



# Message from the CEO

2012 was a decisive year for the Company. For yet another year, the economic recession endeavored to mark our activity and, one year more, we have faced all the challenges we had set for ourselves. Once again, we have been reinforced.

All the companies forming the Group, now under the name **Atresmedia**, have reported positive data, and all of them have proven their capacity to excel in such an adverse climate as the present one.

**Atresmedia Radio** maintains its sustained growth; **Atresmedia Digital** has nearly ten million users every month; **Atresmedia Cine** is a clear reference in cinema production in Spain; and **Atresmedia Televisión** has integrated **laSexta** and shaped a comprehensive offering, capable of satisfying audience and advertiser demands. To the foregoing we must add **Atresmedia Publicidad**, which has once again known how to take advantages of all the possibilities offered by a market clearly in recession, opening new commercial doors and, consequently, playing a decisive role in all our activity.

Today **Atresmedia** is already, as a whole, the biggest media group with the greatest communication capacity in Spain. We are one of the Companies which is best resisting the pinch of the crisis, all without relinquishing the ability to continue to grow. The integration of **laSexta** and of its group of channels has represented an additional effort for the Organization. Now the doubts have disappeared and, with the results in our hands, I can only define this experience as excellent: both the spectators and the advertisers have clearly benefited.

**Atresmedia Televisión's** offering covers an extensive range. Each one of our channels maintains its publishing lines, and the new channels from **laSexta** have reinforced their personality. They are in the organization to join forces. Integration does not mean extinction, rather to form part of a large media Company, complementing with new approaches within a single large brand.

The positive evolution experienced by **Atresmedia Televisión** in recent years is not a coincidence, it has been a constant feature month by month in all the channels. It is the success of a proven model, of a way of understanding television as entertainment and also as a business. The crisis has made things more difficult for us, but it has not pushed us to inactivity. Quite the opposite.

In the same way, the results that we are obtaining tell us that we are on the right road when we decide to boost **laSexta's** attributes: information, humor programs and international fiction. The response of the public has been highly positive and surprising in a very limited time: the young channel ended December with 5.5%, its best data

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since September 2011. And in February 2013, it became the absolute leader in its segment. Since the merger, we are also working to open the channel to new genres which attract larger audiences.

**Antena 3**, for its part, has successfully consolidated its own model. After climbing to second position in 2012, one month later, in January 2013, it was already the preferred channel by the public versus the minimums of its main rivals.

These historical results were obtained thanks to the backing of our offering in all time slots, from **Espejo Público** or **La Ruleta de la Suerte**, to the success of our betting programs, including most notably **Formula 1** (with its best data in four years), the competitions **Tu Cara me Suena**, **Ahora Caigo** and **Atrapa un Millón** or series such as **El Secreto de Puente Viejo** or **Con el Culo al Aire**.

We consider innovation to be the lever to progress. **Atresmedia Televisión** succeeded yet another year in obtaining the highest percentage of success in its television market premieres, setting trends and creating new formulas to attract the spectator. The best example is **Tu Cara me Suena**, a program created at **Antena 3**, which has not only been a success in Spain, but has also become the most seen and sold format in the world at this present time.

This model, based on a richness of genders, quality and respect for the audience, is extendible to the remainder of our family of channels. Furthermore, its growth and consolidation: **Neox**, **Nova**, **Nitro**, **xplora** and **laSexta3TODOCINE** have excelled their direct rivals. In December they were, as a whole, the leading theme television offering.

The television results are extendible to **Atresmedia Radio**. **Onda Cero**, has one year more, grown in terms of listeners. In accordance with the General Media Study, the channel's programs were followed by 2,615,000 listeners, 161,000 more than in 2011. This rise was preceded by increases in previous years, which reinforced our radio proposal based on continuity, balance and respect for different opinions which has and does hit the nail on the head.

We can state the same with respect to **Atresmedia Digital**, the perfect complement for our communication model, which grew in terms of users by 10% to near 10 million; or **Atresmedia Cine**, four of whose programs figure among the 10 most seen programs and which raked in 20% of the Spanish cinema box office takings.

**Atresmedia Publicidad** also gained excellent marks in the year. With income above market figures and, despite the fact that advertising investment fell by 16% in 2012, it has succeeded in vindicating the value added of the product we offer, together with the richness of our supports, notably improving commercial efficiency. Furthermore, it has effectively taken advantage of the integration with **laSexta**, gen-

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erating a new commercial offering based, on the one hand, on the principle of maximum coverage and, on the other, on that of maximum affinity.

Consequently, **Atresmedia** obtained Profit of €31.9 million after succeeding in reducing by half the impact of the advertising crash: meanwhile the market experienced a fall of 16% in 2012 and the Company's Net Revenues diminished 8% to €741.2.

These results are the fruit of the work performed by a team which has not spared any efforts and which has gone beyond the expected, contributing ideas and contributing decisively to the creation of a responsible and successful communication model which is now recognized and respected.

We also continue making progress on Corporate Responsibility. We are aware that our stakeholders demand greater accountability and transparency in the non-financial aspects of the company. As a result, throughout the year we have held regular meetings with associations of viewers and listeners, academics and corporate accountability forums.

All of **Atresmedia's** efforts in this area have been welcomed by society and **Antena 3** has been recognised as the leading television company in the social responsibility ranking for the public and commercial broadcasters in Spain.

Corporate Responsibility forms part of the culture of our company, and corporate volunteering is also fully integrated into it. In this regard, I would like to thank all of **Atresmedia's** employees for their cooperation and efforts in the volunteering activities the Company has organised to support different social organisations and groups.

We succeeded in achieving our objectives in a year which once again looked complicated. The crisis has been an obstacle but it has also strengthened and stimulated us. With this impulse, considering that the best is yet to come for **Atresmedia**, we are facing new stages with the certainty of being prepared to overcome the challenges facing us in the future.



**Silvio González**

[ Atresmedia Publicidad has taken advantage of the integration with laSexta in a highly efficient manner, thereby generating a new commercial offering. ]