

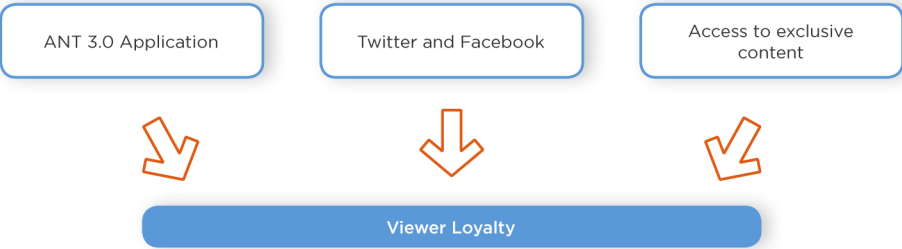


Dialogue with the audience

Atresmedia recognizes the importance of maintaining an open, fluid and permanent dialogue with its **audiences** because it is they who can provide suggestions, opinions and recommendations that meet their needs. The Group views the on-line environment and social networks as a great opportunity to reach out to its stakeholders, find out about them and get them involved in its initiatives. The public greatly appreciates the invitation to interact, not only in entertainment programmes but also in corporate responsibility initiatives, as evidenced by the number of followers on Twitter and Facebook for **Ponle Freno**, **Hazte Eco** and **El Estirón**.

	Ponle Freno	Hazte Eco	EL ESTIRÓN
Twitter Followers (2012)	6,948	3,548	5,393
Facebook Fans (2012)	155,849	3,832	3,065

In a moment of real boom in the social and multiplatform networks, **Atresmedia** has increased its efforts to facilitate the use of these tools and has launched specific initiatives that reinforce the link with the public and let them interact with the content broadcast. The following are the main initiatives:



Smartphones

Antena 3, thanks to the new version of the application **ANT 3.0**, has taken a major step toward greater interactivity with the audience. **ANT 3.0** is an application for iOS and Android that allows simple, direct, and respectful access to extra content for series, unbroadcast videos, “making of” programmes, and exclusive information additional to the content being broadcast on television. Furthermore, through the application the users can review and rate the content, which is a direct and immediate way to communicate with the channel. The first version of the application achieved more than 2 million content items served and more than 200,000 downloads.

Social Networks

- **Development of a Style Guide for Social Networks.** In 2012 we began developing a **Style Guide for Social Networks**. This is a self-regulatory tool that compiles rules and tips to ensure the safe, respectful and responsible use of these communication platforms. This document is in response to Atresmedia’s commitment to promote respect and protection for all the followers of its official channels. It is expected that this guide will be completed in 2013, although it is a living document and once launched will grow and adapt to new uses and needs.
- **The creation of the Community Fan Club for the *El Barco* drama series on Facebook** has allowed fans to share opinions about the content of the series and obtain official products.
- **Interacting with the Programme *El Número Uno*:**
 - The audience had the pioneering **opportunity to choose the show’s contestants** through the social networks. As a result, the public was involved even before the series was aired.
 - Text on the screen showing the **programme’s hashtag** during the broadcast of the show. This initiative promotes the integration and the feeling of belonging among the viewers, as they can access information on the contest in real time. The warm welcome received by this initiative has enabled it to be extended to the rest of the programming schedule.
 - The contest’s participants attended **a specific course on the proper use of their personal profiles**, a pioneering step in order to show Atresmedia’s commitment to transparency, accountability and the good use of these tools by everyone connected to the channel.
- **Leadership on Facebook: Antena 3’s profile on Facebook** maintains its leading position. This profile allows fans to access exclusive content, including firsts.

[The Style Guide for Social Networks is a pioneering initiative in the sector, offering guidelines to follow when using the social networks.]

[Atresmedia Digital attends a specific course on the proper use of personal profiles, a pioneering step in order to show Atresmedia’s commitment to transparency, accountability and the good use of these tools by everyone connected to the channel.]

Internet

Toward the end of 2012 the **1st Internet Course for Managers was run**, a new initiative that seeks to extend, unify and promote the proper use of the Internet.

www.antena3.com, a leading and inclusive online environment

As part of the commitment by **Atresmedia** to offer interactive platforms using the latest trends to facilitate navigation and two-way communication with the users, the Group has developed innovative initiatives to make the www.antena3.com website a leading and inclusive online environment. These measures include the following:

- During 2012, the process of **displaying subtitles for the entire schedule** offered over the Internet has begun. Once this task has been completed, users will be able to access the contents posted on the internet as easily, or even more easily, as they can access those on television now.
- Integration of **a group bar and a new structure at the bottom of the page** for easy access to the contents about the group. This process has involved important work on design and deciding on the right features that allow for efficient access and navigation.
- Internal implementation of the **quality management system in the multimedia environment**, which controls the incidents recorded in the online media. This functionality is being very warmly received by the Internet users, since each incident is recorded and analysed to prevent recurrence.
- Creation of an information area for users of the “On Demand service” (platform for viewing complete episodes), where users can check the solutions to any problems with accessing or viewing content.
- Commissioning of a telephone hotline for troubleshooting and an email address (webmaster@atresmedia.com), which anyone can use to communicate illegalities or irregularities.

“For a communications group, social responsibility involves listening to and responding to the needs and suggestions of its users and consumers of content. We as a federation welcome any measures taken to achieve greater interactivity and participation in the development of content and the establishment of communication channels and real trust between the channel's management and the users. In this sense, campaigns such as ‘Menos sillón y más sofá’, applauded and recommended by several of our associations, constitute a first positive step in the construction of interactiveness, trust and respect between content broadcasters, such as your channel, and the users.”

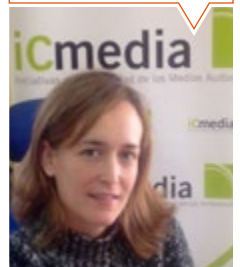
Safe telephone participation

Atresmedia is aware of the importance of communicating with its audience and therefore the different programs broadcast on the Group's channels have specific ways that allow them to interact and increase synergies with their audience.

The rise of the social networks and new technologies, which facilitate two-way communication, is gradually displacing the traditional overcharged telephone system used for audience participation.

Thus, the programme profiles in different social networks (Facebook, Twitter, and even Tuenti) are becoming the most dynamic, ideal and flexible way for the audience to interact with the shows. And one of the consequences of this virtual development is the gradual disappearance of opinion messages from the screen or these being read out over the radio.

However, programmes of the “talent show” type, such as **Tu Cara me Suen**a and **El Número Uno**, require a powerful system for receiving votes in a short space of time, and for these cases SMS messages and the 905 televoting system remain the best ways to meet the needs of the audience. These two systems are subject to strict regulation to ensure user protection.



María Tobalina
Executive Director
Federation of
Associations of Media
Consumers and Users



The viewer can subscribe to a number of the Group’s quiz shows. This facilitates audience participation, as people don’t have to send a message every time they want to take part. This service also allows it to “democratise” the phone-in participation in competitions, preventing professional players from winning more prizes through sending SMS messages in large volumes or in certain time slots, or studying the terms and conditions for the contest. The sending of alerts to **Atresmedia Televisión**’s viewers is also limited to 12 per month, compared to the 30 offered by the main telephone operators.

Food Bank.

In 2012, the charity numbers 28000 and 28020, with special pricing, have enabled **Atresmedia** to implement fundraising initiatives for different social projects and organisations such as the Food Bank, ADENA or **Antena 3 Foundation**. Calls and SMS messages from the audience to these numbers offering donations have raised over €250,000.