

## 2012 Milestones



### Success in the integration of laSexta

On 1 October, the merger took place between **Antena 3** and **laSexta**, a successful process in which the former **laSexta** shareholders take an initial stake of 7% in the new company and an additional stake of up to 7%, phased in gradually and in function of compliance during the 2012-2016 period with a series of objectives related to the results of the new Group.

With the incorporation of the television offering of **laSexta**, **Atresmedia Televisión** adds to its outstanding presence in other markets (radio, advertising or cinema) a leading proposal in the television business: in total eight channels (**Antena 3**, **laSexta**, **Neox**, **Nova**, **Nitro**, **xplora**, **laSexta3TODOCINE** and **Go! TV**, the latter under a lease arrangement), which consolidates the Company as the leading communication group.

### Antena 3, the best year of its history

Since the birth of **Antena 3** until the present, the Company has been expanding and consolidating its business areas. Probably 2012 was the best year in the Group's history despite the highly complex economic climate in which it has had to operate. Its family television model, based on quality and variety of contents, was applauded by the audience, by the audiovisual industry itself and by the advertisers.



### Antena 3 climbs to second position

In 2012, **Antena 3** attained second position among the audience and was the only leading television channel which succeeded in expanding in the year, to 12.5% of the share, as compared with the annual minimums reported by its main rivals, Telecinco (which fell 0.3 points) and La 1 (which fell by 2.3 points).

This historical data was the result of the backing of its emblematic programs such as **Espejo Público**, **La Ruleta de la Suerte**; the consolidation of programs premiered in recent years, **Tu Cara me Suena**, **Karlos Arguiñano en Tu Cocina**, **El Hormiguero 3.0**; and the establishment of its evening offering, with **El Secreto de Puente Viejo**, the end of **Bandolera**, the competitions **¡Ahora Caigo!** and **Atrapa un Millón**. Likewise, its leading proposals in terms of fiction, **Con el Culo al Aire**, **El Barco**, **Pulseras Rojas**; its cinema library, with **Multicine** and **El Peliculón** and the broadcast of **Fórmula 1** led 2012 to be an overwhelmingly successful year.

### The highest success rate among the premieres

For yet another year, **Antena 3** has obtained the highest percentage of success among its premieres (53% when the normal rate is 20%), which ratifies its television model. **Con el Culo al Aire**, **Luna**, **El Número Uno** and **Pulseras Rojas** are a few examples. Furthermore, it broadcast the most watched film of the year **Breaking Dawn, Part 1**, and heads the ranking of the most-closely followed cinema of the private offering. As for **Tu Cara me Suena**, the channel's own invention, it has become the most seen and sold program in the world.

Tu Cara me Suena,  
El Hormiguero 3.0  
and Con el Culo  
al Aire.



### Growth and consolidation of afternoon and evening viewing

**Antena 3** was the channel which grew the most in 2012, (1.7 points), in the time slot from 16:00 to 21:00 hours from Monday to Friday thanks to its fictional programs, **Bandolera** and **El Secreto de Puente Viejo**, and its competitions, **iAhora Caigo!**, which led in December, for the first time in history, with a monthly maximum (18.2%), and **Atrapa un Millón**.

Antena 3 Noticias,  
World Fórmula 1 and  
Susanna Griso.

### Absolute leader of morning viewing

Throughout the whole of 2012 **Antena 3** was the leading morning television channel, a position obtained thanks to the result of its established programs, notably **Espejo Público**, which obtained the most viewers in its history (470,000 spectators), and its highest market share in the last three years (16.3%). It is accompanied by **Karlos Arguiñano en Tu Cocina**, which increased by 2.2 points in the year, and the leading morning program **La Ruleta de la Suerte**.

### Antena 3 Noticias 1, leader in the private offering in 2012 and laSexta|Noticias overtake Cuatro

**Antena 3 Noticias 1** was the leading private news program, both from Monday to Sunday (14.3% and 1,910,000), and from Monday to Friday, with an average of 14.1% and 1,901,000 spectators. In 2012, the 15.00 program with a lead of 1.6 points over Informativos Telecinco from Monday to Sunday overtook the whole of the private offering.

In 2012, **laSexta|Noticias** succeeded in overtaking Cuatro's news program with its best annual data: 7.1% and 777,000 spectators, as compared with the averages of the Cuatro programs of 6.4% and 685,000.

### The best World Formula 1 in four years

**Antena 3** attained an average of 39.1% and 4,175,000 spectators with the broadcast of the **World Formula 1**, obtaining the best data since 2008 and more spectators than the last time Fernando Alonso won the World Cup (2006, 4,111,000).

### Five series figure among the ten most watched

**Antena 3** continues as a reference in fiction and places five of its series among the ten most watched in 2012, year in which it married the continuity of its successful series with wise decisions in its new pledges (**Con el Culo al Aire**, **Fenómenos**, **Luna**, **El Misterio De Calenda**, **Gran Hotel** and **El Barco**).





## laSexta, audience rises since the merger

**laSexta** continues to rise since its integration in **Atresmedia Televisión**, and ended December with 5.5%, its best data in 15 months, since September 2011.

Noteworthy is the fact that programs with **laSexta**'s own seal achieved their best results since the merger: **Salvados** broadcast its most successful season with an average of 13.3% and 2,726,000 spectators. Furthermore, this program became the most viewed program in the history of LaSexta.

**El Intermedio** obtained a monthly record in December with 9.7% (+0.6 with respect to October) and 1,931,000 spectators, and reported growth in 2012 of 1.3 points as compared with 2011, to reach an annual average of 7.4% and 1,409,000 spectators.

Likewise, in October, the first month of the merger, **laSexta** lived its best entertainment premiere (2,802,000 spectators and 13.7%) of its history with **Pesadilla en la Cocina**, the program revelation of the year.

## Atresmedia Televisión's theme channels overtake their direct rivals

**Atresmedia Televisión**'s theme channels, **Neox**, **Nova**, **Nitro**, **xplora** and **laSexta3TODOCINE** managed to overtake their direct rivals in 2012. Furthermore, in December they were the leading theme channel offering with the best data since the merger, (9.2% as opposed to the 8.6% of Mediaset Spain's theme channels).

## Shareholder remuneration of approximately 70% of Net Profit

Despite the economic and advertising crisis, **Atresmedia** continues to maintain its remuneration policy to shareholders, and will pay almost 70% of Net Profit through a Dividend.

El Intermedio,  
Pesadilla en la Cocina  
and Jordi Évole.





## Atresmedia Radio

In the same line as recent years, **Onda Cero** and **Europa FM** will ended 2012 with significant increases in audience figures.

Presentation of Onda Cero's team 2012/2013 and Europa FM programs.

### Onda Cero continues to grow

In accordance with the General Media Study, the **Onda Cero's** programs were followed by 2,615,000 listeners, 161,000 more than in 2011. This rise was preceded by previous growth -66,000 listeners more than in 2010 and 131,000 in 2011- and reinforces a radio proposal based on continuity, balance and respect for different opinions.

### Europa FM exceeds two million

**Europa FM** has beaten all records in its still short history. For the first time, according to the data of the latest General Media Study of 2012, **Europa FM** exceeded two million listeners - 2,121,000 to be exact -, and was the music channel which has grown most in the last wave (177,000) and also in the last program seasons.

## Atresmedia Publicidad takes the lead over the market

In 2012, advertising investment dropped by 16% with respect to 2011. The fall was widespread for all media, including Internet which, after reporting significant increases, began to experience fall-offs towards the middle of the year. Despite all the foregoing, **Atresmedia Publicidad** stood firm in its determination to defend the value of the product and the richness of its support, thereby widening the gap with respect to its competitors, and improving its commercial offering versus the market offering.



Film posters: Tengo Ganas de Ti, A Roma con Amor, Luces Rojas and XP3D.

## Atresmedia Digital about to reach ten million

Atresmedia Digital, through [antena3.com](http://antena3.com), closed the year with an average of 9,700,000 single monthly navigators, up 10% on 2011. November particularly stands out since it was the month in which 12 million users were registered, a historical record which coincided with the end of the World Formula 1.

## Atresmedia Cine, rakes in 20% of the whole spanish cinema box office takings

Atresmedia Cine is conscious that it is not enough to make good cinema, it is necessary, moreover, to know how to connect with the public. Under this premise, it succeeded in placing four of its productions among the first top ten of the Spanish cinema and, in turn, has obtained the recognition of the critics and professionals at Spanish and international festivals. 20% of the box office takings for the whole of the Spanish cinema relates to five of the Company's productions over the year.

## The implementation of the 2010-2012 Corporate Responsibility Master Plan was finalised

The CR Master Plan has implemented specific measures to improve the relationships of trust between the Company and its stakeholders. Thanks to these transversal lines of actions in areas such as children's rights, responsible advertising, ethics in information management or the commitment to society, Atresmedia is being widely acknowledged in the area of Corporate Responsibility and has become a reference for the Spanish audiovisual industry. In 2012, the Company finalized 97% of the measures envisaged and will continue to implement the remainder until it completes all its planned objectives.

## Recognised by Society

Atresmedia's firm commitment to providing a responsible and high quality media service has been publicly acknowledged. In 2012, Antena 3 led the Social Responsibility ranking for public and commercial broadcasters in Spain, according to a report by the Fundación Compromiso Empresarial. Furthermore, Antena 3 obtained the highest rating among the media companies in the Reporta 2012 Report, which assesses the quality of the information provided by listed companies, and it is the television station most highly rated by the Spanish public according to the GECA 2012 index. The "Employer Branding" report by Randstad also cites Atresmedia as one of the most attractive companies to work for.



9,700,000

Single monthly navigators through [antena3.com](http://antena3.com)



20%

Atresmedia Cine, rakes in 20% of the whole spanish cinema box office takings.



## Collaboration agreements with the Food Bank, ADENA WWF and UNICEF

Faithful to its commitment to society, during 2012, **Atresmedia** entered into new collaboration agreements to perform long-term projects with NGOs. Such projects include, most notably, those entered into with FESBAL (Spanish Food Bank Federation), ADENA-WWF and UNICEF, to perform joint initiatives which contribute to resolve social problems such as food wastage, the prevention of forest fires, or the protection of children's rights.

4th race Ponle Freno, El Estirón campaign and Te Toca! awards ceremony.

## New initiatives against child obesity, road safety and protection of the environment

**Atresmedia's** various corporate responsibility campaigns have continued to be carried on with the start-up of new initiatives. Accordingly, **Ponle Freno** collected more than 100,000 signatures supporting the placement of radars to save lives and not for collection purposes, **El Estirón** acknowledged the schools participating in the fight against child obesity, and **Hazte Eco** devoted itself to the fight to Save the Arctic and the fight against forest fires.

## First edition of the competition Te Toca!

The **Antena 3 Foundation** celebrated the first edition of the competition **Te Toca!**, a listening and participation project for young people which aims to involve them in the quest for solutions to certain social problems. 700 young people between 12 and 16 participated in the first edition devoted to the Environment and responded to the question How to generate less rubbish?



Corporate Volunteers.

## Pledge for corporate volunteers

Corporate Volunteers is completely integrated in **Atresmedia**'s corporate culture and is one of the most highly valued initiatives among employees. In 2012, the number of volunteer activities rose. In this connection, the Company has joined the VOLUNTARE platform to promote corporate volunteers and signed a collaboration agreement with the "Madrid Volunteer Foundation".

## We listen to employees

The Group performed the Third Consultation Process with Employees to ascertain their opinions on matters which affect them directly, such as the Company's Human Resources policy, safety, occupational health, or professional development within the organization. Following this dialogue process, important conclusions were reached which will be considered in future procedures aimed at improving the employment situation.

## Greater commitment to combat climate change

**Atresmedia** participated in the questionnaire of the Carbon Disclosure Project (CDP), to inform its stateholders on the policies and actions performed by the Group with respect to climate change. The CDP represents a major commitment to combat climate change since it is a voluntary initiative which encourages transparency and change towards company sustainability throughout the world.

## New stakeholder communication channels

Transparency and permanent dialogue with the stakeholders is one of the cornerstones of the company's Corporate Responsibility policy. To facilitate this dialogue, **Atresmedia** has strengthened its communication channels and has updated its corporate website [www.atresmediacorporacion.com](http://www.atresmediacorporacion.com). This is a more visual and dynamic website that allows investors, shareholders and the main stakeholders to access financial, legal and sustainability information on the company. In keeping with this policy of transparency and accessibility of information, **Atresmedia** has created a specific microsite for the Annual and Corporate Responsibility Report, which has for the first time removed the need to produce a printed version of this document.