailers were aired weekly with special creativities in bundle format and a site was created with extra material.

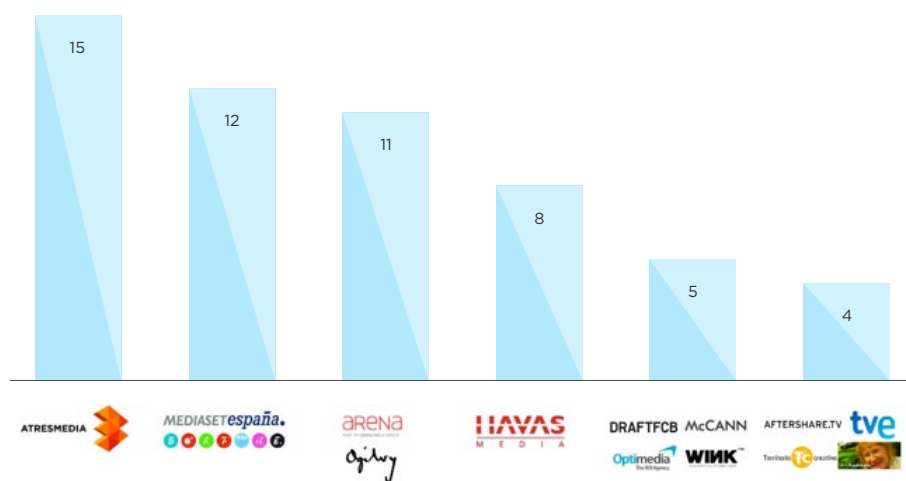
The second edition of the **Neox Fan Awards**, organised by **Neox** and Fanta, also managed to become a great branded content success. These awards actually moved away from the TV screen and generated a considerable impact in the media, enhanced by their success on the social

networks. The **Neox Fan Awards** were supported by an extraordinary multimedia campaign: trailers were aired on television that encouraged the audience to vote via the website and a microsite was created on the Internet containing comprehensive information about the awards.

However, branded content is not only a tool to be used in the field of television. This year also saw the creation of the **Un lugar llamado Mundo** programme, a joint project between **Atresmedia** and San Miguel through which the brand strengthened its association with the world of music via **Europa FM**. This programme, which is followed every Saturday by 256,000 listeners, is a fine example of how a traditional medium like the radio can reinvent itself by integrating with the social networks and the station's website to blur the line that separates them.

Nowadays, **Atresmedia Publicidad** is a clear benchmark in actions of this nature. According to a study carried out by contentScope, the majority of advertising professionals would choose **Atresmedia** for their branded content campaigns.

**With which companies would you carry out your next branded content campaigns?**



Spontaneous Question. Base: 142 professionals. (Data in Mentions)  
146 different companies were mentioned.

## New distribution channels

With the re-launch and development of **ANT3.0** on **Atresmedia Conecta**, the group has opened a new door that enables brands to advertise themselves on this app using such formats as pre-rolls, content videos, banners and interstitials, as well as to place additional information.

Barceló Viajes launched its “Vacaciones 3 por 6” campaign on **Antena 3** and **laSexta**, in which work was carried out to develop a competition comprising various special advertising formats, such as SMS, via the website and interaction with the new **Atresmedia Conecta** app.



Atresplayer improves the user experience and optimises the effectiveness of campaigns by positioning them where they generate the greatest impact based on the content, its duration and the screen being used.



## KANTAR WORLD PANEL

Vodafone associated itself with the final episode of the successful **Gran Hotel** series with a campaign that took advantage of all the **Atresmedia Televisión, Atresmedia Conecta** and Internet channels, and was also supported on the social networks. On television, Vodafone launched an exclusive commercial break spot and a spot positioned during the final episode. Thanks to the Atresmedia Conecta app, viewers were also able to enjoy additional content and information about the series while the final episode was being aired. This was sponsored by Vodafone through various advertising formats, such as pre-rolls, interstitial, milestones and banners.

The launch of **Atresplayer**, which replaces the popular **Modo Salón**, has been another step forward in the group's constant technological evolution. With this new platform, **Atresmedia** is taking another step forward as a benchmark in the news and entertainment audiovisual content sector on the Internet.

**Atresplayer** improves the user experience and optimises the effectiveness of campaigns by positioning them where they generate the greatest impact based on the content, its duration and the screen being used. **Atresplayer** offers new advertising formats that provide significant visibility for the brand due to their position or creativity. Furthermore, it includes graphical advertising and has the capacity to launch interactive spots.

## The effectiveness and notoriety of television

Television continues to be the most effective medium but the media market in general, and the television market in particular, never cease to evolve through the incorporation of new tools and technologies. **Atresmedia Publicidad** is not being left behind and, based on its desire to improve effectiveness, has carried out a series of studies on schedule quality, the evaluation of campaign notoriety, the assessment of crossmedia actions and the modelling of spot broadcasts on television and their correlation with Google search requests, the generation of leads or actual sales.

At the start of the year, **Atresmedia Publicidad** and Kantar Worldpanel signed a strategic agreement to analyse television campaign effective-

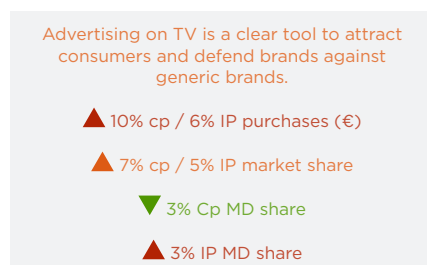




MEFETV (Modelo Econométrico Frecuencia Efectiva) is an exclusive tool owned by Atresmedia Publicidad and has already been developed for a total of 19 advertisers.

ness in terms of sales. **Atresmedia** thus became the first Spanish communication group to analyse advertising effectiveness using a source that combines consumption and audience as a whole. The general framework of this agreement centres around three basic cornerstones:

- To enable the planning of campaigns associated with certain categories based on the purchasing habits of the viewers.
- Study of effective ROI on sales for a series of real campaigns, thereby enabling them to be offered to certain advertisers.
- First global study of television advertising effectiveness on sales: by studying 42 real campaigns and integrating the Kantar media audience panel with that of Kantar Worldpanel, it was possible to analyse their effectiveness in terms of actual sales. The results obtained from the study were clearly satisfactory, thereby demonstrating that television is the most effective medium for advertisers.



Historically, **Atresmedia Publicidad** has always wished to try and statistically model the performance of notoriety as it is one of the variables with the greatest influence on the purchase process.

MEFE TV (Modelo Econométrico Frecuencia Efectiva) was created with that in mind. MEFE TV is an econometric model to explain and predict notoriety on television that provides knowledge on what is brought to notoriety by such variables as creativity, positioning and special formats, among other factors. In addition, it generates predictions for future campaigns.

MEFETV is an exclusive tool owned by **Atresmedia Publicidad** and has already been developed for a total of 19 advertisers, including such brands as BBVA, SEAT, Banesto and Central Lechera Asturiana. Moreover, during the latest edition of the AEDEMO effectiveness seminar, **Atresmedia Publicidad** was recognised with the award to Most Innovative Presentation for this model.

Over the course of the year, a number of ad-hoc notoriety studies were also carried out. These included the study carried out to assess the notoriety obtained by brands through their sponsorship of **Fórmula 1** or the study carried out for **Nubeox** to measure the effectiveness and complementarity of “dual screen” actions (those that appear simultaneously on television and on **Atresmedia Conecta**). Studies were also carried out to assess the effectiveness of multimedia campaigns.



## Un Año de Eficacia

Resumen de los estudios realizados por Atresmedia Publicidad en 2013 en los que se demuestra **la eficacia de la publicidad en televisión** desde distintos puntos de vista

- 1. Eficacia en el desarrollo de imagen de marca. Las marcas que hacen publicidad en TV**  
 Aumentan la confianza del consumidor (+5%)  
 Se perciben como de mayor calidad (+10%)  
 Se justifica pagar más por ellos (+40%)  
 Se perciben como más innovadoras (+83%)  
Fuente: Kantarworldpanel, Prometheus (376 marcas analizadas)
- 2. Genera búsquedas en internet**  
 + 535% búsquedas a corto plazo  
 móvil 1 GRP = 3.023 búsquedas incrementales de su marca  
Fuente: Modelización Búsquedas Google. Dpto. Marketing Atresmedia Publicidad. R2:99%
- 3. Genera registros**  
 + 50% registros gracias a la campaña de tv  
Fuente: Modelización Registros Groupalia. Datos Groupalia + modelización. Dpto. Marketing Atresmedia Publicidad. R2:90%
- 4. Vincularse con grandes eventos como la F1 incrementa la notoriedad de marca**  
 +55% de la notoriedad en TV en 2013 (un 79% entre espectadores F1)  
 Notoriedad como patrocinadores de la F1: +146% (espectadores F1)  
Fuente: TNS (IOPE) + Estudio Ad hoc Phonebus
- 5. Los formatos especiales aceleran la notoriedad global**  
 Un 1% más de GRP en telepromociones = un 5% más de cobertura notoria  
 Un 1% más de GRP en patrocinios = un 3% más de cobertura notoria  
Fuente: Mefe TV. Media 19 campañas analizadas en 2013
- 6. Las acciones "Doble Pantalla" (TV + Second Screen) duplican la eficacia**  
 La publicidad Combinada de "TV" + "Atresmedia Conecta" duplica la notoriedad y el uso o consumo de productos vs las campañas monopantalla  
Fuente: Tns + Atresmedia Conecta + Datos internos Nubeox
- 7. La publicidad en TV vende**  
 2 de cada 3 marcas aceleran las ventas en el corto plazo generado  
 +18% en penetración, +7% gasto medio, ROI 220 (rentabilidad del 120%)  
Fuente: Kantarworldpanel. 42 marcas analizadas 1º semestre 2013. Primer estudio global de eficacia en ventas de la publicidad en TV

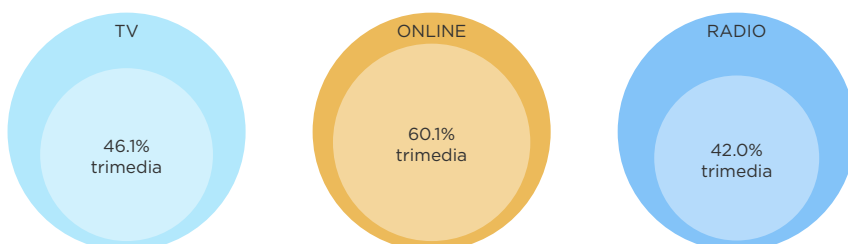
**ATRESMEDIA PUBLICIDAD**

Para más información [www.atresmediapublicidad.com](http://www.atresmediapublicidad.com) o contacto en: [atresmediapublicidad@antona3tv.com](mailto:atresmediapublicidad@antona3tv.com)

## A driving force behind profitability

Profitability always - but especially in a year such as 2013 in which the economic crisis had an important impact - comprises another of the major vectors that define the course taken by **Atresmedia Publicidad**.

Highlighting the multimedia nature of the group, the constant synergies between the various media it commercialises are consolidating their status as a driving force for the company. So much so, that almost half of all advertising investment in the company's television channels is made up of tri-media advertisers, in other words, clients that are present on all **Atresmedia** media. Furthermore, this "multimedia" advertiser segment accounts for more than 60% of our advertising revenue on the Internet, as well as 42% of revenue on the radio.



Source: Internal. January-September 2013



Moreover, profitability is not only limited to the internal management of **Atresmedia Publicidad** as a company but constitutes one of the advantages offered to the advertising market. According to the latest publication by Consultores de Publicidad, 69% of those surveyed describe **Antena 3** as the best channel for increasing the profitability of their advertising investments and **laSexta** as one of the media offering the best opportunities for undertaking non-conventional advertising campaigns, as well as the product with the best value for money.

Examining the television category in further detail and focusing on one of the main programming products - **Fórmula 1**, the number of official sponsors for this sports event was increased to three in 2013 and an annual agreement was signed with them (Banco Santander, Cepsa and Rolex).

Beyond these specific examples, the last year for **Atresmedia Publicidad** more than surpassed the results posted by the rest of the television market. Although the official 2013 year-end figures are yet to be published, the latest estimates indicate a 6% decline in the media in general while **Atresmedia** would post a result that is almost 4% better than that. Furthermore, it is worth noting the constant effort by **Atresmedia** to highlight its products - in spite of the downward trend in advertising prices over recent years - as one of the factors that have helped avoid a steeper decline in the television market.

The better performance by **Atresmedia Publicidad** when compared with its competitors in the market also extends to the other two media in which the group operates: radio and Internet, with a result that is eight points higher than the market as a whole.

Finally, online revenue has once again posted significant double-digit growth while a flat rate of growth, at best, is forecast for the Internet medium as a whole in 2013.

This positive performance in all areas means that **Atresmedia Publicidad** stands as a leading player and a benchmark for its competitors. As a result and alongside these quantitative indicators, **Atresmedia Publicidad** also enjoys recognition and legitimacy from the market, expressed through such awards as the Attraction Media award to Best Commercial Team and the previously mentioned recognition stemming from the latest MediaScope study.



## NEW BUSINESS

# Pioneering formulas to optimise revenue

In order to seek new revenue streams other than from advertising, the New Business Department is commercially exploiting the channel's brands and generating interactive formats for the audience by supporting itself on the communication capacity of the group's media.

To that end, the New Business Department identifies growing sectors and, by looking forward, adapts existing business models to market trends and changes to the legal environment.

**Antena 3** was the first channel nationwide to implement commercial formats based on the new technologies, as well as to launch SMS Premium in 2011, Call TV in 2006, promotions with the printed press for the distribution of DVDs in 2006, the national broadcasting of poker sports events in 2008, astrology programmes in 2009 and programmes for playing live roulette and bingo in 2012.

The New Business Department is working in close coordination with the other departments of the company to produce all its projects directly and maintain close control over all launches so as to ensure they reach the user as desired.

2013 was a difficult year for the development of online gaming. Compared with the sustained growth expected for the sector following the regulations that came into effect in June 2012, the figures published by the Dirección General de Ordenación del Juego (Directorate-General for the Regulation of Gambling) show a 6.5% downturn in the amounts gambled and a 15.6% downturn in net revenue per game between Q1 and Q3 2012 (the most recent year for which market figures have been published).

Gaming Casino and Canal Bingo.



## Gaming Casino and Canal Bingo

Gaming casino and Canal Bingo continue to attract new users and have together paid out over 60 million euros in prizes in 2013.

Nonetheless, the two star projects by **Atresmedia** in this field, **Gaming Casino** and **Canal Bingo**, continue to attract new users and have together paid out over 60 million euros in prizes in 2013.

The two projects were pioneers in televised roulette and bingo on live programmes that, together with campaigns in both on- and offline media, promote the registration and enjoyment of gambling on [www.gaming.es](http://www.gaming.es) and [www.canalbingo.es](http://www.canalbingo.es). On these websites, revenue is generated during gaming sessions played by the user throughout their useful life as a registered client. Added to the flexible, economic, segmented and effective communication in this online medium, this enables the generation of revenue to be significantly separated from the consumption of television media, unlike other forms of classic interactivity used on the television such as call tv or astrology, which only and mainly generate revenue during the hours in which the programme is broadcast.

## Gaming.TV

**Gaming.TV** was another pioneering project launched in 2013. This weekly programme in the early mornings on **laSexta** offers the very latest news from the world of sports wagering and poker.

At the moment, **Gaming.TV** is the only online gaming magazine show that exists in Spain. As is the case for **Gaming Casino** and **Canal Bingo**, the objective of the programme is to encourage registration and interaction by the user on a website ([gaming.tv](http://gaming.tv)) to generate leads for sports wagering and poker companies.

These spaces, together with other telesales, dating or English language learning activities, for example, comprise a portfolio of varied programmes that enables revenue to be optimised through the early morning time slots on **Atresmedia** channels.

For another year, **La Llamada Millonaria** has focused the SMS competition offer to viewers. Based on a simple, entertaining and safe system - given that it does not use a pull push SMS mechanic (in which the higher the number of messages sent by the user, the greater their chance of winning) but rather a subscription mechanic - all participants have the same chance to win.





This neutralises the advantage in this type of competition previously had by professional players or “heavy users”, encouraging simpler, more comfortable and balanced participation by viewers. **La Llamada Millonaria** limits the number of monthly alerts sent to the user to 12, which is lower than the maximum limits permitted by the telephony operators. The service is provided while taking the utmost care in terms of all aspects of transparency with the user and customer service, which has led to us receiving recognition as the television channel with the least amount of complaints in this regard.

The group’s teletext service is based on content that is shared by all the channels but segregated management of the advertising spaces has been maintained in order to optimise advertising space and maximise revenue.

## Licences and merchandising

The commercial exploitation of the group’s brands through licences also forms part of the New Business Department. The main progress achieved in this field during the course of the year related to merchandising, the publishing sector and promotional marketing.

In merchandising, the new board game editions have managed to maintain high sales figures for this product line. Furthermore, the new **Top Chef** brand posted excellent results in its short lifespan and positioned itself as a major focus for next year.

In the publishing sector, a new magazine has been launched in kiosks under the **El Hormiguero** brand to offer a broader image of the programme to the audience. Furthermore, efforts continue to commercially exploit the successful afternoon programmes with a third book for **El secreto de Puente Viejo** and two more for **Amar es para siempre**.

As regards promotional marketing activities, the New Business Department continues to make use of synergies within the group by, for example, renewing the agreement with Editorial Planeta for support on such titles as **El tiempo entre costuras**; **Inferno**, the latest book by Dan Brown; and the **Premio Planeta 2013**.

Furthermore, collaboration continues with **Atresmedia Publicidad** to complement the campaigns undertaken by its advertisers with point of sale promotions, such as those with Makro and Electrolux.





Ponle Freno race.



## ATRESMEDIA EVENTOS

# Sport and entertainment specialists

**Atresmedia Eventos** is maintaining its commitment to own brand initiatives in the two areas where its experience has been concentrated in recent years: sport and entertainment.

2013 was a year of consolidation and growth for many of these brands, thus demonstrating the great popularity they have enjoyed among audiences and sponsors since the outset.

## Sport as a flagship

Under the umbrella of sport, **Atresmedia Eventos** is the home of various events throughout the year that, besides sharing sport as a common factor, also aim to promote the practice of sport in a recreational and entertaining environment.

The **Carrera Ponle Freno**, which was held for the fifth time in 2013, was the ultimate representation of this philosophy. It set a new record once again with more than 17,000 runners taking part, all of who came together to raise funds for road safety projects.

**De marcha con El Estirón** was another successful race event. This sports event for children and their families gathered 7,500 people at Parque Warner in Madrid to raise awareness among parents and children of the importance of physical exercise for children.

2,500 people took part in the 2nd edition of **Bico**, thus doubling its popularity.



Fórmula Campus, Marcha El Estirón and Madrid Premiere Week.



Finally and halfway between sport and entertainment, **Atresmedia Eventos** implemented its **Fórmula Campus** for the second consecutive year - a huge motor sports party that has been bringing the Formula 1 experience closer to thousands of people for two years. More than 1,500 people were able to camp for the three main days of the competition at the Centro Cultural La Torreta de Montmeló and attend both the races and numerous other activities that were organised at the venue.

## Entertainment and culture

The second of the pillars underpinning the activity by **Atresmedia Eventos** tackles the creation and production of events related to the world of entertainment and culture. The company has two major successful events in this sector that are targeted at very different audiences.

2013 was the year of the 3rd **Madrid Premiere Week**, a festival designed to recover the former splendour of the Gran Vía in Madrid as the focal point for film releases not only in the capital but throughout Spain. This festival - targeted at the general public - was attended by 7,000 guests and a physical audience of more than 12,000, who took part in an unmissable event for quality cinema and box office success.

Navifun and concert organised by Atresmedia.



This third edition comprised a programme based on the release of major feature films, a new off section and various other activities that revolved around the world of cinema. A number of new features were included this year, such as an extensive programme of master classes related to the world of cinema through collaboration with the Escuela Universitaria de Artes y Espectáculos TAI. Hence, **Madrid Premiere Week** expanded its agenda to include several jam-packed days on which cinema fans were able to enjoy a multitude of activities throughout the day.

The arrival of Christmas meant **Atresmedia Eventos** focused on the world of children. Designed for them (as the stars of this time of year) but also for their parents (who value the ability to spend quality time with their children), **Navifun** was organised at Kinépolis Madrid once again.

From 22 December to 5 January, more than 15,000 people enjoyed the most entertaining mornings of the Christmas period at 10 cinemas full of both fun and educational activities: magic, puppets, dance, improvised theatre, science, workshops and live performances.

Furthermore, **Atresmedia Eventos** worked throughout 2013 on the creation and implementation of other major events from the music scene. One of the most important examples of major concert management and production took place during the Fiestas de Móstoles. The concert included performances by artists as Marta Sánchez, Media Azahara, Juan Perro y la Zarabanda, M-Clan, Vanessa Martín, Diana Navarro and Fórmula V.



## Our vision

- \_ To promote transparency, effectiveness and innovation in commercial communication.
- \_ To encourage self-regulation in the sector.
- \_ To strengthen quality controls.
- \_ To foster responsible advertising.

### In figures

Nº of legal consultations .....	153
Nº of copy advices .....	677
Nº of infringements .....	16
Fines on TV advertising .....	€ 780,233
Fines on other advertising .....	€ 1,000
Value of free spots for NGOs .....	€ 5,542,630
Value of free radio slots for NGOs .....	€ 4,697,455

**RELEVANT ASPECT** (pag. 116-121)

## Responsible and quality advertising for all

As stated in the Responsible Advertising Policy of **Atresmedia**, the objective of **Atresmedia Publicidad** is to offer the best communication service to its advertisers - one of the company's main stakeholders.

To that end, the work undertaken by **Atresmedia Publicidad** is based on three fundamental principles: guaranteeing the quality of the product offered; improving customer service; and innovating in the advertising environment.

However, **Atresmedia Publicidad** has also taken on a role of contributing to and leading the process to improve advertising activity and television as an advertising medium. Consequently, various actions were developed in 2013 with a view to upholding the principles that steer the activity undertaken by **Atresmedia Publicidad**.

### Promotion of transparency, effectiveness and innovation in commercial communication

- \_ In 2013, **Atresmedia Publicidad** signed a best practices agreement with the Asociación Española de Anunciantes (Spanish Advertisers' Association) to actively contribute to greater transparency and effectiveness in the advertising market. Furthermore, the first global study was carried out with Kantar Media Worldpanel on the effectiveness of television advertising, which showed that advertising is



"Besides legal and regulatory requirements, the Atresmedia group has established other additional advertising management mechanisms due to its commitment to Corporate Responsibility".



**Lidia Sanz**  
Deputy Director of the Asociación Española de Anunciantes (Spanish Advertisers' Association).

a growth catalyst for brands. One of the conclusions reached by the study indicates that a brand recovers 1.2 net euros per euro invested in advertising.

- In order to promote transparency in the advertising market, **Atresmedia Publicidad** has created new channels of communication with advertisers and viewers, and has created the **la publi que me gusta** site where viewers are given the opportunity to choose their favourite advert.
- In terms of innovation, the preparation of personalised advertising products has been strengthened so that they comply with the specific needs of advertisers and efforts continued on developing the MEFE TV model that explains and predicts the notoriety of television campaigns based on how they are planned.

## Promotion of self-regulation in the sector

The **Atresmedia** group is a voluntary signatory of the sectoral self-regulation codes that set commercial communication requirements that exceed current legislation.

Código de Autorregulación de radio (Self-Regulation Code for Radio) (January 2013)

PAOS: Código de Autorregulación de la Publicidad de Alimentos Dirigida a Menores, prevención de la Obesidad y la Salud (Spanish Self-Regulation Code for Food Advertising aimed at Children, the Prevention of Obesity and Health) (adhesion by television operators in 2010)

Código de Conducta sobre Comunicaciones Comerciales de las Actividades del Juego (Code of Conduct on Commercial Communications on Gaming Activities) (2012)

Código Autorregulación de la Publicidad Infantil de Juguetes (Self-Regulation Code for Toy Advertising aimed at Children) (amended in 2010)

Código de Autorregulación Publicitaria de Cerveceros de España (Self-Regulation Code for Spanish Brewer Advertising) (2009)

Código de Autorregulación del Vino (Self-Regulation Code for Wine) (2009)

Código Autorregulación SMS (Self-Regulation Code for SMS) (2009)

FEBE: Código de Autorregulación de la Federación Española de Bebidas Espirituosas (Self-Regulation Code of the Spanish Federation of Spiritous Beverages) (2006)

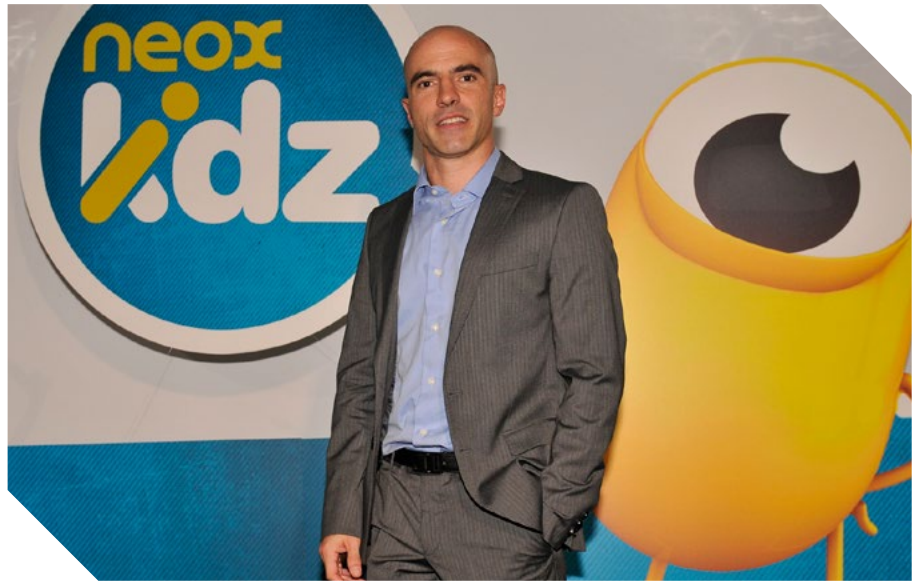
One of the main achievements in terms of self-regulation in 2013 was the signing of the Acuerdo de Corregulación de la Comunicación Comercial en Radio (Agreement on the Co-Regulation of Commercial Communication on the Radio), a similar code to that which already exists for advertising content on television.

Furthermore, the PAOS Code was revised: its scope of application was extended to include advertising on the Internet aimed at children under 15 and it was strengthened by the adhesion of the associations that represent companies in the Spanish hotel and catering sectors.

Although the requirement to apply for prior administrative authorisation before advertising prescription-free medicines has been withdrawn, **Atresmedia** decided to request prior copy advice or a consultation service from Autocontrol regarding all prescription-free medicine creativities in order to continue guaranteeing viewer safety. The same was done for all gaming campaigns before they were aired.

153 legal consultations and 677 copy advice requests to Autocontrol (38% more than in 2012)

Jose Antonio Antón, Director of Programming and thematic channels of Atresmedia, in Neox Kidz's presentation.



In the field of digital media, **Atresmedia** has decided to voluntarily make use of the cookie advice or cookie control service, offered by Autocontrol, in order to offer its services on the group's websites in accordance with current regulations.

Finally, in compliance with its commitment to children, the watershed on the group's channels has been extended. Hence, while **Atres Cobertura** maintains the timetable established by law, **Atres Afinidad** has extended this to coincide with **Neox** and the incorporation of the children's programming period on **Neox Kidz**.

Atresmedia is demonstrating its commitment to children by extending its watershed.

Atres Cobertura Watershed	
Mon-Fri	08:00 to 09:00 and 17:00 to 20:00
Sat-Sun	09:00 to 12:00

Atres Afinidad Watershed	
Mon-Fri	08:00 to 10:00 and 17:00 to 20:00
Sat-Sun	09:00 to 12:00

Neox Watershed	
Mon-Fri	08:00 to 10:00 and 17:00 to 20:00
Sat-Sun	09:00 to 15:00



## Enhanced quality controls

**Atresmedia Publicidad** employs a strict quality assurance system for all advertising content, thus ensuring that commercials comply with current legislation and the self-regulation codes before being aired.

In order to achieve this result, a triple filter is applied by the Broadcasts, Commercial and Self-Regulation Departments.

Besides advertising content, the triple control filter was also applied to advertising/hour figures in 2013 in order not to exceed the legal limits. Furthermore, a Quality Control Committee has been set up to evaluate any incidents that occur and a new recording procedure has been implemented to keep a record of the duration of all advertising integrated into each programme - including any advertising placed externally - with a view to reducing the number of incidents to a minimum.

Similarly, specific measures are being applied to guarantee compliance with the amount and type of advertising permissible in each time slot:

- A daily occupation report on the group's channels.
- Daily monitoring of the minutes used for advertising and advertising saturation, carried out by Kantar Media.
- Control of daily complaints on timing mistakes.
- Weekly delivery of the advertising alerts report to the Subdirección General de Medios Audiovisuales del Ministerio de Industria, Energía y Turismo (Undersecretariat-General of Audiovisual Media of the Ministry of Industry, Energy and Tourism).

In 2013, there were a total of 16 infringements related to limits on the broadcasting of adverts per natural hour and the number of commercial breaks in feature films (amounting to a total of 780,233 euros) and to the broadcasting of an unauthorised advert for a bingo hall on a local radio station (amounting to 1,000 euros).

	2011	2012	2013
Nº of incidents	7	6	10
Nº of infringements	26	27	16

	2011	2012	2013
Fines for television advertising infringements (euros)	761,899	222,657	780,233
Fines for advertising infringements in other media (euros)	50,000	0	1,000
<b>TOTAL</b>	<b>811,899</b>	<b>222,657</b>	<b>781,233</b>



2nd edition Marcha El Estirón



## Fostering responsible advertising among advertisers

**Atresmedia Publicidad** works to achieve responsible advertising that adds value and goes beyond mere conventional commercial communication.

To that end, a commitment has been made to always have a portfolio of products that offers clients the ability to partner with actions of a social nature, such as the group's Corporate Responsibility campaigns: **Ponle Freno**, **El Estirón** or the initiatives by **Fundación Atresmedia**. In 2013, it is worth highlighting the involvement by advertisers in the following campaigns:

<b>El Estirón</b>	▶ Campaign against childhood obesity with the support of brands such as Hero, Manzanas Kanzy, Danone, Power Puppies and Diabalance.
<b>Ponle Freno</b>	▶ Road safety project that involves advertisers such as Coca Cola, Axa and Continental.
<b>Atresmedia Foundation</b>	▶ In the year of education, Samsung and SM have collaborated with the Antena 3 Foundation (Te Toca Project).

Furthermore, free advertising slots were offered on television and radio to NGOs and foundations, including the Josep Carreras Foundation, the United Nations and support for the 'SOMOS' campaign launched by 35 NGOs. In 2013, the **Atresmedia** channels aired a total of 28,546 television seconds of free advertising space - worth 5,542,630 euros - and a total of 2,500 radio slots - worth 4,697,455 euros.

## Recognised advertising management

The advertising management carried out by **Atresmedia Publicidad** has been recognised with a number of awards:

▶ The Media Scope study by Grupo Consultores has identified Atresmedia Advertising as the best sales force in the market. Similarly, the company remains the leader in sales service quality, compliance with agreements, advertising effectiveness and quality of programming.

▶ Psicodriving has won two Smile Festival awards: 'Best advertising production' and 'Best media action'.

▶ 2013 Aedemo TV Award for "Most Innovative Session", thanks to the MEFETV model.

▶ Attraction Media Award for 'Best Sales Team 2012'.

## Future Commitments

For 2014, the company will endeavour to maintain efforts on increasing accessibility to all audiovisual content and commercial communications. To that end, advert subtitling will be promoted.

Efforts will also be made to promote transparency, quality and effectiveness in the advertising market and to further customise products for advertisers.



# Human resources



## Our vision

- \_ Ensure that Atresmedia employees feel proud of working in the Group.
- \_ Promote equality, diversity and family reconciliation.
- \_ Train and favor the professional development of persons.
- \_ Guarantee a quality job.
- \_ Promote Corporate Voluntary work.
- \_ Protect the health and safety of employees.

### In figures

Headcount .....	1,829
Average seniority .....	11.76 years
% indefinite contracts .....	81%
Voluntary rotation .....	1.85%
% headcount in agreement .....	86%
% of women in headcount .....	48.1
Women in new hires .....	55.7%
Hours of training per employee .....	19.1
Investment in training .....	372,487 Euros
Trainee opportunities .....	355
Hours of voluntary work .....	1,429
Accident frequency index .....	2.27
Accident seriousness index .....	0.1

## People, top value of Atresmedia

The company is aware that a large part of its success depends on its employees. Its human resource policy is therefore focused on personal growth and professional development of persons. The objective is to ensure that all Group professionals feel proud of working in **Atresmedia**.

In order to transmit this spirit, the Group has a Human Resources policy and strategy that encourages talent retention, providing a safe, conciliating and equalitarian environment, competitive remuneration conditions and enabling employees to grow on a personal and professional level and execute their functions with freedom.

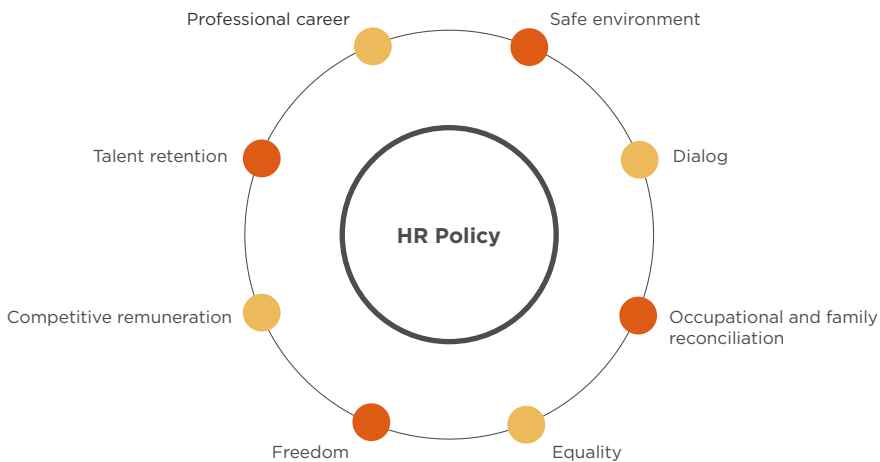




"It is important to transmit the importance of persons for Atresmedia both inside and outside the organization resulting in productive and more human organizations".



**María Sánchez-Arjona**  
Chairman Fundación Más Humano



The most important milestone in 2013 was the signature of the VIII Collective Agreement, which represented a great advance for the company, which governs 86% of the headcount. In addition, other actions requested by employees have continued that have allowed increasing training for all headcount or improve internal communication, among other achievements.

The Randstad Employer Branding 2013 Report has highlighted Atresmedia for the second consecutive year as one of the three media companies with greatest employment attractiveness. This recognition highlights the appropriate employment policy of Atresmedia and its capacity and attractiveness to capture, attract and retain the best talent.



## Commitments achieved in 2013

**Atresmedia** has developed in 2013 an action plan aimed at facilitating the integration of **Antena 3** and **laSexta** employees in the Group and hence respond to the commitments acquired during the previous year.

Commitment 2013	Level of compliance	Remarks
Integration of <b>laSexta</b> personnel in corporate programs.	 100%	Training programs have been performing including a survey of the employment climate and a performance assessment.
Organizational restructuring to optimize efficiency and profitability of the company.	 100%	The VIII Collective Agreement was negotiated effective until 31/12/2016. This represented a great advance towards 'social peace in the company'.
Kick off of the Equality Plan.	 50%	The Negotiation Commission was created.
Maintenance and consolidation of all HR development tools.	 100%	In 2013, training campaigns were executed for all <b>Atresmedia</b> employees. In addition a professional training assessment was performed, including an employment climate and a talent management study.
Execution of training and awareness campaigns in: <ul style="list-style-type: none"> <li>_ Occupational health.</li> <li>_ Occupational hazard prevention for trainees.</li> </ul>	 100%	The planned campaigns were executed.
Perform specific ergonomics and psycho-sociology studies in: <ul style="list-style-type: none"> <li>_ Work with data display screens (PVD).</li> <li>_ Thermal and humidity conditions.</li> </ul>	 100%	The planned campaigns were executed, including two Road Safety training sessions.

## A young and stable headcount

The headcount of **Atresmedia** consists of 1,829 persons, 2.5% more than in 2012. The employee profile is young, with a predominance of employees —55.4%— between 30 and 45 years.

The average seniority of employees is 11.76 years and 81% of the headcount have an indefinite contract, figures that are greater than the average in the audiovisual sector.

On the other hand, rotation, defined as voluntary leave from the company, was 1.85% in 2013; a figure that is four tenths lower to that registered in the previous year.

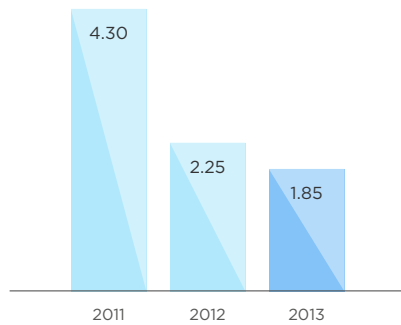
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The headcount of Atresmedia has grown 2.5 regarding 2012.

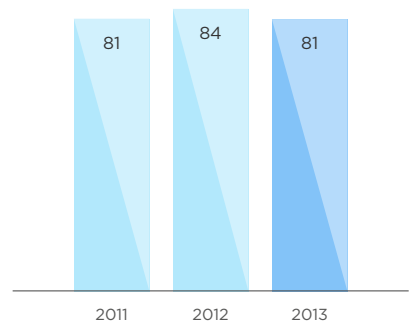
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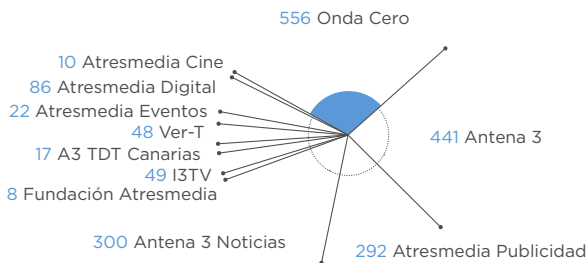
Turnover (%)



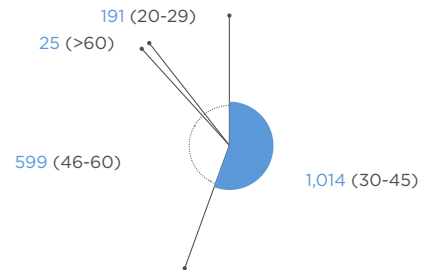
% of permanent contracts



No. of employees by company



Age range of employees



Regarding the geographic distribution, most of the employees are concentrated in the Community of Madrid (68%) followed by Andalusia (6%), Valencia (4%) and Catalonia (3%). Nevertheless, the headcount is distributed throughout Spain and **Atresmedia** facilitates the possibility to change employment centre on employee request.

## Commitment to equality and diversity

Equal opportunities and diversity are two of the basic principles of the corporate culture of Atresmedia. Both values are reflected in the Human Resources policy, which commits for equal treatment as a differentiating factor.

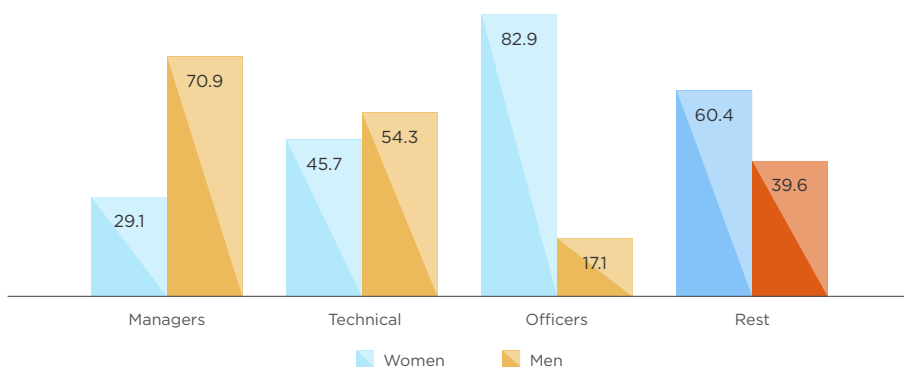
In order to reinforce these values, a Commission was created in 2013 for the reconciliation of employment and personal life, as part of the new Collective Agreement. Its main objective was the commissioning of measures to favor equal treatment between men and women, as well as the drive for reconciliation of family and employment life or the negotiation of the Equality Plan, among others.

The Equality Plan, the commissioning of which has just been created, evidences the commitment of **Atresmedia** with its employees and respect for diversity. It is part of the organizational philosophy of the group and seeks to reach a better occupational climate.

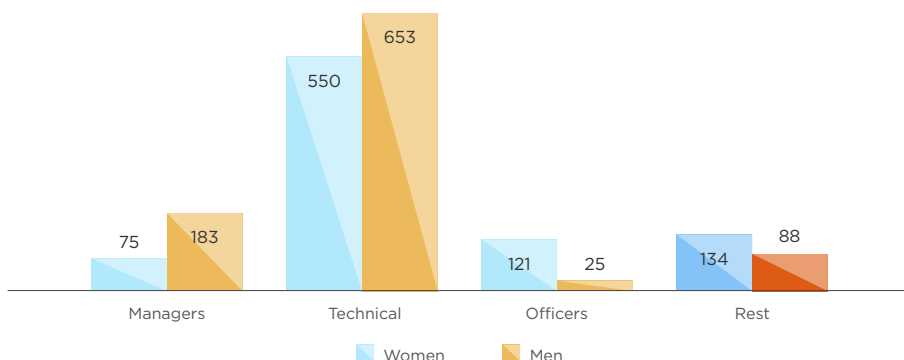


In 2013, 55.7% of new hires were women.

**Distribution of employees, in %, by gender and professional category**



**Distribution of employees by gender and professional category**



Almost half of the headcount of **Atresmedia** consists of women (48.1%). And the Company has 39 persons with some kind of disability.

**RELEVANT ASPECT** (pag. 128-130)

## Human development as a guarantee of success

**Atresmedia** executes specific training and talent management actions that allow for the growth of its professionals both on a personal and professional level.

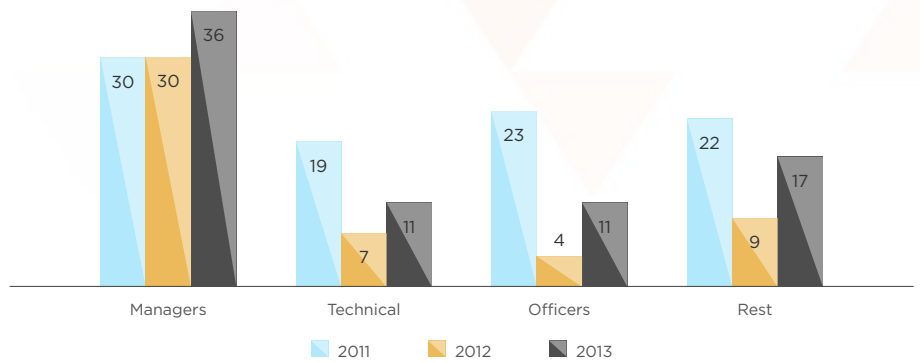
### Training program

Ongoing training and talent development of employees are two of the strategic priorities of the Group to continue growing in the following years. Therefore, **Atresmedia** has committed to establish a personalized action framework of global scope, through the development and promotion of a Training Plan.

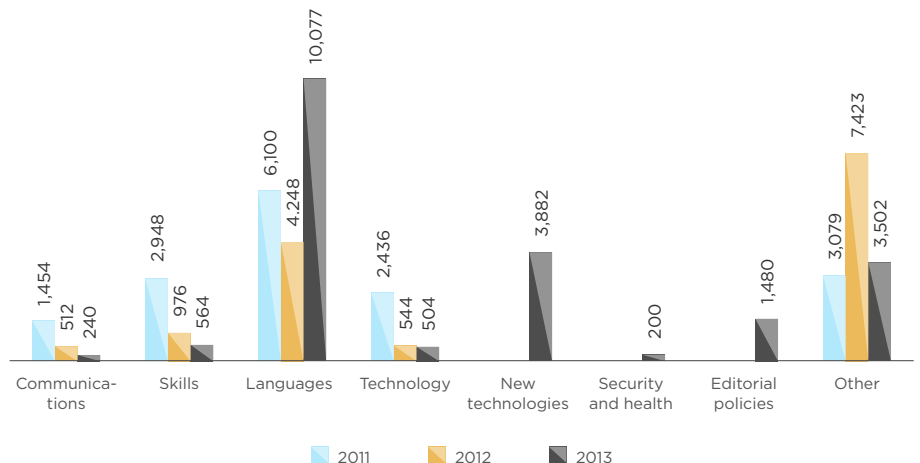
The Training Plan establishes each year the program and calendar of courses offered for personnel bearing in mind the transversal and functional requirements of the area of function they hold. This way, employees receive the necessary training for a suitable occupational performance while facilitating their personal evolution.

In 2013, the training portfolio consisted of 361 courses organized in pre-sential and e-learning modes. The top courses have been related to languages and technology aspects.

**Average hours of training by job category**



**Hours of training by topics**





Attendance to corporate training plans experienced growth in 2013 and represented an investment of 372,487 Euros. In this sense, 1,070 employees benefited from the Training Plan which represented an increase of 124.3% compared to 2012. In addition, the number of training hours increased to 20,449 with an average of 19.1 hours per employee; a figure slightly greater than 2012.

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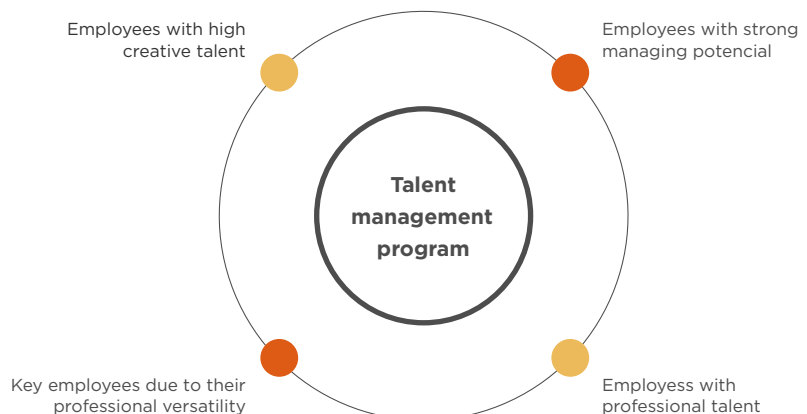
372,487 Euros were invested in training programs during 2013.

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The training appraisal was very satisfactory with a score of 9.1 over 10.

### Talent management

**Atresmedia** made a commitment to the hiring and retention of talent as a key element of its headcount management. For this, it has efficient tools such as the Talent Management Program designed to improve on employee loyalty building on internal promotion. This initiative is a key element of the strategy of Atresmedia as a commitment to its own human capital; one of the most important assets of the Group. It is executed in four subprograms:



During 2013, specific training has been provided to employees included in the project, maintaining language training courses focusing on the English Language that were implemented in 2012. In 2014, a new talent assessment will be performed.

### Trainee program

As every year, **Atresmedia** kicked off in 2013 its Trainee Program to give opportunities to young students to complete their training process in a real job scenario. On this occasion, 321 jobs were offered occupied by 24 FCT students (Vocational Training in Employment Centers), 270 graduate and 34 post-graduate students. In addition, another 33 opportunities were granted for practice training in **Onda Cero**.

In order to maximize this opportunity, the beneficiaries have a personal coach that guides them during the period. In addition, in 2013, students received specific training on the area assigned for practices.

**Atresmedia** is also involved in university training. Numerous professionals in the Group are lecturers of several training masters specialized in the audiovisual sector, such as:

- Master in Audiovisual Company Management (MEDEA) at the University Carlos III in Madrid.
- Master in TV Journalism at the Antonio de Nebrija University.
- Master in Audiovisual Business Management at the Antonio de Nebrija University.
- University Master in Sports and Entertainment Management at the European University.

**Atresmedia** promotes other initiatives aimed at training of younger persons in the audiovisual sector:

- **Morning project.** Promoted since 2010, this initiative encourages the universities to present innovative projects related with the development of new methods and ideas for the presentation of TV and radio news broadcasts. Finalist entities receive a cash prize and the winning workgroups are involved in a TV, radio and/or multimedia grant.
- **First Job Program.** **Atresmedia** is involved with the Madrid Press Association on this initiative, which offers graduates that are registered in the association the opportunity to work for one year in one of the Group companies such as **Onda Cero** or **Antena 3 Noticias**.



In 2013, Atresmedia offered 355 opportunities for its Trainee Program.







## Labor climate survey

**Atresmedia** has executed a labor environment survey involving middle and senior management. The results were very positive, especially considering the current economic scenario, the change process and the crisis suffered by the sector. A summary of the main conclusions derived from this report are provided below:

<b>Participation</b>	<p>▶ Participation was approximately 90%, which represents a 13% improvement compared to the last labor environment survey performed in 2011.</p>
<b>Factors analyzed</b>	<p>▶ A clear improvement was recorded in all factors compared to 2011, except in the remuneration factor. 83% of positive responses were received; 8% more than in 2011.</p> <div style="text-align: center;"> </div>
<b>Strengths</b>	<p>▶</p> <ul style="list-style-type: none"> <li>– The internal and external image of the company is the factor best valued.</li> <li>– Motivation, involvement and professional development are the factors that increased the most compared to the previous labor environment survey.</li> <li>– The opinion of Executives and middle management improved with an additional 11% of positive responses, resulting from the valuations of the financial area.</li> <li>– Highlights of best valued aspects:             <ul style="list-style-type: none"> <li>• External credibility</li> <li>• Image of Atresmedia as a company to work in</li> <li>• Level of commitment and feeling of belonging and contributing by employees to the project of the Group.</li> </ul> </li> </ul>
<b>Areas of improvement</b>	<p>▶</p> <ul style="list-style-type: none"> <li>– With more than 67% of positive responses, the lowest score was for the Remuneration Factor, same as in 2011.</li> <li>– The labor conditions and physical environment are the key factors that experienced least growth compared to the 2011 labor environment survey.</li> <li>– Managers are the most critical collective, especially in conditions relative to the effectiveness of the organization, occupational conditions and motivation.</li> <li>– Highlights of the lowest valued aspects:             <ul style="list-style-type: none"> <li>• The remuneration equality both internal and external.</li> <li>• The lack of correspondence between salary perceived and the degree of achievement of objectives.</li> <li>• Social benefits and lack of personal and professional life reconciliation measures.</li> </ul> </li> </ul>

In order to guarantee the quality and stability at work, **Atresmedia** has designed a general action plan to promote the areas of improvement that have been detected in the labor environment survey. Specific lines of work have been developed for each one of the groups and areas.

**Communication**

- Strengthen internal communication through the Casos de éxito magazine.
- Strengthen communication through middle managers.
- Improve external communication through launching the Masters in the Management of Audiovisual Companies.
- Improve the group spirit with the creation of Atresmedia Avanza.

**Social benefits**

- Explore new ways to improve social benefits.
- Study measures to improve the work-life balance.
- Continue to promote the motivation and strong commitment to social action, through involvement or recognition.

**Professional development**

Employee training is one of the aspects most highly rated by the employees and one of the pillars of Atresmedia's development strategy. Therefore, the Group is committed to continue with the Training Plan, based on the needs and functions of each area and job, and to launch a talent management system.

## Remuneration policy

The salary policy of **Atresmedia** is notable for being above the requirements established in the collective agreement and in most cases, above the sector average.

The remuneration of headcount is established in the current collective agreement that was signed recently. The salary is defined depending on the job as well as the functions and responsibilities, although the conditions can be improved on an individual level. The review and increases are made depending on performance and professional development.

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Salaries were frozen during 2013 for senior and middle management as well as an additional 10% reduction in their fixed salary subject to the final EBITDA trend of the Company.

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On the other hand, remuneration of middle and senior management is established individually. It consists of a base salary and a variable amount linked to individual objectives; the result of 180º assessment and business results achieved by the Group during the previous year.

### **RELEVANT ASPECT** (pag. 132-133)

## Internal communication

Transparency is one of the strengths of **Atresmedia**. Proof of this is that during the last labor environment survey in 2013, the factors relative to communication have been the best valued, with over 85% of positive responses. These results are the result of greater involvement of senior management in the transmission of the model and the objectives of the Group, as well as the efforts of **Atresmedia** to promote internal communication through middle management.

**Atresmedia** has various internal communication channels through which it continuously reports on the performance, plans and milestones of the organization. The following can be highlighted:

- **Corporate intranet:** The main point of information, consultation and access to information of interest to employees of **Atresmedia**.
- **‘Mas de Tres’ magazine:** This internal magazine, launched in 2012, continued in 2013 to report to all Group employees.
- **Welcome manual:** Aimed at all recently hired employees that includes information of general interest, such as the Code of Conduct, services, protocols and safety regulations, etc. It will be updated in 2014.

## Social benefits

In addition to legally required actions, the employees of **Atresmedia** have access to social benefits that contribute to guarantee employment quality and stability and that favor employment and family life reconciliation.

Benefit	Content	Beneficiaries
Canteen	The company has a canteen for all the employees in the Atresmedia headquarters. The company finances 58% of the cost of the meal. Mobile employee out have food vouchers.	All employees
Parking in the workplace	The facilities of the company have free parking for employees.	All employees
Life Insurance	All employees have a personal life insurance.	All employees
Medical Insurance	Managers have a free health insurance.	All managerial staff
Flexible hours	There is an unwritten policy assumed by the Human Resources Dept. and based on trust in the workers, which allows some flexible hours as needed by each worker and as required by the ownworking post.	All employees
Temporary disability complement	In case of temporary disability of an employee , the company complements the benefit up to 100% of salary.	All employees
Maternity and paternity complement	If paternity or maternity of an employee, the company complements the benefit up to 100% of salary.	All employees
Flexible Payment Plan	<b>Antena 3</b> offers a Flexible Payment Plan to their managers including car renting and specific training.	14 employees in 2013
Payment for transport	<b>Onda Cero</b> workers have a salary plus for transport due to the change of their working place.	<b>Onda Cero</b> workers covered by the collective labour agreement

Benefit	Content	Beneficiaries
Special advantages on purchases of products and services	<b>Atresmedia</b> has agreements established with different carriers, through which the workers can enjoy products and services with special benefits: Special rates for services related to health and wellness, special conditions in training programs (agreement with ESIC ), use of sports facilities ( Polideportivo Municipal Dehesa Boyal de San Sebastián de los Reyes) and shopping discounts in books, travel and catering, among other.	All employees
Special advantages on the activities of the Group	<b>Atresmedia</b> workers can bring their children to the filmings, go as public to their favorite programmes or get tickets for the preview of productions made by the Group.	All employees

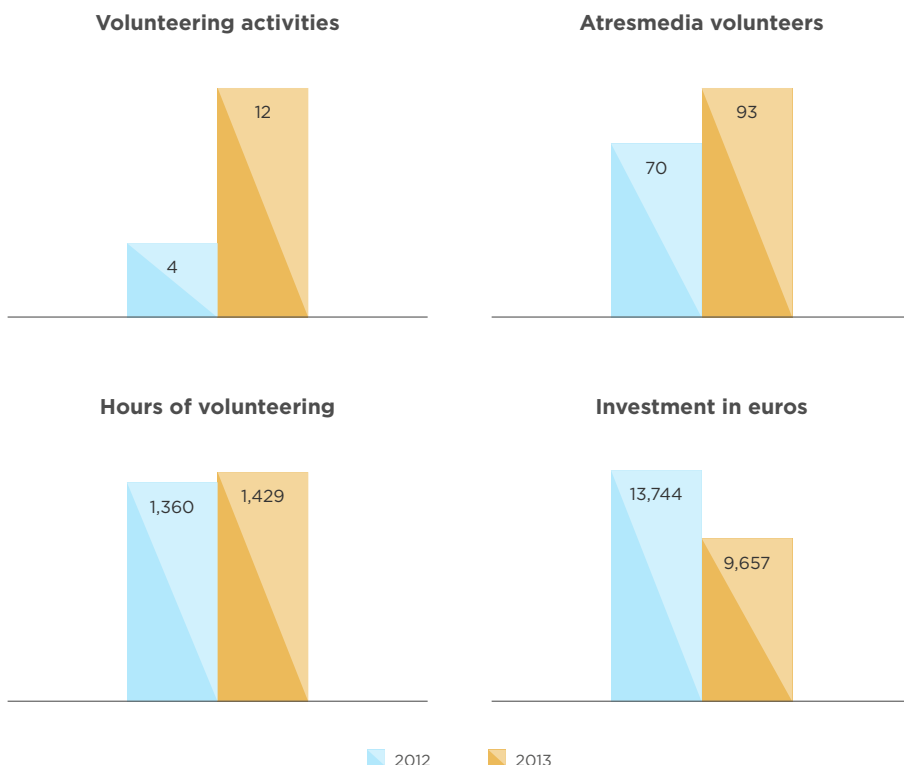


Atresmedia promotes and encourages corporate voluntary work as a differentiating element of its business policy.

## Corporate volunteering

Since 2005, **Atresmedia** is focusing on its Corporate Volunteering Program that responds to the solidarity concerns of its employees, enabling them to also understand the situations of other collectives and gain knowledge through such experiences.

In addition, **Atresmedia**, uses its media resources to publicize and raise awareness of society about the importance of this work and support any causes that require unselfish help from citizens and the employees of the Group.



Atresmedia volunteers in Cottolengo and Senegal.



In 2013, **Atresmedia** renewed its commitment with the Voluntare network whose objective is to promote corporate voluntary work as a Corporate Responsibility tool, raising awareness of its positive impact on companies and its employees, the NGOs and persons involved or areas that benefit from their actions.

The Group also organizes the Company Solidarity Day together with International Cooperation NGO; an annual session that aims to promote and facilitate social involvement of companies through corporate voluntary work. The VII edition was organized in 2013 simultaneously in Madrid, Valencia, Zaragoza, Seville, Bilbao and A Coruña. 16 volunteers from **Atresmedia** were involved giving breakfast to homeless and accompanying women with disabilities in the Cottolengo Padre Alegre de Algete (Madrid).

Throughout the year, **Atresmedia** employees have been involved in these other projects:

- **Help in social diner Santa María Josefa:** **Atresmedia** reached a collaboration agreement with Fundación Voluntarios por Madrid, which allowed 30 volunteers to work periodically in 2013 at the social diner Santa María Josefa in Vallecas, Madrid, preparing food, help users of the diner and participating in cleaning tasks. Their work helped to distribute food to more than 500 persons each day.
- **Collaboration with Red Cross and Aldeas Infantiles:** 20 volunteers of **Atresmedia** worked answering calls at the call center which collected donations for the campaigns organized by **Antena 3** with Red Cross and Aldeas Infantiles, in order to prevent evictions and against child poverty in Spain, respectively.
- **Una gota, una vida:** During two weeks, three employees of **Atresmedia** participated as volunteers in the project **Una gota, una vida** (One drop, one life) organized by **Fundación Atresmedia** and AM-REF Flying Doctors. The purpose of the project was to deliver drinking water to more than 2000 children.
- **Food bank 'Operación Kilo':** **Atresmedia** employees and their families and friends worked in the 'Operación Kilo' campaigns organized by the Food Bank in the Community of Madrid in April, July and November 2013. Thanks to this initiative it was possible to collect over 200 tones of food, which were destined to different collectives that the bank works with such as unemployed, immigrants or senior citizens, among others.
- **Volunteers collaborate with Channel FAN3 and Ponle Freno:** Within the scope of the Hospital Assistance Program organized by **Fundación Atresmedia**, nine employees were involved in the casting to head a new section in the children TV channel **FAN3**, available

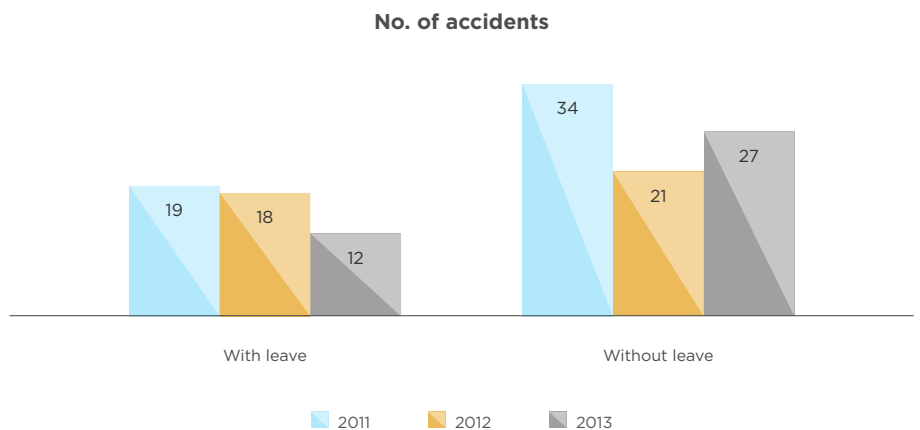
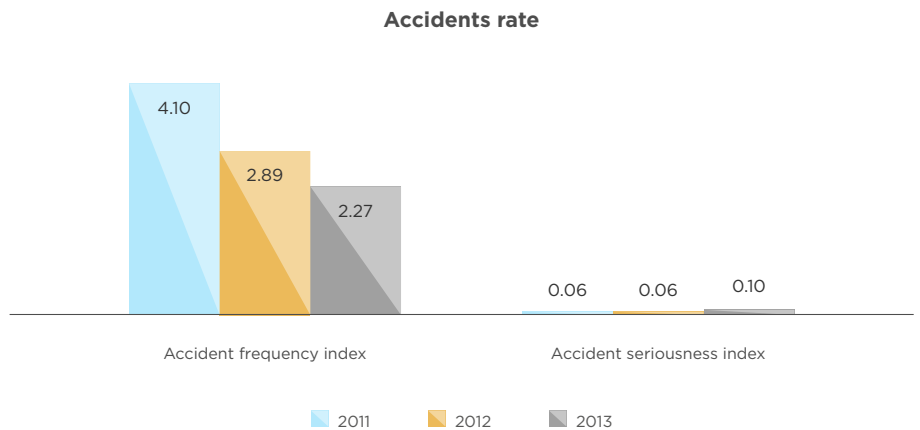
to hospitalized children. One of them became 'Dottore Felice' and dedicated more than 50 hours of his time to give life to the character and record the various chapters. In addition, two employees were involved in the V Ponle Freno Race as volunteers.

## Safe and healthy labor environment

**Atresmedia** ensures the safety and health at work of all employees in the Group. All lines of business include an active occupational health and hazard prevention policy. In 2013, there have been advances related to the reduction of the key accident rates, active employee communications and the publicizing of good practices and policies on the matter.

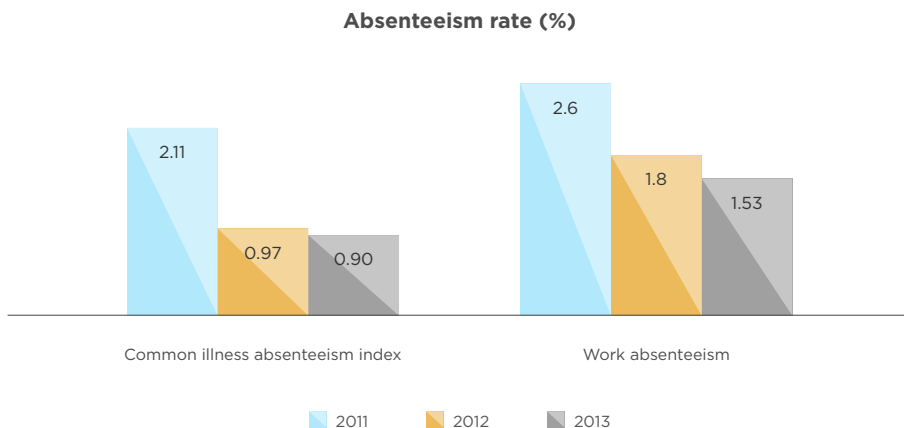
### Reduced accident rates

There was a reduction in 2013 of the key accident rates. In particular, there was a reduction in number of labor accidents, which has resulted in the drop of the frequency index. Most of them, over 58%, were registered at the work place, while 41% was in itinere. It is worth highlighting the absence of serious, very serious or mortal accidents as well as professional illnesses.





Furthermore, there has been a drop in absenteeism rates due to common illnesses and a lower number of layoffs both for common and professional contingencies.



The improved results are largely due to the measures adopted by **Atresmedia** such as the execution of an additional 10% of occupational health and hazard prevention activities compared to 2012, or the improved preventive education of workers, through several specific training sessions (healthy companies, users of data display screens and road safety).

#### PRL active communication

**Atresmedia** maintains active two-way communications with employees on occupational health and safety. This is evidenced in periodic meetings held with Prevention Delegates, which have included space for consultation and participation.

#### Distribution of occupational safety and health policies and practices to employees

**Atresmedia** promotes awareness among employees regarding the risks they are exposed to and the rules they must follow to control and avoid accidents and achieve safe and healthy working conditions. In 2013, **Atresmedia** initiated the following actions:

- **Advice and guidance on occupational health and prevention:** It is a service provided by the Medical Services and Prevention Department for employees on their request.
- **Training actions:** In 2013, several training actions have been executed in favor of several collectives. For example, the sessions organized on 26 September and 10 October for users of Data Display Screens (PVD), which were attended by 92 employees, or the sessions held on 18 and 22 November on road safety and traffic accident prevention, which was attended by 46 persons.

## Health and wellbeing campaigns

The commitment of **Atresmedia** with the health of its employees goes beyond the requirements set forth by existing regulations. The Group organizes campaigns aimed at promoting healthy life habits and preventing health problems.

- **High blood pressure control and prevention campaigns:** This is an action aimed at all Group employees. Of the total employees that voluntarily submitted to medical examination, 22 of them have, throughout the year and voluntarily, controlled and monitored their blood pressure receiving practical advice on health habits, food and physical exercise.
- **Skin cancer prevention campaign:** 284 employees voluntarily benefited from this campaign organized during the second half of October.

## Challenges for 2014

**Atresmedia** has defined the following objectives for 2014:

### 2014 objectives

Definition and commissioning of the Equality Plan and other employment and personal life reconciliation measures.

Updating of the talent management program.

Launch of the Masters in Audiovisual Company Management.

Launch of the **Atresmedia** Avanza project.

Commissioning of a Training Plan on occupational hazard prevention and health for all employees of **Atresmedia**.

Update the Occupational Hazard Prevention of all categories in Group companies.



# Society



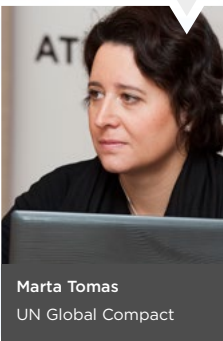
## Our vision

- Offering society the communication power of the media channels owned by Atresmedia.
- Encouraging and achieving positive and tangible changes through long-term initiatives that help our society to advance.
- Ensuring the well-being and education of children and young people through the Atresmedia Foundation.

**RELEVANT ASPECT** (pag. 140-141)

### Committed to society: moving forward together

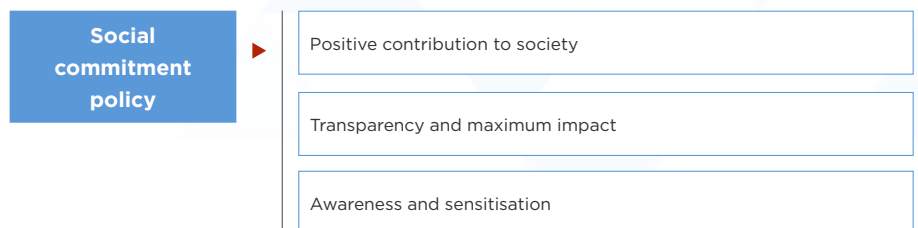
“Atresmedia is much more than a group of TV channels. Is a communication platform that can be used to sensitize civil society with its ethical values.”



One of **Atresmedia’s** objectives is to contribute to the progress and development of society. To achieve this, the Group actively listens to the needs and main concerns of society, and then tries to respond to these with three action areas:

- Offering society the communication power of its media channels, given their great ability to influence public opinion and promote positive change. The result of this philosophy is the commitment to running its own long-term corporate responsibility campaigns, such as **Ponle Freno**, **El Estirón** and **Hazte Eco**.
- Active collaboration with NGOs and non-profit organisations to help meet the needs of society through the launch of joint awareness and fund-raising campaigns (Red Cross, Food Banks and Aldeas Infantiles (Children’s Villages)).
- Through the work of the **Fundación Atresmedia**, an organisation created by **Atresmedia** that focuses its activities on children and young people.




The Group puts its commitment to society into practice through a set of principles governing its activity, set out in its Social Commitment and Corporate Responsibility Policy.








Advertising campaigns in support of the 2013 Corporate Responsibility initiatives

	Spots			Total time			Coverage %	GRP's	OTS
	Antena 3 Promos	laSexta Promos	TDT Promos	Seconds	Minutess	Hours			
Ponle Freno	609	537	4,090	114,269	1,904	31.7	97.0	4,118.8	42.5
Hazte Eco Neox	0	0	858	16,202	270	5.4	47.6	324.0	6.8
El Estirón	532	0	1,958	55,836	931	15.5	87.7	1,654.7	18.9
Food Banks	13	109	149	6,775	113	1.9	58.1	184.6	3.2
Aldeas Infantiles	126	0	0	25,091	418	7	70.9	781.3	11.0
Voluntary Week Infant Feeding	148	0	0	3,108	52	1	58.7	290.5	4.9
Red Cross Preventing Evictions	401	0	0	56,593	943	16	80.3	2,796.4	34.8

\*Estimated data based on number of spots and GRPs.

Ponle Freno 2013 Challenges	Level of compliance	Comments
Commissioning a television programme with information, reports and opinions about road safety issues.	 100%	Ponle Freno has launched the 'Ponle Freno report' section.
Launching an awareness campaign to protect cyclists	 100%	A study on overtaking cyclists was launched in September. 3.0 conferences about this group have also been held in 2013.
Creating a study centre devoted entirely to road safety.	 100%	In May, the Ponle Freno-AXA study centre was created.

El Estirón 2013 Challenges	Level of compliance	Comments
Strengthening the 'Coles Activos' initiative and publicly recognising the outstanding centres in the fight against childhood obesity.	 100%	The first 'El Estirón, Coles Activos' awards took place in May.
Running a physical activity project in order to study the relationship between regular physical exercise and childhood obesity.	 100%	El Estirón, together with Go Fit, developed a 12-week project with the involvement of more than twenty schools.

Fundación Atresmedia 2013 Challenges	Level of compliance	Comments
Improving efficiency in project management through implementing a tool for project planning, monitoring and evaluation.	 100%	First year of the use of indicators. Desirability of some adjustments.
Increasing and diversifying the Foundation's funding sources, intensifying fund-raising actions.	 100%	More than €500,000 has been raised.
Supporting the Hospital Assistance Programme in the centres where it is running, through personalised visits that allow for an understanding of each centre's needs and that improve the quality and suitability of the programme.	 100%	There have been four visits, allowing the programme to be extended to new hospitals, thereby increasing the number of children helped.



V Carrera popular Ponle Freno.

## Ponle Freno: five years saving lives

### Spotlight

- Creation of the Ponle Freno - AXA Study Centre.
- Approval by Congress of a non-legislative proposal to only place radars in dangerous sections.
- Presentation of the 5th Ponle Freno awards for the most outstanding initiatives in Road Safety.
- Record involvement and fund raising for the 5th Ponle Freno Fun Run.
- Holding of the 3.0 Conferences on International Road Safety and Whiplash.
- Third Edition of the campaign to report signs and road in poor condition.

"The continuance of social campaigns, such as Ponle Freno, is evidence of Atresmedia's commitment and belief in its model."



**Fructuoso Moreno Escobar**  
Chairman TBWA Spain FAPE

**Ponle Freno** was launched at the start of 2008 to help save lives on the road. This initiative has **Atresmedia's** long-term commitment to actively and decidedly involve itself in initiatives and measures that help to improve road safety and reduce the number of road accidents, one of the main blights on Spanish society.

**Juntos Sí Podemos** (Together We Can) is the motto used to promote this social action and it translates into a permanent dialogue with the public, the Government, victims' associations, automobile and cyclist associations, road safety experts and any other groups involved in the issue and supporting the initiative.

Through the website [www.ponlefreno.com](http://www.ponlefreno.com), the social networks and its regular newsletters, **Ponle Freno** maintains an ongoing dialogue with the public. Five years after its launch, more than 100,000 people are now part of the Ponle Freno Citizens' Platform, a group that is actively involved in the cause and shares a responsible driving attitude. The initiative also



The European Automobile Commission Foundation (EAC) has presented Atresmedia with an award for its work aimed at preventing road traffic accidents through Ponle Freno.

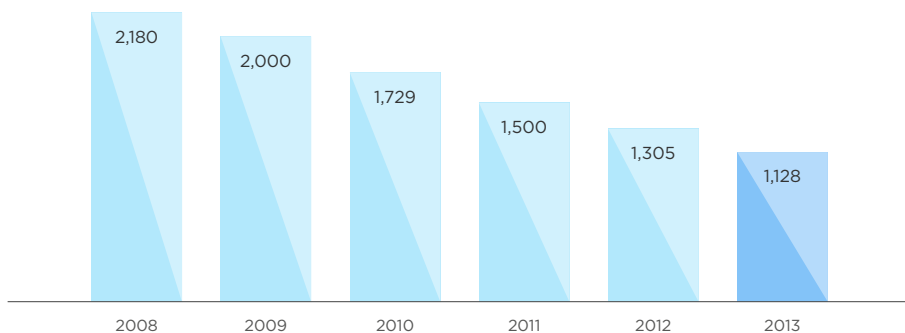


has more than 240,000 followers on Facebook and more than 12,000 on Twitter.

There are now more than 100,000 people signed up to the Ponle Freno Citizens' Platform.

The latest accident figures show the good work being done by Ponle Freno and all those involved in road safety. In 2013, mortality rates on interurban roads fell for the ninth consecutive year, with 1,128 deaths, the lowest number since Ponle Freno began in 2008. This figure, however, shows that there is still a great deal of work to do before we can achieve the target of 'zero casualties'.

**Mortality on interurban roads**



Source: Directorate-General of Traffic (DGT)

Ponle Freno identifies concerns and proposes solutions, including: complaints about signs and roads in poor condition; reports on road safety published by the Ponle Freno - AXA Study Centre; awareness campaigns for motorcyclists; and the Carrera Ponle Freno.

Winners of V edition Ponle Freno Awards.



## Ponle Freno celebrates its fifth anniversary in the Senate

**Ponle Freno** celebrated its fifth anniversary in the Senate, as a symbol of its involvement in public life which goes beyond its commitments as a media organisation. Coinciding with this event, Ponle Freno presented its '5th Ponle Freno awards' which recognise the people, actions, organisations and public bodies actively involved in improving road safety in Spain.

The winners in the various categories were: AXA award for innovation and development, to DRAGER; Ponle Freno Junior award, to Granada City Council; Ponle Freno Public award, which recognises those who have overcome obstacles, to Rosa González Soldado; and the award for Best Road Safety Initiative, voted for by the public through ponlefreno.com, to Madrid City Council for its 'Concienciación vial para universitarios' (University student road awareness) campaign.



**Centro de Estudios de Seguridad Vial**

## Ponle Freno and AXA launch the Study Centre for Road Safety

One of the biggest initiatives launched by **Ponle Freno** in 2013 has been the creation of the Ponle Freno - AXA Study Centre for Road Safety, devoted to accident prevention research. Its objective is to analyse and provide information on the causes of accidents and offer recommendations which help to reduce them.

In 2013 the Ponle Freno - AXA Study Centre published the reports:

- Study on whiplash
- Study on overtaking cyclists
- Study on injuries to motorcyclists

Launch of the Study of overtaking cyclists at the DGT Headquarters.



The first of these studies focused on the extent of the damage caused by what is known as 'whiplash', the most common injury for those involved in accidents on Spain's roads.

It has also been involved in other research projects on important road safety issues. Some of the highlights include a study on overtaking cyclists, which has involved the Directorate General of Traffic and Miguel Indurain and has concluded that one in every five drivers fails to respect the safe distance when overtaking cyclists. It has also been involved in a study on injuries to motorcyclists, which drew several conclusions, including the fact that 60% of abrasion injuries occur during the summer.

The key findings of these studies are available at: [www.antena3.com/ponlefreno/centroestudios](http://www.antena3.com/ponlefreno/centroestudios).

## Yes to radars that save lives

Yes to radars, but only where they are necessary. This is the philosophy behind this campaign being run by **Ponle Freno** since 2012. It supports installing radars, mainly in two-way secondary roads, and argues that the radars currently installed in sections with low accident rates should be gradually moved to sections considered dangerous or with a high accident rate.

More than 100,000 signatures were collected, resulting in the Commission on Road Safety and Sustainable Mobility at the Congress of Deputies unanimously approving in March 2013 a non-legislative proposal put forward by **Ponle Freno** to place radars in the necessary sections to warn the driver of an approaching black spot.

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More than 100,000 signatures from members of the public led to the approval of a non-legislative proposal to only place radars in dangerous sections.

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Winners of Hand Bike Category in V Carrera Ponle Freno. Patricia Perez, Corporate Manager of Atresmedia, gives the funds raised in V Carrera Ponle Freno to the National Paraplegics Hospital in Toledo.



## Special summer campaign aimed at motorcyclists

Once again this year, **Ponle Freno** has launched an initiative as part of the annual summer 'Holiday Getaway'. The aim is to reinforce its message when there is the most traffic on the roads.

In 2013, **Ponle Freno** decided to focus its special summer campaign on motorcyclists, as they are the most vulnerable group on the roads. The DGT estimates that there are close to five million motorcycles and, although the accident rate for this type of vehicle has been falling significantly and continually for many years, more than 400 lives lost each year is still too high a figure to not work to reduce it.

## Third edition of the 'Signs and roads in poor condition' campaign

In June, the **Ponle Freno Platform** again called for members of the public to become involved and report any badly located or damaged signs and roads in poor condition. In this third campaign, more than 100 complaints have been received and all of these have been processed and sent to the corresponding government departments for action. During this period, 24% of complaints received have been rectified, whilst 26% are currently being repaired.

In this edition, **Ponle Freno** has taken a step further by offering the public a new free application that allows them to send their complaints via their mobile phones.

## Record involvement and fund raising for the V Carrera Ponle Freno

**Ponle Freno** held the fifth edition of its fun run in Madrid's El Retiro Park on 1st December 2013. The event has become an exciting annual fixture that this year has broken records in terms of both the number of people taking part and the money raised, with more than 17,000 people running for road safety and more than €172,000 raised.



Winners of the V Carrera Ponle Freno.



The funds raised from the V Carrera Ponle Freno, more than €172,000, have been allocated to a project at the National Hospital for Paraplegics in Toledo.

As in previous years, all the money raised has been donated to a road safety initiative. In 2013, the chosen project was that run by the National Paraplegics Hospital in Toledo to improve accessibility and opportunities for sports suitable for people with spinal cord injuries throughout the healthcare process.

Furthermore, the 'Kilómetros solidarios' (Caring kilometres) initiative allowed everyone who downloaded the 'Corremos juntos' mobile application to donate to the cause. For every kilometre that the runner covered using the app, AXA Insurance donated one euro, contributing a total of €10,000 to the chosen project through this initiative.

### 3.0 road safety conferences

**Ponle Freno** celebrated two new editions of its 3.0 conferences in 2013 to reflect on and analyse important road safety issues.

The 4th 3.0 Conference was attended by road safety experts from Sweden, the Netherlands and the United Kingdom who, along with the Director General of Traffic, María Seguí, compared the road safety situation in Spain with that in other European countries.

The 5th 3.0 Conference brought together three experts to analyse the report on whiplash produced by the Ponle Freno AXA Study Centre. It revealed some interesting data about this injury such as, for example, the higher incidence rates among women and the influence of the colour and size of the car on the injury.



[More information about Ponle Freno](#)



## El Estirón: ideas for healthy development

### Highlights

- Atresmedia and the Ministry of Health come together to fight childhood obesity.
- First 'Coles Activos Awards'.
- Record participation in the second edition of the 'De Marcha con El Estirón' initiative.
- El Estirón launches its new video clip and choreography called 'Muévete'.

Good eating habits and physical activity are the foundation for ensuring that children grow up to be healthy. As a result, **Atresmedia** launched the **El Estirón** campaign in 2011, aimed at children and designed to help prevent obesity and all its associated illnesses.

In 2013 **El Estirón** underwent an image make-over, resulting in a new, fresher, more modern and attractive image, helping to raise awareness among families about the importance of instilling healthy eating habits in their children and encouraging them to take regular physical activity to protect their health.

The initiative has the backing of a multidisciplinary committee, composed of experts in medicine, sports, nutrition, psychology and education, and this acts as a technical advisory body.

Since its launch, all of **Atresmedia's** media channels have been involved in this initiative through broadcasting advice on healthy eating and physical activity. **Nova** also has a weekly programme about the issue.

**El Estirón's** website ([antena3.com/elestiron](http://antena3.com/elestiron)) offers lots of helpful information on all the initiatives being carried out, and recommendations on healthy habits, a special FAQ section and the **Sello de El Estirón** section that recognises the organisations, businesses, campaigns and initiatives promoting healthy habits among children.





'Coles Activos Awards' of El Estirón.

Looking beyond the media coverage, in 2013 a host of activities have taken place as part of **El Estirón**, to reinforce the message and encourage society to become involved in this cause.

## The Ministry of Health and Atresmedia come together to fight childhood obesity

**Atresmedia** and the Ministry of Health, Social Services and Equality are committed to jointly implementing awareness-raising initiatives in the area of preventing childhood obesity.

This commitment has led to the signing of a collaboration agreement by the Minister, Ana Mato, and the Chief Executive of **Atresmedia**, Silvio González, to carry out different activities together as part of **El Estirón**. For example, it involves communication projects to make society aware of how important it is to eat properly, take exercise and adopt a healthy lifestyle.

## Good response to the first 'Coles Activos Awards'

In 2012 **Atresmedia** launched the Coles Activos initiative, designed to involve schools in **El Estirón**'s mission and to recognise good practices in schools to fight against childhood obesity. To do this, it teamed up with the *Padres y Colegios* publication and the website [www.scholarum.es](http://www.scholarum.es).

Thanks to this campaign, more than 75 'Coles Activos' (active schools) were identified in 2013, each working proactively to encourage healthy habits among its pupils and meeting requirements such as reporting on the food served in their canteens, promoting active breaks and encouraging pupils to drink water and eat fresh fruit.

In 2013, the first 'Coles Activos Awards' was also run and involved 135 schools from across Spain. The jury, composed of **El Estirón's** committee of experts, selected four schools in different categories:

Award	School	Location
Best initiative in nutrition	Príncipeps-23 d'Abril	Barcelona
Best initiative in physical activity	Arboleda	Seville
Best creative initiative	Muntori	Castalla (Alicante)
Best global initiative	Riquelme de Hurchillo	Alicante

## A blue tide 'De Marcha con El Estirón' (Walking with El Estirón)

In 2013, the second edition of the **El Estirón** family walk was held. Around 7,500 people (almost double the number seen in the previous year) walked the 2.3 km to the attractions at Madrid's Warner Park. Ainhoa Arbizu, a sports presenter with **Antena 3 Noticias**, was in charge of firing the starting pistol.

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The number of participants doubled for the second edition of 'De Marcha con el Estirón' (Walking with el Estirón).

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## 'Muévete': El Estirón invites you to dance

**El Estirón** launched a video clip and choreography in 2013 that, with the help of Sergio Alcover, invites people of all ages to get up and move along to the song 'Muévete'.

To launch the video, more than 200 children from Estudiantes danced along to the choreography in the half-time break at a Tuenti Móvil Estudiantes basketball game, at Madrid's Palacio de Deportes.

[More information about El Estirón](#)




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The work of El Estirón has been rewarded in 2013 with various honours, such as the 'Por un Mundo más Fitness' award that recognises work promoting physical activity and healthy habits among young people.

The initiative has also received the 'Almería Juega Limpio' award for promoting education in values and active living for school children; and the 'Gastronómico la Capilla Award' for its good work and dedication in the area of the food industry and promoting healthy eating habits in children.

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## Fundación Atresmedia

### Highlights

- \_ The Hospital Assistance Programme has helped over 100,000 children.
- \_ The "Una escuela, Una vida" (One school, One life) initiative raised more than €95,000 toward the building of a school and library in Chad.
- \_ The "Gracias Profes" (Thanks Teachers) event brought together more than 3,000 people.
- \_ In 2013, Proyecto PRO received the Solidario del Seguro Award and the Avata Hispana Award.
- \_ The Te Toca! and Te Toca Junior! competitions saw record-breaking participation.

In 2005, **Atresmedia** created the **Fundación Atresmedia** in order to channel the Group's social action. From the very start, the **Foundation** has focused on promoting projects that help to improve society, in particular those related to two of the most vulnerable groups: children and young adults. The organisation's mission is "to spread knowledge and provide experiences that allow children to live more happily and become better citizens."

In 2013, the **Fundación Atresmedia** adopted a new name and logo, in order to adapt to the Group's new situation and gain the collaboration and involvement of **laSexta**. It has also improved the web pages for all its projects, in line with the changes introduced in the rest of the Group's portals.

To increase the effectiveness of its projects and improve their management, it has increased control over them by using a tool designed specifically for project planning, monitoring and evaluation.

Revenue of Fundación Atresmedia (€)	2012	2013
<b>Atresmedia</b> contribution	500,000	300,000
Donations	85,000	502,382
Subsidies	23,121	30,036
Other income	328,847	420,000
Total income	936,968	1,252,418

In 2013, **Fundación Atresmedia** had a budget of €1,252,418, €300,000 of which came from the annual contribution **Atresmedia** makes to the **Foundation**. Over the same period it spent €1,210,159, which has been allocated to the main projects under way: **The Year of Education**, **Campaign for Children's Rights**, **Project PRO**, **Hospital Assistance Programme**, **Te Toca!** and **Te Toca Junior Project** and the **Fundación Awards**.

One of the organisation's objectives for 2013 has been to increase and diversify its funding sources, intensifying its fund-raising activities. As a result, it has found two new strategic partners, Samsung (with whom it has signed a collaboration agreement for €400,000) and Fundación SM (which has made a donation of €100,000). The support from these two organisations has enabled it to carry out more initiatives and broaden the impact of the campaigns already under way.

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For Fundación Atresmedia, 2013 has been 'The year of education'. The Foundation has been recognised through various awards such as the COFAPA (Confederation of Parents of Students) and CODAPA (Andalusian Confederation of Associations of Parents of Students in Public Education) Awards and the Education and Freedom Awards, granted by Fundel.

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It has also carried out specific fund-raising initiatives, such as selling folding canvas bags decorated with creative designs by **Julia Otero** and the **Gran Wyoming**, in collaboration with the Casa del Libro chain of bookstores. The income obtained will be used for the Foundation's Hospital Assistance Programme.

In this second year of the **Foundation's** Strategic Plan, it has chosen education as the focus of its activities. Consequently, it has been advised by a group of experts consisting of teachers, pupils, families, representatives from civil society and the institutions, who have all worked with the **Foundation** to establish projects focussing on improving the educational environment and recognising the important role of the teacher.

El Gran Wyoming designs a folding canvas bag for Atresmedia.

**Fundación Atresmedia** has proposed three key objectives for 2014:

- \_ Improving the new project management and evaluation tool with an indicator system.
- \_ Continuing with the Strategic Plan's complementary educational initiatives, under the scope of 'Juntos por la educación' (Together for education).
- \_ Continuing the personalised visits to hospitals and ministries in other Autonomous Communities, that allow it to learn about the needs of each centre and improve the quality of the programme and its suitability.





In 2013 the Hospital Assistance Programme has been extended to 23 new hospitals.

## The Hospital Assistance Programme has helped more than 100,000 children

The Hospital Assistance Programme was launched in 2006 to make the time hospitalised children and their families spend in hospital more pleasant. Currently there are 118 hospitals taking part in the initiative and more than 100,000 children have benefited.

In 2013, 23 new hospitals were added to the programme as a result of agreements signed with the ministries in the Balearic Islands and Andalusia, and the addition of new centres in Autonomous Communities already involved.

Over the year, the **Foundation** has also proposed to strengthen the programme in the centres where it already operates, through personalised visits to hospitals and ministries that have allowed it to better understand the needs of each centre and take measures to adapt the project to these. In total, there have been visits to three ministries (Catalonia, Navarre, Extremadura and the Community of Valencia) and six hospitals. For the same purpose, it has created a group of 'ambassadors', composed of delegates from the Group and staff from **Onda Cero**, who ensure that the programme is being monitored and maintain a close and frequent dialogue with stakeholders.

## The Canal Fan3 channel increases its programming

**Canal Fan3** plays a particularly important role within the Hospital Assistance Programme. This is a free television channel, without advertising, designed for hospitalised children and young people and seeks to help them while they are being treated, offering them information relating to the illness and its treatment in an entertaining and informative way.

In 2013, the channel increased its programming with more than 20 hours of entertainment and launched new sections.

"With this partnership agreement we will reach many of the hospital classrooms in Spain, which means we can help lots of pupils not to fall behind with their school work",



Carlos Flores  
Director of AulaPlaneta

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Canal Fan3 received various awards in 2013, including the Citizens Award; the Grada Award, which has also recognised the work of Proyecto Pro, also run by the Atresmedia Foundation; and the Prodis Awards; awarded by the Committee for Entities Representing People with Disabilities of the Community of Madrid (CERMI).

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## Other initiatives

Other Hospital Assistance Programme highlights for 2013 have been:

- Holding three radio workshops in collaboration with **Onda Cero**.
- Nine visits by celebrities to hospitals.

Carlos SObera, ambassador of the campaign Una Semilla Una vida. Trancas y Barrancas, visiting hospitalizes children.



- Celebrating World Book Day with more than 8,000 children from different hospitals with the help of the **Foundation's** traditional story. The title this year was 'Los viajes de Gustavo'. (Gustavo's Travels)
- Handing out more than 8,000 copies of stories from the collection 'Cuentos por la Integración'(Tales for Integration) to celebrate International Day of People with Disability with the little ones.
- Celebrating World Health Day in leading hospitals with CDs of relaxing music for the little ones.
- Distributing stationery materials to hospital classrooms and play centres ahead of the return to school.
- Free access, thanks to collaboration with AulaPlaneta, to a new digital tool for teachers working in the different hospital classrooms, so that hospitalised children and young people can continue with their studies at their own pace and in a personalised way.



The initiative has helped raise over €94,000 which will go towards building a school and library equipped with reading and writing material in Chad.

## Campaign for Children's Rights: 'Una escuela, una vida' (One school, one life)

In 2013, **Fundación Atresmedia** launched the 'Una escuela, una vida' (One school, one life) campaign in order to raise money to build a reading and writing centre to allow pupils from 17 primary schools in the Mongo region (Chad) to strengthen their literacy skills.

During the 20 day campaign, all of **Atresmedia's** media channels were involved in the initiative, making a sincere appeal for the audience to take part through text messages, telephone calls or through the website [www.1escuela1vida.org](http://www.1escuela1vida.org). In total, this raised more than €94,000.

In 2013, the campaign involved the presenter **Carlos Sobera** as its ambassador and in addition to the traditional channels, this year it involved Clear Channel, which has improved the initiative's impact.

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As recognition for the work carried out, the Campaign for Children's Rights has received the Recurra Ginso Award.

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The General Manager of Globomedia (left) and The General Manager of Fundación Atresmedia (right) sign a collaboration agreement to implement a course as part of the Proyecto PRO.



## Proyecto PRO

**Proyecto PRO** is a project to train people with disabilities in the audio visual field, and it has a dual objective: on the one hand, to make it easier for them to enter the jobs market; and on the other, to help businesses in this sector employ people from this social group.

The initiative has the support of broadcasters and producers who allow students to complement their theoretical training with work experience in the company.

During 2013, the planned training has been given: the 'Technical Course in Marketing and Advertising for Radio and Television', at the Universidad Carlos III in Madrid; and the 'Post-graduate in Audiovisual Production', at the Universitat Politècnica de Catalunya.

For 2014, the project plans to continue and expand the training on offer. For this, the foundation has a three-year agreement with the Universidad Rey Juan Carlos, as part of which the course 'Specialist in managing social networks' will be given in 2014. It has also signed a new agreement with the Globomedia Foundation, to launch a course on performance.

Another of its objectives is to increase the number of collaborating organisations in order to offer more work experience in companies and help those taking the various courses to enter the jobs market. During 2013, 6 students from among the alumni have been found a place.

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Proyecto PRO has been recognised in 2013 with the Solidario del Seguro Award and the Avata Hispania Award.

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Winners of Te Toca Contest at the Ministry of Education headquarters.



In 2013, Te Toca! involved more than 700 participants.

## Te Toca! gives young people a voice

The **Te Toca!** initiative involves an online competition in which young people aged from 12 to 17 have the opportunity to present their ideas for solving a specific issue, either through their own proposals or through requests to the adult world.

The purpose is to promote youth awareness about certain social realities and motivate young people to get involved.

In 2013 the question posed was, 'How can we improve the school environment?', which fitted with the theme of 'The year of education'.

The jury, composed of a group of experts, has presented technology awards to the selected entries, as well as €500 as seed capital to help implement the personal proposals submitted. The winning ideas from the 'request to the adult world' category also had the option to present their projects to the Minister of Education and the Secretary of State, as well as other important figures in the world of education.

The proposals from the young people have suggested the need for a more personal school, for a more participatory system, for more practical and less theoretical classes, for the greater use of the new technologies and for taking preventative measures to avoid school bullying, among others.

The prizes were awarded to the following three proposals:

- 1st 'Entre todos, así sí', that proposes the creation of the roles of 'co-host', 'mini teacher' and 'mediator'.
- 2nd 'Padres y profesores, os toca', that gives key information helping to make it easier to co-exist 'entre todos con ayuda de todos' (between us all with help from us all).
- 3rd 'El sueño de Finlandia', that seeks solutions to prevent school failure and drop-outs.

In 2013, the **Te Toca!** project increased its presence in all media and has registered 55,000 website visits, more than 1,000 fans on Facebook and more than 3,000 followers on Twitter.

## Te Toca! Junior, the opinions of the youngest people

The junior version of the Te Toca! initiative is aimed at children aged between six and 11 and has the same objective: listening to their opinions and encouraging them to take part.

The question that has been posed to the little ones in 2013, which is also associated with the area of education, is: 'What makes a good teacher for you?'

The participation obtained and the quality of the proposals have been much higher than in previous years, which has led to the creation of a promotional piece showing the results. This will be broadcast throughout 2014.

The winning entries were: 'The ideal teacher', 'Never stop smiling!' and 'That makes you glad to go to school!' The three winners have won a trip for four people to a theme park close to Paris.

## Other initiatives for 'The year of education'

As a result of 'The year of education', the **Atresmedia Foundation** has run several initiatives aimed at improving the school environment and recognising the good work of teachers.

Among these, the highlights include:

- Launching the 'Initiatives that educate awards', that have assessed the work carried out by schools and teachers, families, NGOs and foundations, government bodies and companies, and have recognised good educational practices in five categories.

The winning proposals were:

Category	Winning proposal	Promoted by	Contents
<b>Creativity and innovation</b>	Matemáticas que ilusionan'	Institució Montserrat	Innovative methodology using mathematics to train critically thinking students, who are capable of making decisions and improving their social environment.
<b>School environment, diversity and integration</b>	'Las enfermedades raras van al colegio con Federico'	The Spanish Federation for Rare Disorders	It aims to promote the inclusion of children with rare disorders in the school environment.
<b>Values and team work</b>	'Modelo de Parlamento Europeo (MEP)'	Fundación San Patricio	The objective of this proposal is to promote awareness of the European identity in young people. Its final conclusions are presented to the Parliament.
<b>Educational success</b>	'Líderes de Campus Solidario & YMCA'	Fundación UNIR, Universidad Internacional de La Rioja e YMCA	Project aimed at helping young people aged between 16 and 25 who are at risk of social exclusion.
<b>The environment</b>	'El coto escolar'	Leon City Council	Facilities run by Leon City Council, where environmental educational activities are offered, especially for infant and primary school pupils.

Gracias Profes event.



'Gracias Profes' (Thanks Teachers) brought together more than 1,000 teachers in a large event in Madrid and almost 2,000 people followed it by streaming.

- A campaign with celebrities such as **Matías Prats**, **Antonio Lobato**, **Margarita Salas** and **Blue Jeans** to dignify and promote the role of teachers.
- The **Gracias, profes** (Thanks, teachers) event, designed to encourage, recognise and inspire good teachers, which brought together more than 1,000 people in Madrid and around 2,000 through streaming, to listen to the views of renowned professionals in the various fields related to education.

[More information about Fundación Atresmedia](#)



## Hazte Eco: the environmental movement

**Hazte Eco** is **Atresmedia's** campaign that aims to raise awareness and run initiatives to defend and protect the environment.

Since its launch, **Hazte Eco** has run several very important initiatives, such as the collection and delivery of more than 10,300 signatures to the Ministry of Agriculture and the Environment asking for a reduction in CO2 emissions, and launching a fortnightly news report about the environment on **Neox**.

All the information on the initiatives involved in this campaign is set out in the Environment chapter.



Call center campaign against child poverty in favor of Aldeas Infantiles.

## Active collaboration with NGOs



A total of 1,300,000€ were raised. With this money the Red Cross helped 8,377 families to keep their homes.

### Atresmedia and the Red Cross: 'With your help we can prevent evictions'

In February, **Antena 3** made the communication power of all its media channels available to the Red Cross to help the organisation raise funds for its project to prevent social exclusion and help families keep their homes. The campaign's objective was to alleviate one of the harshest consequences of the current economic downturn: losing one's home.

During the two-week campaign, all the professionals and programmes on **Antena 3** were involved in this project, with reports on the problem, specific mentions and special charity editions of some programmes such as **Ahora Caigo**, **Atrapa un millón** and **La Ruleta de la Suerte**. In parallel, the initiative was broadcast on **Onda Cero** and **Europa FM** and had a strong presence on the websites and social networks. **Tu cara me suena**, the **Antena 3** talent show presented by **Manel Fuentes**, broadcast a special charity programme that marked the end of this great initiative, which thanks to the involvement of the public managed to raise €1,300,000. The money raised has been donated in full to the Red Cross programme.

As of 15th January 2014, 7,515 families had been helped in 12,657 actions that included 3,220 deliveries of goods (food, clothing, hygiene and sanitary products, among others) and 9,437 financial grants (support for household essentials, healthcare, help towards paying water or electricity bills, etc.).

### Atresmedia and Aldeas Infantiles SOS, united against child poverty

In Spain, child poverty has grown by 10% in just two years and currently affects 26.2% of all children. For this reason, in October **Atresmedia** and Aldeas Infantiles SOS in Spain came together and launched a campaign to raise funds for the fight against child poverty and to guarantee that 3,000 children would have their basic needs covered for a year.





The Antena 3 and Aldeas Infantiles SOS campaign against child poverty managed to raise more than €708,000.

For a week, some of **Antena 3's** programmes, such as **Espejo Público** and **El Hormiguero 3.0**, made special mention of the programme and informed the public of how they could join in with the initiative. The channel's game shows also ran special editions of their programmes with the funds raised donated to the cause. The campaign ended with a charity gala on **Tu cara me suena** where **Antena 3** and Aldeas Infantiles SOS ran a call centre for 16 hours, manned by volunteers and more than 50 faces from **Atresmedia**, who took calls and donations from the public.

The total amount raised exceeded €708,000 and this has allowed Aldeas Infantiles SOS to increase its number of free school lunch grants to 373 and to expand its distribution of food to more families at risk and to more locations. 963 families with an average of three children have benefited from this project.



Atresmedia and the Spanish Federation of Food Banks have raised €55,000 for the most underprivileged groups.

## Second year working with the Food Banks

In 2013, **Atresmedia** and the Spanish Federation of Food Banks (FESBAL) have undertaken their second joint project, designed to raise funds to support the work of this organisation, winner of the Prince of Asturias Concord Award 2012. As in the first initiative, launched in 2012, **Susanna Griso** and **Jordi Évole** have been the faces of the campaign, which has appeared on all of the Group's media channels. The campaign has managed to raise more than €55,000 that the Food Bank will use to help the most disadvantaged groups.

Additionally, in December, **Atresmedia** organised 'Operación Kilo' in its facilities, on behalf of the Food Banks. Thanks to the support of the Group's employees, they managed to collect more than a ton of non-perishable food.



## Third edition of the Crea Cultura campaign

In 2013, **Antena 3 Televisión** has continued its defence of copyright with the third edition of the Crea Cultura campaign, launched in 2011 to fight against piracy, support creativity and raise awareness among viewers about the importance of legally downloading multimedia content such as videos, music, books and programmes found on the internet. The initiative has involved various actions such as, for example, including a warning message in the copyright of all national fiction series and corporate transition pages and a pre-roll on the [www.atresmedia.com](http://www.atresmedia.com) website and on entertainment programmes.

Antena 3's social action campaigns have managed to raise more than €2,060,000 to help alleviate social problems such as child poverty and evictions.

Atresmedia has been awarded the Gold Medal by the Red Cross for "its efficient and commendable work in promoting initiatives for cooperation and the social integration of vulnerable people", thanks to initiatives such as Ponle Freno, El Estirón and Hazte Eco, and its support for organisations working to help the most underprivileged groups.

## 2014 objectives

The organisation has set new social action objectives for 2014, which lend continuity to certain initiatives and involve launching new ones to meet the needs of today's society.

### Ponle Freno 2014 Objectives

Launch a campaign to achieve zero fatalities in 2020.

Promote Road Safety.

New studies on Road Safety.

### El Estirón 2014 Objectives

Launch the second edition of the 'Coles Activos' initiative.

Create an awareness campaign about the need to do an hour of physical activity every day.

### Fundación Atresmedia 2014 Objectives

Strengthen the indicators system.

Continue with the Strategic Plan's complementary educational initiatives, under the scope of 'Juntos por la educación' (Together for education).

Continue with the personalised visits to hospitals and ministries in other Autonomous Communities, in order to understand the needs of each centre and improve the quality of the Hospital Assistance Programme.



# The **environment**



## Our vision

- Increase energy efficiency.
- Minimise the consumption of resources.
- Reduce waste generation.
- Raise public awareness about the need to care for the environment through using Atresmedia's broadcasting capacity.

### In figures

#### Consumption

Gas .....	12,517 m <sup>3</sup>
Electricity .....	28,276,898 kw
Heating oil .....	458,148 L
Water .....	44,297 m <sup>3</sup>
Paper .....	5,425,000 units
Toner .....	703 units

#### Emissions

Direct scope 1 .....	2,280 Tn CO <sub>2</sub>
Indirect scope 2 .....	6,969 Tn CO <sub>2</sub>
Transportation for employees scope 3 .....	757.7 Tn CO <sub>2</sub>

#### Non-hazardous waste

Paper and cardboard .....	68 Tn
Debris .....	66 Tn
Urban solid waste .....	314 Tn

#### Hazardous waste

Televisions .....	57 units
Fluorescent .....	1,635 units

**Environmental investment** ..... € 14,363

**Rating in CDP** ..... 60D

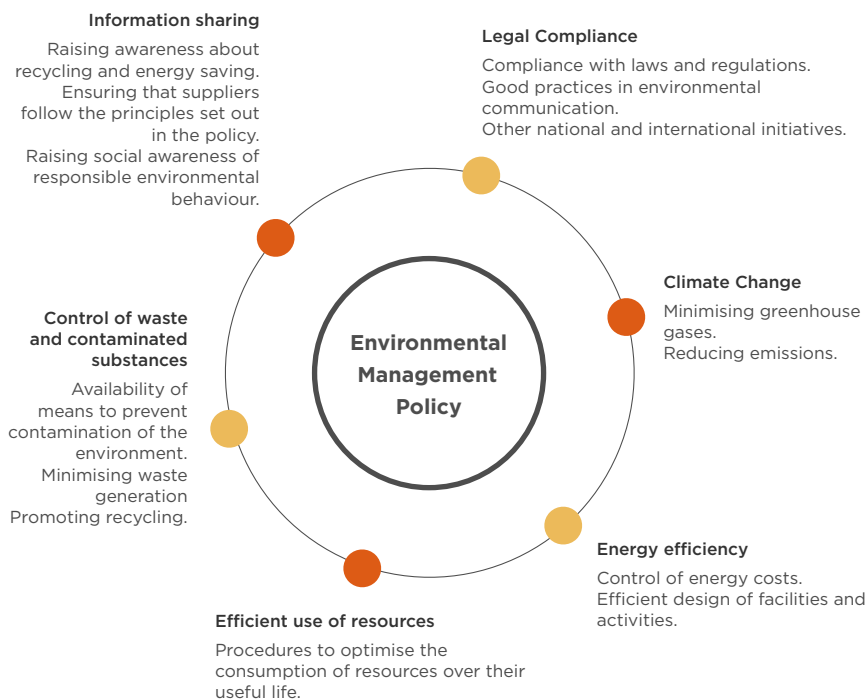
## Advancing towards sustainable development

**Atresmedia** is conscious of the need for everyone, and above all organisations, to contribute to the goal of sustainable development through their activities.

**Atresmedia's** environmental impact is relatively small due to it being a media organisation. Nonetheless, it maintains a firm commitment to the environment, minimising the environmental impact of all its activities and using its content to raise awareness in society about protecting the environment.



**Atresmedia's** environmental management policy establishes the strategic priorities in matters of sustainability, as well as the specific actions designed to increase energy efficiency, minimise the consumption of resources, reduce waste generation and increase society's awareness about the need to look after the environment.



## Environmental challenges met

In order to monitor its progress in relation to sustainable development, **Atresmedia** sets some annual environmental commitments. In 2013, important steps have been taken, which are detailed below:



La inversión ambiental de Atresmedia en 2013 ha sido de 14.363€ y el gasto en protección ambiental de 48.404€

2013 Commitment	Level of compliance	Comments
Maintain the 5-year plan to replace refrigerant in air conditioning. In 2013 it will change any equipment that produces an amount equal to or greater than 300,000 BTU.	100%	It has carried out the replacement of the refrigerant in the facilities planned for 2013. In 2014, it will complete the remaining 10%.
Improve the lighting in the offices thanks to LED technology. A pilot test will be carried out in offices and there will be a financial feasibility study of the project.	100%	The pilot tests have been completed and are currently still in use. There have also been performance tests and the planned technical and financial study has been undertaken.
Analysis of the feasibility of installing a photovoltaic solar panel system.	100%	A technical and financial study has been undertaken, and its viability has been analysed.
Reduction, with respect to 2012, of 3% in the volume of solid urban waste and 5% in toner consumption.	100%	Solid Urban Waste has been reduced by 3.33%, falling from 324.80 tonnes in 2012 to 314 tonnes in 2013. Toner consumption has reduced by 5.26%, falling from 742 units in 2012 to 703 in 2013.
2% reduction in the volume of paper and cardboard, allocating that amount to the recycling processes.	100%	With respect to the volume of paper and cardboard recycled, this has been reduced by 2.30%, falling from 69.70 Tonnes in 2012 to 68.10 Tonnes in 2013.
Extension of the WWF-ADENA reforestation and fire prevention campaign.	100%	A second awareness campaign has been run about the behaviour to avoid in order to reduce forest fires.
Promotion of the "Save the Arctic" campaign with Greenpeace, handing over the results to the Government.	100%	Continued support for the campaign and collecting signatures, but it has not been handed over to the Government.

"Atresmedia has a low risk profile in terms of its impact on the environment and also has good environmental management. Its real challenge, and also its greatest potential, comes from broadcasting content and transmitting the values of sustainability through this."

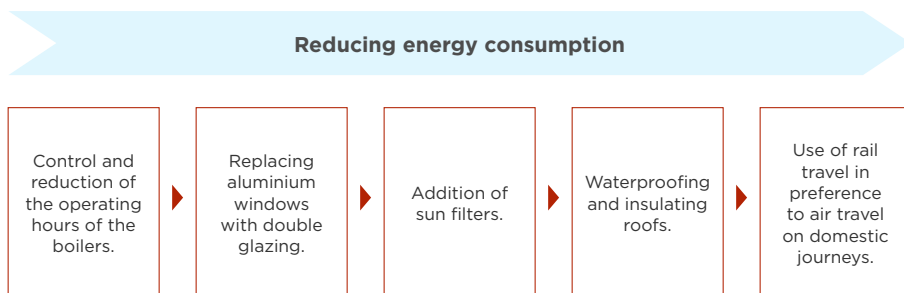


Aurelio García  
Director of Analysis at ECODES, Environment

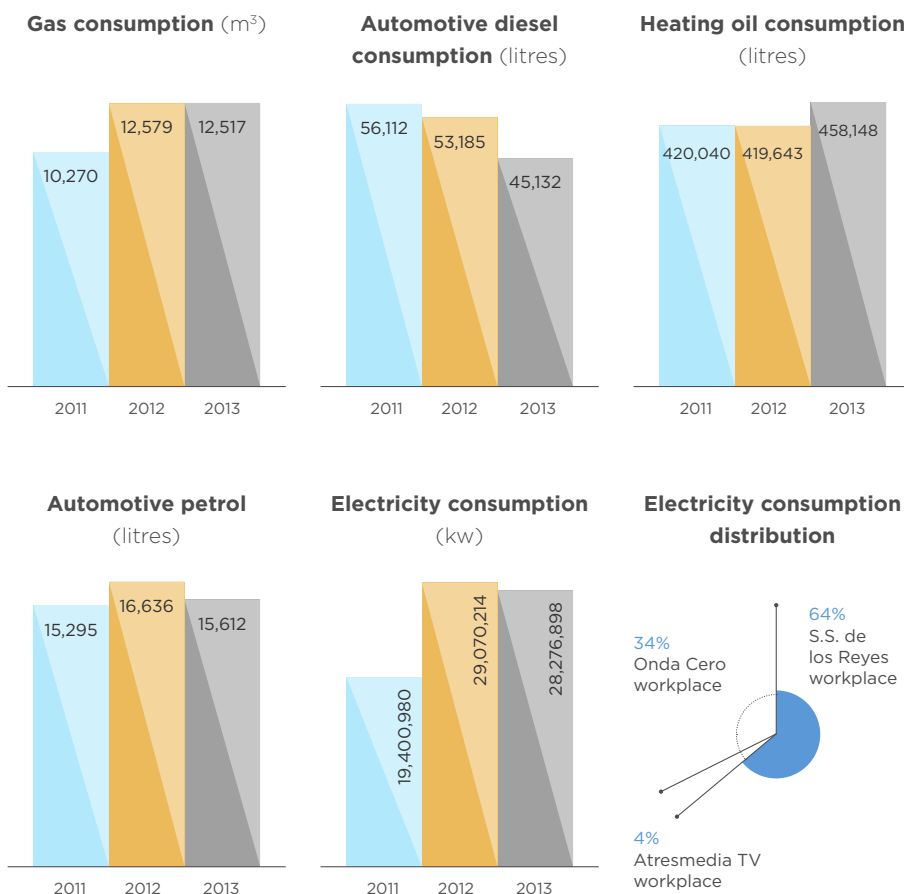
## Energy efficient

The efficient use of energy is a decisive factor for **Atresmedia** when making decisions about investments to replace and purchase new equipment.

The Company is committed to the fight against climate change through launching projects and measures to mitigate and reduce energy consumption. During 2013 it has continued to implement the energy saving measures launched in previous years and has undertaken some new ones.



Atresmedia has also implemented space optimisation in the offices, sets and technical areas through grouping its employees together, which has led to a 2.73% reduction in light energy consumption compared to 2012.



**Note 1:** In the electricity consumption figures for 2010, the only workplace included is that in San Sebastián de Los Reyes.

**Note 2:** Gas: 1 m<sup>3</sup> = 10,723 kWh (Source: Gas Natural Fenosa) // 1kwh = 0.0036 GJ.  
The 2013 energy consumption of gas is equivalent to 483.19 GJ. (Table A8.1 Conversion factors GHG inventory report published by the Ministry of Agriculture, Food and the Environment and IDAE)

**Note 3:** Automotive Diesel: toe = 1,181 litres // 1.12 toe equals 13,020 kWh (Source: IDEA) // 1 kWh = 0.0036 GJ  
The 2013 energy consumption of transport diesel is equivalent to 1,705.64 GJ.  
(Table A8.1 Conversion factors GHG inventory report published by the Ministry of Agriculture, Food and the Environment and IDAE)  
The 2013 energy consumption of heating oil is equivalent to 16,234.97 GJ.  
(Table A8.1 Conversion factors GHG inventory report published by the Ministry of Agriculture, Food and the Environment and IDAE)

**Note 4:** Automotive petrol: toe = 1,290 litres // 1.10 toe equals 12,790 kWh (Source: IDEA) // 1 kWh/h = 0.0036 GJ. The 2012 energy consumption of transport petrol is equivalent to 496.30 GJ. (Table A8.1 Conversion factors GHG inventory report published by the Ministry of Agriculture, Food and the Environment and IDAE).

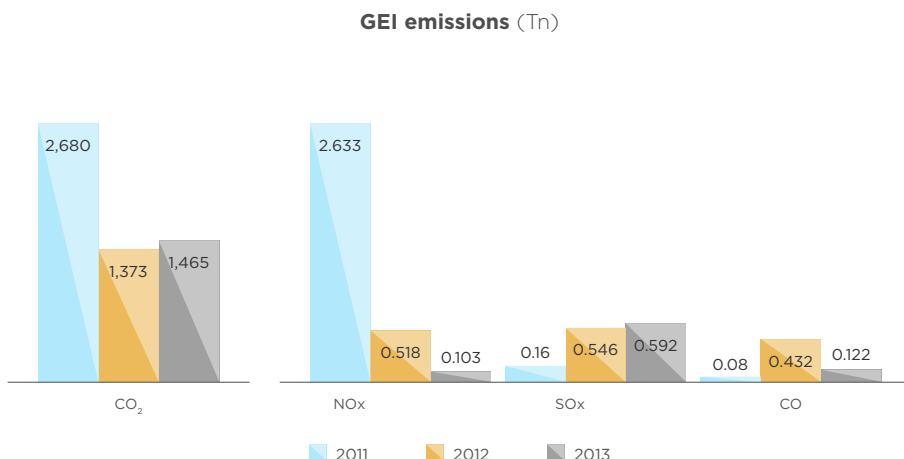
**Note 5:** 1 kW/h = 0.0036 GJ. The 2013 energy consumption of electricity is equivalent to 101,796.83 GJ

**Note 6:** Diesel 100% non-renewable, Gas 100% non-renewable, Electricity 52.40% non-renewable and 47.60% renewable (latest energy mix provided by IBERDROLA).

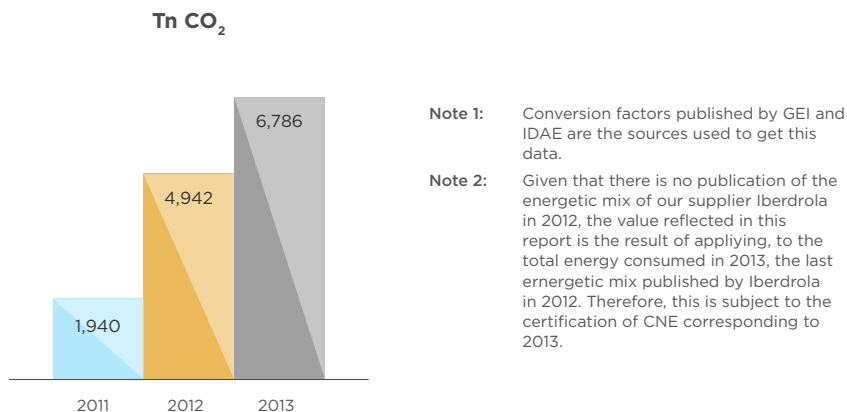
Moreover, Atresmedia has replaced refrigerant gas in HVAC equipment with a total power of 300,000 BTU, as was established in the commitments for 2013.



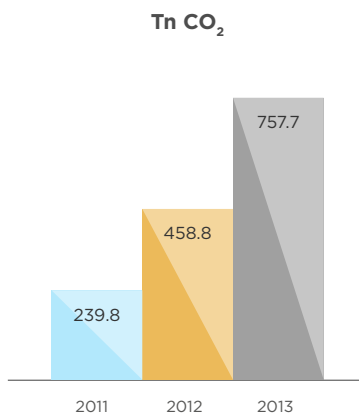
### Direct emissions scope 1



### Indirect emissions scope 2



### Employee transport emissions scope 3



Both heating oil consumption and CO2 emissions have increased in 2013 due to the use of one of the sets that was inactive in 2011 and 2012.

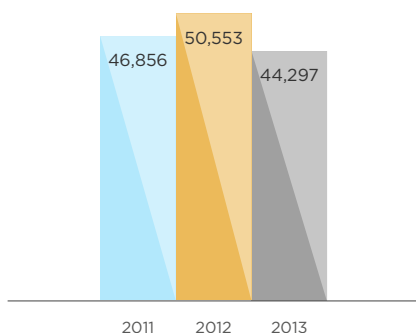
**Atresmedia's** commitment to the fight against climate change is also embodied in its adherence to the Carbon Disclosure Project (CDP), a voluntary initiative that encourages transparency and change towards sustainability in companies around the world. In 2013 the score obtained by **Atresmedia** in the CDP was 60D.

## Economising on resources

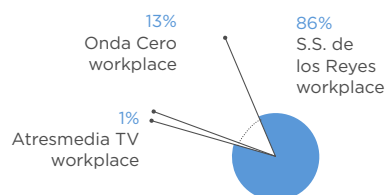
When caring for the environment, prevention is crucial. **Atresmedia** has made the need to economise on resources part of its corporate culture, and therefore carries out measures designed to control and minimise consumption.

- **Preventive maintenance of the facilities** to achieve greater efficiency. The preventive policies already in place for the maintenance of the facilities (regular cleaning of the drains, air conditioning filters, cooling tower trays, review of the bleeding system for boilers and burners, water pipes, tanks and containers, etc.) make it possible to optimise consumption and reduce the potential effects that the company's activity could have on the environment. In addition, special care is taken to avoid uncontrolled spills (this has never occurred in the Group's history), water leaks and gas leaks.
- **Use of multifunction machines** that allow documents to be scanned and then viewed on the screen, therefore avoiding printing. Using this equipment has reduced paper consumption by 4.4% and toner use by 5.5%, achieving two of the objectives set for 2013.

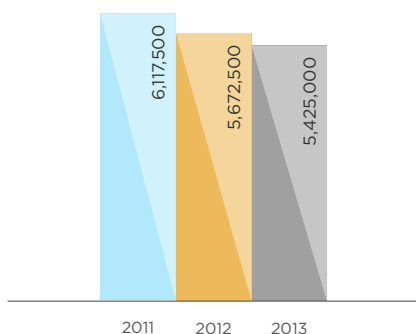
**Water consumption (m<sup>3</sup>)**



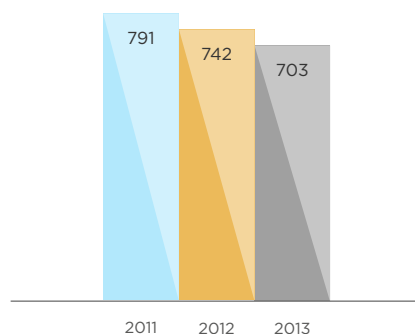
**Distribution of Water consumption**



**Paper consumption (units)**



**Toner consumption (units)**



Note: the equivalent weight of paper consumed in 2013 is 26,908 kg.



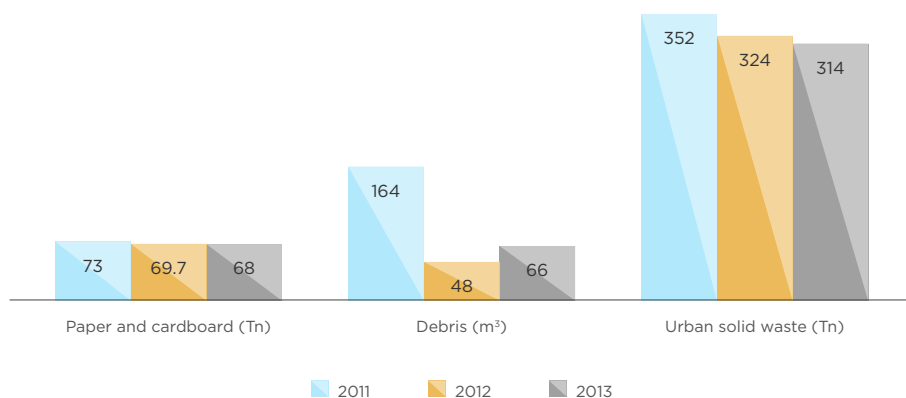
- **Re-using office screens and furniture** for the workstations of the staff who have joined the facilities at San Sebastián de los Reyes, as a result of the merger between the two groups (**Atresmedia** and **laSexta**). Specifically, there has been a 50% increase in the re-use of screens compared to 2012.

The paper used in Atresmedia has the FSC and PEFC certifications, what guarantees that the paper comes from forests managed under sustainability standards.

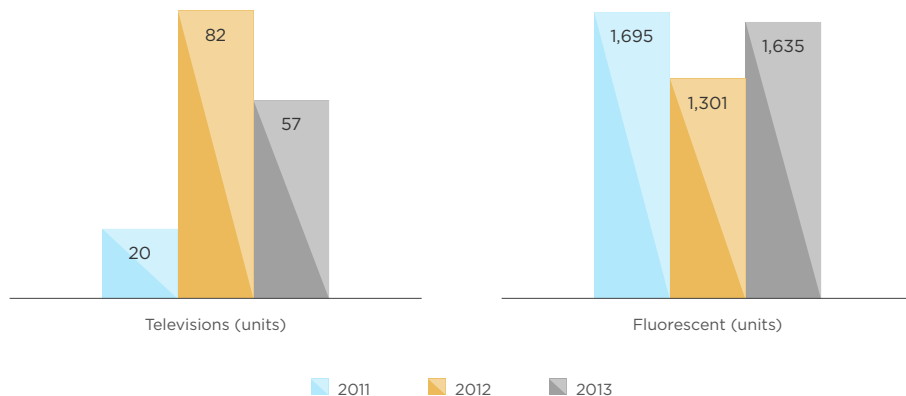
## Waste management

**Atresmedia** strives to reduce the amount of waste generated to a minimum, and to correctly manage this, encouraging, wherever possible, the re-use of materials and recycling.

### Non-hazardous waste



### Hazardous waste





57.29% of the total tones of white paper used (27 tn) is recycled.

Waste generation in 2013 has generally fallen compared to the previous year, especially in the case of hazardous waste. Waste from batteries has been zero, 100% of the toners consumed have been recycled and television waste has seen a decline of 30.5%. **Atresmedia** has also managed to hit the target of reducing the volume of solid urban waste by 3% for 2013.

In addition, it has continued with the task of raising awareness among the Group's suppliers, demanding from them the correct treatment of the waste they generate, which includes removing and re-using their own packaging.

The **Atresmedia** group always uses the following guidelines when treating waste: firstly it tries to optimise the use of the goods and equipment until they no longer serve their purpose, regardless of the useful life specified by the manufacturer; secondly it re-uses these goods and equipment in other areas where, although they cannot perform 100% due to wear and tear, they can still be used for less demanding tasks; thirdly, in the event that the goods or equipment cannot be reused internally, it looks to the external market for companies that can do this and if these options are unavailable, it lastly looks within the waste market for authorised management companies that can correctly handle the waste, so that it is destroyed or, if this is not possible, its environmental impact is reduced as much as possible.



# hazteco

**RELEVANT ASPECT** (pag. 169)

## Hazte Eco: the environmental movement

### Highlights

- Hazte Eco collects more than 27,000 signatures to support the Salvar el Artico Campaign of Greenpeace.
- Second awareness campaign to prevent fire in forests, in collaboration with WWF-ADENA.
- Atresmedia joins La Hora del Planeta campaign, to defend the environment.

**Atresmedia** launched the Hazte Eco campaign in 2010, in collaboration with Greenpeace, with the aim to raise awareness and run initiatives to defend and protect the environment.

Since its launch, Hazte Eco has run several very important initiatives, such as the collection of more than 10,300 signatures and their delivery to the Ministry of Agriculture and the Environment to reduce CO<sub>2</sub> emissions, and the launch of a fortnightly news report about the environment on **Neox**.

**Atresmedia** has also used the educational and informational power of its social network and web pages to send awareness-raising messages to the public and to motivate social mobilisation.

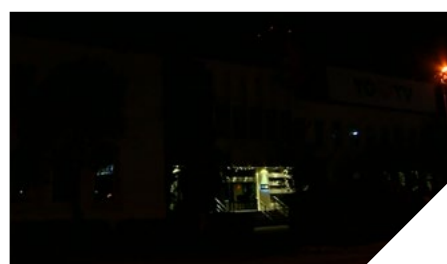
In 2013, the contribution of **Atresmedia's** media channels to the campaign has resulted in the broadcasting of 24 programmes with environmental content, addressing issues such as recycling, eco-innovation and electric transport.

**Atresmedia** has also continued to work with Greenpeace in the 'Save the Arctic' campaign, whose objective is to ensure that the uninhabited areas of the Arctic are declared World Heritage Sites. Thanks to the initiative, more than 27,000 signatures in favour of this cause were collected in 2013.

Since 2012, **Atresmedia** has been working with WWF SPAIN to help prevent forest fires. In 2013, through Hazte Eco, it launched an awareness campaign aimed at reducing the number of such fires and avoiding the



Atresmedia and WWF seeding the Hazte Eco Forest. Atresmedia joins La Hora del Planeta switching off the lights of the main entrance of the building.



behaviour that causes them, such as the uncontrolled burning of agricultural waste, littering and throwing away cigarette butts or being careless when using farming machinery.

Additionally, in March 2013 Atresmedia joined millions of people worldwide, companies, governments and educational facilities, in supporting the 'Earth Hour' initiative also organised by WWF SPAIN. 'Earth Hour' has become one of the most supported and popular global actions to protect the environment, and its best-known initiative is switching off lights for one hour at a particular time each year. Atresmedia contributed by turning off the lights in its main entrance and encouraging its employees to actively participate in the initiative.

## 2014 objectives

[More information about Hazte Eco](#)



### 2014 OBJECTIVES

Finalise the 5-year plan to replace refrigerant in air conditioning equipment.

Implement LED lighting in a building independent of the Company (buildings for Onda Cero, Atres Advertising and Antena 3 Eventos).

Conduct a study on energy efficiency.

Reduction, with respect to 2013, of 1% in the volume of solid urban waste, and 2% in toner consumption.

Reduction, with respect to 2013, of 1% in the volume of paper and cardboard sent for recycling.

Launch of new environmental awareness campaigns through Hazte Eco.



# Appendices



## Regarding the Corporate Responsibility Report

**Cover and Scope:** This is the seventh occasion on which **Atresmedia** has published its Corporate Responsibility Report integrated into the Annual Report and informing on its commitments with regard to Sustainability with an economic, social and environmental focus.

For the first time, the report was drafted following the criteria set out by the G4 guidelines at its “exhaustive” level in the Global Reporting Initiative (GRI) although it is the sixth year in which it has been verified by a third party (AENOR), ensuring compliance with the requisites of this internationally recognized standard. **All the GRI G4 requisites included in the GRI index have been verified by AENOR.**

The information provided in this report refers to the period between January 1, 2013 and December 31, 2013 and covers all the activities of **Atresmedia (Atresmedia Televisión, Atresmedia Radio, Atresmedia Publicidad, Atresmedia Digital, Atresmedia Cine y Fundación Atresmedia)**, giving priority to the material information, while not omitting relevant information.

In the event that there are variations concerning the scope and cover of the information, these have been stated in the report. Moreover, when there were changes in the formula for calculating the data provided regarding previous reports, this is stated beside the data.

**Material Nature:** The material nature of the content was determined based on the information received by the interest groups through active dialogue and specific tools which are described in the section “Socially Responsible Management” of the report. The material aspects were identified throughout the report as ‘relevant aspects’.

Each relevant aspect was analysed in order to identify its correspondence with the content and specific indicators of GRI G4, selecting the sections which really respond to the interest groups and to the strategy of **Atresmedia**. In addition, voluntary responses have been given to other sections of G4 which, although they are not of a material nature for the organization, contribute to more transparency, understanding of the activity of the company and facilitate the transition process from the GRI 3.1 to the GRI G 4 guidelines.

Material Aspects for the Atresmedia Interest Groups		Correspondence with G4	
General Aspect	Specific Aspect	Aspect	Section
Economic	Transparency	Economic performance	G4 EC1, EC4, M1
		Indirect economic consequences	G4 EC7
Organization and Governance	Corporate Governance: Policies and Organization	Governance	G4 34-48, 51
		Ethics and integrity	G4 56-58
Corporate Responsibility	Strategy	Ethics and integrity	G4 56, 57
Services	Content and values	Creation of content	M2, M3
		Dissemination of content	M4, M5
Social Action	Ponle Freno (Put the Brake On)/ el Estirón (The Growth Spurt) / Acción Social (Social Action)	Local Communities	G4 SO1
Environment	Broadcasting, awareness activities	Biodiversity	G4 EN 13
Human Resources Management	Corporate Policies and Code of Conduct	Ethics and integrity	G4 56, 57
	Training	Instruction and education	G4 LA9-10
	Internal communication	Governance	G4 37

The G4 parameters selected can be identified through the orange colouring in the GRI index of this report.

**International standards:** This Corporate Responsibility Report was drafted in accordance with the following guidelines:

- Sustainability Reporting Guidelines, version 4 of the Global Reporting Initiative.
- Media Sector Supplement. Global Reporting Initiative.

# Verification report

**AENOR** Asociación Española de  
Normalización y Certificación

## SUSTAINABLE VERIFICATION REPORT

**VMS-Nº 001/14**

The Spanish Association for Standardisation and Certification (AENOR) has verified that the Report of the following firm:

**GRUPO ATRESMEDIA**

Entitled **2013 ANNUAL AND CORPORATE RESPONSIBILITY REPORT**

Provides a reasonable image and a balanced view of its performance, taking into account not only the data veracity but also the general content of the report.

This external assurance is in accordance with the **Exhaustive Option** of the G4 Guide developed by the Global Reporting Initiative (GRI) along with the Media Sector Supplement. The verification has been fulfilled on 19<sup>th</sup> February, 2014 and no subsequent performances can be considered.

The present verification will be in force, unless it is cancelled or withdrawn upon AENOR's written notification and according to specific terms of the contract – application nº GRI-010/14 dated 7<sup>th</sup> January, 2014 and to the General Regulation of January 2007, which require, amongst other commitments, the permission to visit the installations by the technical services of AENOR to verify the veracity of stated data.

This declaration does not condition the decision that Global Reporting Initiative can adopt to incorporate ATRESMEDIA, in the "GRI Reports List" which is published in its Web <http://www.globalreporting.org/GRIReports/GRIReportsList/>.

Issued on: 26<sup>th</sup> February 2014

**AENOR** Asociación Española de  
Normalización y Certificación

Avelino BRITO  
Chief Executive Officer

# GRI index

Strategy and Analysis		Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-1	Provide a statement from the most senior decision-maker of the organization (such as CEO, chair, or equivalent senior position) about the relevance of sustainability to the organization and the organization's strategy for addressing sustainability.	4-10	TOTAL			✓ p. 176
G4-2	Description of key impacts, risks, and opportunities	4-10, 47	TOTAL			✓ p. 176

Organizational Profile		Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-3	Report the name of the organization.	2	TOTAL			✓ p. 176
G4-4	Report the primary brands, products, and services.	26-27	TOTAL			✓ p. 176
G4-5	Report the location of the organization's headquarters.	2	TOTAL			✓ p. 176
G4-6	Report the number of countries where the organization operates, and names of countries where either the organization has significant operations or that are specifically relevant to the sustainability topics covered in the report.	Atresmedia operates in Spain. However some of its channels (Antena 3 Internacional) can be watched abroad	TOTAL			✓ p. 176
G4-7	Report the nature of ownership and legal form.	26-27	TOTAL			✓ p. 176
G4-8	Report the markets served (including geographic breakdown, sectors served, and types of customers and beneficiaries).	Atresmedia operates in Spain. However some of its channels (Antena 3 Internacional) can be watched abroad 27, 38	TOTAL			✓ p. 176

Organizational Profile		Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-9	<p>Report the scale of the organization, including:</p> <ul style="list-style-type: none"> <li>_ Total number of employees</li> <li>_ Total number of operations</li> <li>_ Net sales (for private sector organizations) or net revenues (for public sector organizations)</li> <li>_ Total capitalization broken down in terms of debt and equity (for private sector organizations)</li> <li>_ Quantity of products or services provided"</li> </ul>	<p>12, 123 93% of Atresmedia's net income comes from advertising. The remaining income is split between minor activities such as copyright, film productions and special initiatives.</p>	TOTAL			<p>✓ p. 176</p>
G4-10	<ul style="list-style-type: none"> <li>_ Report the total number of employees by employment contract and gender.</li> <li>_ Report the total number of permanent employees by employment type and gender.</li> <li>_ Report the total workforce by employees and supervised workers and by gender.</li> <li>_ Report the total workforce by region and gender.</li> <li>_ Report whether a substantial portion of the organization's work is performed by workers who are legally recognized as self-employed, or by individuals other than employees or supervised workers, including employees and supervised employees of contractors.</li> <li>_ Report any significant variations in employment numbers (such as seasonal variations in employment in the tourism or agricultural industries)."</li> </ul>	<p>123, 127 External and self-employed employees do not represent a significant part of the company, so no monitoring is established that allows a breakdown by gender.</p>	TOTAL			<p>✓ p. 176</p>
G4-11	<p>Report the percentage of total employees covered by collective bargaining agreements.</p>	123	TOTAL			<p>✓ p. 176</p>
G4-12	<p>Describe the organization's supply chain.</p>	41, 48-52	TOTAL			<p>✓ p. 176</p>
G4-13	<p>Report any significant changes during the reporting period regarding the organization's size, structure, ownership, or its supply chain, including:</p> <ul style="list-style-type: none"> <li>_ Changes in the location of, or changes in, operations, including facility openings, closings, and expansions</li> <li>_ Changes in the share capital structure and other capital formation, maintenance, and alteration operations (for private sector organizations)</li> <li>_ Changes in the location of suppliers, the structure of the supply chain, or in relationships with suppliers, including selection and termination".</li> </ul>	13, 21	TOTAL			<p>✓ p. 176</p>
G4-14	<p>Report whether and how the precautionary approach or principle is addressed by the organization.</p>	47	TOTAL			<p>✓ p. 176</p>
G4-15	<p>List externally developed economic, environmental and social charters, principles, or other initiatives to which the organization subscribes or which it endorses.</p>	32, 36-37, 52-53, 65-68, 116	TOTAL			<p>✓ p. 176</p>
G4-16	<p>List memberships of associations (such as industry associations) and national or international advocacy organizations in which the organization:</p> <ul style="list-style-type: none"> <li>_ Holds a position on the governance body</li> <li>_ Participates in projects or committees</li> <li>_ Provides substantive funding beyond routine membership dues</li> <li>_ Views membership as strategic</li> </ul>	39, 53, 116	TOTAL			<p>✓ p. 176</p>



Identified Material Aspects and Boundaries		Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-17	<ul style="list-style-type: none"> <li>_ List all entities included in the organization's consolidated financial statements or equivalent documents.</li> <li>_ Report whether any entity included in the organization's consolidated financial statements or equivalent documents is not covered by the report.</li> </ul>	27 All entities that are listed in the consolidated financial statements are also listed in the report.	TOTAL			✓ p. 176
G4-18	<ul style="list-style-type: none"> <li>_ Explain the process for defining the report content and the Aspect Boundaries.</li> <li>_ Explain how the organization has implemented the Reporting Principles for Defining Report Content."</li> </ul>	37-45, 174	TOTAL			✓ p. 176
G4-19	List all the material Aspects identified in the process for defining report content.	44, 174	TOTAL			✓ p. 176
G4-20	For each material Aspect, report the Aspect Boundary within the organization, as follows: <ul style="list-style-type: none"> <li>_ Report whether the Aspect is material within the organization</li> <li>_ If the Aspect is not material for all entities within the organization (as described in G4-17), select one of the following two approaches and report either:                             <ul style="list-style-type: none"> <li>• The list of entities or groups of entities included in G4-17 for which the Aspect is not material or</li> <li>• The list of entities or groups of entities included in G4-17 for which the Aspects is material</li> </ul> </li> <li>_ Report any specific limitation regarding the Aspect Boundary within the organization"</li> </ul>	The material aspects identified have been considered for the entire Atresmedia Group.	TOTAL			✓ p. 176
G4-21	For each material Aspect, report the Aspect Boundary outside the organization, as follows: <ul style="list-style-type: none"> <li>_ Report whether the Aspect is material outside of the organization</li> <li>_ If the Aspect is material outside of the organization, identify the entities, groups of entities or elements for which the Aspect is material. In addition, describe the geographical location where the Aspect is material for the entities identified</li> <li>_ Report any specific limitation regarding the Aspect Boundary outside the organization"</li> </ul>	The aspects identified as material have been considered for all of Atresmedia's external stakeholders.	TOTAL			✓ p. 176
G4-22	Report the effect of any restatements of information provided in previous reports, and the reasons for such restatements.	174	TOTAL			✓ p. 176
G4-23	Report significant changes from previous reporting periods in the Scope and Aspect Boundaries.	174	TOTAL			✓ p. 176

Stakeholder Engagement		Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-24	Provide a list of stakeholder groups engaged by the organization.	38	TOTAL			✓ p. 176
G4-25	Report the basis for identification and selection of stakeholders with whom to engage.	38	TOTAL			✓ p. 176
G4-26	Report the organization's approach to stakeholder engagement, including frequency of engagement by type and by stakeholder group, and an indication of whether any of the engagement was undertaken specifically as part of the report preparation process.	31,38, 37-45, 52-53, 66-67, 86-87, 96-98, 116	TOTAL			✓ p. 176
G4-27	Report key topics and concerns that have been raised through stakeholder engagement, and how the organization has responded to those key topics and concerns, including through its reporting. Report the stakeholder groups that raised each of the key topics and concerns.	37-45	TOTAL			✓ p. 176

Report Profile		Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-28	Reporting period (such as fiscal or calendar year) for information provided.	174	TOTAL			✓ p. 176
G4-29	Date of most recent previous report (if any).	174	TOTAL			✓ p. 176
G4-30	Reporting cycle (such as annual, biennial).	174	TOTAL			✓ p. 176
G4-31	Provide the contact point for questions regarding the report or its contents.	2	TOTAL			✓ p. 176
G4-32	<ul style="list-style-type: none"> <li>_ Report the 'in accordance' option the organization has chosen.</li> <li>_ Report the GRI Content Index for the chosen option.</li> <li>_ Report the reference to the External Assurance Report, if the report has been externally assured. GRI recommends the use of external assurance but it is not a requirement to be 'in accordance' with the Guidelines.</li> </ul>	174-175,177	TOTAL			✓ p. 176
G4-33	<ul style="list-style-type: none"> <li>_ Report the organization's policy and current practice with regard to seeking external assurance for the report.</li> <li>_ If not included in the assurance report accompanying the sustainability report, report the scope and basis of any external assurance provided.</li> <li>_ Report the relationship between the organization and the assurance providers.</li> <li>_ Report whether the highest governance body or senior executives are involved in seeking assurance for the organization's sustainability report.</li> </ul>	This report has been verified by AENOR with Comprehensive level. 177	TOTAL			✓ p. 176

Governance		Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-34	Report the governance structure of the organization, including committees of the highest governance body. Identify any committees responsible for decision-making on economic, environmental and social impacts.	26-27, 32-35 IAGC: C.1. 1, C.1.2, C.1.3, C.2.4	TOTAL			✓ p. 176
G4-35	Report the process for delegating authority for economic, environmental and social topics from the highest governance body to senior executives and other employees.	32-35 IAGC: C.1.10	TOTAL			✓ p. 176
G4-36	Report whether the organization has appointed an executive-level position or positions with responsibility for economic, environmental and social topics, and whether post holders report directly to the highest governance body.	26, 28, 32-35 IAGC: C.1.10	TOTAL			✓ p. 176
G4-37	Report processes for consultation between stakeholders and the highest governance body on economic, environmental and social topics. If consultation is delegated, describe to whom and any feedback processes to the highest governance body.	31-35 IAGC: meets requirement 7 on corporate governance (page 30 of the IAGC).	TOTAL			✓ p. 176
G4-38	Report the composition of the highest governance body and its committees by: <ul style="list-style-type: none"> <li>– Executive or non-executive</li> <li>– Independence</li> <li>– Tenure on the governance body</li> <li>– Number of each individual's other significant positions and commitments, and the nature of the commitments</li> <li>– Gender</li> <li>– Membership of under-represented social groups</li> <li>– Competences relating to economic, environmental and social impacts</li> <li>– Stakeholder representation</li> </ul>	26, 28 IAGC: C.1.2, C.1.3, C.2.1, C.2.2	TOTAL			✓ p. 176
G4-39	Report whether the Chair of the highest governance body is also an executive officer (and, if so, his or her function within the organization's management and the reasons for this arrangement).	18, 20 IAGC: C.1.22	TOTAL			✓ p. 176
G4-40	Report the nomination and selection processes for the highest governance body and its committees, and the criteria used for nominating and selecting highest governance body members, including: <ul style="list-style-type: none"> <li>– Whether and how diversity is considered</li> <li>– Whether and how independence is considered</li> <li>– Whether and how expertise and experience relating to economic, environmental and social topics are considered</li> <li>– Whether and how stakeholders (including shareholders) are involved</li> </ul>	32-35 IAGC: C.1.5, C.1.6, C.1.19, C.2.4, C.1.34	TOTAL			✓ p. 176
G4-41	Report processes for the highest governance body to ensure conflicts of interest are avoided and managed. Report whether conflicts of interest are disclosed to stakeholders, including, as a minimum: <ul style="list-style-type: none"> <li>– Cross-board membership</li> <li>– Cross-shareholding with suppliers and other stakeholders</li> <li>– Existence of controlling shareholder</li> <li>– Related party disclosures</li> </ul>	32-35 IAGC: D.6, D.7	TOTAL			✓ p. 176
G4-42	Report the highest governance body's and senior executives' roles in the development, approval, and updating of the organization's purpose, value or mission statements, strategies, policies, and goals related to economic, environmental and social impacts.	32-35 Recommendation 8 on Corporate Governance.	TOTAL			✓ p. 176

Governance		Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-43	Report the measures taken to develop and enhance the highest governance body's collective knowledge of economic, environmental and social topics.	32-35 IAGC: C.1.41 Standards of Good Governance Fundación Atresmedia www. antena3.com/fundación.	TOTAL			✓ p. 176
G4-44	<ul style="list-style-type: none"> <li>– Report the processes for evaluation of the highest governance body's performance with respect to governance of economic, environmental and social topics. Report whether such evaluation is independent or not, and its frequency. Report whether such evaluation is a self-assessment.</li> <li>– Report actions taken in response to evaluation of the highest governance body's performance with respect to governance of economic, environmental and social topics, including, as a minimum, changes in membership and organizational practice.</li> </ul>	32-35 IAGC: C.1.20	TOTAL			✓ p. 176
G4-45	<ul style="list-style-type: none"> <li>– Report the highest governance body's role in the identification and management of economic, environmental and social impacts, risks, and opportunities. Include the highest governance body's role in the implementation of due diligence processes.</li> <li>– Report whether stakeholder consultation is used to support the highest governance body's identification and management of economic, environmental and social impacts, risks, and opportunities.</li> </ul>	32-35 IAGC: C.1.14, C.2.3, C.2.4, section E. Recommendations on Corporate Governance: 43 and 44.1 a)	TOTAL			✓ p. 176
G4-46	Report the highest governance body's role in reviewing the effectiveness of the organization's risk management processes for economic, environmental and social topics.	32-35 IAGC: C.1.14, C.2.3, C.2.4, section E. Recommendations on Corporate Governance: 43 and 44.1 a) Standards of Good Governance Fundación Atresmedia www. antena3.com/fundación	TOTAL			✓ p. 176
G4-47	Report the frequency of the highest governance body's review of economic, environmental and social impacts, risks, and opportunities.	32-35 IAGC: C.1.14, C.2.3, C.2.4, section E. Recommendations on Corporate Governance: 43 and 44.1 a)	TOTAL			✓ p. 176
G4-48	Report the highest committee or position that formally reviews and approves the organization's sustainability report and ensures that all material Aspects are covered.	32 IAGC: CC.1.14 Recommendation 7 on Corporate Governance.	TOTAL			✓ p. 176
G4-49	Report the process for communicating critical concerns to the highest governance body.	32-35 IAGC: C.1.14, C.2.3, C.2.4, section E. Recommendations on Corporate Governance: 43 and 44.1 a)	TOTAL			✓ p. 176
G4-50	Report the nature and total number of critical concerns that were communicated to the highest governance body and the mechanism(s) used to address and resolve them.	32-35, 37-45 IAGC: E.5, E.6	TOTAL			✓ p. 176

Governance		Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-51	<p>Report the remuneration policies for the highest governance body and senior executives for the below types of remuneration:</p> <ul style="list-style-type: none"> <li>– Fixed pay and variable pay:                             <ul style="list-style-type: none"> <li>• Performance-based pay</li> <li>• Equity-based pay</li> <li>• Bonuses</li> <li>• Deferred or vested shares</li> </ul> </li> <li>– Sign-on bonuses or recruitment incentive payments</li> <li>– Termination payments</li> <li>– Clawbacks</li> <li>– Retirement benefits, including the difference between benefit schemes and contribution rates for the highest governance body, senior executives, and all other employees</li> </ul> <p>Report how performance criteria in the remuneration policy relate to the highest governance body's and senior executives' economic, environmental and social objectives.</p>	<p>32-35, 132 IAGC: Recommendation 36 on Corporate Governance. IRC: sections A, B and C</p>	TOTAL			<p>✓ p. 176</p>
G4-52	<p>Report the process for determining remuneration. Report whether remuneration consultants are involved in determining remuneration and whether they are independent of management. Report any other relationships which the remuneration consultants have with the organization.</p>	<p>32-35, 132 IAGC: IRC: A.2</p>	TOTAL			<p>✓ p. 176</p>
G4-53	<p>Report how stakeholders' views are sought and taken into account regarding remuneration, including the results of votes on remuneration policies and proposals, if applicable.</p>	<p>32-35, 132 IRC: A.1, D.3</p>	TOTAL			<p>✓ p. 176</p>
G4-54	<p>Report the ratio of the annual total compensation for the organization's highest-paid individual in each country of significant operations to the median annual total compensation for all employees (excluding the highest-paid individual) in the same country.</p>	<p>Onda Cero 9,5</p>	TOTAL			<p>✓ p. 176</p>
G4-55	<p>Report the ratio of percentage increase in annual total compensation for the organization's highest-paid individual in each country of significant operations to the median percentage increase in annual total compensation for all employees (excluding the highest-paid individual) in the same country.</p>	<p>In 2013 there have been no pay rises (0)</p>	TOTAL			<p>✓ p. 176</p>

Ethics and Integrity		Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-56	Describe the organization's values, principles, standards and norms of behavior such as codes of conduct and codes of ethics.	36,37,116	TOTAL			✓ p. 176
G4-57	Report the internal and external mechanisms for seeking advice on ethical and lawful behavior, and matters related to organizational integrity, such as helplines or advice lines.	33-34	TOTAL			✓ p. 176
G4-58	Report the internal and external mechanisms for reporting concerns about unethical or unlawful behavior, and matters related to organizational integrity, such as escalation through line management, whistleblowing mechanisms or hotlines.	33-34	TOTAL			✓ p. 176

Disclosures on Management Approach		Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-DMA	<ul style="list-style-type: none"> <li>_ Report why the Aspect is material. Report the impacts that make this Aspect material.</li> <li>_ Report how the organization manages the material Aspect or its impacts.</li> <li>_ Report the evaluation of the management approach, including:                             <ul style="list-style-type: none"> <li>• The mechanisms for evaluating the effectiveness of the management approach</li> <li>• The results of the evaluation of the management approach</li> <li>• Any related adjustments to the management approach"</li> </ul> </li> </ul>	37-45	TOTAL			✓ p. 176



G4-EC	Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
CATEGORY: ECONOMIC						
ASPECT: ECONOMIC PERFORMANCE		4-10				✓ p. 176
G4-EC1	<p>Report the direct economic value generated and distributed (EVG&amp;D) on an accruals basis including the basic components for the organization's global operations as listed below. If data is presented on a cash basis, report the justification for this decision and report the basic components as listed below:</p> <ul style="list-style-type: none"> <li>– Direct economic value generated:                             <ul style="list-style-type: none"> <li>• Revenues</li> </ul> </li> <li>– Economic value distributed:                             <ul style="list-style-type: none"> <li>• Operating costs</li> <li>• Employee wages and benefits</li> <li>• Payments to providers of capital</li> <li>• Payments to government (by country)</li> <li>• Community investments</li> </ul> </li> <li>– Economic value retained (calculated as 'Direct economic value generated' less 'Economic value distributed')</li> </ul> <p>To better assess local economic impacts, report EVG&amp;D separately at country, regional, or market levels, where significant. Report the criteria used for defining significance.</p>	12, 23 / Report on audited accounts (Available at <a href="http://www.atresmediacorporacion.com">www.atresmediacorporacion.com</a> )	TOTAL		✓ p. 176	
G4-EC2	<p>Report risks and opportunities posed by climate change that have the potential to generate substantive changes in operations, revenue or expenditure, including:</p> <ul style="list-style-type: none"> <li>– A description of the risk or opportunity and its classification as either physical, regulatory, or other</li> <li>– A description of the impact associated with the risk or opportunity</li> <li>– The financial implications of the risk or opportunity before action is taken</li> <li>– The methods used to manage the risk or opportunity</li> <li>– The costs of actions taken to manage the risk or opportunity</li> </ul>	163-169	TOTAL		✓ p. 176	
G4-EC3	<ul style="list-style-type: none"> <li>– Where the plan's liabilities are met by the organization's general resources, report the estimated value of those liabilities.</li> <li>– Where a separate fund exists to pay the plan's pension liabilities, report:                             <ul style="list-style-type: none"> <li>• The extent to which the scheme's liabilities are estimated to be covered by the assets that have been set aside to meet them</li> <li>• The basis on which that estimate has been arrived at</li> <li>• When that estimate was made</li> </ul> </li> <li>– Where a fund set up to pay the plan's pension liabilities is not fully covered, explain the strategy, if any, adopted by the employer to work towards full coverage, and the timescale, if any, by which the employer hopes to achieve full coverage.</li> <li>– Report the percentage of salary contributed by employee or employer.</li> <li>– Report the level of participation in retirement plans (such as participation in mandatory or voluntary schemes, regional or country-based schemes, or those with financial impact).</li> </ul>	There are no pension schemes	TOTAL		✓ p. 176	

G4-EC	Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-EC4	<ul style="list-style-type: none"> <li>_ Report the total monetary value of financial assistance received by the organization from governments during the reporting period, including, as a minimum:                             <ul style="list-style-type: none"> <li>• Tax relief and tax credits</li> <li>• Subsidies</li> <li>• Investment grants, research and development grants, and other relevant types of grants</li> <li>• Awards</li> <li>• Royalty holidays</li> <li>• Financial assistance from Export Credit Agencies (ECAs)</li> <li>• Financial incentives</li> <li>• Other financial benefits received or receivable from any government for any operation</li> </ul> </li> <li>_ Report the information above by country.</li> <li>_ Report whether, and the extent to which, the government is present in the shareholding structure.</li> </ul>	12, 39 Report on audited accounts (Available at <a href="http://www.atresmediacorporacion.com">www.atresmediacorporacion.com</a> )	TOTAL			✓ p. 176
M1	Significant funding and other support received from non-governmental sources.	0 euros Report on audited accounts (Available at <a href="http://www.atresmediacorporacion.com">www.atresmediacorporacion.com</a> ).	TOTAL			✓ p. 176
ASPECT: MARKET PRESENCE		5				✓ p. 176
G4-EC5	<ul style="list-style-type: none"> <li>_ When a significant proportion of the workforce is compensated based on wages subject to minimum wage rules, report the ratio of the entry level wage by gender at significant locations of operation to the minimum wage.</li> <li>_ Report whether a local minimum wage is absent or variable at significant locations of operation, by gender. In circumstances in which different minimums could be used as a reference, report which minimum wage is being used.</li> <li>_ Report the definition used for 'significant locations of operation'.</li> </ul>	132 The starting wage is set through a collective agreement established for each of the group's businesses with no gender differences, and it is higher than the statutory minimum wage.	TOTAL			✓ p. 176
G4-EC6	<ul style="list-style-type: none"> <li>_ Report the percentage of senior management at significant locations of operation that are hired from the local community.</li> </ul>	127 Local: España	TOTAL			✓ p. 176
ASPECT: INDIRECT ECONOMIC IMPACTS						✓ p. 176
G4-EC7	<ul style="list-style-type: none"> <li>_ Report the extent of development of significant infrastructure investments and services supported.</li> <li>_ Report the current or expected impacts on communities and local economies. Report positive and negative impacts where relevant.</li> <li>_ Report whether these investments and services are commercial, in-kind, or pro bono engagements.</li> </ul>	6.074 thousand euros. 133-154 Report on audited accounts (Available at <a href="http://www.atresmediacorporacion.com">www.atresmediacorporacion.com</a> )	TOTAL			✓ p. 176
G4-EC8	<ul style="list-style-type: none"> <li>_ Report examples of the significant identified positive and negative indirect economic impacts the organization has.</li> <li>_ Report the significance of the impacts in the context of external benchmarks and stakeholder priorities, such as national and international standards, protocols, and policy agendas.</li> </ul>	12-13, 17, 133-154	TOTAL			✓ p. 176

G4-EC Indicators		Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: PROCUREMENT PRACTICES		48-50				✓ p. 176
G4-EC9	Report the percentage of the procurement budget used for significant locations of operation spent on suppliers local to that operation (such as percentage of products and services purchased locally).	Supplier 50 Local: national supplier.	TOTAL			✓ p. 176
G4-EN CATEGORY: ENVIRONMENTAL						
ASPECT: MATERIALS		162, 168-169				✓ p. 176
G4-EN1	Report the total weight or volume of materials that are used to produce and package the organization's primary products and services during the reporting period, by: _ Non-renewable materials used _ Renewable materials used	12, 169-170	TOTAL			✓ p. 176
G4-EN2	Report the percentage of recycled input materials used to manufacture the organization's primary products and services.	100% of all toner used is recycled. 12, 169-170	TOTAL			✓ p. 176
ASPECT: ENERGY		162, 165-166				✓ p. 176
G4-EN3	_ Report total fuel consumption from non-renewable sources in joules or multiples, including fuel types used. _ Report total fuel consumption from renewable fuel sources in joules or multiples, including fuel types used. _ Report in joules, watt-hours or multiples, the total: • Electricity consumption • Heating consumption • Cooling consumption • Steam consumption _ Report in joules, watt-hours or multiples, the total: • Electricity sold • Heating sold • Cooling sold • Steam sold _ Report total energy consumption in joules or multiples. _ Report standards, methodologies, and assumptions used. _ Report the source of the conversion factors used.	166	TOTAL			✓ p. 176
G4-EN4	Report energy consumed outside of the organization, in joules or multiples.	166 Consumption accounted for by business travel is included.	TOTAL			✓ p. 176
G4-EN5	_ Report the energy intensity ratio. _ Report the organization-specific metric (the ratio denominator) chosen to calculate the ratio. _ Report the types of energy included in the intensity ratio: fuel, electricity, heating, cooling, steam, or all. _ Report whether the ratio uses energy consumed within the organization, outside of it or both.	Energy intensity is determined by dividing internal consumption by the number of employees (1,829).	TOTAL			✓ p. 176
G4-EN6	_ Report the amount of reductions in energy consumption achieved as a direct result of conservation and efficiency initiatives, in joules or multiples. _ Report the types of energy included in the reductions: fuel, electricity, heating, cooling, and steam.	158	TOTAL			✓ p. 176
G4-EN7	Report the reductions in the energy requirements of sold products and services achieved during the reporting period, in joules or multiples.	50-52, 166	TOTAL			✓ p. 176

G4-EC	Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: WATER		162, 169-170				✓ p. 176
G4-EN8	Report the total volume of water withdrawn from the following sources: _ Surface water, including water from wetlands, rivers, lakes, and oceans _ Ground water _ Rainwater collected directly and stored by the organization _ Waste water from another organization _ Municipal water supplies or other water utilities	169-170, All the water used comes from the public network.	TOTAL			✓ p. 176
G4-EN9	Report the total number of water sources significantly affected by withdrawal by type: _ Size of water source _ Whether or not the source is designated as a protected area (nationally or internationally) _ Biodiversity value (such as species diversity and endemism, total number of protected species) _ Value or importance of water source to local communities and indigenous peoples	All the water used comes from the public network.	TOTAL			✓ p. 176
G4-EN10	_ Report the total volume of water recycled and reused by the organization. _ Report the total volume of water recycled and reused as a percentage of the total water withdrawal reported under Indicator G4-EN8.	Atresmedia, due to its business, does not recycle or re-use water.	TOTAL			✓ p. 176
ASPECT: BIODIVERSITY						✓ p. 176
G4-EN11	Report the following information for each operational site owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas: _ Geographic location _ Subsurface and underground land that may be owned, leased, or managed by the organization _ Position in relation to the protected area (in the area, adjacent to, or containing portions of the protected area) or the high biodiversity value area outside protected areas _ Type of operation (office, manufacturing or production, or extractive) _ Size of operational site in km2 _ Biodiversity value characterized by: • The attribute of the protected area or high biodiversity value area outside the protected area (terrestrial, freshwater, or maritime ecosystem) • Listing of protected status (such as IUCN Protected Area Management Categories, Ramsar Convention, national legislation)	Atresmedia operates in urban areas that do not affect natural areas, so it does not have an impact on biodiversity  The workplace at San Sebastián de los Reyes does not generate a significant environmental impact, and nor do the rest of the workplaces.	TOTAL			✓ p. 176

G4-EC	Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-EN12	<ul style="list-style-type: none"> <li>_ Report the nature of significant direct and indirect impacts on biodiversity with reference to one or more of the following:                             <ul style="list-style-type: none"> <li>• Construction or use of manufacturing plants, mines, and transport infrastructure</li> <li>• Pollution (introduction of substances that do not naturally occur in the habitat from point and non-point sources)</li> <li>• Introduction of invasive species, pests, and pathogens</li> <li>• Reduction of species</li> <li>• Habitat conversion</li> <li>• Changes in ecological processes outside the natural range of variation (such as salinity or changes in groundwater level)</li> </ul> </li> <li>_ Report significant direct and indirect positive and negative impacts with reference to the following:                             <ul style="list-style-type: none"> <li>• Species affected</li> <li>• Extent of areas impacted</li> <li>• Duration of impacts</li> <li>• Reversibility or irreversibility of the impacts</li> </ul> </li> </ul>	<p>Atresmedia operates in urban areas that do not affect natural areas, so it does not have an impact on biodiversity.</p>	TOTAL			<p>✓ p. 176</p>
G4-EN13	<ul style="list-style-type: none"> <li>_ Report the size and location of all habitat protected areas or restored areas, and whether the success of the restoration measure was or is approved by independent external professionals.</li> <li>_ Report whether partnerships exist with third parties to protect or restore habitat areas distinct from where the organization has overseen and implemented restoration or protection measures.</li> <li>_ Report on the status of each area based on its condition at the close of the reporting period.</li> <li>_ Report standards, methodologies, and assumptions used.</li> </ul>	<p>171-172 Atresmedia operates in urban areas that do not affect natural areas, so it does not have an impact on biodiversity.</p>	TOTAL			<p>✓ p. 176</p>
G4-EN14	<p>Report the total number of IUCN Red List species and national conservation list species with habitats in areas affected by the operations of the organization, by level of extinction risk:</p> <ul style="list-style-type: none"> <li>_ Critically endangered</li> <li>_ Endangered</li> <li>_ Vulnerable</li> <li>_ Near threatened</li> <li>_ Least concern"</li> </ul>	<p>Atresmedia operates in urban areas that do not affect natural areas, so it does not have an impact on biodiversity.</p>	TOTAL			<p>✓ p. 176</p>
ASPECT: EMISSIONS		162, 165-166				<p>✓ p. 176</p>
G4-EN15	<ul style="list-style-type: none"> <li>_ Report gross direct (Scope 1) GHG emissions in metric tons of CO2 equivalent, independent of any GHG trades, such as purchases, sales, or transfers of offsets or allowances.</li> <li>_ Report gases included in the calculation (whether CO2, CH4, N2O, HFCs, PFCs, SF6, NF3, or all).</li> <li>_ Report biogenic CO2 emissions in metric tons of CO2 equivalent separately from the gross direct (Scope 1) GHG emissions.</li> </ul>	<p>167 The calculation includes CO2 gases.</p>	TOTAL			<p>✓ p. 176</p>
G4-EN16	<p>Report gross energy indirect (Scope 2) GHG emissions in metric tons of CO2 equivalent, independent of any GHG trades, such as purchases, sales, or transfers of offsets or allowances.</p>	<p>167 The calculation includes CO2 gases.</p>	TOTAL			<p>✓ p. 176</p>

G4-EC	Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-EN17	<ul style="list-style-type: none"> <li>– Report gross other indirect (Scope 3) GHG emissions in metric tons of CO2 equivalent, excluding indirect emissions from the generation of purchased or acquired electricity, heating, cooling, and steam consumed by the organization (these indirect emissions are reported in Indicator G4-EN16). Exclude any GHG trades, such as purchases, sales, or transfers of offsets or allowances.</li> <li>– Report gases included in the calculation, if available.</li> <li>– Report biogenic CO2 emissions in metric tons of CO2 equivalent separately from the gross other indirect (Scope 3) GHG emissions.</li> <li>– Report other indirect (Scope 3) emissions categories and activities included in the calculation.</li> </ul>	<p>167</p> <p>The calculation includes CO2 gases.</p>	TOTAL			<p>✓</p> <p>p. 176</p>
G4-EN18	<ul style="list-style-type: none"> <li>– Report the GHG emissions intensity ratio.</li> <li>– Report the organization-specific metric (the ratio denominator) chosen to calculate the ratio.</li> <li>– Report the types of GHG emissions included in the intensity ratio: direct (Scope 1), energy indirect (Scope 2), other indirect (Scope 3).</li> <li>– Report gases included in the calculation.</li> </ul>	<p>The intensity of emissions is determined by dividing internal consumption by the number of employees (1,829).</p>				<p>✓</p> <p>p. 176</p>
G4-EN19	<ul style="list-style-type: none"> <li>– Report the amount of GHG emissions reductions achieved as a direct result of initiatives to reduce emissions, in metric tons of CO2 equivalent.</li> <li>– Report gases included in the calculation (whether CO2, CH4, N2O, HFCs, PFCs, SF6, NF3, or all).</li> <li>– Report the chosen base year or baseline and the rationale for choosing it.</li> <li>– Report standards, methodologies, and assumptions used.</li> <li>– Report whether the reductions in GHG emissions occurred in direct (Scope 1), energy indirect (Scope 2), other indirect (Scope 3) emissions.</li> </ul>	<p>165-169</p> <p>The calculation includes CO2 gases.</p>	TOTAL			<p>✓</p> <p>p. 176</p>
G4-EN20	<ul style="list-style-type: none"> <li>– Report production, imports, and exports of ODS in metric tons of CFC-11 equivalent.</li> <li>– Report substances included in the calculation.</li> <li>– Report standards, methodologies, and assumptions used.</li> <li>– Report the source of the emission factors used.</li> </ul>	<p>Replacement of refrigerant gas (R22) with 190 Kg of ecological gas (R438A); replacement of refrigerant gas (R22) with 104 Kg of ecological gas R424.</p>	TOTAL			<p>✓</p> <p>p. 176</p>
G4-EN21	<ul style="list-style-type: none"> <li>– Report the amount of significant air emissions, in kilograms or multiples for each of the following:                             <ul style="list-style-type: none"> <li>• NOX</li> <li>• SOX</li> <li>• Persistent organic pollutants (POP)</li> <li>• Volatile organic compounds (VOC)</li> <li>• Hazardous air pollutants (HAP)</li> <li>• Particulate matter (PM)</li> <li>• Other standard categories of air emissions identified in relevant regulations</li> </ul> </li> <li>– Report standards, methodologies, and assumptions used.</li> <li>– Report the source of the emission factors used.</li> </ul>	167	TOTAL			<p>✓</p> <p>p. 176</p>



G4-EC	Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: EFFLUENTS AND WASTE		162, 168-170				✓ p. 176
G4-EN22	<ul style="list-style-type: none"> <li>– Report the total volume of planned and unplanned water discharges by:                             <ul style="list-style-type: none"> <li>• Destination</li> <li>• Quality of the water including treatment method</li> <li>• Whether it was reused by another organization</li> </ul> </li> <li>– Report standards, methodologies, and assumptions used.”</li> </ul>	170 Atresmedia sends this to the public sewage network.				✓ p. 176
G4-EN23	<ul style="list-style-type: none"> <li>– Report the total weight of hazardous and non-hazardous waste, by the following disposal methods:                             <ul style="list-style-type: none"> <li>• Reuse</li> <li>• Recycling</li> <li>• Composting</li> <li>• Recovery, including energy recovery</li> <li>• Incineration (mass burn)</li> <li>• Deep well injection</li> <li>• Landfill</li> <li>• On-site storage</li> <li>• Other (to be specified by the organization)</li> </ul> </li> <li>– Report how the waste disposal method has been determined:                             <ul style="list-style-type: none"> <li>• Disposed of directly by the organization or otherwise directly confirmed</li> <li>• Information provided by the waste disposal contractor</li> <li>• Organizational defaults of the waste disposal contractor”</li> </ul> </li> </ul>	170 The number of units is specified, since given the type of waste generated, it is impossible to calculate the weight .	TOTAL			✓ p. 176
G4-EN24	<ul style="list-style-type: none"> <li>– Report the total number and total volume of recorded significant spills.</li> <li>– For spills that were reported in the organization’s financial statements, report the additional following information for each such spill:                             <ul style="list-style-type: none"> <li>• Location of spill</li> <li>• Volume of spill</li> <li>• Material of spill, categorized by:                                     <ul style="list-style-type: none"> <li>• Oil spills (soil or water surfaces)</li> <li>• Fuel spills (soil or water surfaces)</li> <li>• Spills of wastes (soil or water surfaces)</li> <li>• Spills of chemicals (mostly soil or water surfaces)</li> <li>• Other (to be specified by the organization)</li> </ul> </li> </ul> </li> <li>– Report the impacts of significant spills.</li> </ul>	There have been no discharges.	TOTAL			✓ p. 176
G4-EN25	<ul style="list-style-type: none"> <li>– Report the total weight for each of the following:                             <ul style="list-style-type: none"> <li>• Hazardous waste transported</li> <li>• Hazardous waste imported</li> <li>• Hazardous waste exported</li> <li>• Hazardous waste treated</li> </ul> </li> <li>– Report the percentage of hazardous waste shipped internationally.</li> </ul>	169 The number of units is specified, since given the type of waste generated, it is impossible to calculate the weight.	TOTAL			✓ p. 176
G4-EN26	<ul style="list-style-type: none"> <li>– Report water bodies and related habitats that are significantly affected by water discharges based on the criteria described in the Compilation section below, adding information on:                             <ul style="list-style-type: none"> <li>– Size of water body and related habitat</li> <li>– Whether the water body and related habitat is designated as a protected area (nationally or internationally)</li> <li>– Biodiversity value (such as total number of protected species)”</li> </ul> </li> </ul>	There have been no bodies of water or habitats affected by discharges.	TOTAL			✓ p. 176

G4-EC	Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: PRODUCTS AND SERVICES		165-166,169				✓ p. 176
G4-EN27	<ul style="list-style-type: none"> <li>– Report quantitatively the extent to which environmental impacts of products and services have been mitigated during the reporting period.</li> <li>– If use-oriented figures are employed, report the underlying assumptions regarding consumption patterns or normalization factors.</li> </ul>	166	TOTAL			✓ p. 176
G4-EN28	<ul style="list-style-type: none"> <li>– Report the percentage of reclaimed products and their packaging materials for each product category.</li> <li>– Report how the data for this Indicator has been collected.</li> </ul>	Atresmedia does not manage products.				✓ p. 176
ASPECT: COMPLIANCE		163				✓ p. 176
G4-EN29	<ul style="list-style-type: none"> <li>– Report significant fines and non-monetary sanctions in terms of:                             <ul style="list-style-type: none"> <li>• Total monetary value of significant fines</li> <li>• Total number of non-monetary sanctions</li> <li>• Cases brought through dispute resolution mechanisms</li> </ul> </li> <li>– Where organizations have not identified any non-compliance with laws or regulations, a brief statement of this fact is sufficient.</li> </ul>	There have not been any penalties of an environmental nature.	TOTAL			✓ p. 176
ASPECT: TRANSPORT		163				✓ p. 176
G4-EN30	<ul style="list-style-type: none"> <li>– Report the significant environmental impacts of transporting products and other goods and materials for the organization's operations, and transporting members of the workforce. Where quantitative data is not provided, report the reason.</li> <li>– Report how the environmental impacts of transporting products, members of the organization's workforce, and other goods and materials are mitigated.</li> <li>– Report the criteria and methodology used to determine which environmental impacts are significant.</li> </ul>	Atresmedia's business does not produce significant environmental impacts.	TOTAL			✓ p. 176
ASPECT: OVERALL		163				✓ p. 176
G4-EN31	<ul style="list-style-type: none"> <li>– Report total environmental protection expenditures by:                             <ul style="list-style-type: none"> <li>– Waste disposal, emissions treatment, and remediation costs</li> <li>– Prevention and environmental management costs</li> </ul> </li> </ul>		TOTAL			✓ p. 176

G4-EC	Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: SUPPLIER ENVIRONMENTAL ASSESSMENT		50-52				✓ p. 176
G4-EN32	Report the percentage of new suppliers that were screened using environmental criteria.	100%	TOTAL			✓ p. 176
G4-EN33	<ul style="list-style-type: none"> <li>_ Report the number of suppliers subject to environmental impact assessments.</li> <li>_ Report the number of suppliers identified as having significant actual and potential negative environmental impacts.</li> <li>_ Report the significant actual and potential negative environmental impacts identified in the supply chain.</li> <li>_ Report the percentage of suppliers identified as having significant actual and potential negative environmental impacts with which improvements were agreed upon as a result of assessment.</li> <li>_ Report the percentage of suppliers identified as having significant actual and potential negative environmental impacts with which relationships were terminated as a result of assessment, and why.</li> </ul>	50-52 Atresmedia's suppliers, given their business, have no significant environmental impact. However, suppliers are required to comply 100% with environmental criteria, when applicable, as described on page 45.	TOTAL			✓ p. 176
ASPECT: ENVIRONMENTAL GRIEVANCE MECHANISMS		163				✓ p. 176
G4-EN34	<ul style="list-style-type: none"> <li>_ Report the total number of grievances about environmental impacts filed through formal grievance mechanisms during the reporting period.</li> <li>_ Of the identified grievances, report how many were:                             <ul style="list-style-type: none"> <li>• Addressed during the reporting period</li> <li>• Resolved during the reporting period</li> </ul> </li> <li>_ Report the total number of grievances about environmental impacts filed prior to the reporting period that were resolved during the reporting period."</li> </ul>	There have not been any complaints of an environmental nature.				✓ p. 176

			Reported	Part not reported	Reason for omission	External verification
G4-LA	Indicators of Labor Practices and Decent Work	Page / Answer				
ASPECT: EMPLOYMENT						✓ p. 176
G4-LA1	<ul style="list-style-type: none"> <li>_ Report the total number and rate of new employee hires during the reporting period, by age group, gender and region.</li> <li>_ Report the total number and rate of employee turnover during the reporting period, by age group, gender and region.</li> </ul>	126 No significant differences exist in the turnover rate, in its breakdown by age and gender.	PARTIAL			✓ p. 176
G4-LA2	<ul style="list-style-type: none"> <li>_ Report the benefits which are standard for full-time employees of the organization but are not provided to temporary or part-time employees, by significant locations of operation. These include, as a minimum:                             <ul style="list-style-type: none"> <li>• Life insurance</li> <li>• Health care</li> <li>• Disability and invalidity coverage</li> <li>• Parental leave</li> <li>• Retirement provision</li> <li>• Stock ownership</li> <li>• Others</li> </ul> </li> <li>_ Report the definition used for 'significant locations of operation'.</li> </ul>	126, 133	TOTAL			✓ p. 176
G4-LA3	<ul style="list-style-type: none"> <li>_ Report the total number of employees that were entitled to parental leave, by gender.</li> <li>_ Report the total number of employees that took parental leave, by gender.</li> <li>_ Report the total number of employees who returned to work after parental leave ended, by gender.</li> <li>_ Report the total number of employees who returned to work after parental leave ended who were still employed twelve months after their return to work, by gender.</li> <li>_ Report the return to work and retention rates of employees who took parental leave, by gender.</li> </ul>	No. of employees on maternity leave: 30 No. of employees on paternity leave: 23 The number of returning staff and staff retaining their jobs is 100%.	TOTAL			✓ p. 176
ASPECT: LABOR/MANAGEMENT RELATIONS		123				✓ p. 176
G4-LA4	<ul style="list-style-type: none"> <li>_ Report the minimum number of weeks' notice typically provided to employees and their elected representatives prior to the implementation of significant operational changes that could substantially affect them.</li> <li>_ For organizations with collective bargaining agreements, report whether the notice period and provisions for consultation and negotiation are specified in collective agreements.</li> </ul>	Notice periods are established in the collective agreement The existing collective agreements include the consultation and negotiation conditions.	TOTAL			✓ p. 176
ASPECT: OCCUPATIONAL HEALTH AND SAFETY		136				✓ p. 176
G4-LA5	<ul style="list-style-type: none"> <li>_ Report the level at which each formal joint management-worker health and safety committee typically operates within the organization.</li> <li>_ Report the percentage of the total workforce represented in formal joint management-worker health and safety committees.</li> </ul>	137 100%	TOTAL			✓ p. 176

G4-LA	Indicators of Labor Practices and Decent Work	Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-LA6	<ul style="list-style-type: none"> <li>_ Report types of injury, injury rate (IR), occupational diseases rate (ODR), lost day rate (LDR), absentee rate (AR) and work-related fatalities, for the total workforce (that is, total employees plus supervised workers), by:                             <ul style="list-style-type: none"> <li>• Region</li> <li>• Gender</li> </ul> </li> <li>_ Report types of injury, injury rate (IR), occupational diseases rate (ODR), lost day rate (LDR), absentee rate (AR) and work-related fatalities for independent contractors working on-site to whom the organization is liable for the general safety of the working environment, by:                             <ul style="list-style-type: none"> <li>• Region</li> <li>• Gender</li> </ul> </li> <li>_ Report the system of rules applied in recording and reporting accident statistics.</li> </ul>	Pag. 136-137 Law 31/1995 on the Prevention of Occupational Risks.	TOTAL			✓ p. 176
G4-LA7	Report whether there are workers who are involved in occupational activities who have a high incidence or high risk of specific diseases.	There is no risk of occupational illnesses.	TOTAL			✓ p. 176
G4-LA8	<ul style="list-style-type: none"> <li>_ Report whether formal agreements (either local or global) with trade unions cover health and safety.</li> <li>_ If yes, report the extent, as a percentage, to which various health and safety topics are covered by these agreements.</li> </ul>	100%	TOTAL			✓ p. 176
ASPECT: TRAINING AND EDUCATION		128-129				✓ p. 176
G4-LA9	<p>Report the average hours of training that the organization's employees have undertaken during the reporting period, by:</p> <ul style="list-style-type: none"> <li>_ Gender</li> <li>_ Employee category</li> </ul>	128-129 Attendance on training courses shows no significant differences by gender.	TOTAL			✓ p. 176
G4-LA10	<ul style="list-style-type: none"> <li>_ Report on the type and scope of programs implemented and assistance provided to upgrade employee skills.</li> <li>_ Report on the transition assistance programs provided to facilitate continued employability and the management of career endings resulting from retirement or termination of employment.</li> </ul>	128-129	TOTAL			✓ p. 176
G4-LA11	Report the percentage of total employees by gender and by employee category who received a regular performance and career development review during the reporting period.	132	TOTAL			✓ p. 176

			Reported	Part not reported	Reason for omission	External verification
G4-LA	Indicators of Labor Practices and Decent Work	Page / Answer				
ASPECT: DIVERSITY AND EQUAL OPPORTUNITY		127				✓ p. 176
G4-LA12	<ul style="list-style-type: none"> <li>_ Report the percentage of individuals within the organization's governance bodies in each of the following diversity categories:                             <ul style="list-style-type: none"> <li>• Gender</li> <li>• Age group: under 30 years old, 30-50 years old, over 50 years old</li> <li>• Minority groups</li> <li>• Other indicators of diversity where relevant</li> </ul> </li> <li>_ Report the percentage of employees per employee category in each of the following diversity categories:                             <ul style="list-style-type: none"> <li>• Gender</li> <li>• Age group: under 30 years old, 30-50 years old, over 50 years old</li> <li>• Minority groups</li> <li>• Other indicators of diversity where relevant</li> </ul> </li> </ul>	26-28 The CV's of the members of the board of directors are on the corporate website at www.atresmedia.es	TOTAL			✓ p. 176
ASPECT: EQUAL REMUNERATION FOR WOMEN AND MEN		132				✓ p. 176
G4-LA13	<ul style="list-style-type: none"> <li>_ Report the ratio of the basic salary and remuneration of women to men for each employee category, by significant locations of operation.</li> <li>_ Report the definition used for 'significant locations of operation'.</li> </ul>	132	TOTAL			✓ p. 176
ASPECT: SUPPLIER ASSESSMENT FOR LABOR PRACTICES		47				✓ p. 176
G4-LA14	Report the percentage of new suppliers that were screened using labor practices criteria.	100%	TOTAL			✓ p. 176
G4-LA15	<ul style="list-style-type: none"> <li>_ Report the number of suppliers subject to impact assessments for labor practices.</li> <li>_ Report the number of suppliers identified as having significant actual and potential negative impacts for labor practices.</li> <li>_ Report the significant actual and potential negative impacts for labor practices identified in the supply chain.</li> <li>_ Report the percentage of suppliers identified as having significant actual and potential negative impacts for labor practices with which improvements were agreed upon as a result of assessment.</li> <li>_ Report the percentage of suppliers identified as having significant actual and potential negative impacts for labor practices with which relationships were terminated as a result of assessment, and why.</li> </ul>	Atresmedia's suppliers, taking into account their business, have no existing or potential significant negative impact on work practices.	TOTAL			✓ p. 176
ASPECT: LABOR PRACTICES GRIEVANCE MECHANISMS		33-34				✓ p. 176
G4-LA16	<ul style="list-style-type: none"> <li>_ Report the total number of grievances about labor practices filed through formal grievance mechanisms during the reporting period.</li> <li>_ Of the identified grievances, report how many were:                             <ul style="list-style-type: none"> <li>• Addressed during the reporting period</li> <li>• Resolved during the reporting period</li> </ul> </li> <li>_ Report the total number of grievances about labor practices filed prior to the reporting period that were resolved during the reporting period.</li> </ul>	There have been no complaints regarding work practices.				✓ p. 176



			Reported	Part not reported	Reason for omission	External verification
G4-HR	Indicators of Human Rights	Page / Answer				
ASPECT: INVESTMENT		4-10				✓ p. 176
G4-HR1	<ul style="list-style-type: none"> <li>_ Report the total number and percentage of significant investment agreements and contracts that include human rights clauses or that underwent human rights screening.</li> <li>_ Report the definition of 'significant investment agreements' used by the organization.</li> </ul>	There have been no investment agreements requiring clauses on human rights.	TOTAL			✓ p. 176
G4-HR2	<ul style="list-style-type: none"> <li>_ Report the total number of hours in the reporting period devoted to training on human rights policies or procedures concerning aspects of human rights that are relevant to operations.</li> <li>_ Report the percentage of employees in the reporting period trained in human rights policies or procedures concerning aspects of human rights that are relevant to operations.</li> </ul>	No requirements for training have been detected in terms of human rights.	TOTAL			✓ p. 176
ASPECT: NON-DISCRIMINATION		127				✓ p. 176
G4-HR3	<ul style="list-style-type: none"> <li>_ Report the total number of incidents of discrimination during the reporting period.</li> <li>_ Report the status of the incidents and the actions taken with reference to the following:                             <ul style="list-style-type: none"> <li>• Incident reviewed by the organization</li> <li>• Remediation plans being implemented</li> <li>• Remediation plans have been implemented and results reviewed through routine internal management review processes</li> <li>• Incident no longer subject to action</li> </ul> </li> </ul>	There have been no discrimination cases. 33-34	TOTAL			✓ p. 176
ASPECT: FREEDOM OF ASSOCIATION AND COLLECTIVE BARGAINING		123				✓ p. 176
G4-HR4	<ul style="list-style-type: none"> <li>_ Report operations and suppliers in which employee rights to exercise freedom of association or collective bargaining may be violated or at significant risk either in terms of:                             <ul style="list-style-type: none"> <li>• Type of operation (such as manufacturing plant) and supplier</li> <li>• Countries or geographical areas with operations and suppliers considered at risk</li> </ul> </li> <li>_ Report measures taken by the organization in the reporting period intended to support rights to exercise freedom of association and collective bargaining.</li> </ul>	50-52,13 Atresmedia and its suppliers, taking into account their business, have no risk that the employees' freedom of association or right to collective bargaining may be infringed or threatened.	TOTAL			✓ p. 176
ASPECT: CHILD LABOR		69				✓ p. 176
G4-HR5	<ul style="list-style-type: none"> <li>_ Report operations and suppliers considered to have significant risk for incidents of:                             <ul style="list-style-type: none"> <li>• Child labor</li> <li>• Young workers exposed to hazardous work</li> </ul> </li> <li>_ Report operations and suppliers considered to have significant risk for incidents of child labor either in terms of:                             <ul style="list-style-type: none"> <li>• Type of operation (such as manufacturing plant) and supplier</li> <li>• Countries or geographical areas with operations and suppliers considered at risk</li> </ul> </li> <li>_ Report measures taken by the organization in the reporting period intended to contribute to the effective abolition of child labor.</li> </ul>	65 Atresmedia and its suppliers, taking into account their business areas, have no significant risk of cases of child labour and young employees exposed to dangerous jobs.	TOTAL			✓ p. 176

G4-HR	Indicators of Human Rights	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: FORCED OR COMPULSORY LABOR		123				✓ p. 176
G4-HR6	<ul style="list-style-type: none"> <li>_ Report operations and suppliers considered to have significant risk for incidents of forced or compulsory labor either in terms of:                             <ul style="list-style-type: none"> <li>• Type of operation (such as manufacturing plant) and supplier</li> <li>• Countries or geographical areas with operations and suppliers considered at risk</li> </ul> </li> <li>_ Report measures taken by the organization in the reporting period intended to contribute to the elimination of all forms of forced or compulsory labor."</li> </ul>	Atresmedia and its suppliers, taking into account their business areas, have no risk of forced labour.	TOTAL			✓ p. 176
ASPECT: SECURITY PRACTICES		48, 50-52				✓ p. 176
G4-HR7	<ul style="list-style-type: none"> <li>_ Report the percentage of security personnel who have received formal training in the organization's human rights policies or specific procedures and their application to security.</li> <li>_ Report whether training requirements also apply to third party organizations providing security personnel.</li> </ul>	50-52 Atresmedia do not have security personnel on the payroll. Subcontracted personnel must comply with the same Corporate Responsibility clauses as other suppliers.	TOTAL			✓ p. 176
ASPECT: INDIGENOUS RIGHTS		140				✓ p. 176
G4-HR8	<ul style="list-style-type: none"> <li>_ Report the total number of identified incidents of violations involving the rights of indigenous peoples during the reporting period.</li> <li>_ Report the status of the incidents and actions taken with reference to:                             <ul style="list-style-type: none"> <li>• Incident reviewed by the organization</li> <li>• Remediation plans being implemented</li> <li>• Remediation plans have been implemented and results reviewed through routine internal management review processes</li> <li>• Incident no longer subject to action</li> </ul> </li> </ul>	Atresmedia operates in Spain and the indigenous population are not at risk.	TOTAL			✓ p. 176
ASPECT: ASSESSMENT		47				✓ p. 176
G4-HR9	Report the total number and percentage of operations that have been subject to human rights reviews or human rights impact assessments, by country.	Atresmedia operates in Spain and does not consider compliance with human rights as a risk, so no evaluations are made.	TOTAL			✓ p. 176

G4-HR Indicators of Human Rights		Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: SUPPLIER HUMAN RIGHTS ASSESSMENT		48-49				✓ p. 176
G4-HR10	Report the percentage of new suppliers that were screened using human rights criteria.	Atresmedia does not consider its suppliers to be a risk for compliance with human rights, so no evaluations are made.	TOTAL			✓ p. 176
G4-HR11	<ul style="list-style-type: none"> <li>_ Report the number of suppliers subject to human rights impact assessments.</li> <li>_ Report the number of suppliers identified as having significant actual and potential negative human rights impacts.</li> <li>_ Report the significant actual and potential negative human rights impacts identified in the supply chain.</li> <li>_ Report the percentage of suppliers identified as having significant actual and potential negative human rights impacts with which improvements were agreed upon as a result of assessment.</li> <li>_ Report the percentage of suppliers identified as having significant actual and potential negative human rights impacts with which relationships were terminated as a result of assessment, and why.</li> </ul>	Atresmedia does not consider its suppliers to be a risk for compliance with human rights, so no evaluations are made.	TOTAL			✓ p. 176
ASPECT: HUMAN RIGHTS GRIEVANCE MECHANISMS		2, 33-34				✓ p. 176
G4-HR12	<ul style="list-style-type: none"> <li>_ Report the total number of grievances about human rights impacts filed through formal grievance mechanisms during the reporting period.</li> <li>_ Of the identified grievances, report how many were:                             <ul style="list-style-type: none"> <li>• Addressed during the reporting period</li> <li>• Resolved during the reporting period</li> </ul> </li> <li>_ Report the total number of grievances about human rights impacts filed prior to the reporting period that were resolved during the reporting period.</li> </ul>	There have been no complaints in terms of human rights.	TOTAL			✓ p. 176

G4-SO	Indicatos of Society	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: LOCAL COMMUNITIES		140				✓ p. 176
G4-SO1	<p>Report the percentage of operations with implemented local community engagement, impact assessments, and development programs, including the use of:</p> <ul style="list-style-type: none"> <li>– Social impact assessments, including gender impact assessments, based on participatory processes</li> <li>– Environmental impact assessments and ongoing monitoring</li> <li>– Public disclosure of results of environmental and social impact assessments</li> <li>– Local community development programs based on local communities' needs</li> <li>– Stakeholder engagement plans based on stakeholder mapping</li> <li>– Broad based local community consultation committees and processes that include vulnerable groups</li> <li>– Works councils, occupational health and safety committees and other employee representation bodies to deal with impacts</li> <li>– Formal local community grievance processes</li> </ul>	140-161 Actions benefiting the community are a MATERIAL aspect for stakeholders	TOTAL			✓ p. 176
G4-SO2	<p>Report operations with significant actual and potential negative impacts on local communities, including:</p> <ul style="list-style-type: none"> <li>– The location of the operations</li> <li>– The significant actual and potential negative impacts of operations"</li> </ul>	There are no operation centres that have or could have a significant negative impact on local communities.	TOTAL			✓ p. 176
ASPECT: ANTI-CORRUPTION		33-34				✓ p. 176
G4-SO3	<ul style="list-style-type: none"> <li>– Report the total number and percentage of operations assessed for risks related to corruption.</li> <li>– Report the significant risks related to corruption identified through the risk assessment.</li> </ul>	47	TOTAL			✓ p. 176
G4-SO4	<ul style="list-style-type: none"> <li>– Report the total number and percentage of governance body members that the organization's anti-corruption policies and procedures have been communicated to, broken down by region.</li> <li>– Report the total number and percentage of employees that the organization's anti-corruption policies and procedures have been communicated to, broken down by employee category and region.</li> <li>– Report the total number and percentage of business partners that the organization's anti-corruption policies and procedures have been communicated to, broken down by type of business partner and region.</li> <li>– Report the total number and percentage of governance body members that have received training on anti-corruption, broken down by region.</li> <li>– Report the total number and percentage of employees that have received training on anti-corruption, broken down by employee category and region.</li> </ul>	33-34 100%	TOTAL			✓ p. 176
G4-SO5	<ul style="list-style-type: none"> <li>– Report the total number and nature of confirmed incidents of corruption.</li> <li>– Report the total number of confirmed incidents in which employees were dismissed or disciplined for corruption.</li> <li>– Report the total number of confirmed incidents when contracts with business partners were terminated or not renewed due to violations related to corruption.</li> <li>– Report public legal cases regarding corruption brought against the organization or its employees during the reporting period and the outcomes of such cases.</li> </ul>	There have been no cases of corruption or lawsuits.	TOTAL			✓ p. 176

G4-SO Indicatos of Society		Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: PUBLIC POLICY		52-53				✓ p. 176
G4-SO6	<ul style="list-style-type: none"> <li>_ Report the total monetary value of financial and in-kind political contributions made directly and indirectly by the organization by country and recipient/beneficiary.</li> <li>_ Report how the monetary value of in-kind contributions was estimated, if applicable.</li> </ul>	Atresmedia does not make contributions of this type.	TOTAL			✓ p. 176
ASPECT: ANTI-COMPETITIVE BEHAVIOR		33-34;36-37				✓ p. 176
G4-SO7	<ul style="list-style-type: none"> <li>_ Report the total number of legal actions pending or completed during the reporting period regarding anti-competitive behavior and violations of anti-trust and monopoly legislation in which the organization has been identified as a participant.</li> <li>_ Report the main outcomes of completed legal actions, including any decisions or judgments.</li> </ul>	Atresmedia has not received complaints related to anti-competitive behaviour or similar.	TOTAL			✓ p. 176
ASPECT: COMPLIANCE		33-34				✓ p. 176
G4-SO8	<ul style="list-style-type: none"> <li>_ Report significant fines and non-monetary sanctions in terms of:                             <ul style="list-style-type: none"> <li>• Total monetary value of significant fines</li> <li>• Total number of non-monetary sanctions</li> <li>• Cases brought through dispute resolution mechanisms</li> </ul> </li> <li>_ If the organization has not identified any non-compliance with laws or regulations, a brief statement of this fact is sufficient.</li> <li>_ Report the context against which significant fines and non-monetary sanctions were incurred."</li> </ul>	120-121	TOTAL			✓ p. 176
ASPECT: SUPPLIER ASSESSMENT FOR IMPACTS ON SOCIETY		50-52				✓ p. 176
G4-SO9	Report the percentage of new suppliers that were screened using criteria for impacts on society.	Atresmedia does not consider that its suppliers are a risk in relation to negative social impacts, so no evaluations are made.	TOTAL			✓ p. 176

G4-SO	Indicatos of Society	Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-SO10	<ul style="list-style-type: none"> <li>_ Report the number of suppliers subject to assessments for impacts on society.</li> <li>_ Report the number of suppliers identified as having significant actual and potential negative impacts on society.</li> <li>_ Report the significant actual and potential negative impacts on society identified in the supply chain.</li> <li>_ Report the percentage of suppliers identified as having significant actual and potential negative impacts on society with which improvements were agreed upon as a result of assessment.</li> <li>_ Report the percentage of suppliers identified as having significant actual and potential negative impacts on society with which relationships were terminated as a result of assessment, and why.</li> </ul>	Atresmedia does not consider that its suppliers are a risk in relation to negative social impacts, so no evaluations are made.	TOTAL			✓ p. 176
ASPECT: GRIEVANCE MECHANISMS FOR IMPACTS ON SOCIETY		33-34				✓ p. 176
G4-SO11	<ul style="list-style-type: none"> <li>_ Report the total number of grievances about impacts on society filed through formal grievance mechanisms during the reporting period.</li> <li>_ Of the identified grievances, report how many were:                             <ul style="list-style-type: none"> <li>• Addressed during the reporting period</li> <li>• Resolved during the reporting period</li> </ul> </li> <li>_ Report the total number of grievances about impacts on society filed prior to the reporting period that were resolved during the reporting period.</li> </ul>	There have been no complaints about social impacts.	TOTAL			✓ p. 176

G4-PR	Indicators of Product Responsibility	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: CREATING CONTENT		41				✓ p. 176
M2	Methodology for assessing and monitoring adherence to content creation values.	45 54-76 116-120	TOTAL			✓ p. 176
M3	Actions taken to improve adherence to content creation values, and results obtained.	116-120	TOTAL			✓ p. 176
ASPECT: CONTENT DISSEMINATION		41				✓ p. 176
M4	Actions taken to improve performance in relation to content dissemination issues (accessibility and protection of vulnerable audiences and informed decision making) and results obtained.	54-76 116-120	TOTAL			✓ p. 176
M5	Number and nature of responses (feedback/complaints) related to content dissemination, including protection of vulnerable audiences and informed decision making and accessibility, and processes for addressing these responses.	66-67, 70, 86, 119	TOTAL			✓ p. 176



			Reported	Part not reported	Reason for omission	External verification
G4-PR	Indicators of Product Responsibility	Page / Answer				
ASPECT: AUDIENCE INTERACTION		54, 85				✓ p. 176
M6	Methods to interact with audiences and results.	66-67, 86	TOTAL			✓ p. 176
ASPECT: CUSTOMER HEALTH AND SAFETY						✓ p. 176
G4-PR1	Report the percentage of significant product and service categories for which health and safety impacts are assessed for improvement.	Atresmedia's products have no risks to health or safety.	TOTAL			✓ p. 176
G4-PR2	<p>Report the total number of incidents of non-compliance with regulations and voluntary codes concerning the health and safety impacts of products and services within the reporting period, by:</p> <ul style="list-style-type: none"> <li>Incidents of non-compliance with regulations resulting in a fine or penalty</li> <li>Incidents of non-compliance with regulations resulting in a warning</li> <li>Incidents of non-compliance with voluntary codes</li> </ul> <p>If the organization has not identified any non-compliance with regulations and voluntary codes, a brief statement of this fact is sufficient.</p>	There have been no incidents deriving from the breaching of the regulations or voluntary codes related to the health and safety of products and services.	TOTAL			✓ p. 176
ASPECT: PRODUCT AND SERVICE LABELING		54, 116-117				✓ p. 176
G4-PR3	<p>Report whether the following product and service information is required by the organization's procedures for product and service information and labeling:</p> <ul style="list-style-type: none"> <li>The sourcing of components of the product or service</li> <li>Content, particularly with regard to substances that might produce an environmental or social impact</li> <li>Safe use of the product or service</li> <li>Disposal of the product and environmental/social impacts</li> <li>Other (explain)</li> </ul> <p>Report the percentage of significant product or service categories covered by and assessed for compliance with such procedures.</p>	70	TOTAL			✓ p. 176
G4-PR4	<p>Report the total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling, by:</p> <ul style="list-style-type: none"> <li>Incidents of non-compliance with regulations resulting in a fine or penalty</li> <li>Incidents of non-compliance with regulations resulting in a warning</li> <li>Incidents of non-compliance with voluntary codes</li> </ul> <p>If the organization has not identified any non-compliance with regulations and voluntary codes, a brief statement of this fact is sufficient.</p>	70, 119	TOTAL			✓ p. 176
G4-PR5	<p>Report the results or key conclusions of customer satisfaction surveys (based on statistically relevant sample sizes) conducted in the reporting period relating to information about:</p> <ul style="list-style-type: none"> <li>The organization as a whole</li> <li>A major product or service category</li> <li>Significant locations of operation</li> </ul>	14-18, 41-45	TOTAL			✓ p. 176

G4-PR	Indicators of Product Responsibility	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: MARKETING COMMUNICATIONS		116-117				✓ p. 176
G4-PR6	<ul style="list-style-type: none"> <li>_ Report whether the organization sells products that are:                             <ul style="list-style-type: none"> <li>• Banned in certain markets</li> <li>• The subject of stakeholder questions or public debate</li> </ul> </li> <li>_ Report how the organization has responded to questions or concerns regarding these products.</li> </ul>	54, 116-117 Atresmedia does not market products that are banned or questioned by the stakeholders.	TOTAL			✓ p. 176
G4-PR7	<ul style="list-style-type: none"> <li>_ Report the total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship, by:                             <ul style="list-style-type: none"> <li>• Incidents of non-compliance with regulations resulting in a fine or penalty</li> <li>• Incidents of non-compliance with regulations resulting in a warning</li> <li>• Incidents of non-compliance with voluntary codes</li> </ul> </li> <li>_ If the organization has not identified any non-compliance with regulations and voluntary codes, a brief statement of this fact is sufficient.</li> </ul>	119	TOTAL			✓ p. 176
ENFOQUE DE GESTIÓN: ALFABETIZACIÓN MEDIÁTICA		76				✓ p. 176
M7	Actions taken to empower audiences through media literacy skills development and results obtained.	76	TOTAL			✓ p. 176
ASPECT: MEDIA LITERACY		48				✓ p. 176
G4-PR8	<ul style="list-style-type: none"> <li>_ Report the total number of substantiated complaints received concerning breaches of customer privacy, categorized by:                             <ul style="list-style-type: none"> <li>• Complaints received from outside parties and substantiated by the organization</li> <li>• Complaints from regulatory bodies</li> </ul> </li> <li>_ Report the total number of identified leaks, thefts, or losses of customer data.</li> <li>_ If the organization has not identified any substantiated complaints, a brief statement of this fact is sufficient.</li> </ul>	There have been no complaints about a violation of privacy and loss of customer data.	TOTAL			✓ p. 176
ASPECT: COMPLIANCE		33-34				✓ p. 176
G4-PR9	<ul style="list-style-type: none"> <li>_ Report the total monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services.</li> <li>_ If the organization has not identified any non-compliance with laws or regulations, a brief statement of this fact is sufficient.</li> </ul>	119				✓ p. 176



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