



# Atresmedia Publicidad

## Responsible and high quality advertising

Advertising is a key part of **Atresmedia's** business model, as it helps to fund a schedule that is sustainable and highly valued by the viewers, listeners and Internet users.

**Atresmedia Publicidad** manages the advertising on the different formats used by the **Atresmedia** group with the objective of offering the best possible advertising service to the advertisers. To do this, its work is based on three action areas: improving customer **service**, developing **innovation** in advertising and guaranteeing the **quality** of the product offered.

To achieve this, **Atresmedia Publicidad** is constantly coordinating with **Atresmedia** and working on two main areas:

- Unifying the positive elements of the scheduling so that the advertisers benefit from them.
- Inserting the advertising messages in a form that is logical and consistent with the content and credible to the audience.

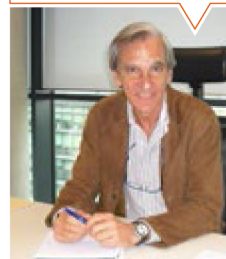
These guidelines are translated into a commitment to both the advertiser and the audience to ensure responsible advertising based on:

1. **Responsible and high quality television.**
2. **Self-regulation of the advertising content.**
3. **Advertising communication committed to society.**

## Responsible and high quality television

**Atresmedia Publicidad** makes available to the advertiser a model of television that has been recognised and endorsed by all the market players. The fundamental attributes of this model are **variety, quality and commitment**.

"We greatly value the commitment shown by the Atresmedia Publicidad team in every project it undertakes, and its ability to adapt in each case to the customer's needs. Its professionalism, seriousness and rigour, but especially its ability to innovate in finding the best solutions for our customers, are a shining example in our market. It really is one of those organisations that you can rely on."



Miguel Angel García  
CEO Starcom

**Variety** is reflected in a schedule that is plural and diverse in genres, and this translates into high audience figures. The diversity in programming means that the advertiser's brand can have an impact not only on a large number of people but also on a varied audience, a fundamental objective in customer's media plans.

Moreover, **the quality** of the schedule, based on respect for the viewer, on limits and on "not everything goes", offers an ideal environment for advertising. **Atresmedia Publicidad** is committed to working toward a responsible television model with the advertisers to offer them a clean environment with which to associate their brand.

**Commitment** is translated into designing a **responsible advertising policy** based on the principles of **honesty, truthfulness, child protection, excellence and social responsibility**. In its commitment to excellence, **Atresmedia Publicidad** offers its advertisers more quality. That is, it allows them to plan advertising campaigns in response to their specific needs and select the programs that best suit their values.

The corporate policy of responsible advertising applies to the company's entire family of channels, including the **laSexta** channels (**laSexta**, **laSexta3** and **xplora**). The integration of all of these has helped **Atresmedia Publicidad** to create new advertising products that meet the needs of both the advertisers and the offices: **Atres Cobertura**, **Atres Afinidad** and **Atres Independiente**.

With **Atrescobertura** and **Atresfinidad**, the company brings to the market a leading product offering the two attributes most demanded by the market: coverage and affinity. **Atresindependiente** meets more specific advertising needs and offers the advertiser the option to further segment its advertising.

To strengthen its television and advertising model committed to the advertisers and viewers, the organisation has in 2012 launched the following initiatives:

- Offered free to advertisers, the "Econometric model of effective frequency in advertising on TV". **Atresmedia Publicidad**, has developed an innovative service that explains the behaviour of visibility as a function of advertising activity. This tool is able to predict the visibility of the advertiser in future campaigns and thus helps the customer to improve the effectiveness of its media plans.
- Creation of an institutional piece with the image of **Antena 3** and **Onda Cero**, which linked the Group's commitment to quality in programming with that offered to consumers by the brands being advertised.
- Assignment of free slots in the **Atresmedia** international channel to the campaign **España - son nuestras empresas** to support national brands and companies.
- Commitment to **the greatest audience coverage across all the Group's channels, and, if not, a return of 5% of the campaign cost to advertisers.**

Also in the field of sustainability, and in keeping with the company's Environmental Policy, **Atresmedia Publicidad** has continued to promote among its advertisers the sending of digitised spots to avoid using conventional tape. In 2012, 54% of the spots were received in digital format. In addition, it provides its advertisers with tools for online purchasing and supervision of creative elements, which means significant savings in paper and tapes respectively.

[ The corporate policy of responsible advertising applies to the company's entire family of channels, including the laSexta channels ]

[ Atresmedia Publicidad has continued to promote among its advertisers the sending of digitised spots to avoid using conventional tape. ]

## Self-regulation of advertising content

Another initiative to comply with the responsible advertising policy is its voluntary adherence to various sectoral self-regulation codes. These texts include requirements for commercial communications that go beyond the existing legislation. The main codes signed up to include:

PAOS: Self-Regulation Code of Advertising Aimed at Minors to Prevent Child Obesity (2005). TV stations committed to this code in 2010.
FEBE: Self-regulation Code of the Spanish Spirits and Beverage Federation (2006).
Self-regulation code of Spanish Beer-Makers (2009).
Wine Code of Ethics (2009).
SMS Self-Regulation Code (2009).
Self-Regulation Code of Toy Advertising (modify in 2010).
Environmental Impact Self-Regulation Code (2010).

As a result of the entry into force of Law 13/2011 of 27 May on the Regulation of Gambling and the publication in 2012 of the first licenses for gambling operators, **Atresmedia Publicidad** has implemented measures to ensure compliance with these, such as:

- Voluntarily signing up to the **Code of Conduct on Commercial Communications for Gambling Activities** whose purpose is to protect consumers in the field of commercial communications for gambling activities, especially minors and other vulnerable groups. The Code sets out the principles to be followed by publicity so that the gambling activity is practised responsibly. Among others, there is a requirement to include a message about social responsibility or combatting addiction.
- Requests to Autocontrol (Association for the Regulation of Advertising) for copy advice (initial consultation service) for all the gambling campaigns before they are aired. In 2012, **Atresmedia Publicidad** asked Autocontrol for a total of 489 pieces of copy advice for all its campaigns broadcast, 51% more than in the previous year.

[ In 2012 Atresmedia voluntarily signs up to the Code of Conduct on Commercial Communications for Gambling Activities. ]

To go one step further in its desire to be a responsible advertiser, the company has adjusted the reinforced protected times to the new advertising guidelines. As a result, **Atres Cobertura** maintains the schedule for protection set by law. Meanwhile, **Atres Afinidad** extends this as a result of the broadcasting of children's programming on the **Neox** channel and the company's commitment to children.

Reinforced protection times		Atres Afinidad extended reinforced protection times	
Mon-Fri	From 8 am to 9 am and from 5 pm to 8 pm	Mon-Fri	From 8 am to 11 am and from 5 pm to 8 pm
Sat-Sun	From 9 am to 12 noon	Sat-Sun	From 9 am to 12 noon

## Supports and controls of advertising contents

To strengthen and ensure compliance with current legislation and with the voluntary self-regulation codes, **Atresmedia Publicidad** has a strict system for controlling all advertising content before it is aired. This involves the departments of

Broadcasting, Advertising and Self-Regulation applying a triple filter. Their controls ensure that all advertising campaigns comply with the responsible advertising policy designed.

In addition to this triple check, it is planning to implement a supervision system so that the media planners indicate the time restrictions for each tape. This measure aims to avoid human errors in planning and broadcast.

In addition, several measures have been designed to meet current regulations, in terms of the times and type of advertising allowable depending on the time slot:

- **Daily Report** on the occupancy of the Group's channels.
- **Daily monitoring of the logs** for advertising and advertising saturation levels. This work is done by the Kantar Media company.
- **Control of daily complaints** in the logging errors.
- Weekly sending of the **advertising alerts report** to the Subdirector General of Broadcasting within the Ministry of Industry, Energy and Tourism.

During 2012 there have been minor offences due, in most cases, to differences in the coding of sponsorships and infomercials. However, the economic cost of the sanctions has decreased to less than a third of that for 2011.

	2010	2011	2012
No. cases	11	7	6
No. breaches	41	26	27
Television advertising (€)	696,232	761,899	222,657
Advertising in other media (€)	32,201	50,000	0
TOTAL	728,433 *	811,899	222,657

The 2012 data include sanctions for the broadcasting of television advertising through the Antena 3, Nova, Neox and Nitro channels, and also the new channels resulting from the merger with Gestora de Inversiones Audiovisuales La Sexta, S.A., the channels laSexta, laSexta3 and xplora.

There have also been changes to the data corresponding to the amount of the sanctions for television advertising in 2009 compared to the amount included in the report in previous years. This is because during 2012 a fine imposed by the Secretary of State for Telecommunications and the Information Society was overturned by a judgement from the High Court, declaring the partial invalidity of the sanctioning decision from 2009 and reducing the amount of the fine from €119,025 to €24,150. There have also been changes to the data corresponding to advertising through other media as the Court has overturned two sanctioning decisions by the Spanish Data Protection Agency derived from the sending of commercial communications by SMS, in application of the Law on Information Society Services.

Advertising that is committed to society

In 2012 **Atresmedia Publicidad** has continued involving its advertisers in the Group's Corporate Responsibility campaigns, such as **Ponle Freno**, **Hazte Eco** and **El Estirón**. For the latter it has reached agreements with advertisers to promote healthy eating and physical activity among children:

[ The economic cost of the sanctions has decreased to less than a third of that for 2011. ]



Espejo Público.

- **Hero** has supported the **El Momento de El Estirón** initiative, a weekly slot in **Espejo Público**. During this slot, renowned experts offer tips on child nutrition and tackle one of the health issues of most concern for Spanish families: childhood obesity.
- **Micrópolix**, the city of children, has opened the attraction **El Estirón-El Desafío de la Torre** to promote exercise by children.
- **Parque Warner Madrid** has collaborated in organising the initiative **De Marcha con El Estirón**, a non-competitive family race to encourage physical exercise that is held in the park.

Another initiative to strengthen **Atresmedia Publicidad**’s commitment to society is offering free advertising space on television and radio to NGOs and Foundations. In 2012, the **Antena 3** and **laSexta** channels broadcast a total of **74,945 seconds** of free television advertising time, valued at a market price of **€8,300,820**, which is almost three times more than in 2011.

[ In 2012, Antena 3 and laSexta broadcasted free tv advertising campaigns for NGO’s, valued at a market price of €8,300,820. ]

List of the advertising space assigned to broadcasting free campaigns in Atresmedia’s channels during 2012

Tv Antena 3, Neox, Nova and Nitro			
COMMITMENT	CAMPAIGN	SECONDS BROADCAST	OPPORTUNITY COST (€)
Social	X SOLIDARIA	2,060	216,740
Social	AECC	1500	299,550
Advertising sector	SELF-REGULATION	5,900	983,335
Advertising sector	CONFIANZA ONLINE 2012	2,500	644,112
Social	DIA MUNDIAL CONTRA MALTRATO	45	8,700
Advertising sector	PROMARCA	12,370	3,263,458
Social	SOMOS 2012 CAMPAIGN	990	118,650
Total general		25,365	5,534,545

TV laSexta. xplora, laSexta3			
COMMITMENT	CAMPAIGN	SECONDS BROADCAST	OPPORTUNITY COST (€)
Social	ALIA2	4,840	264,500
Advertising sector	GENERIC SELF- REGULATION	4,640	331,950
Social	DROGAS PIENSA	6,630	366,795
Social	FAMILIAS UNIDAS	7,260	382,770
Social	LEUCEMIA	6,210	286,665
Social	MEDICOS DEL MUNDO	2,820	110,655
Social	MENINGITIS	4,460	265,320
Social	ASI SOMOS NGO	3,030	168,240
Social	SAVE THE CHILDREN	990	174,750
Social	WORLD VISION	3,920	195,400
Social	X SOLIDARIA	4,780	219,220
Total general		49,580	2,766,265
		74,945	8,300,810

### Awards and recognitions

The commitment shown by **Atresmedia Publicidad** and **Atresmedia** to the responsible management of its advertising has been recognised with numerous awards and accolades.

In 2012 the Fourth Foro de Comerciales de Publicidad advertising forum was held, which handed out its annual awards to the best teams in advertising management. **Atresmedia Publicidad** received an **award in the categories of Television, Best Multimedia marketing and Best Format Marketing**.

The 9th edition of Study into the Quality of the Media in the Advertising Market by the Group Consultores **has cited Atresmedia Publicidad for attributes such as the quality of the advertising service, compliance with agreements and good working practices**.