



Main figures of Atresmedia

The following table compiles, by way of an executive summary, the main results of **Atresmedia** grouped into three approaches: **economic**, **social** and **environmental**.

ECONOMIC	2010	2011	2012
Total Net Revenues (€million)*	807.7	805.2	741.2
EBITDA (€million)*	156.9	124.4	39.5
Net profit (€million)*	109.1	93.4	29.5
Distributed Economic Value (€million)*	558.6	638.1	618.3
Economic aid received from the Government (€million)	10.8	11.6	2.5
Advertising efficiency ratio (adults)	1.81	1.81	1.71
Advertising efficiency ratio (individuals)	1.80	1.81	1.72
Number of advertisers	17,998	17,964	18,105
Average viewing share Antena 3 Televisión (%)	11.7	11.5	12.5
Average viewing share Neox (%)	2.2	2.7	2.60
Average viewing share Nova (%)	1.5	1.5	1.60
Average viewing share Nitro (%)	-	1.4	1.58
Average viewing share laSexta (4th quarter 2012, %)			5.45
Average viewing share xplora (4th quarter 2012, %)			1.49
Average viewing share laSexta3 (4th quarter 2012, %)			1.40
Onda Cero Share (%)	19.0	20.3	19.3
Europa FM Share (%)	7.7	8.1	10.5
No. of listeners Onda Cero	2,323,000	2,454,000	2,615,000
No. of listeners Europa FM	1,455,000	1,579,000	2,121,000
No. of videos provided www.antena3.com (monthly average millions)	26.3	52.9	56.8
No. of videos provided www.lasexta.com and www.xplora.com (monthly average in millions 4th quarter 2012)			11.5

* Note: the economic data include the results of LASEXTA since October 2012.

SOCIAL	2010	2011	2012
No. of hours broadcast of children's programs	1,689	2,509	3,337
No. of hours of accumulated subtitles	7,196	10,491	29,940
No. of employees	1,942	1,849	1,784
Investment in training (€)	333,923	424,858	395,700
No. of hours training per employee	34	29.5	30
Income of the Foundation contributed by Atresmedia (€)	500,000	360,000	500,000
Non-compliance with Self-regulation Code	3	2	0
Opportunity cost of the broadcast of social advertising spaces without television cost (€)		3,715,759	8,300,820
Opportunity cost of the broadcast of social advertising spaces without radio cost (€)	-	1,735,430	1,652,155

ENVIRONMENTAL	2010	2011	2012
Consumption of white paper (sheets)	6,595,000	6,117,500	5,672,500
Consumption of toner and print cartridges (units)	886	791	742
Consumption of florescent lights (units)	1,673	1,695	1,301
Urban solid waste (tons)	363	352	325
Gas consumption (m ³)	12,442	10,270	12,579
Consumption of heating gas oil (liters)	520,878	420,040	419,643
Consumption of electricity (Kwh)**	19,716,406	19,400,980	29,070,214
Water consumption (liters) **	52,449	46,856	50,553
Greenhouse gas emissions (equivalent tons of CO ₂)	2,095.06	2,680.31	1,373.35
Environmental investment (€thousand)	105.30	148.54	25.67

** Note: The data include the S.S. de los Reyes Center, A3TV Offices and Onda Cero offices., not reported in previous years.