

# Mission, vision and values

## Mission

To broadcast a quality, innovative news offering of diverse entertainment which responds to our stakeholders to obtain their trust, attaining the leadership and sustainability of the Group.

## Vision

To be the reference multimedia communication group with a valuable and positive contribution to the company in which we operate.

## Values

**Commitment:** We strive to make a valuable contribution to the Company creating corporate sensitivity campaigns which resolve problems and generate a positive change.

**Quality:** We work on the ongoing improvement of our activities, developing excellent products with regard to their form and content, aimed at the needs and expectations of the spectator.

**Creativity:** We boost the creative development of employees, promoting artistic freedom and freedom of thought, respecting the Company's democratic and cultural values.

**Long-term vision:** We work on the creation of a leading corporate project in the audiovisual sector which endeavors to move closer to the future by creating it.

**Innovation:** We boost the creation of new ideas, products, services and practices which contribute value to the Company and to society.

**Leadership:** We motivate and address our collaborators to encourage their development and that of the organization, transmitting energy and inspiring confidence to help the organization to achieve its business objectives.

**Teamwork:** We encourage a culture based on the establishment of the relationships of trust and respect between the employees and the Company. We develop their autonomy and participation in decision-making, based on the principles of delegation and responsibility.