



Listening to the Audience

Atresmedia Televisión's main objective is to offer a **program in which entertainment, respect for all groups and the maximum quality of its contents takes precedence.**

In order to meet this commitment, it is fundamental to obtain the opinion of the audience and take it into account when developing and selecting new contents. Under this premise, **Atresmedia Televisión's** Marketing Department performed **qualitative studies** backed by prestigious bodies in the industry.

In 2012, a total of 552 spectators, formed by 69 opinion groups, contributed assessments of great use. These analyses were complemented by the daily audience figures provided by Kantar Media, which enabled the level of satisfaction, and the preferences and expectations of the spectators to be known.

Atresmedia Televisión's Social Responsibility actions were assessed very positively in these studies. **Ponle Freno** became the seal of identity of the initiatives performed by the Group, recognizing its considerable capacity to **positively influence social awareness**.

Moreover, **Atresmedia Televisión** pays special attention to the **comments of navigators on programming**, through projects of **active listening in the social networks, blogs and forums**.

Fruit of this permanent dialogue with the audience and to meet its needs, a programming was designed that was closer to its current likes and trends.

The most valued television

The image study performed by GECA (Audiovisual Communication Studies Office) is a research project to ascertain the image and opinion of the Spanish population with regard to personalities, programs, channels and other aspects related with the contents broadcast by television.

The 2012 GECA index was based on a macro survey of 3,200 people throughout Spain.

According to this analysis, **Antena 3 was the most highly valued television channel by the Spanish population in 2012**. Likewise, this channel is considered by the spectators to be the **most innovative channel for the second year running, and the most entertaining, and such characteristic has been consolidated over the last four years**.

Other reference study was **Televidente 2.0**, which **analyzes the audiovisual contents consumption** in the home and in terms of mobility among Spanish navigators in the different media and screens available.

In the last wave of this study, 5 discussion groups were formed with spectators in different screens and more than 1,000 surveys of navigators. The results obtained positively highlight **Antena 3's** site, which was visited by 62% of participants, 9% more than in 2011.

[According to GECA, Antena 3 was the most highly valued television channel by the Spanish population in 2012.]

Committed television

Atresmedia Televisión has a significant commitment to quality, varied and entertaining but, above all, "responsible" television, which acts as a social spokesperson to address the Company's main problems.

Accordingly, **Atresmedia Televisión's** channels include in their news, current affairs and entertainment programs, contents which respond to social awareness, endeavoring to contribute ideas, recommend good practices and, in short, propose solutions to the Company.

As a means of communication, **Atresmedia Televisión** has special responsibility in the following areas:

- 1. **Contents** of programs, series and advertising messages, with special attention to those which respond to **social concerns**.
- 2. **Protection of the most vulnerable audiences**, especially children and groups with disability.
- 3. **Media** literacy of **audiences**.

This firm commitment to achieve responsible quality television was recognized publicly, since **Antena 3** leads the social responsibility ranking of the public and private television channels, according to the report “2012 fern spores and elephants” of the Business Commitment Foundation.

The study analyzes the web pages of the 16 largest television channels in Spain and highlights that **Antena 3** has given a qualitative leap in its corporate responsibility policies in relation to the production and broadcasting of contents. Accordingly, it is on an equal footing with other large international groups such as BSkyB or ITV.

[Antena 3, leader in the ranking of the most responsible television channels.]

| Ranking of the most responsible television channels | |
|---|--------|
| Channels | Raking |
| Antena 3 | 25 |
| rtve | 21 |
| tv3 | 17 |
| CanalSur | 15 |
| Tele5 | 12 |
| eitb | 9 |
| rtvg | 8 |
| rtcm | 6 |
| rtpa | 5 |
| ib3 | 4 |
| Canal7 | 3 |
| Canal Extremadura | 3 |
| tvc | 3 |
| rtvv | 3 |
| laSexta | 2 |
| Telemadrid | 1 |

Source: “Esporas de Helechos y Elefantes 2012” report (www.fundacioncompromisoempresarial.com)

Antena 3 surpassed the remaining channels in most of the social responsibility aspects analyzed. It stands out in areas as important as the handling and disclosure to the public of sensitive matters, child protection in terms of contents, literacy actions carried out or the mechanisms of transparency and communication with the stakeholders.

“The Observatory for Audiovisual Content (OCTA) welcomes Atresmedia’s work in broadcasting a high quality schedule for everyone. It must continue focussing on protection for young viewers and listening to the active voice of media users.”



Valentí Gómez
Chairman of the
Observatory for
Audiovisual Content



Mónica Carrillo and Matías Prats.

Contents which respond to citizen’s concerns

Commitment to quality information

Antena 3 Noticias

The objective of **Antena 3’s** information services is to offer their audience a **reliable, quality and committed information with the principles of social responsibility** and with the very professional ethics of audiovisual news journalism. In order to guarantee these bases, filters and controls are established to guarantee compliance with the legislation in force, the corporate responsibility procedures and the codes of conduct of the profession, as summarized in the following table:

| Ethical code of Atresmedia information services | |
|---|--|
| Legislation and Regulations | No behavior or information may infringe the legal or regulatory provisions. |
| Dignity of people | All information should ensure respect for the people’s rights, guaranteeing fair treatment and the presumption of innocence, with special rigor when such information involves minors . |
| Language and visual resources of information | Language and visual resources must be agreed with the information which is to be broadcast, without allowing expressions or images which, without adding information, may be disturbing or offensive to the audience. |
| Separation of activities | All Antena 3’s news journalists must comply with this principle which involves withdrawing from the investigation or generation of the news when it or its most immediate environment are, or may be, affected or involved in a specific piece of news in order, accordingly, to avoid the existence of possible conflicts of interest. |
| Risks | Antena 3 Noticias writers may not accept presents or benefits from companies or institutions forming the subject matter of their news, which may be interpreted as a reduction of their capacity to provide objective independent information . |
| Insider information | The journalist who, due to his/her area of work, may have access to insider information may not use it for his/her own benefit. |
| Commercial and critical information | News clearly and explicitly separates information from advertising . Furthermore, contents which are strictly informative are unmistakably differentiated from those which represent a critical interpretation or assessment of the news . |

In order to maintain an ongoing relationship with spectators and know their opinion and concerns regarding current affairs, **Antena 3 Noticias** maintains active participation in its programs through the social networks.

In 2012, the number of followers of the **Antena 3's** news programs Twitter profile amounted to 185,000 and the number of fans on Facebook totaled more than 50,000. The number of users of the programs' web page rose from 850,000 to 1,135,000 in one year.

In addition, in the 2012-2013 season, **Antena 3 Noticias**, through its **A Fondo** team of reporters, prepared and broadcast more than 200 whistleblowing and investigation reports on current affairs, health, culture, new technologies, etc., which concern the population, such as, for example, eviction, obesity, abandonment of animals or child malnutrition in Sudan. Each report focused on a theme of social interest, many of them responding to audience requests via email, comments on the Company's web page in the **A Fondo** section or Internet forums.

laSexta|Noticias

laSexta|Noticias defends committed and quality information. Two seals of identity of news services which are committed to equality, ecology and human rights. The program seeks its own approach to current affairs and deals with day-to-day themes which most interest the people in the street, and also has its voice in the channel's news and its programs.

laSexta|Noticias and www.lasextanoticias.com boast the **Solidarity Objective** to promote the work of the NGOs. This initiative includes and supports the social task of more than 60 NGOs, including, Unicef, Action against Hunger, the Vicente Ferrer Foundation, the Red Cross, Oxfam, Human Rights Watch and Humanitarian Global.

Current affairs with high social interest

Espejo Público

Presented by the journalist **Susanna Griso**, **Espejo Público** renewed its clear commitment to social support which forms part of its very essence. The program, which is broadcast live on a daily basis, **analyzes current affairs issues of high social interest**.

In 2012, it included the new section **Es Posible**, which endeavors to evidence and seek a solution for the problems posed by spectators. Thanks to this initiative, success stories arose as important as **jobs for the long-term unemployed with family members in their charge or improvements in the living conditions of many children with serious illnesses**.

The collaboration of the spectators in ascertaining their opinions or concerns through the social networks was fundamental. In 2012, Facebook had 23,000 fans and Twitter had more than 40,000.

Investigation team

The program endeavors to be a reflection of the social reality concerning citizens.

In 2012, the journalistic work of the **Investigation Team** dealt with current affairs matters related in many cases with the current economic situation. The under-



ground economy in Spain, the power of clairvoyants in times of crisis, the keys to public deficit, the housing business or evictions were some of the matters analyzed by the program.

Antonio García Ferreras (Al Rojo Vivo).

Al Rojo Vivo

Led and presented by **Antonio García Ferreras**, **Al Rojo Vivo** maintains its commitment to critical journalism, in order to seek responses and, above all, raise all the **questions posed by society in general**. **García Ferreras** moderates a discussion program with a plural philosophy and a debate in which all the political positions are represented.

Furthermore, a daily analysis is offered of the most important news of the day, and the pulse of the news is sought in the street **with the participation of the Spanish people**.

Más vale tarde and laSexta Columna

In 2012, **laSexta** extended its commitment to news by presenting **Más vale tarde**, a daily program led and presented by **Mamen Mendizábal**, which performs a critical analysis of the events of the day and puts a face to the problems. This program is fed by analyses, debate, live connections, investigation, etc.

Likewise, the **laSexta Columna** program provides a new 360° look at current affairs. This slot listens to all the interested parties in the quest for a response to all the question arising as a result of this economic and social climate.

Salvados

Presented by **Jordi Évole**, this program features interviews and reports on current affairs and denounces problems concerning society. In 2012 **Salvados** attempted to deal with matters of enormous social interest such as unemployment, the real estate bubble, Spain's legal situation and food wastage.

Solidarity entertainment

Atrapa un Millón, Ahora Caigo and El Hormiguero

Antena 3's entertainment programs joined forces with the Group's solidarity commitment.

In 2012, **Atrapa un Millón** organized various solidarity programs to help resolve social problems such as the floods in Malaga, degenerative diseases, schools with deficient infrastructures or the lack of resources of soup kitchens. Thanks to the program, **€103,000** were dedicated to these causes.



El Hormiguero 3.0 also placed its capacity of communication and entertainment at the Company's service. In 2012, two solidarity programs were broadcast in which, through audience SMSs, money was collected for **UNICEF**. Thanks to this initiative and to the support of famous people such as Imanol Arias and Ana Duato, more than **300,000 solidarity messages** were received.

Proyect Una Gota, Una Vida; El Hormiguero 3.0; ¡Ahora Caigo!; and El Intermedio.

With this same format, the program **¡Ahora Caigo!**, organized a special program and the money was also donated in full to **UNICEF**.

Moreover, all **Antena 3's** entertainment programs collaborated actively in the collection of funds for the **Antena 3 Foundation's** project relating to the **protection of children's rights "One Drop, One Life"**. (see Company chapter).

laSexta also with social causes

laSexta and its entertainment programs also applied the Group's Corporate Responsibility Policy and joined forces with the various NGO campaigns. An example was the "Sahel Emergency" project A million children cannot wait" implemented by Action against Hunger. The channel mobilized itself to prevent child malnutrition in the African region of Sahel, with the collaboration of the most representative programs, **El Intermedio** and **Al Rojo Vivo**, among others.

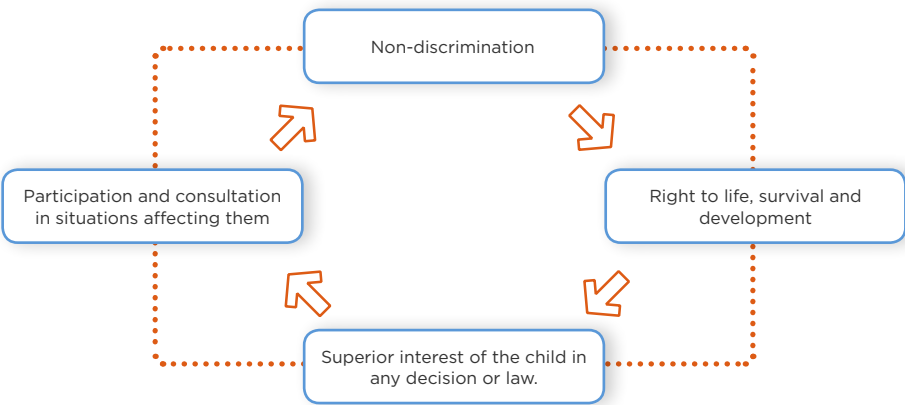
Also noteworthy in terms of its solidarity campaigns is **laSexta's** program **El Intermedio** led and presented by the **Gran Wyoming**. Its contents included social interest initiatives such as the attraction of followers for the Greenpeace campaign "Save the Amazons, the Campaign to Attract Bone Marrow Donations for the Josep Carreras Foundation, or the attraction of funds through the sending of an SMS for **UNICEF**.

In 2012 **El Intermedio** received the **Nicolás Salmerón Human Rights** prize in the Culture section. The panel valued "the use of humoristic satire to defend the values and ideals of the common good and respect for people's dignity".

Protection of children’s rights

The UN’s Convention on the Rights of the Child includes specific rights which guarantee greater care and protection of children, taking into account their special vulnerability.

These rights are based on four main principles:



Contents thought out for the whole family

Respect for these principles forms part of **Atresmedia’s** procedure policies and especially those relating to audiovisual contents. Accordingly, it is a basic premise to offer family programming, in line with the likes and needs of the youngest viewers, with strict control in the classification and broadcasting of its contents and commercial communications within the children’s time slot.

Reinforcing this commitment, the objective of the **Antena 3 Foundation** is to guarantee that children and young people have the necessary support for their well-being and training, and to encourage social awareness regarding their rights, needs and interests. The Company chapter includes detailed information on its measures.

Television is a means of transmitting principles and values. Accordingly, all the Group’s channels broadcast programs thought out for all the members of the family which also encompass children’s programs. **Atresmedia Televisión** broadcast a total of **3,337 hours** of programs for minors in the last year, including most notably the **Neox channel with 2,569 hours** specially aimed at the younger public.

In 2012, the www.antena3.com web page particularly took care of children’s programs. Accordingly, the “**lounge mode**” of the **Megatrix** channel offered complete chapters of 17 children’s classic such as **Heidi**, **Once Upon a Time**, **Maya the Bee**, **Pippi Longstockings**, **Marco**, etc. Each week, the portal offers a new chapter of these famous series which **brings the youngest audience in touch with the cartoons belonging to their parents’ childhood.**

Moreover, through the lounge mode, **Megatrix promotes language learning amount youngsters** in a pleasant entertaining way. Accordingly, series such as **La Brigada de los sepultureros** are broadcast, which maintains the interest of the children’s public, teaching them English at the same time.

[In 2012 Atresmedia Televisión broadcasted a total of 3,337 hours of programs for children.]



Megatrix promotes language learning among the youngest audiences.

All the contents broadcast by the Groups' channels, children's or otherwise, undergo exhaustive controls to guarantee the protection of minors. Since 2005, **Atresmedia** has complied with the **Self-regulation Code on Television Contents and Childhood** and forms part of the **Self-regulation Committee** and of the **Mixed Monitoring Committee**, bodies which verify their correct application.

The www.atresmediacorporacion.com web page includes a section in its childhood protection heading with the latest reports regarding compliance with the Self-regulation Code, enabling the user to contact the Mixed Monitoring Committee to manage complaints and suggestions.

In conformity with the eighth annual assessment report on the application of the Self-regulation Code on Television Contents and Childhood, in the period 9 March 2012 to the same date in 2013, the Self-regulation Committee did not accept any clam in relation to the contents broadcasted by **Antena 3** or **laSexta** channels.

As an added guarantee, and in order to prevent a minor from accessing unsuitable contents, all entertainment programs of **Atresmedia Televisión**, and fictional, film, TV movies, in-house promotions and program trailers are exhaustively classified by the departments in charge, informing the audience of the classification and suitability of the contents through pictograms overprinted on screen.

Aside from protecting minors from inappropriate contents, the symbols are communication tools used by **Atresmedia's** channels to enable their audience to take informed decisions.












[Atresmedia channels did not report any breach of the Self-regulation Code in 2012.]

Advertising respectful of minors

Los mensajes comerciales que acompañan a los programas infantiles tienen un gran impacto en los menores. Por este motivo, **Atresmedia** aplica herramientas específicas para su control. Entre las principales podemos destacar:

- **Advertising of gaming activities.** In 2012, the Company made a further step in its commitment to protect child audiences, by signing the **Code of Conduct on Commercial Communications of Gaming Activities**, establishing strict restrictions on limiting the broadcasting time slots of commercial communications and their broadcast together with programs aimed at the young public.
- **Toy advertising.** Autocontrol - an association to which **Antena 3** also belongs, signed an agreement in 2010 relating to toy advertising with the *Spanish Association of Toy Manufacturers* and the *National Consumer Institute*. The purpose of this agreement is to reinforce the protection of the minor in this advertising segment so sensitive to infancy.
- **Extension of the child protection timetable.** One of the specific measures adopted by **Atresmedia** which represents an improvement with respect to the legislation in force, was the voluntary extension by two hours (from Monday to Friday) of the reinforced protection timetable. Accordingly, greater protection is ensured for minors with respect to the television programs broadcast in this slot.
- **Food advertising aimed at minors.** Since 2009, **Antena 3** collaborates with the promotion and application of the **Self-regulation Code on Food Advertising aimed at minors (PAOS)**, in order to prevent health problems prevailing in Spain such as child obesity. The PAOS Code expressly regulates the television advertising and marketing of food and drink for children under 12.

[Antena 3 entered into the Code of Conduct on Commercial Communications of Gaming Activities.]

| | | | |
|---|---|---|---|
|  |  |  |  |
| 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 | Interactive programme through the Ant 3.0 application | |

Contract guarantees

Atresmedia does not enter into contracts with minors, but supervises that the producers of their programs or series establish the legal clauses and mechanisms required to guarantee the rights of the minor, when they intervene as actors or participate in any program on an ongoing basis. The Company pays special attention with regard to image, honor, personal and family intimacy and education.

Minors at the Group's facilities

Aside from protecting minors in programing or advertising, their due access and security is also guaranteed at **Atresmedia's** facilities.

The **internal security regulations prohibit, on a general basis, the access of minors to the facilities**. When **exceptionally** they have to participate in a program (as a guest or public), **the minor must be accompanied by production personnel, who will supervise their security**. In any case, **minors may only exceptionally access Atresmedia's facilities** between 10am and 8pm, always with the strict authorization of their parents or legal representative.

Accessible programing

One of **Atresmedia's** commitments to society is to guarantee equal rights and opportunities, and provide the access of audiovisual contents to everyone, regardless of their auditory or visual disability.

In order to comply with this objective, **Atresmedia Televisión** increased for the third year running its accessible programing through the audiodescription tools, scoring and subtitling of contents, exceeding by far 45% of subtitled programing and 60 minutes a week of audiodescription and scoring, required under the General Audiovisual Law.

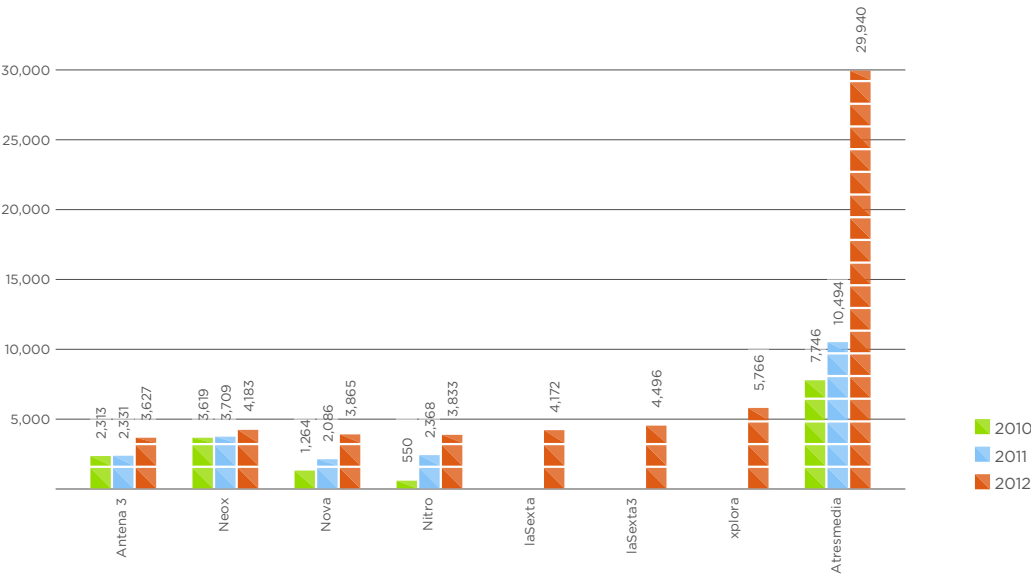
The most noteworthy data in 2012 were as follows:

- **Subtitled:** broadcast of a total of 29,939.7 hours of subtitled programing, more than double than in 2011. This was due mainly to the inclusion of **laSexta's** channels, a fact which led to the unification of subtitled technologies through a leading world supplier with extensive experience in the field of television access. The following companies lead the ranking of subtitling companies: **xplora** (73.82%), followed by **Neox** (57%) and **laSexta3** (55.5%).
- **Audiodescription and scoring:** broadcasting of 804.5 hours of audio described programs and 435.4 hours of scored programs, four times more than in 2011, also due to the inclusion of **laSexta's** channels.
- **Live subtitling:** in response to the requests of spectators with auditory disability, in 2012 **various programs and news programs were subtitled live:**
 - **Antena 3:** **Noticias de la mañana**, **Espejo Público** and **Antena 3 Noticias 1** and **Antena 3 Noticias 2**, including **Deportes** and **El Tiempo**.
 - **laSexta:** **Al Rojo Vivo**, **Más Vale Tarde**, **El Intermedio** and **laSexta|Noticias 1ª** and **2ª edición**, including **Deportes** and **Meteo**.

Also, as part of the commitment to accessibility, the free broadcasting of subtitled advertising spots with different Henkel, Gaes and Campofrío products **was increased by 3 hours, complementing more than 10 hours in 2012**.

[In 2012, Atresmedia has doubled the number of subtitled programming hours.]

Subtitled hours



Media literacy: bring the media closer to the Society

The media perform an important task for the Company, since they inform, entertain and have a great capacity to influence the formation of opinions. In order that media users may correctly interpret the information they receive, the media must perform a media training task, showing the users the very characteristics of each media, as is the case of the immediate nature of radio or the strength of images in the case of television.

In this way, the public may:

- Differentiate and familiarize themselves with the diversity of genres of media.
- Choose contents in line with their news or entertainment function.
- Critically reflect thereon.

In this connection, in 2012, **Atresmedia** implemented certain initiatives in order to bring the media closer to their audiences and to society as a whole:

- **Visits to Atresmedia's facilities.** In 2012, almost 3,000 people from 117 groups (schools, universities, advertisers and associations) visited the Group's facilities. In these visits the different professions which make possible the daily activities of a communication group are explained to visitors and **Atresmedia's** corporate values are transmitted to them. Moreover, they watch live programs, visit the television studio and, on occasions, the professionals themselves inform them of the activities carried on. In many cases, these visits have served to awaken vocations among the students.
- **Collaboration with university students.** **Atresmedia's** Communication Department met students from different universities such as Universidad de Rey Juan Carlos, Complutense de Madrid, Carlos III, the Camilo José Cela University, and a student on the Bergen University's Master program (Norway) who requested its collaboration in the preparation of end-of-degree projects, interviews with the journalists of news and entertainment programs, or to discover at first hand the functioning of departments such as Multimedia or the Virtual Press Office.



Radio workshops for children

- **Tuneox competition.** The **Neox** channel launched in 2012 the first season of **Tuneox, Neox A Tu Manera**, a competition for the whole audience which endeavors to bring the media closer to the Company. In the competition, the spectators must say how they see the channel and how they would make an advert to self-promote **Neox**.

A panel, formed by professionals belonging to the channel, assessed the most original, amusing and adequate idea for the new campaign. The prize for the winner will consist of the broadcasting of his/her idea on the channel and of a three-month training session in **Antena 3's** Corporate Image Department.

- **Morning Project.** The objective of this initiative is to investigate how the news of the future will be. Thanks to a collaboration agreement signed with various Universities, the students may participate by presenting innovative projects and by opting for prizes which include grants to carry out work experience in television and or in radio. In 2012, **Onda Cero** joined the initiative, together with **Antena 3 Noticias**.
- **“Who is who on the Tele and the Radio”** The **Fan3** television channel, specifically designed for children and young people in hospital, included in its programming a new in-house production slot called **Who is who on the Tele and the Radio**. In this slot, employees of **Antena 3** and **Onda Cero** explain to the children what the different professions consist of within these two media, such as the camera operator, the news presenter, the radio broadcaster or the sound technician.
- **Radio workshops for children.** For yet another year, the **Antena 3 Foundation** gave radio workshops to hospitalized children. During two days, one of theoretical training and one of practical training, **Onda Cero** volunteers teach the children how to make a radio program, or how to carry out an interview. The Virgen de la Arrixaca de Murcia and Rio Ortega de Valladolid hospitals provided such workshops in 2012.
- **PRO Project.** For the fourth consecutive year, the PRO Project provides training to disabled people, in order to promote and facilitate their employment in the audiovisual industry. In 2012, a **new course was provided from the TV Accessibility Technician Program** in Madrid with the collaboration of Universidad Carlos III de Madrid, and the **scope was widened to the Catalonia Autonomous Community**, developing the first Multimedia Communication Post-Graduate course, with the collaboration of Universidad Politécnica de Cataluña.
- **Non-Spot Prizes:** In 2012, **Atresmedia Publicidad** convened the Sixth edition of the “Non-Spot Prizes for Media Creativity” aimed at students. The objective of the competition is to seek ideas in the non-conventional use of media (Television, Radio, Internet and Events) and detect new talents among the participants.