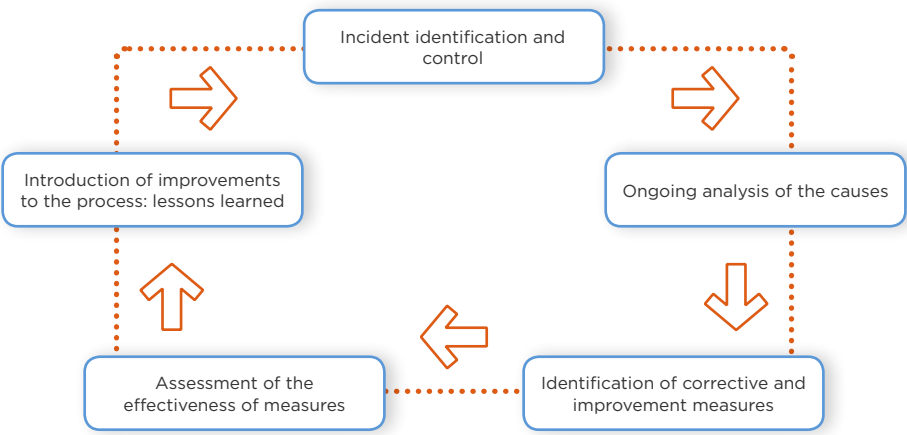


Quality Management System

Atresmedia produces, records and broadcasts its programs and advertising by complying with strict internal controls standards. In order to satisfy such high levels on an ongoing basis, a Quality Management System was implemented aimed at controlling and improving the Organizations’ main processes.

The Quality Management System is based on an ongoing **improvement cycle** of incidents which includes the following phases:



The **incidents** which arise in the production, recording and broadcasting of programs and advertising are classified into:

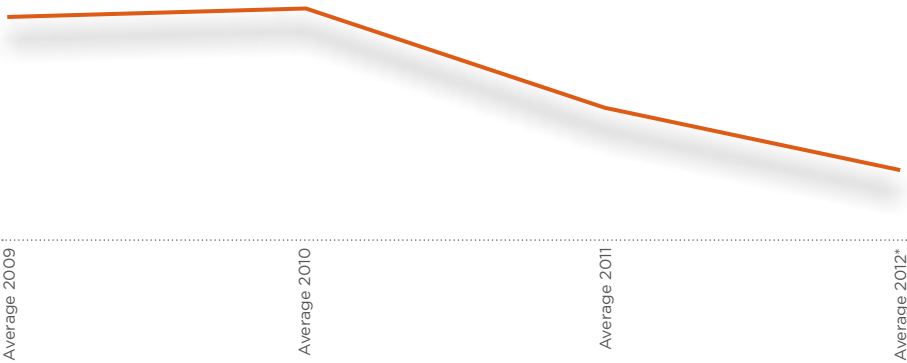
- Incidents with **“to the air” effect**, that is, those with are appreciable by the spectator.
- Incidents **without the “to the air” effect**, that is, which the spectator does not detect.

[The number of incidents has fallen by 48% over the last year.]

All these situations are identified and classified on an ongoing basis by the areas involved. These areas subsequently perform a specific monitoring until the resolution of such incidents has been proven.

In 2012, the Quality Management System has doubly amplified its scope.

- With respect to the television channels: **laSexta**, **laSexta3**, and **xplora**.
- With respect to the production, publication and broadcasting processes in **Atresmedia**’s various multimedia support systems.



Evolution in the Number of Incidents

(*) The 2012 figure does not include the incidents for the laSexta channels.

Improvement plans

The Quality Management System has a Quality Committee formed by all the departments involved. Periodically, it analyzes the most significant incidents and the status of the unresolved actions. This joint analysis enables more effective global improvement plans to be defined based on “lessons learned”.

Likewise, a monthly report is issued for Senior Management.

Quality Committee Departments	
Audit and Processes	Technical
Programs	Broadcasts
Contents	Operating Resources
Production	Marketing
News	Comercial

In 2012, the Quality Committee implemented various Action Plans aimed at improving the following processes:

- Production and broadcast of night-time programs.
- Quality Control regarding material broadcast on the main channel and re-broadcast on secondary channels.
- Preliminary guidelines management.
- Digitalization of advertising.
- Broadcasting System.
- Design of creative material.
- Advertising broadcasting.