

GRUPO ANTENA 3



2010

antena3group

annual and corporate responsibility report 2010.

contents.

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by Antena 3 de Televisión, S.A.
Board of Directors on 23rd
February 2011.

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letterfromthepresident.



José Manuel Lara

[Antena 3 has been the media communications Company with the highest dividend and the best performance.]

2010 marked a turning point for many reasons. On one hand, television advertising investment began to show signs of recovery, which has had a positive impact on our results, and, on the other hand, the **ANTENA 3 GROUP**, which has been implementing various strategies in the last few years in order to face the future challenges, has come out of the economic crisis noticeably stronger, so much so that we are now in the best situation to continue growing.

The **ANTENA 3 GROUP** ended 2010 with some extraordinary economic results. Two consecutive years of growth in a negative economic cycle like the one we are currently in gives credence to the strategic approach established years before, when uncertainty and confusion set into the communications sector.

[We have confirmed not only the soundness of our business model in 2010, but also our winning way of understanding television.]

The company remains extremely profitable; in fact we are one of the European companies that have best withstood the crisis, thanks to a policy of cost containment and resource maximisation. From a stock market perspective, we are maintaining our shareholder remuneration policy: **ANTENA 3** has been the media communications Company with the highest dividend (0.45 euros per share) and the best performance (more than 6%).

We have been developing and cementing the ideas we laid out in previous years and it is now that we are reaping the benefits. This year has been decisive for the **ANTENA 3 GROUP**; not only have we confirmed that we are on the right path, that initiatives like bundled advertising or the wager on new DTT channels have been booming successes, but we can also firmly assert that we are now the most competitive, the best structured and the most efficient.

We have confirmed not only the soundness of our business model in 2010, but also our winning way of understanding television. **ANTENA 3** is, according to the leading surveys, the Spanish public's favourite channel. Such a loud and clear message from audiences fills us with satisfaction and motivates us to continue striving to be the best.

NEOX and **NOVA** are completely settled. They have doubled their audiences and the newest member of the family, **NITRO**, could not have gotten off to a better start: by handily beating all the newest DTT channels. It is clear that the wager on these channels was a great one, given that we were able to see their enormous potential beforehand, and, in fact, we have paved the way for those who have decided to join the ranks much later.

Our Radio Division ended the year with outstanding results. This is not the first time that both **ONDA CERO** and **EUROPA FM** have exceeded their own global business figures while notably increasing their audiences. The net revenues (88.7 million euros) were 2.7% higher than last year's. A great figure that coincides with the twentieth anniversary of **ONDA CERO**, a radio station with a distinct personality and a completely consolidated model.

ANTENA 3 MULTIMEDIA is one of the main content providers for all the latest generation distribution channels. We have completely revamped our website **antena3.com** in 2010, a move very much in line with our focus on multi-platform communication.

[Our Radio Division, ended the year with outstanding results.]

[The approval of the Corporate Responsibility Master Plan has given solidity and coherence to our commitment to sustainability.]

The economic results in this report could not have been possible without our capacity to offer advertisers the commercial advantages of each of the Group's media; an opportunity that **ANTENA 3 ADVERTISING** has been able to take advantage of to become the largest exclusive advertising company in Spain, with an advertising investment volume of 15%. Furthermore, we cannot forget the success of bundled advertising, which is allowing us to manage advertising space much more efficiently, while giving advertisers coverage they would have otherwise lost to fragmentation.

We have also experienced some important legislative reforms thanks to greater sensitivity from the Administration which should be recognized. Among the most salient reforms, due to its positive effect on the audiovisual industry, is the withdrawal of TVE from the advertising market. The General Law on Audiovisual Communications was also approved, which has put some order in what was a confusing regulatory framework.

ANTENA 3 also works to be the model of a responsible and sustainable company. The approval of the first Master Corporate Responsibility plan for 2010-2012 by the Board of Directors has given solidity and coherence to our commitment to sustainability and has turned our group into a reference in this area.

In line with the targets set out in the Corporate Responsibility Master Plan, the corporate policies laying out the fundamental principles guiding the **ANTENA 3 GROUP**'s responsible conduct in terms of advertising, human resources, social commitment, corporate responsibility and environmental aspects were also approved this year.

As a Communications Group, I believe we can and should take advantage of our enormous capacity to reach the public. Of the multiple initiatives carried out, I would like to highlight the **ANTENA 3 GROUP**'s collaboration in broadcasting the Millenium Objectives and, for the third year in a row, the efforts made by the **Ponle Freno Platform** to reduce car accident fatalities.

The **ANTENA 3 FOUNDATION** is an efficient instrument in channelling the Company's commitment to society. A highlight of 2010 was the success of the first graduating class of the **PRO Project**, the school designed to integrate people with disabilities into the audiovisual labour force. This was in addition to other already consolidated initiatives like hospital assistance, broadcasting of values, promoting volunteerism and projects that seek to generate knowledge through theoretical reflection.

Our commitment is and will remain the same: we striving to build a Major Communications Group that is attentive to new technologies, sensitive in its content and responsible in its relationship with society.

messagefromthceo.



2010 was better than 2009, but it has once again demanded the utmost of our Company. For yet another we have been forced to develop our business by overcoming the difficulties posed by the financial crisis and to be up to par in a business, audiovisual communication, that is increasingly more competitive and constantly changing. In the face of these uncertainties, knowing how to make the most of opportunities and getting the strategies right have been vital to producing results above forecasts and market expectations.

The Group's net profit increased 80% with respect to 2009, to 109.1 million euros. Net revenue grew 14.7% and reached 807.7 million euros, while EBITDA doubled from 2009. These figures have allowed us to be leaders in dividend yield in the sector and have made us one of the best publicly traded companies in shareholder remuneration.

Silvio González

Our Television Division has once again been the most, but not the only, responsible for these extraordinary results. As a result of the efforts of a team that has known how to improve itself in a weak macroeconomic environment, innovate, and take advantage of and multiply the effects of two market factors (the withdrawal of advertising on TVE and market growth), the TV Division has raised its advertising revenue by 18.3%, doubled its EBITDA (+109.9%) and increased its market share by three points to 28%. There are few who now doubt that open television continues to be the massive communication media of choice, bar none, and the most profitable and efficient advertising format.

[Open television continues to be the massive communication media of choice, bar none, and the most profitable and efficient advertising format.]

[Thanks to our family of channels, we are the company that has best managed audience fragmentation.]

In 2010, **ANTENA 3** premiered *Pone*, an ambitious campaign which displayed our main network's most representative and recognizable values. With this initiative, we have sent a message to both the market and society that we can reach audience and profit targets without betraying the principles of a television model based on responsible entertainment and information aimed at the entire family, and where not everything goes. From this basic framework, which is very appreciated by our viewers –who prefer us over the other commercial networks according to the latest CIS or GECA surveys– we construct our line-ups. Products like *Hispania* or *Los Protegidos*, in the national fiction genre; *Karlos Arguiñano en tu cocina* and *La Ruleta de la Suerte*, in entertainment; and, of course, the news program, *Antena 3 Noticias*, which for ten years has been the uncontested leader among the private networks. These are good examples of the television we want to do.

Thanks to our family of channels, we are the company that has best managed audience fragmentation. During the year of the definitive analogue blackout, **NEOX** and **NOVA** have doubled their audiences and **NITRO**, the newest addition to the family, has burst on the television scene with great success. We wagered on DTT when nobody else did and now we are reaping the rewards. Premium content broadcasts, debuted or acquired in 2010 like *Glee*, *Museo Coconut*, *Modern Family*, *The Pacific*, or *Boardwalk Empire*

represent the constant renewal in our focus on the youngest channels.

The **ANTENA 3 GROUP** is the result of many efforts and those undertaken by our Radio Division are undoubtedly praiseworthy: in 2010 it posted an EBITDA of 20.6 million euros. Coinciding with its twentieth anniversary, **ONDA CERO** is, for the third year in a row, the station with the highest increase in commercial radio audiences. While other stations continue searching for their niche, **ONDA CERO**'s trajectory could be defined as the stability of success.

ATRES ADVERTISING is the largest exclusive advertising company in Spain with 15% of the advertising investment volume. Following the success of the bundled advertising launched last year, it has continued to grow more than the market due to its capacity to give advertisers the advantages inherent in each type of media it manages. Its efficiency ratio has grown more than 15% versus 2009.

[Atres Advertising is the largest exclusive advertising company in Spain with 15%.]

[We can reach audience and profit targets without betraying the principles of a television model based on responsible entertainment and information aimed at the entire family, and where not everything goes.]

The emergence of new screens, and especially the one offered by Internet, is changing the way people watch television, but we, the big networks, continue to have the most relevant content. This is why some of us understood a while ago that we should stop being mere television operators and transform into multi-platform content providers. In line with this strategy, we have revamped our website, **antena3.com** in order to continue responding in the best way to the new challenges in multimedia communication. The results have been very positive: in 2010 380 million videos were streamed, which gives us a good idea of the increasing importance of this type of media.

Another 2010 milestone was reached by **ANTENA 3 FILMS**, which brought in more than half of national ticket sales and had five of its productions in the top 5 in terms of box office receipts and audiences. At any rate, this accomplishment deserves special mention; although we have never understood why the television networks were required to invest in films, I would like to state that good ideas that are managed well can be profitable.

The **ANTENA 3 GROUP**'s activity is very much in line with our Corporate Responsibility Policy because the commitment we have made in this arena is also part of our business plan. The approval of the Master Corporate Responsibility Plan 2010-2012 shows our ability to effectively incorporate

sustainability in each of the Group's strategic areas. The **ANTENA 3 FOUNDATION**, for its part, continues to develop new projects and to **Ponle Freno**, our massive road-safety campaign, we have added in 2010 **Vive Conectado** and **Hazte Eco**, campaigns that go beyond the screen and radio waves in efforts to become citizens' movements and deepen the Company's bond with its society.

Today, the **ANTENA 3 GROUP** is solid company. In another very complicated year, each of our Divisions has reinforced its position and made the most of the conditions in their respective markets. We closed 2010 convinced that we are better and stronger, and with the satisfaction of knowing that we can meet the responsibilities we have to our shareholders.

[Coinciding with its twentieth anniversary, Onda Cero is, for the third year in a row, the station with the highest increase in commercial radio audiences.]



THE ANTENA 3 GROUP INTEGRATES THE CORPORATE RESPONSIBILITY REPORT INTO ITS ANNUAL REPORT

In line with our commitment to provide the best information to our stakeholders, the **ANTENA 3 GROUP** has integrated the Corporate Responsibility Report into its 2010 Annual Report.

With this practice, which has been in place since 2009, Management purports to both demonstrate the complete integration of Corporate Responsibility values into its business strategy, and to facilitate the reading and comprehension of this report.

All the sections on Corporate Responsibility have been highlighted in a green font colour.

the corporateresponsibilityscorecard.

| ECONOMIC | 2008 | 2009 | 2010 |
|---|-------------|-------------|-------------|
| Ordinary net income (Million €) | 767 | 650,7 | 773,3 |
| Operating profits (Thousands €) | 147,491 | 64.05 | 141.07 |
| Operating income (Million €) | 833 | 704 | 807.7 |
| Dividend per share (Thousands €) | 0.72 | 0.20 | 0.33 |
| Distributed economic value (Thousands €) | 686,433 | 490,568 | 558,562 |
| Public funds received | 17,891 | 2,736 | 10,850 |
| Advertising efficiency ratio (adults) | 1.50 | 1.61 | 1.81 |
| Advertising efficiency ratio (individuals) | 1.47 | 1.59 | 1.80 |
| Average audience share ANTENA 3 TELEVISION (%) | 16.0 | 16.6 | 11.7 |
| Average audience share NEOX (%) | 0.57 | 1.2 | 2.2 |
| Average audience share NOVA | 0.35 | 0.7 | 1.5 |
| Share ONDA CERO (%) | 16.0 | 18.3 | 19 |
| Share EUROPA FM (%) | 6.2 | 6.4 | 6.9 |
| Listeners ONDA CERO | 2,091,000 | 2,257,000 | 2,323,000 |
| Listeners EUROPA FM | 965,000 | 1,173,000 | 1,455,000 |
| Advertisers | 20,108 | 19,521 | 17,998 |
| Videos streamed on www.antena3.com | 196,292,713 | 197,541,000 | 380,000,000 |
| SOCIAL | | | |
| Childrens programming hours broadcast | 866 | 767 | 1,689 |
| Accumulated captioning hours | 3,860 | 3,878 | 7,196 |
| Special radio events | 512 | 659 | 431 |
| Employees | 2,273 | 2,071 | 1,942 |
| Training and development investment (€) | 1,176,918 | 1,002,338 | 333,923 |
| Training and development hours per employee | 28.57 | 29 | 34 |
| Training and development courses offered (number of programmes) | 338 | 353 | 390 |
| Evaluation of the quality of training and development courses (0-10) | 8.3 | 8.5 | 8.7 |
| Number of consults by medical services | 5,753 | 4,375 | 3,879 |
| Funds to the FOUNDATION from the ANTENA 3 GROUP | 1,193,000 | 500,000 | 500,000 |
| ENVIRONMENTAL | | | |
| White paper consumption (pages) | 7,250,000 | 7,165,000 | 6,595,000 |
| Toner and printer cartridges consumed (units) | 925 | 901 | 886 |
| White envelope consumption (units) | 29,750 | 29,550 | 29,500 |
| Fluorescent light consumption (units) | 1,018 | 1,580 | 1,673 |
| Waste generated (metric tons) | 638.9 | 452.3 | 877.35 |
| Gas consumption (m³) | 13,441 | 13,064 | 12,442 |
| Diesel consumption (litres) | 563,991 | 423,861 | 520,878 |
| Electricity consumption (Kw.h) | 19,584,752 | 19,534,953 | 19,716,406 |
| Water consumption (litres) | 50,770 | 49,371 | 52,499 |
| GEI emissions (tn of CO ₂ equivalent) | 4,379.73 | 4,316.32 | 2,095.06 |
| Environmental investment (Thousands €) | 93.27 | 80.53 | 105.30 |
| Environmental spending (Thousands €) | 24.56 | 22.37 | 39.2 |



highlights



the year's highlights.

FINANCIAL RESULTS

The **ANTENA 3 GROUP** has obtained outstanding results in an economic environment marked by a recovery in the advertising market, but with weakness on the macroeconomic level.

- **ANTENA 3 GROUP** net income reached 807.7 million euros (versus 703.9 million euros in 2009).
- Gross operating results were 156.9 million euros, with a sales margin of 19.4%.
- Net earnings amounted to 109.1 million euros.

TELEVISION DIVISION

The **ANTENA 3 GROUP** television posted spectacular results in the year of the analogue blackout, as the Group's complementary channels strengthened its leadership position in the new television environment.

- **ANTENA 3 TELEVISIÓN, S.A.** net income was 657 million euros.
- **ANTENA 3 TELEVISIÓN, S.A.** gross operating results reached 134 million euros, a sales margin of 20.4%.

RADIO DIVISION

The Radio Division obtained some outstanding results, as Onda Cero celebrated its twentieth anniversary. Moreover, **ONDA CERO** consolidated its position as the second station in Spanish radio broadcasting.

- In 2010 it registered net income of 90.3 million euros.
- Gross operating results reached 20.6 million euros (a 22.8% sales margin).

2010 MILESTONES

Each of the **ANTENA 3 GROUP** Divisions has managed to outperform in the hypercompetitive Spanish audio-visual market. Leadership by one great Group is only possible when all its efforts are aimed at a single strategy: attaining excellence wherever it is present. These are some of the reasons we assert that **ANTENA 3** is today one of the most relevant communications companies in Europe.

ANTENA 3, THE PREFERRED CHANNEL FOR SPANISH VIEWERS

ANTENA 3 has established itself once again as the network with the best image and the most esteemed by Spanish viewers, according to figures from the GECA Image Index. The **family of channels** ended the year with an average audience share of 15.8%, figure which rises to 16.9% for the commercial target audience, the advertisers most valued audience segment.

LAUNCH OF THE "PONE" CAMPAIGN

In December 2010, **ANTENA 3** launched the new positioning campaign through a great musical production presenting the new claim of the channel **Pone**, (Antena 3, Turns You On), which defines a way of making and understanding television. "Pone" means "turning on emotions"; "turning on" a diversified and quality line-up; television which is respectful of, and responsible to its audiences and its advertisers, where not everything goes. "Pone" also makes it possible for viewers to enjoy content wherever, whenever, and however they wish, and the channel's commitment to society.

Furthermore, new tv screen "bugs" and new continuity and new scenario shows were also debuted, like **Antena 3 Noticias**, (Antena 3 News), which already serves as the framework for a new concept in television news production.

NEOX AND NOVA DOUBLE THEIR AUDIENCES

NEOX has become the leading private channel in new DTT content with an average of 2.2% in 2010 (up 1 point from 2009); meanwhile **NOVA** is averaging 1.5% (+0.8 versus 2009). Both have doubled their audiences.

NITRO: THE MOST FOLLOWED AMONG THE NEWEST CHANNELS

Since its inception, **NITRO** has beaten the 1% share barrier, with an average of 1.2%, and is at a great advantage compared to the newest channels which are now broadcasting content.

ANTENA 3 NOTICIAS, LEADERS FOR TEN YEARS

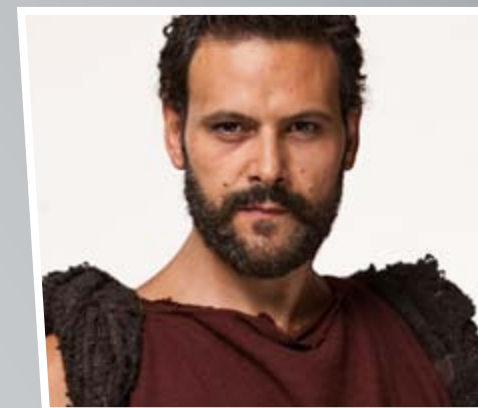
Antena 3 News is again, for the tenth year in a row, the most watched private network news, with an average audience of 1.8 million viewers (13.6% of the market share) for both its Monday to Sunday editions. **Antena 3 Noticias 1** was the only private newscast which topped 2 million viewers in 2010.

ANTENA 3 SWEEPS WITH ITS FICTION. HISPANIA BREAKS RECORDS

ANTENA 3 fiction programming, one of the network's biggest mainstays, was once again successful with audiences in 2010. **Hispania** was the best nationally produced premiere (series and programmes), with an average audience of almost 5 million viewers and 22.7% audience share, but it was not the only one. **ANTENA 3** has a wide range of successful hits like **Los protegidos**, which had an average of 3.3 million regular viewers (18.1%); **El internado**, with 2.6 million spectators and an audience share of 15.5%; **Doctor Mateo** (2.4 million); and the most recent, **El Barco**, which had the best national fiction premiere in the last two years, with almost five million viewers and a 23.4% audience share for its first broadcasting.



Jorge Fernández in the launch of Pone.
Roberto Enríquez is Viriato in Hispania.





Karlos Arguiñano and Onda Cero.



THE HIGHEST DIVIDEND AND THE HIGHEST YIELD

In 2010, **ANTENA 3** was the company that distributed the highest dividend among the European media ones (0,45 euros per share, 6% dividend yield). This profitability places **ANTENA 3** as one of the quoted companies with the best shareholder's remuneration.

ARGUIÑANO SUCCESSFULLY JOINS ANTENA 3

Karlos Arguiñano premiered on **ANTENA 3** on 20 September to a record 20% audience share and 2,184,000 viewers. Since then, **Karlos Arguiñano en tu cocina** averaged more than 1.8 million fans (14.1%) and leads in the 25-44 age group.

LA RULETA DE LA SUERTE, UNBEATABLE LEADER SINCE 2006

La ruleta de la suerte (Wheel of Fortune) ended 2010 as it has since its debut in 2006: the unbeatable leader in its time slot. This year, it had an average 19% audience share and more than one million daily viewers.

ONDA CERO, EXCELLENT RESULTS IN ITS TWENTIETH ANNIVERSARY

UNIPREX, the Group's radio subsidiary, has had another record year as **ONDA CERO** celebrated its 20th anniversary. The **ANTENA 3 GROUP**'s two largest radio stations have registered excellent results, improved their global audience figures and successfully established themselves on the Spanish radio circuit with solid programming and attractive content for its listeners.

ONDA CERO, which ended 2010 with 2,323,000 listeners, has for the third year in a row registered the biggest audience increase of the commercial radio stations and maintains its second position in the rankings. **EUROPA FM** added 282,000 new listeners and strengthened its position as one of the most listened to radio stations.

ATRES ADVERTISING, THE BIGGEST EXCLUSIVE AGENT WITH 15% OF ADVERTISING INVESTMENT

ATRES ADVERTISING is today the largest exclusive agent in Spain with 15% of total conventional advertising investment. This leadership is a result of its capacity to offer advertisers not only the advantages of each of the **ANTENA 3 GROUP** supports, but also of the other media it has added to its product range.

THE NEW ANTENA 3.COM STREAMED 380 MILLION VIDEOS

ANTENA 3 completely revamped its webpage, betting on technological innovation, the multi-platform concept, new content, and integration with social networking pages. The webpage had more than 8 million single users and more than 90 million page views during the year. As far as video streaming, a strong aspect of **ANTENA 3**'s big internet bet, more than 380 million videos were streamed, a spectacular figure and twice the 2009 total.



ANTENA 3 FILMS COLLECTS MORE THAN HALF OF BOX OFFICE RECEIPTS

The **ANTENA 3** film production unit produced the five most watched Spanish films in 2010. This enormous achievement brought them 52.5% of all national cinema box office receipts.

corporateresponsibility.

APPROVAL OF THE CORPORATE RESPONSIBILITY MASTER PLAN 2010-2012

The Corporate Responsibility Master Plan approved by the Board of Directors will guide the sustainability lines of action of each strategic operation unit in the coming years.

DEVELOPMENT OF ANTENA 3 GROUP CORPORATE POLICIES

In order to formalize and to inform stakeholders about the Antena 3 Group's position in relevant fields such as human resources, environment, responsible advertising, corporate responsibility and social commitment, the company has designed and published its corporate policies in 2010.

SOCIAL CAMPAIGNS

PONLE FRENO, WITH THE CITIZENRY

After three years of activity, the **Ponle Freno** campaign continues to gain ground as a citizen's movement. As car accident fatalities have been reduced, the campaign continues to receive awards, like the Medal of Merit for Driving Safety awarded by the Ministry of the Interior.

"HAZTE ECO" AND "VIVE CONECTADO" ARE LAUNCHED

In line with the Group's Corporate Responsibility policy and under the slogan **Porque sin ti no es lo mismo**, (Because without you it's not the same), **ANTENA 3** launched a multimedia campaign **Vive Conectado** designed to reveal and spread technological advantages among the population.

Likewise, **NEOX** launched the **Hazte Eco** campaign, aimed at protecting and defending the environment, in collaboration with Greenpeace. Following an intense signature gathering movement, **Hazte Eco** managed to get the Ministry of the Environment to support the European commitment to reduce green house gases at the most recent Climate Change Summit in Mexico.

Ponle Freno 2010 in Madrid and "3 metros sobre el cielo".

THE ANTENA 3 FOUNDATION: GROWTH AND CONSOLIDATION FIRST ACADEMIC YEAR OF THE PRO PROJECT

The first academic year of the **PRO Project** Audiovisual School, an **ANTENA 3 FOUNDATION** initiative designed for the handicapped population. This first session was aimed at training students to be Radio and Television Production Assistants.

BIBLIOTECA FAN3

The first volume of the Biblioteca FAN3, entitled **En busca del éxito educativo: Realidades y soluciones** (In search of academic excellence: realities and solutions) debuted this year. This publication, in collaboration with the Juvenile Defence of the Madrid Region, aims to stimulate thought provoking reflection throughout society, as well as to document a series of proposed solutions from well known education experts in different areas of the field.

FIGHTING FOR THE RIGHT TO HAVE A NAME

In its traditional role defending children's rights, the **ANTENA 3 FOUNDATION** launched the **Un Nombre, una vida** campaign in November. Aimed at raising awareness and funds in order to legally register children in Madagascar, this movement was done in collaboration with the Agua de Coco Foundation and collected enough money register almost 60,000 children.



1.1. MISSION, VISION AND VALUES

MISSION

To be the leader and to gain the recognition of its clients, through the broadcast of an attractive offer, pluralistic and independent, combining information and entertainment to transform this value into advertising revenue.

VISION

To be a leading multimedia Communications Group with the capacity to anticipate audience tastes in order to remain very attractive for advertisers.

1.2 SHAREHOLDER STRUCTURE

The **ANTENA 3 GROUP** is a large multimedia group headed by **ANTENA 3 TELEVISION, S.A.** It has been trading on the Spanish stock exchange since 2003 and its main shareholders are leading Spanish and European communications companies

Planeta de Agostini Group. It is the result of the strategic alliance between the Planeta Group and De Agostini. Its goal is to reinforce its leadership in the editorial world, in new economic sectors and especially in audiovisual media.

The Planeta Group: A Spanish multimedia editorial and Communications Group, leader in content production for the Spanish speaking market. It holds a privileged position with respect to its competitors: it is the leading Spanish editorial Group and is ranked seventh worldwide.

The De Agostini Group: Italian Multinational Group with businesses in the editorial, content production and distribution markets for television and film, and in the financial and insurance sectors. It is present in 30 countries and publishes in 13 different languages.



GRUPO ANTENA 3

VISION

MISSION

VALUES

OBTAIN
RESULTS

TEAMWORK

CREATIVITY

COMMITMENT

LEADERSHIP

INNOVATION

LONG-TERM VISION

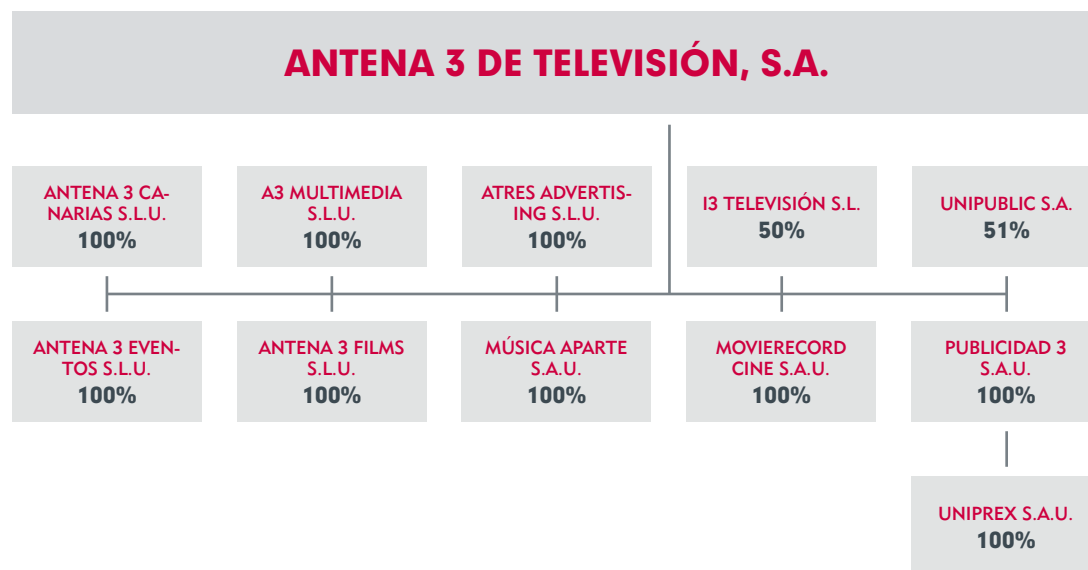
RTL Group¹

With 40 television channels and 32 radio broadcasters in 10 countries, it is the European leader in the Entertainment market. It broadcasts more than 9,500 hours of television every year in the 57 countries where it is present. It currently has more than 300 programmes in broadcast or production all around the world. Each day, more than 200 million viewers all over the world watch an RTL television channel.

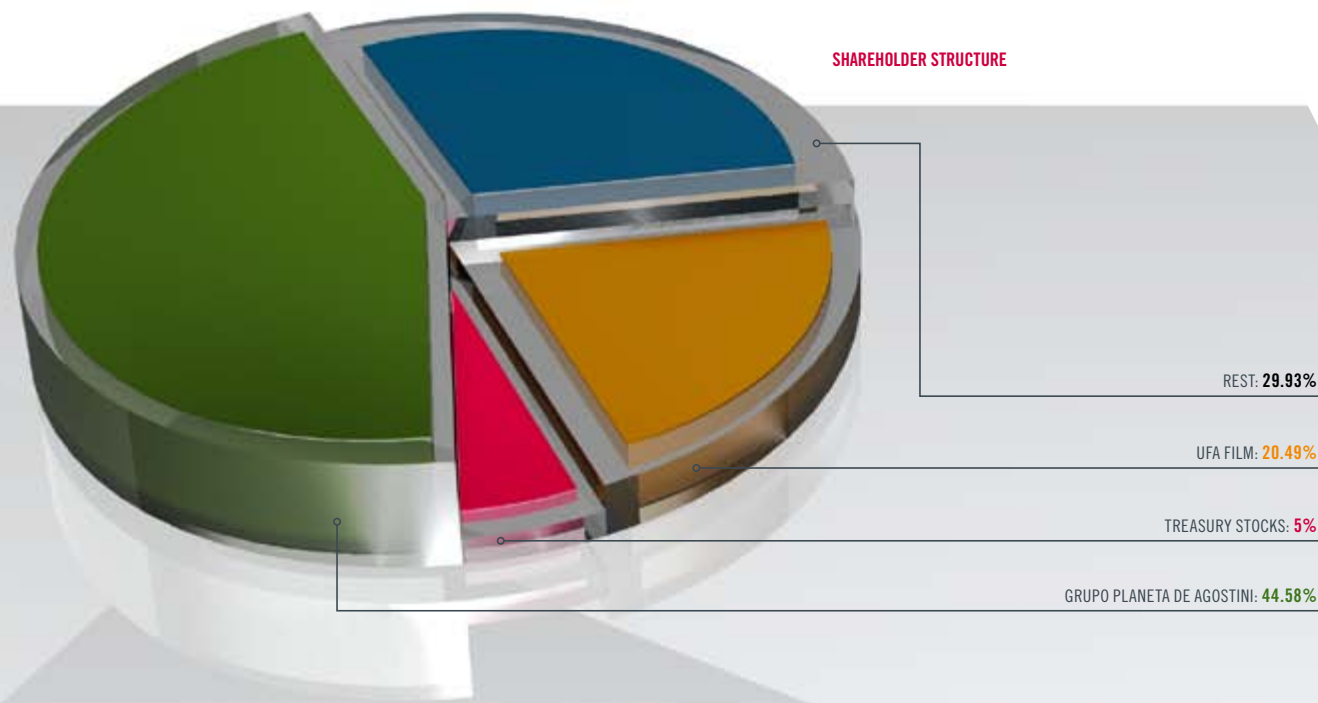
There have been no significant changes in the shareholder breakdown or in other relevant aspects in the period.

¹ UFA FILM UND FERNSEH GMBH UNIPERSONAL (shareholders of ANTENA 3 after absorbing the group, RTL Group Communication, S.L.U.).

1.3 ANTENA 3 GROUP CORPORATE STRUCTURE



More information on the Antena 3 Group companies may be found on the GRUPO ANTENA 3 website www.grupoantena3.com



1.4. BOARD OF DIRECTORS AND COMMITTEE MEMBERS



D. José Manuel Lara Bosch
President



D. Maurizio Carlotti
Vice-president



D. Silvio González Moreno
Chief Executive Officer



D. Nicolás Abel Bellet de Tavernost
Vocal



D. Mauricio Casals Aldama
Vocal



Dña. Aurora Catá Sala
Vocal



D. José Creuheras Margenat
Vocal



D. Marco Drago
Vocal



Dña. María Entrecanales Franco
Vocal



D. Elmar Heggen
Vocal



D. Pedro Ramón y Cajal Agüeras
Vocal



D. Luis Gayo del Pozo
Secretary



D. Manuel de la Viuda Fdez. de Heredia
Vice -secretary

BOARD OF DIRECTORS

| NAME | POSITION | TYPE OF SEAT |
|-------------------------------------|-------------------------|--------------------------------------|
| D. José Manuel Lara Bosch | President | Executive |
| D. Maurizio Carlotti | Vice-president | Executive |
| D. Silvio González Moreno | Chief Executive Officer | Executive |
| D. Nicolás Abel Bellet de Tavernost | Vocal | Controlling shareholder ¹ |
| D. Mauricio Casals Aldama | Vocal | Controlling shareholder ² |
| Dña. Aurora Catá Sala | Vocal | Independent |
| D. José Creuheras Margenat | Vocal | Controlling shareholder ² |
| D. Marco Drago | Vocal | Controlling shareholder ² |
| Dña. María Entrecanales Franco | Vocal | Independent |
| D. Elmar Heggen | Vocal | Controlling shareholder ¹ |
| D. Pedro Ramón y Cajal Agüeras | Vocal | Independent |
| D. Luis Gayo del Pozo | Secretary | — |
| D. Manuel de la Viuda Fdez. Heredia | Vice -secretary | — |

BOARD OF DIRECTORS COMMITTEES

The Executive Committee

| NAME | POSITION | TYPE |
|-------------------------------------|-----------|-------------------------|
| D. José Manuel Lara Bosch | President | Executive |
| D. Maurizio Carlotti | Vocal | Executive |
| D. Silvio González Moreno | Vocal | Executive |
| D. Nicolás Abel Bellet de Tavernost | Vocal | Controlling shareholder |
| D. Marco Drago | Vocal | Controlling shareholder |
| D. Luis Gayo del Pozo | Secretary | |

¹ Representing shareholder UFA FILM UND FERSEH GMBH UNIPERSONAL.

² Representing shareholder GRUPO PLANETA- DE AGOSTINI, S.L.

Audit and Control Committee

| NAME | POSITION | TYPE |
|--|----------------|-------------------------|
| D. Pedro Ramón y Cajal Agüeras | President | Independent |
| D. Elmar Heggen | Vice President | Controlling shareholder |
| Dña. Aurora Catà Sala | Vocal | Independent |
| D. José Creuheras Margenat | Vocal | Controlling shareholder |
| D. Manuel de la Viuda Fdez. de Heredia | Secretary | |

Nomination and Compensation Committee

| NAME | POSITION | TYPE |
|-------------------------------------|----------------|-------------------------|
| Dña. María Entrecanales Franco | President | Independent |
| D. Nicolas Abel Bellet de Tavernost | Vice President | Controlling shareholder |
| D. Mauricio Casals Aldama | Vocal | Controlling shareholder |
| D. José Creuheras Margenat | Vocal | Controlling shareholder |
| D. Pedro Ramón y Cajal Agüeras | Vocal | Independent |
| D. Luis Gayo del Pozo | Secretary | |

1.5 MANAGEMENT TEAM

CORPORATE STRUCTURE

Chief Executive Officer

D. Silvio González

Company Secretary

D. Luis Gayo

Finance

D. Antonio Manso

General Counsel

D. Manuel de la Viuda

Regulatory and Institutional Relationships

Dña. Carmen Rodríguez

Audit and Process Management

D. Fernando Costi

Communications

D. Ignacio Mata

Strategy

D. Javier Nuche

TELEVISION DIVISION

General Manager

D. Javier Bardají

Director of News Services

Dña. Gloria Lomana

RADIO DIVISION

President of Uniprex

D. Javier González Ferrari

General Manager

D. Ramón Osorio

ADVERTISING DIVISION

General Manager ATRES ADVERTISING

D. Eduardo Olano

MULTIMEDIA DIVISION

General Manager

D. José Manuel González-Pacheco

FILM DIVISION

President of Antena 3 Films

D. Mikel Lejarza

THE ANTENA 3 FOUNDATION AND CORPORATE RESPONSIBILITY

Executive Director

Dña. Carmen Bieger

1.6 ANTENA 3 TV, STOCK PERFORMANCE

2010 was not a good year for the Spanish stock market. The weak Spanish economy this year prevented the market from staging a recovery. The IBEX ended the year at 9,859.1 points, a decline of 17.4% versus the end of 2009. The **ANTENA 3** share price declined less than the market, 10.7%, ending the year at €6.95.

The other European bourses also outperformed the Ibex 35: The French CAC 40 declined 3.32% (clos-

ing at 3,804.78 points). The German Dax increased its value: 16.06% (to 6,914.19 points), while the London FTSE increased 9.0% (5,899.94 points). The Eurostoxx 50 index, which is comprised of the top 50 European companies, declined 5.85%, ending 2010 at 2,792.82 points.

As far as the US market, the main indices posted gains in 2009. The Dow Jones increased by 11.0%; the S&P 500 by 12.8%; and the NASDAQ registered the highest gains at 19.2%.

This last year was one of consolidation for some economies, while others have remained mired in recession. Countries like Germany and the United Kingdom have continued to grow throughout the entire year (Germany ended the year with GDP growth of 3.6%, the highest in the last decade). However, other economies, like the Spanish, Irish or Greek, have not yet shown signs of recovery.

2010 was a tough year for the Spanish economy. GDP did not give any signs of recovering: although it did grow 0.2% in year over year terms in the last two quarters of the year (in positive territory for the first time since the third quarter of 2008), the National Statistics Institute (INE) confirmed that the Spanish economy had shrunk by 0.1% during the year (FUNCAS forecasts it to recover by 0.8% in 2011). Unemployment was the worst it had been in the last ten years with more than 4 million unemployed workers, taking the unemployment rate up to close to 20% of the active population (according to the EPA). For 2011, FUNCAS forecasts a similar figure.

A3TV SHARE PRICE IN 2009 AND 2010



Furthermore, the National Deficit was close to 9.4% of GDP at the end of 2010 versus 10% in 2009, and came in higher than 2011 forecasts (6.6%). Domestic consumption was also weak. Households spending increased 1.2% in 2010 and should return to 0.9% in 2011 (also according to FUNCAS).

1.7 THE HIGHEST DIVIDEND

Within this weak economic context, the **ANTENA 3** share price only declined 10.7% in 2010. Market capitalisation at the end of the year was 1,467.23 million euros. At 31 December 2010, the **ANTENA 3** share had gained 10.3% since it started trading in October 2003.

In 2010, **ANTENA 3** was the company that distributed the highest dividend among the European media ones (0,45 euros per share, 6% dividend yield). This profitability places **ANTENA 3** as one of the quoted companies with the best shareholder's remuneration.

All this within an advertising market recovery backdrop: although the entire media market declined 21% in 2009 (with television down 23%), it recovered in 2010 and climbed 3.9% to reach 5,849.5 million euros. Television advertising grew a bit more, hitting 2,472 million euros (4.0% growth versus 2009).

1.8 SHAREHOLDER CAPITAL

At 31 December 2010, **ANTENA 3** Shareholder Capital was 158,335 million euros, made up of 211,112,800 shares with a €0.75 nominal value.

| STOCK FIGURES | 2010 |
|--|-------------|
| Shareholder Capital (in thousands €) | 158,335 |
| Number of shares | 211,112,800 |
| Market capitalisation at closing (million €) | 1,467.23 |
| Stock price 31/12 (€/share) | 6.95 |
| Maximum (€/share) | 8.76 |
| Minimum (€/share) | 4.40 |
| Average weighted price (€/share) | 6.52 |
| Average trade volume (shares) | 800,556 |
| Average trade volume (in thousands €) | 5,219,625 |

Source: Fininfo

DISTRIBUTED ECONOMIC VALUE REACHED 558.5 MILLION EUROS, BROKEN DOWN AS FOLLOWS :

| |
|--|
| Expenses for programmes and other procurement: 324.4 million euros |
| Dividends: 70.2 million euros. |
| Personnel expenses: 128.8 million euros. |
| Payments to governments (taxes+finances): 35 million euros. |

1.9 SHAREHOLDER AND INVESTOR RELATIONS

Both the Investor Relations (IR) and the Shareholder Relations department are in charge of disseminating the most relevant news and updates on market performance and financial forecasts of the company.

[The Investor Relations department has held more than 200 conference calls with investors and analysts.]

The Investor Relations department was very busy in 2010. It participated in 10 different conferences in different European cities, 130 one-on-one meetings with investors, and organised 13 road shows, visiting more than 140 investors.

At the **ANTENA 3** offices, more than 100 meetings have been held, either one on ones or reverse road shows (a group of investors visits **ANTENA 3** with a broker): 86 with investors, 15 with sector analysts and seven with service providers.

The IR department has held more than 200 conference calls with investors and analysts in order to discuss current news, markets and financial model revisions.

In total, more than 800 contacts have been made with the financial community throughout the year.

In addition, in order to facilitate quicker access to clearer information, the website, www.grupoantena3.com has a specific section where relevant events, financial results and other news of interest are published.

But this service goes beyond that: investors may contact management via e-mail, ir@antena3tv.es, while non-institutional shareholders may send their queries to: oficinad-elaccionista@antena3tv.es.

1.10 QUALITY AS A STRATEGY

In 2009, the **ANTENA 3 GROUP** implemented a corporate quality system, applicable to processes of programme production and taping, and advertising and programming broadcasts for all their television channels.

The system allows us to systematically and homogeneously measure any incidents in the advertising and programme taping and broadcast processes, as well as to obtain more incident information and categorization, which allows us to conduct continuous analysis of what causes the incidents, the origin, (equipment, software or other assets) and the responsible parties (internal or providers). It also allows us to define controls and mechanisms for the more critical and higher risk incidents. The objective is to make all the areas of **ANTENA 3** and all external partners participants in the production, taping and broadcast processes to participate in the Corporate Quality system with the aim of reducing incidents throughout the product generation process, from planning to broadcasting.

We are also elaborating indicators to measure the quality of the processes which are subject to the system's applications. We have established targets to this regard and action plans to reach them.

A monitoring procedure for the entire quality system by all the areas involved has also been established. All the system monitoring functions, information analysis and target setting have been assumed by the Quality Committee, which is made up of people from the areas most directly involved in the production and broadcast processes: Content, Continuity and Broadcasts, Channel Marketing, Production, Operations, Advertising (**ATRES ADVERTISING**) and the Technical Division

The design and development of the system, as well as implementation, has been led by **ANTENA 3 TELEVISION**, under the supervision and coordination of the Internal Audit and Process Control Division.

Throughout 2010 we have continued to advance in the development of the Corporate Quality System, implementing some improvements:

- Service providers participating in the process have been made participants of the Quality System. We have incorporated them in the system through periodic analysis of the incidents considered to be in their area of responsibility so they can analyse them and establish action plans in order to improve service. If it is deemed convenient in some cases, due to the seriousness or recurrence of the incidents, we will apply the economic fines associated to the incidents.
- New areas of Antena 3 have been incorporated into the System in order to widen the scope to all the areas involved.
- Different action plans related to continuity, broadcasts, production planning, new characteristics of DTT (16:9, subtitling and others), etc., have been

undertaken in order to analyse the causes of and to undertake measures to reduce the number of incidents; and to continue committing to development and new technologies projects using objective and measurable quality parameters in the production and broadcast processes of our channels.

corporateresponsibility.

1.11 RESPONSIBLE PROVIDER MANAGEMENT

The **ANTENA 3 GROUP** bases its relationships with providers on constant dialogue, transparency and trust.

In order to make them participants in its Corporate Responsibility Policy, in 2008, the company added a Corporate Responsibility (CR) clause to their contracts with production companies and product and service providers, which guarantees that the signatories respect equal opportunities among their employees; do not discriminate on the basis of age, sex, religion or the like; and that they assure the security of their employees.

The clause also urges the successful bidder to undertake actions to reduce their environmental impact and forces production companies to consider including content which supports the Group's CR philosophy in their programs. Worthy of note is that in 2009, 100% of providers accepted this clause.

A new development is that, in line with the targets in the 2010-2012 Corporate Responsibility Master Plan and as per outsourcing process guidelines, all the service companies involved in the process have undertaken to respect and implement the Group's corporate responsibility policies.

More information on the CR clause may be found on pages 24 and 26 of the Corporate Responsibility Report 08.

The **ANTENA 3 GROUP** distinguishes between two types of providers:

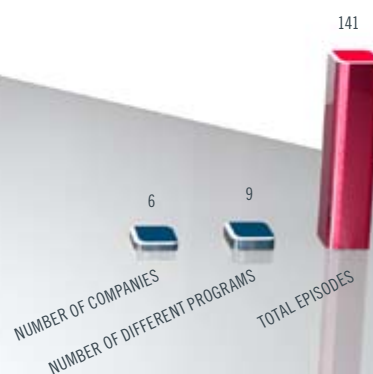
- Production and distribution companies which supply fiction and entertainment content.
- Other goods and services suppliers.

[In 2010, the providers have signed new agreements to respect the Group's Corporate Responsibility Policy. **]**

PRODUCTION COMPANIES WHICH HAVE COLLABORATED WITH ANTENA 3 TELEVISION IN PROGRAM PRODUCTION



PRODUCTION COMPANIES WHICH HAVE COLLABORATED WITH ANTENA 3 TELEVISION IN FICTION SERIES



PRODUCTION AND DISTRIBUTION COMPANIES

The Production Division is in charge of managing economic and operating relationships with the production companies charged with producing content for **ANTENA 3 TELEVISION**.

PRODUCTION COMPANIES WHICH HAVE COLLABORATED WITH ANTENA 3 TELEVISION IN PROGRAM PRODUCTION

| | 2008 | 2009 | 2010 |
|------------------------------|-------|-------|-------|
| Number of companies | 24 | 20 | 23 |
| Number of different programs | 40 | 39 | 40 |
| Total episodes | 1.327 | 1.136 | 1.225 |

In 2010, **ANTENA 3** collaborated with 23 production companies in a total of 40 programs and 1,225 instalments. In fiction series, six production companies have collaborated and have produced nine series and 141 episodes.

On another note, in 2010, from the area charged with managing all the broadcasting rights acquired for those programs not produced exclusively for **ANTENA 3 TELEVISION** (Outside Production Management), 137 production proposals have been generated, of which 44% have been to foreign distributors and 56% to national distributors.

| DISTRIBUTION COMPANIES | 2008 | 2009 | 2010 |
|------------------------|------|------|------|
| Total Spain | 12 | 14 | 17 |
| Total Foreign | 28 | 20 | 28 |
| Total | 40 | 34 | 45 |

| OUTSIDE BID PROPOSALS GENERATED | 2008 | 2009 | 2010 |
|---------------------------------|------|------|------|
| Total Spain | 34 | 46 | 77 |
| Total Foreign | 52 | 49 | 60 |
| Total | 86 | 95 | 137 |

OTHER PRODUCT AND SERVICE PROVIDER

The Purchasing Department is in charge of optimizing the **ANTENA 3 GROUP's** relationships with its suppliers and contractors. In 2010, they awarded 49,517,529 euros in purchase bids, similar to last year's figure which is mainly due to the continuing price adjustment policy, as well as the cost containment policy and the investments undertaken.

PURCHASE DEPARTMENT'S TOTAL AWARDING IN 2010

| | | |
|------|--|------------|
| 2008 | | 52,147,017 |
| 2009 | | 49,515,239 |
| 2010 | | 49,517,529 |

The Madrid Regional Government represents 77.7% of the Purchasing Department's total awards in 2009, Catalonia 9.9%, with the remaining regional governments accounting for 2.9%; other countries make up 3.5%.

During 2010, the **ANTENA 3** Purchasing Department has continued to work on the provider homogenization process and on designing a specific web page for these stakeholders. Both projects, initiated in 2008, aim to strengthen guarantees of neutrality and fairness in the selection, comparison and awarding process, and in fomenting dialogue and transparency with providers.

We have also continued to require that all our bid winning providers undertake the necessary activities in their productive processes to minimize the environmental impact, boosting energy and commodity savings. All bid award letters include mention of this productive process requirement.

To this same end, the company continues to opt for green purchases, when economic and quality requirements allow it. Among other things, the Group purchases equipment designed and manufactured following ecological criteria, known as Green IT or Green technology, which means it has been manufactured with recyclable or biodegradable materials.

The CMT in Barcelona.



1.12 ANTENA 3 TELEVISION REGULATORY COMPLIANCE

Television communication activities are subject to intense regulation by public organisms. The approval of the General Law on Audiovisual Communication (LGCA) in 2010 created the Government Council on Audiovisual Media (CEMA).

Article 48 of the LGCA establishes that the CEMA may "require providers of audiovisual communications services to provide the necessary information to confirm the fulfilment of its obligations". The Ministry of Industry, Tourism and Trade, via the State Secretary of Telecommunications and the Information Society (SETSI), maintains its competencies and functions in this regard, among which

it supervises, via periodic information requirements, the fulfilment of some of **ANTENA 3 TELEVISION's** obligations as a TV services provider. Among these requirements are meeting broadcast quotas for European works, as per article 5 of the LGCA and the Regulation approved by Royal Decree 1652/12004 of 9 July, regarding investment for the pre financing of short and full length films for European and Spanish television.

The Telecommunications Commission (CMT) also undertakes quarterly and annual requirements on the activities of those entities which provide audiovisual communications services, a task which the CEMA will very likely take over. **UNIPREX, S.A.U.**, as a radio services provider, is also subject to their supervision under the CMT's information requirements.



To this effect, both **ANTENA 3 TELEVISION** and **UNIPREX** submit the information that these organisms require.

Furthermore, the CMT supervises the activities of **ANTENA 3 TELEVISION** as a provider of electronic communications services, and the company is required to notify them, every three years, of its intention to continue providing these services (article 52 of the Rules governing the conditions for providing electronic communications services, universal service and user protection, approved by RD 424/2005 of 15 April) and to regularly submit the following information:

- The forecasts for the utilisation of the resources it is allocated, specifically the 11843 number for providing information on subscriber numbers and the short numbers assigned for providing short and multimedia message services, for the three following years, as well as certain information relative to the previous year (article 61 of the Regulation governing Electronic Communication markets, access to Networks and numerations, approved by the RD 2296/2004 of 10 December).
- Utilisation forecasts, on a semi-annual basis, for short numbers in the 18 months following their assignment, as well as certain information relative to the six previous months (Order ITC/308/2008 of 31 January, which sets forth instructions for the use of public numeration resources for providing short text and multimedia messaging services).
- Information on the gross operating income obtained in the previous year from its activity as an electronic

communications service provider and/or from operating public electronic communications services.

The **ANTENA 3 GROUP** maintains a constant dialogue between operators, the Public Administration, Sofres, Self Monitoring and other organisms and consumer associations in order to better abide by the requirements of the laws governing advertising broadcasts in their media. As far as infractions of the Self Regulation Code, **ANTENA 3** has committed 3 breaches.

| | 2008 | 2009 | 2010 |
|--|------|------|------|
| Breaches of the Self Regulation Code * | 6 | 2 | 3 |

The **ANTENA 3 GROUP** did not receive any sanctions in 2010 as result of a failure to comply with existing legislation surrounding information to users. As far as non-compliance in television advertising, which is regulated by, among others, Law 25/1994 of 12 July, fines were €941,482. As far as failures to comply in advertising in other media, the Data Protection Agency has fined **ANTENA 3 TV** as a result of four cases related to sending sales communications via SMS in a campaign executed by a technologically specialised external platform. These cases are also reflected in this report in the section “Wager on Responsible Advertising”.

Lastly, it is worth mentioning that the National Competition Commission also opened up a case against **ANTENA 3 TELEVISION S.A.** on the claim that advertising sales for DTT channels outside the business group could suppose a restrictive competitive practice. The organism has not yet resolved this issue.

| FINES FROM NON-COM- PLIANCE WITH REGULA- TIONS DUE TO: | 2008 | 2009 | 2010 |
|--|------------|---------|-----------|
| Breaches of programming users right to informa- tion (€) | 78,850 | 0 | 0 |
| Television advertising (€) | 1,302,932* | 493,781 | 941,482 |
| Advertising in other media (€) | 0 | 0 | 64,702 |
| TOTAL | 1,381,782* | 493,781 | 1,006,184 |

(*)The difference between the amounts reflected in previous reports is due to the High Court reversal of 2 SETSI fines, which declared two 2008 sanctions of 61,500 euros null. In March 2010, the High Court also partially voided a 2007 sentence and reduced the fine by 66,000 euros.

[In 2010 the Antena 3 Group has actively worked to exclude the transmission of message with a charitable, social or public service content from the advertising calculation.]

1.13 DEFENDING THE INTERESTS OF THE SECTOR

The **ANTENA 3 GROUP** is proactive in view of legislative developments and audiovisual sector trends. Because of this, with the aim of debating and positively influencing the development of public policies which impact the sector, the Group participates in various forums and associations defending sector interests.

To this effect, the work the **ANTENA 3 GROUP** carried out in 2010 to draw attention to the legal vacuum in the new General Audiovisual Communications Law concerning the free broadcast of content with a charity, social, or public service message, stands out. The company, acting within its commitment to Social Responsibility, has always given advertising space to NGOs and non-profit organizations, on both its television channels and radio stations, to give them a platform and to help them with their awareness campaigns. Since this law was approved, and especially in

the second quarter of 2010, the Group has been obliged to reject these broadcasts as they are now considered advertising messages. In order to rectify the situation, the **ANTENA 3 GROUP** is working on a modification of the law, which aims to exclude these types of messages from the advertising calculation and to once again give them their own space on television and radio broadcasts.

PARTICIPATION IN SECTOR FORUMS

The **ANTENA 3 GROUP** is a member of various audiovisual sector associations from which it lobbies on behalf of sector interests.

In the television sector, **ANTENA 3**, along with the other private national networks, is a member of the Union of Associated Commercial Television Networks, Unión de Televisiones Comerciales Asociadas (UTECA), from which it works to support the development of laws and regulations relative to the audiovisual sector, the advertising market and intellectual property.

In order to help in the transition from analogue to digital television, **ANTENA 3** actively participated in the IMPULSA association, created in 2005 to promote Digital Terrestrial Television (DTT), along with the other national private operators, TVE, la FORTA and the network operator Retevisión. Following the successful transition on 3 April 2010, IMPULSA has been dissolved.



Alfredo Pérez Rubalcaba, Vice President of the Government, at the UTECA Annual Conference.

ANTENA 3 TELEVISION is also a member of the Telecommunications and Information Society Advisory Council, Consejo Asesor de Telecomunicaciones y para la Sociedad de la Información (CATSI), and participates in the reports written by its Permanent Committee, which are mandatory in regulatory procedures affecting the sector.

At the international level, **ANTENA 3 TELEVISION** is a member of the Association of Commercial Television in Europe (ACT), an association made up of the main private audiovisual groups in Europe which seeks to defend their rights before the competent EU organisms. Within this forum, in 2010 **ANTENA 3 TELEVISION** participated in actions relative to the revised application of regulations on public aid, and in preparation of a future Directive on the collective management of intellectual property, among other issues.

In the advertising regulation realm, as a member of Autocontrol, the **ANTENA 3 GROUP** actively participates in order to facilitate compliance with advertising regulations, beyond legislation. To this effect, it is worth highlighting the support that **ANTENA 3 TELEVISION** lends to the Código de Autorregulación sobre Contenidos Televisivos e Infancia, (Code on the Self Regulation of Television Content and Children), since its inception.

Finally, **ONDA CERO** is a member of the Spanish Association of Commercial Radio, Asociación Española de Radiodifusión Comercial (AERC), of which it is a member of its executive board, as well as the Catalan Radio Association, Asociación Catalana de Radio (ACR).

In addition to the previously mentioned issues, the **ANTENA 3 GROUP** has also played an important role in the development of the following public policies:

| RELEVANT ISSUES | DESCRIPTION |
|---|---|
| Digital Terrestrial and High Definition Television | Following the DTT implementation process, Royal Decree 365/2010 of 26 March has come into effect, and seeks to reserve spectrum for the so-called “digital dividend” and to assign new multiplex channels to operators. Since July 2010, ANTENA 3 TELEVISION has two multiplex medias, thanks to which it has been able to incorporate a new channel, NITRO . Likewise, due to an ANTENA 3 TELEVISION initiative, a text conforming to a new Royal Decree that will be the future legal framework for High Definition (HD) television is being worked on. |
| General Audiovisual Communications Law (LGCA) | On 1 May, the LGCA will come into force, the elaboration in which ANTENA 3 TELEVISION has been an active participant, and whose main benefit is to unify existing regulations, bringing more legal security and making the legal regimen for television service providers more flexible. |
| Support to Spanish films | In 2010, ANTENA 3 TELEVISION invested 30,646,207 euros into the production and acquisition of broadcast rights for Spanish and European works. Within this context, the main news is that the LGCA has made the so called obligatory investment quota, which requires television operators to earmark 5% of their annual income to the pre-financing of full-length films and movies, more flexible, thereby allowing operators to fulfil this quota with television production content. Television operators are against this quota, which only exists in the Spanish industry, because according to them, it is not an efficient way to strengthen the Spanish film sector, given that it's the activities of the television companies themselves that have created a robust audiovisual industry. This quota is being challenged before the High Court, which has asked the Constitutional Courts to decide if it is constitutional or not. |
| The financing of television channels | ANTENA 3 TELEVISION has been a supporter of the Law 8/2009 on Financing of the RTVE Corporation, which prohibits the public company from receiving revenues from commercial communication broadcasts. The network believes that RTVE should obtain its credibility and strength from its function as a public service, making television for its citizens and not for its advertisers. This is why ANTENA 3 TELEVISION is working both individually as well as from UTECA, so that this initiative is extended to the regional public networks. Likewise, ANTENA 3 TELEVISION is pursuing a rationalisation of public television spending which will lead to efficiency and savings, as well as the establishment of the specific purpose of the public service functions which is suitable for public television and which differentiates them from purely commercial television. |
| Reforms of the collective management of intellectual property rights | The ANTENA 3 GROUP actively seeks legislation reform on those regulations which require more transparency from the companies involved in the collective management of intellectual property rights, in order to establish objective, equal, and adequate criteria in the application of prices these entities may charge for the rights they manage. To this effect, at the beginning of 2010, the National Competition Council manifested its opinion that there was a need to establish a regulatory framework in order to put an end to the constant abuses of management companies. This document is in addition to the jurisprudence of the Supreme Court in 2009 and to the Congressional Culture Commission, which has voiced its support for timely reform on Intellectual Property Laws. |

More information on UTECA at <http://www.uteca.com>
 More information on IMPULSA at <http://www.impulsatdt.es>
 More information on ACT at <http://www.acte.be>
 More information on CATSI at <http://www.mityc.es>
 More information on Autocontrol and the Código de Autorregulación at <http://www.autocontrol.es> and at <http://www.tvinfancia.es>
 More information on the Asociación Catalana de Radio at <http://www.acradio.org>





[Antena 3 is the channel preferred by the Spanish public, according to the CIS.]

In December 2010, **ANTENA 3** launched the new positioning campaign through a great musical production presenting the new claim of the channel **Pone**, (Antena 3, Turns You On), which defines a way of making and understanding television. *Pone* means to inject emotion into the viewer, to put on a line-up diverse in content and quality, nothing monothematic, to put on television that respects and is responsible to audiences, advertisers and its brands, at which not everything goes. To take content where, when and how viewers want it. And to inject into its activities its commitment to society through projects like **Ponle Freno** or **Vive Conectado**.

The inherent **ANTENA 3** values are already recognised by its public. In fact, two independent institutes, the GECA Image Index and the Barometer for the Centre for Sociological Studies (CIS), agree that **ANTENA 3** is the network with the best image and the most preferred among Spaniards.

The **family of channels** has ended the year with an average audience share of 15.8%, and that figure rises to 16.9% in the commercial target, the advertisers' most valued social group. Throughout 2010,

television
the most popular television.



Museo Coconut.



NEOX and **NOVA** have doubled their audiences and the young channel **NITRO** has gotten off to a very good start in the crowded national television panorama.

2010 was a very positive year for the channel. **Antena 3 News** was for the tenth year in a row the leader among private providers; its fiction was a great success due to series like **Hispania** and programs like **La Ruleta de la Suerte** or **Karlos Arguiñano en tu cocina** which are reference shows among their audiences.

And all of this happened during the “analogue blackout”, which brought with it new channels and increasing competition. As a consequence, all the generalist channels (**ANTENA 3**, Telecinco, La1, La 2, Cuatro, laSexta and the Regional channels) have experienced another decline in their screen quotas, to the point that in 2010 they only had 70% of the screens, 8.3 points less than the year before.

2.1 THE FAMILY OF CHANNELS: A YEAR OF HITS

The **family of channels** ended the year with an average audience share of 15.8%, and that figure rises to 16.9% in the commercial target

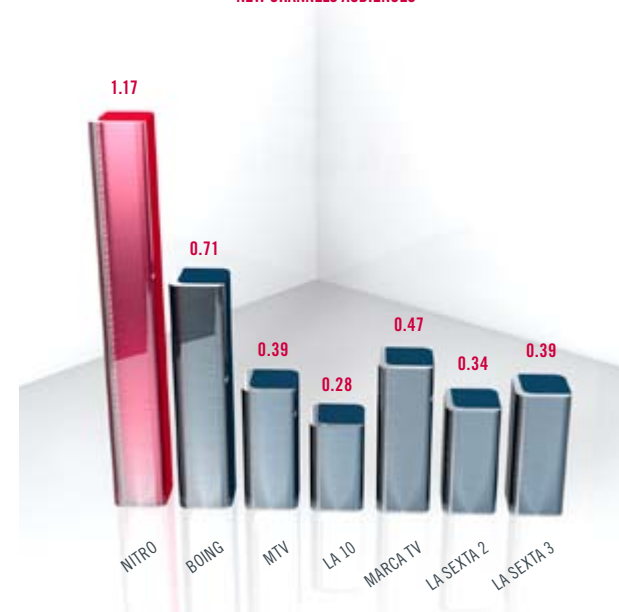
For its part, **ANTENA 3**, with an 11.7% screen quota in 2010, is still the third choice among viewers and absolute leader among younger audiences, registering an average of 13.7% in the segment this year, half a point from Telecinco and 3.7 points with respect to TVE-1.

2.2 NEOX AND DOUBLE THEIR AUDIENCE SHARE. NITRO TAKES OFF WITH GUSTO

NEOX is the leader of the new private DTT channels with an average of 2.2% in 2010 (+1 point with respect to 2009), while **NOVA** is averaging 1.5% (+0.8 from 2009).

In addition to the excellent **NEOX** and **NOVA** figures, there are those of **NITRO**, which since September has completed the **ANTENA 3 GROUP family of channels**. Since its launch, **NITRO** is beating its 1% share barrier, with an average of

NEW CHANNELS AUDIENCES



4th quarter 2010. 24h total individuals. Source: Kantar Media



Hispania.

1.2%, and has an enormous advantage over the most recent additions to the genre (Boing, Marca TV, La 10, MTV, La Sexta 2 and La Sexta 3). It is, by a large margin, the most successful of the newest DTT channels.

This is how the **ANTENA 3 GROUP** channels, **NEOX**, **NOVA** and **NITRO**, are leaders in the new private DTT offering, with 4.1% audience share, one point ahead the next private option, the Telecinco channels (FDF, La Siete and Boing).

Of the premieres on the **ANTENA 3 GROUP**'s new DTT channels, **Museo Coconut** shown on **NEOX** the 1 November is

[Antena 3 Group channels, Neox, Nova and Nitro are leaders in the new private DTT offering, with 4.1% audience share.]



Los Protegidos.

worth highlighting. It was the best premiere and the most watched broadcast in the history of the **ANTENA 3 GROUP** channels (4.3% screen share with 904,000 viewers and 4.3% and 869,000 followers).

After achieving an average audience of 2.8% and 562,000 viewers in its first 8 episodes –an increase of 200,000 viewers with respect to its previous period at La 2– the sitcom has reached a renewal agreement with the leading private DTT channel, after becoming the self produced program with the most audience share of the new DTT premieres.



El Internado.

[Nitro has handily beaten the newest channels to enter the television space.]

2.3 ANTENA 3 NOTICIAS, TEN YEARS IN THE LEAD

The **ANTENA 3** news programs have once again been the most watched on private television, with an average audience of 1.8 million viewers (13.6% audience share) for its two editions from Monday to Sunday.

For its part, **Antena 3 Noticias 1** is the only private television news broadcast which exceeds 2 million viewers (2,009,000 and a 15.4% audience share) in 2010.



El Barco.



Doctor Mateo.



Física o Química.

PRIVATE NEWS PROGRAMS 2010

| | | |
|-----------|--|-------------------|
| ANTENA 3 | | 13.6% & 1,848,000 |
| TELECINCO | | 13.2% & 1,787,000 |
| LA SEXTA | | 7% & 748,000 |
| CUATRO | | 6% & 674,000 |

[“Hispania” has become the most successful national production premiere with an average audience of almost 5 million viewers.]

2.4 THE NETWORK FOR GREAT SERIES

ANTENA 3 fiction repeated its success with audiences in 2010, both with their series and made for television movies, the genre of which it is a pioneer. This year, *Hispania* was the best nationally produced premiere (series and programs), with an average audience of almost 5 million (4,768,000) and 22.7% audience share.

Hispania averaged 23.5% in audience share and 4,452,000 viewers, turning it into the most watched private fiction program. Alongside this show, *Los protegidos* not only maintains the channel's firm standing in fiction with an average of 3.3 million fans (18.1%), it is also the first series in the world taped in 3D.

El Internado ended its run with 2.6 million (15.5%) followers, and was one of the audiences preferred series during its seven broadcast seasons. On another note, *Doctor Mateo* maintained the loyalty of its audiences in 2010 with

2.4 million viewers (13.1%). In addition to these productions, there was *Gavilanes* (2.4 million and 13.8%), *Física o Química* (2.3 million and 13.6%) and *Karabudjan* (1.8 million viewers and 11.1%).

The success of the **ANTENA 3** catalogue of fiction programming has paved the way for it to continue in 2010 with series like *El Barco*, which was the best national fiction premiere of the last two years with 4,769,000 viewers and a 23.4% audience share.



Matías Prats and
Susanna Griso.



In made for TV movies, the channel's wagers have for another year captured the public's interest with movies like *Suárez: el presidente* (the channel's most watched made for TV movie this year with 2.9 million and 15.9% audience share), *La princesa de Éboli* (2.8 million and 16.4%), *Raphael* (2.4 million and 13.7%) or *La piel azul* (2.3 million and 12.5%).

2.5 A VARIED, ENTERTAINING AND INNOVATIVE LINE-UP

The **ANTENA 3** Line-up is made up of shows like *Espejo público*, the most appreciated magazine of its kind, according to the GECA study, and whose host **Susanna Griso**, won the Ondas prize, or for *La ruleta de la suerte*, hosted by **Jorge Fernández**, which ended 2010 just like it debuted in 2006: as the unbeatable leader in its time spot, registering an average of 19% audience share and more than one million daily viewers.

ANTENA 3 has offered current and original content, like the magazine *3D*, an attractive option to the catty "gossip" shows; investigative reporting like *La última verdad: Caso Urquijo*, with 1,424,000 viewers and 15.4% audience share; or the *La fábrica de bebés*, with 1,196,000 viewers and 13.8% audience share.

The popular chef **Karlos Arguiñano** premiered on **ANTENA 3** on 20 September to a record 20% audience share and 2,184,000 viewers. Since then, *Karlos Arguiñano en tu cocina* has averaged more than 1.8 million fans (14.1%) and leads in the 25-44 age group.

2.6 THE BEST INTERNATIONAL MOVIES

ANTENA 3 maintains its wager on international films via its brand *El pelicolón*. For another year, it is the most appreciated channel for its films on offer, according to GECA Image Index.

In 2010 **ANTENA 3** managed to reproduce the success of its fiction programming to its big super production movies. Sagas like *Narnia (Prince Caspian)* 4,420,000 viewers and 26% audience share and *The Chronicles of Narnia* with 3,549,000 viewers and 20.9% audience share) or *Twilight (New Moon)* 3,970,000 viewers and 27.3% audience share and *Twilight* 2,899,000 and 18.9%), as well as other big box office hits like *El niño con el pijama de rayas*, with 3,356,000 viewers and 21.6% audience share, or *The Contract* with 3,157,000 and 19.5%, figures which back the channel's strategy on films.



2.7 ANTENA 3 FILMS,
ITS BEST YEAR YET

ANTENA 3 FILMS produced the five most watched Spanish films of the year: *3 Metros sobre el cielo*, *Los ojos de Julia*, *Que se mueran los feos*, *Conocerás al hombre de tus sueños* and *Lope*. With only 6 of the 133 movies shown last year, ANTENA 3 FILMS garnered 52.6% of all national film ticket sales in 2010.

This enormous economic and audience success has also been recognised by critics and the industry, evidenced by the 11 Goya nominations received. Furthermore, ANTENA 3 FILMS has produced various miniseries and biopics for television throughout the year. ANTENA 3 FILMS took the five top spots in the film rankings in Spain.

[Antena 3 Films produced the five most watched Spanish films, taking in over half of total ticket sales.]

| TITLE | PREMIERE | DIRECTOR | REVENUE | VIEWERS | CHANNEL |
|-----------------------------------|-----------|---------------------|-----------|-----------|---------|
| 3 metros sobre el cielo | 3-dec-10 | Fernando González | 9,737,809 | 1,471,008 | A3TV |
| Los ojos de Julia | 29-oct-10 | Guillem Morales | 6,950,849 | 1,084,481 | A3TV |
| Qué se mueran los feos | 23-apr-10 | Nacho Gª Velilla | 6,785,161 | 1,116,178 | A3TV |
| Conocerás al hombre de tus sueños | 27-aug-10 | Woody Allen | 4,460,840 | 694,044 | A3TV |
| Lope | 3-sep-10 | Andrucha Waddington | 3,659,889 | 579,580 | A3TV |
| Biutiful | 3-dec-10 | Alejandro González | 2,867,703 | 427,855 | TVE |
| Entre lobos | 26-nov-10 | Gerardo Olivares | 2,801,863 | 441,786 | TVE |
| Buried | 1-oct-10 | Rodrigo Cortés | 2,369,287 | 369,447 | |
| Tensión sexual no resuelta | 18-mar-10 | Miguel Ángel Lamata | 2,063,494 | 331,942 | TVE |
| Pájaros de papel | 12-mar-10 | Emilio Aragón | 2,012,929 | 335,670 | A3TV |

"3 METROS SOBRE EL CIELO", THE BIGGEST BOX OFFICE SUCCESS

In 2010, there was one Spanish film which stood out above all the rest: *3 metros sobre el cielo*, the highest grossing film of the year brought in 9 million euros and was the most popular among filmgoers. Starring **Mario Casas** and **María Valverde**, and directed by **Fernando González Molina**, this **ANTENA 3 FILMS** production was seen by almost 1.5 million viewers. Following up on its success, **ANTENA 3 FILMS** is planning to shoot a second part of the love store entitled *Tengo ganas de ti*.

It is not only with this movie that **ANTENA 3 FILMS** has proven its capacity to make the best films and re-launch the film industry. The company also produced the four ensuing films in annual ticket sales and audience rankings.

Los Ojos de Julia, co produced with **Guillermo del Toro** and starring **Belén Rueda**, brought in more than 7 million euros and entered the Toronto and Sitges Film festivals; this is followed by *Que se mueran los feos*, **Nacho García**

Velilla's second film and starring **Javier Cámara** and **Carmen Machi**, which registered more than 6 million euros.

In fourth place was the romantic comedy by **Woody Allen** *Conocerás al hombre de tus sueños*, starring **Anthony Hopkins** and **Naomi Watts**, which grossed more than 4 million euros in the national market and topped 24 million globally. And in fifth place, *Lope*, **ANTENA 3 FILMS** historical wager, with more than 3 million euros in revenue. The film, starring **Alberto Amman**, **Leonor Watling** and **Pilar López de Ayala**, was presented at the Toronto and Venice Film Festivals.

Emilio Aragón's first movie, *Pájaros de papel*, also debuted this year, and the international co production *Greenzone*, with **Matt Damon** and directed by **Paul Greengrass**.

"LOPE" OBTAINES TWO GOYA

Added to the success with ticket sales and audiences was success with critics and the industry. In 2010 **ANTENA 3**

FILMS movies obtained eleven Goya nominations, seven of those for *Lope. Tres metros sobre el cielo* is nominated for best adapted screenplay; **Belén Rueda** in the best actress category for *Los ojos de Julia*; and *Pájaros de Papel* for best new director, **Emilio Aragón**, and best song.

In 2010 we also maintained the same strategy of producing quality and profitable cinema. During the year we produced *Torrente 4, Lethal Crisis*, the latest film in the saga directed by **Santiago Segura**; *Intrusos*, a thriller directed by **Juan Carlos Fresnadillo**, one of our more internationally renowned directors and starring the British **Clive Owen**; and *No lo llames amor... llámalo X*, a comedy directed by newcomer **Oriol Capel** and starring a television cast among which **Mariano Peña** and **Paco León** stand out.

In preproduction phases there are projects like *Lo contrario al amor*, directed by **Vicente Villanueva**, with **Hugo Silva** and **Adriana Ugarte**; and *Futbolín*, an animated film directed by the Argentinean Oscar winner, **Juan José Campanella**.

["3 metros sobre el cielo" was the biggest box office hit of the year with 9 million euros in ticket sales.]





La princesa de Éboli.



Adolfo Suárez.



Raphael.



Sofía.

MINISERIES AND BIOPICS FOR TELEVISION

Among its made for television productions, **ANTENA 3 FILMS** has produced seven notably successful miniseries of wide variety, like the biopics of prominent personalities of our history, politics or music.

Among the human interest and entertainment storylines which premiered in 2010, the miniseries **El Gordo** stands out; the real, bittersweet story of a Canadian family that wins a multi-million dollar lottery prize; and two miniseries targeted at a younger audience: **La piel azul**, which is the story of a group of friends whose ship is lost at sea; or **No soy como tú**, a romantic vampire action series. **La última guardia** deserves special mention, based on one of **ANTENA 3**'s most emblematic series: **Farmacia de guardia**.

And among the biopics, **ANTENA 3** broadcast **Adolfo Suárez** to grand acclaim, the biography of the man who was president and played a key role in the Spanish transition; **Raphael**, an authentic music icon and one of the

most well loved artists in the country and **La princesa de Éboli**, a historical super production on the famous aristocrat who played a relevant role in the royal court of Felipe II.

Queen Sofía was also the subject of another **ANTENA 3 FILMS** biopic: **Sofía**, which chronicles the love story between the current Spanish King and Queen and their ups and downs before arriving to the throne.

During 2011 **ANTENA 3 FILMS** shall continue to place a bet on miniseries. Currently in production are projects which will shed light on important personalities like **Vicente Ferrer**, who gave his life to those least fortunate in the poorest region in India, Anantapur; **Rocío Jurado**, a Spanish music icon and a woman with a strong life force; like that of the mother in **Rescatando a Sara**, the store of a Spanish woman who fought for years to recover her daughter after being taken by force to Iran.

Another big project which shall come to light this year is **El corazón del océano**, based on the novel by **Elvira Menéndez**. In six episodes, it chronicles the adventures of a group of women who in the XVI century embark on a journey to the new world in search of conquistador husbands. Full of adventure, love and action, this big super production chronicles the odyssey of these women, who faced all kinds of dangers in the six years it took them to reach their destination.

corporateresponsibility.

2.8 SOCIAL CAMPAIGNS: "PONLE FRENO", "VIVE CONECTADO" AND "HAZTE ECO"

The **ANTENA 3 family of channels** capitalises on its considerable power to penetrate society by broadcasting campaigns or raising awareness of and for certain issues. A Communications Group cannot stand on the sidelines of society's great challenges, which is why **ANTENA 3** continues to promote this type of initiative, and in addition to the **Ponle Freno** campaign, we have added two more campaigns: **Vive Conectado** and **Hazte Eco**.

Ponle Freno continues to grow as a citizen's movement. As traffic accident deaths have declined in our country, the campaign is already the object of social and institutional recognition. In 2010 it won the Medal of Merit for Roadway Safety from the Ministry of the Interior.

ANTENA 3 also created **Vive Conectado**, a multimedia campaign aimed at exposing and popularizing the benefits of technology. This is a Corporate Responsibility initiative from the **ANTENA 3 3.0** strategy and is broadcast in three weekly sections on the main editions of the **Antena 3 News** and on **Espejo Público**. It is also broadcast in micro spaces throughout all the **ANTENA 3** programming; **NEOX**, **NOVA**, **ONDA CERO** and **EUROPA FM**.

Lastly, **NEOX**, the **ANTENA 3 GROUP** channel, has become the mouthpiece of environmentalism with the launch of **Hazte Eco**, the Corporate Social Responsibility campaign (RCS) aimed at protecting and defending the environment, in collaboration with Greenpeace. Every two weeks **NEOX** broadcasts news programs on environmental issues.

2.9 IN SYNC WITH VIEWER TASTES

Aiming to learn and satisfy audience likes and dislikes, key in guaranteeing the company's competitiveness, the

ANTENA 3 GROUP is always conducting research on the different formats and content it launches.

To this end, the **ANTENA 3 TV** Marketing department conducts qualitative research before, during and after a show's premiere, which allows the department to define new program projects and television line-ups. This research seeks to discover the opinion of the audience, as well as their assessment and suggestions; they therefore sample across the spectrum of the population, including different ages and social profiles, and they have an impact on all content (series, programs, events...).

ANTENA 3 relies on specialised external agencies to carry out this work, and these agencies contribute further with their knowledge and experience. These opinion studies allow **ANTENA 3** to become more familiar with viewer tastes, preferences and requirements.

Furthermore, in order to assess the content and the initiatives carried out during the year, the company conducted a **Study of the Antena 3 Image**, while it carried out specific



research to get to know the new public trends. To this effect, the most ambitious has been the 'Televidente 2.0' study, a reference report on audiovisual consumption in the digital space.

Meanwhile, there are other indicators which permit us to measure our image and viewer satisfaction, like the previously mentioned 'Índice de Imagen GECA', GECA Image Index which puts **ANTENA 3** as the Spanish public's most esteemed channel, with an average mark of 6.63.

In other respects, in order to have extensive knowledge of the daily audience figures, the **ANTENA 3 GROUP** receives data from Kantar Media, whose conclusions are analysed and studied when designing the line-ups and programs.

THE MOST HIGHLY RATED CHANNEL

Another barometer of its image and viewer satisfaction with the television network and its hosts is the GECA Image Report. In line with results from its most recent study, **ANTENA 3** is, for the third year in a row, the most highly rated network. It is perceived as the most entertaining television station and has the most highly assessed hosts, actors and actresses. Furthermore, its national series are the second most highly rated and it is considered the second most innovative network. As far as news, **ANTENA 3 TELEVISION** is a leader among private channels in both news quality and news anchors assessment. It is also the most highly rated in magazines, films and self-promotion, while it holds the second position in game shows.

According to this same study, **Matías Prats** was, for the sixth year in a row, the most highly rated host

on Spanish television (8.10) and with **Karlos Arguiñano** (7.59) remains in the top 10. The 10 most highly rated **ANTENA 3** personalities are split between fiction and program faces. In addition to the ones mentioned above we have: **Amparo Baró** (7.28), **Jorge Fernández** (7.09), **Luis Merlo** (6.96), **Anabel Alonso** (6.93), **Hugo Silva** (6.92), **Jaime Cantizano** (6.87), **Susanna Griso** (6.74) and **Gonzalo de Castro** (6.50).

As far as programs, the GECA index highlights ***El Peliculón*** as the film show with the best overall rating. ***The Simpsons*** received its lowest rating in five years, but remains highly ranked, and ***El Diario*** improved its position from the previous year.

2.10 CHILD PROTECTION

Child protection is one of the key actions lines in the Antena 3 Group's Corporate Responsibility strategy. In addition to focus-



ing the Foundation's activity towards children's causes, the Group makes a concerted effort to offer programming that is in line with the likes and needs of the youngest viewers, strictly monitoring in the classification and broadcast of content and communications during the children's hours, respecting current legislation in this regard.

CHILDREN'S PROGRAMMING

For the third consecutive year, and as evidence of the company's wager on this audience segment, the **ANTENA 3 family of channels** broadcasts the most hours of children's programming in the Spanish audiovisual sector with a total of 1689 hours (**ANTENA 3 TELEVISION + NEOX**).

On another note, **ANTENA 3 GROUP** adheres to the Código de Autorregulación sobre Contenidos Televisivos e Infancia (Code of Self-regulation of Children's Television Content) since 2005 and is part of the Self-regulation Committee and Mixed Monitoring Committee, the organisms which are charged with ensuring its correct application.

By virtue of this code and Royal Decree 410/2002, of 3 May, the Group classifies the television programs it broadcasts in function of the suitability of its content for children, adolescents and adults.

Furthermore, the company strictly follows the requirements of the new General Law on Audiovisual Communications (Ley General de la Comunicación Audiovisual) (LGCA) approved in 2010 which, among other things, has extended the child protection regulations from the Television Without Borders Law and the Code of Self-regulation of Children's Television Content to all audiovisual communications services.

As required by this law, the **ANTENA 3 GROUP** undertakes digital codification of its audiovisual contents in order to allow for parental controls.

As far as advertising, the LGCA establishes that the competent audiovisual authority will encourage the televised audiovisual communications service providers to uphold the codes of conduct in relation to inappropriate commercial audiovisual communication which is either broadcast alongside or included in children's programming.

To this effect, **ANTENA 3 TELEVISION** already assumed in 2009 the commitment to collaborate, along with other television associations like FORTA and UTECA, in the application of the "Código de Autorregulación de la Publicidad de Alimentos dirigida a menores (PAOS)" Code on Self regulation in Food and Beverage Advertising aimed at minors, signed in 2005 and developed in collaboration with the Ministry of Health and the Federation on Food and Beverage Industries (FIAB). This document regulates the advertising and marketing of food and beverages on television for viewers aged 12 and under, the broadcast slots for said commercials, as well as the presentation and promotion of the products, in order to prevent problems with obesity.

The LGCA expressly recognizes the efficiency and Utility of the Code of Self Regulation of Children's Television Content, as well as self regulation in general. In addition, it has a series of requirements for its elaboration and broadcast, such as resolution and complaint mechanisms and preceding, individual or collective self regulation instruments; or the communication of the code to the audiovisual authority and to the Consumer and User Council.

MINORS ON ITS PREMISES

The **ANTENA 3 GROUP**'s internal security regulations prohibit, overall, the access of minors to its premises. Those minors, who sometimes participate in a program or are members of the audience, should be accompanied at all times by production company personnel responsible for the minors. In these cases, the presence of minors is limited to the period between 10:00 and 20:00, and requires the minor's written parental or legal guardian authorization. When participation by a minor is specified in a series or program, the **ANTENA 3 GROUP** adopts the necessary measures to coordinate compatibility between the minor's studies and work activities.

PROHIBITIONS STIPULATED IN THE LGCA IN REFERENCE TO CONTENT BROADCAST TO CHILD AUDIENCES

The broadcast of names, images or other identifying data within the context of punishable acts or relative to their custody or affiliation.

Open broadcast of content that could seriously harm their development, such as scenes of pornography or of gratuitous violence. Conditional access should facilitate parental control.

Open broadcast, between 06:00 h and 22:00 h, of content for adults over the age of 18. Outside these hours, they should be signalled by an acoustic sound and with a permanent visual, in line with criteria from the Consejo Estatal de Medios Audiovisuales (CEMA)*.

Content for those older than 13 in open broadcast, should be broadcast during the following time frames: from 08:00 h to 09:00 h and 17:00 h to 20:00 h from Monday to Friday and from 9:00 h to 12:00 h on Saturdays, Sundays and National holidays. Outside these hours, an acoustic and a visual timetable should be included, in line with CEMA criteria.

The broadcast of gambling or betting programs, except for those with a public end, between the hours of 05:00 h and 01:00 h.

The broadcast of content related to esoteric and "pseudo science" between the hours of 07:00 h and 22:00 h.

*The CEMA is vigilant in companies' compliance with the self-regulation codes and has a fining capability for those cases of verified non-compliance. The Law also allows citizens to request the competent authorities to act when audiovisual content is not in compliance with current ordinances or the self-regulation codes.

PROHIBITIONS STIPULATED IN THE LGCA IN REFERENCE TO COMMERCIAL COMMUNICATIONS

Broadcasts between the hours of 06:00 and 22:00, of commercial communications which promote the body cult and reject the "self-image" (weight-loss products, cosmetic surgery or beauty treatments) which appeal to social rejection or success due to physical traits, weight or beauty.

To directly incite minors to buy or rent, or to persuade third parties to do so.

Exploit the relationship with their parents, teachers or other persons.

Unjustifiably show minors in dangerous situations.

Incite unequal conduct between men and women.

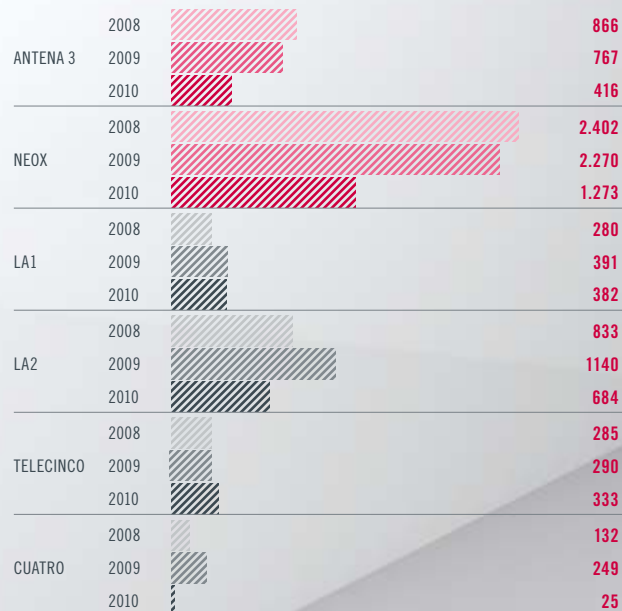
Misleading on the characteristics, safety or capacities necessary to safely handle products directed especially to children.

[The Antena 3 Group's family of channels broadcast the most children's programming in the Spanish audiovisual sector.]

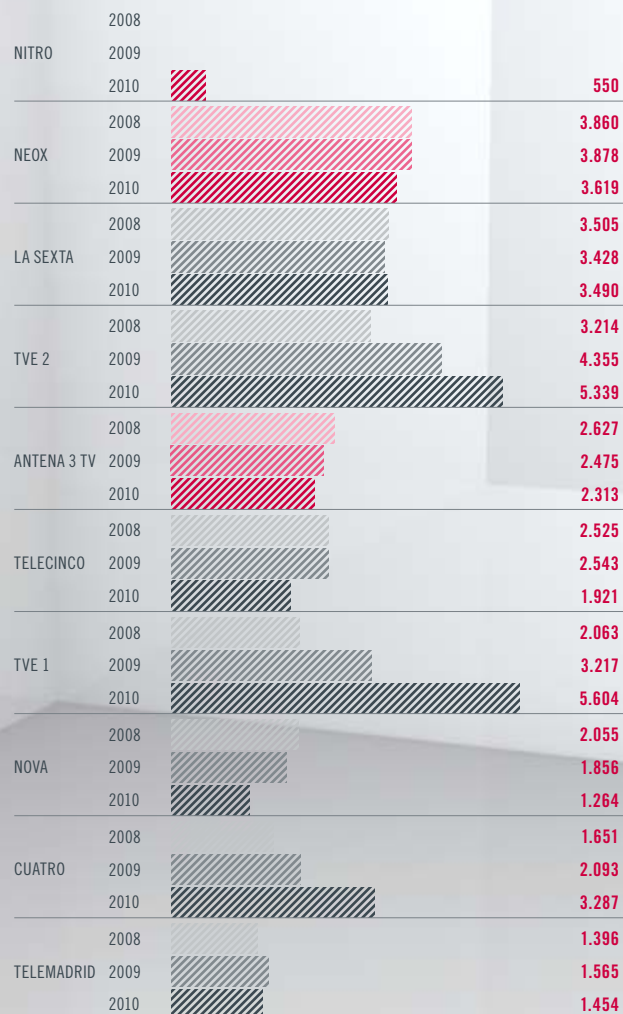


[With a total of 3,619 hours, Neox is for yet another year the private channels with the most hours of subtitled programming.]

CHILDREN'S PROGRAMMING



HOURS OF SUBTITLES ACCUMULATED ON MAIN TV CHANNELS IN SPAIN



2.11 CLOSED CAPTIONING: CONTRIBUTING TO ACCESSIBILITY

Within the guidelines of its Corporate Responsibility Policy, the **ANTENA 3 GROUP** has continued to facilitate access to audiovisual content to those persons with some form of handicap. To this effect, **NEOX** is once again the private channel with the most hours of closed captioning in its line-up, with a total of 3,619 hours in 2010 (50% of total broadcast hours). For its part, **ANTENA 3 TELEVISION** has broadcast 2,313 hours (32%), with **NOVA** broadcasting 1,264 (25%).

It is worth highlighting that the **ANTENA 3 GROUP** has increased its television offer in the fourth quarter of 2010 with the **NITRO** channel, which from its launch has closed captioned 31% of its line-up.

By examining these figures, the **ANTENA 3 GROUP** firmly complies with the General Audiovisual Law, which came into force 1 May 2010, and which requires television networks to broadcast at least 25% of programming hours with closed captioning.

Full length films capture the most hours of closed captioning (36.7%), followed by series (23.5%) and game shows (11.7%).

By time slots, closed captioning is mainly done in the morning (31%), in the hours between 07:00h until 14:00h, followed by midday (20%) and prime time (20%).

During 2010, **ANTENA 3 TELEVISION** has continued to advance in live closed captioning. For the second year, the *Christmas message from His Majesty the King* was closed captioned live, as was the special program *Campanadas 2011*. Furthermore, the company has continued with the free closed captioning of different advertising spots. In December, the first descriptive audio program for the blind was broadcast, on the Group's four channels. Also in 2010 and on the four channels, the first news program in sign language for the deaf was broadcast.

Lastly, it is worth highlighting that sales of closed captioning in 2010 has translated into €25,000 in savings, 9% of total real closed captioning costs, which has not affected compliance with the targets set out by the General Audio-visual Law.

2.12 TELEVISION WITH SOCIAL CONTENT

Conscious of the enormous influence that television has on public opinion, and in line with our commitment to Corporate Responsibility, the **ANTENA 3 GROUP** tries to broadcast television content that responds to the societal ails of its audience and that reflects the diverse realities of society.

For this reason, **ANTENA 3 TELEVISION**, **NEOX** and **NOVA** all include in their programming plural spaces with social content, paying special attention to topics like child protection, spousal abuse, education, immigration or the environment, among others.

Some of these spaces are made up of programs like *A Fondo*, *Maneras de vivir* and other documentaries. Others are inserted transversally in daily programming and live like *Espejo Público*, the magazine *3D* or the news.

[The Antena 3 Group makes an effort to reflect the diversity of society in its contents.]

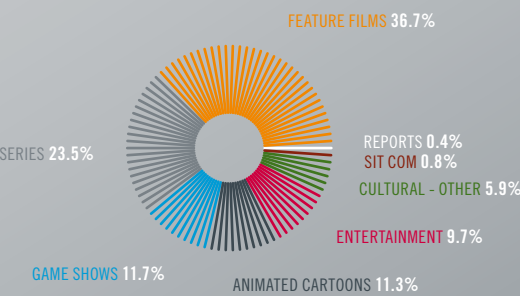
"A FONDO"

The program *A Fondo* broadcasts informative reports centred on current events, which are mostly topics of social interest.

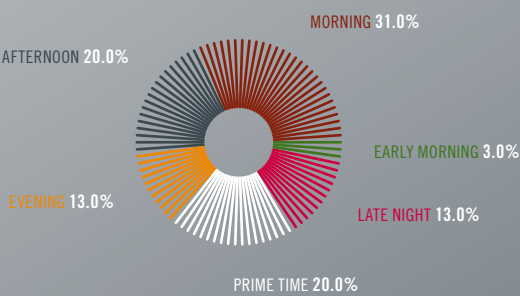
| "A FONDO" TOPICS IN 2010 | |
|----------------------------|---|
| "Con deudas y en la calle" | The problem of many businessmen who put their houses up as collateral in exchange for loans to pay off debt and now expect to have their homes seized as they have not been able to make the payments on those loans because their clients have not paid them either. |
| "Años sin drogas" | 2010 was the XXV anniversary of the Fundación Proyecto Hombre, dedicated to the treatment and prevention of drug addictions. |
| "Al alcance de menores" | The ease with which Spanish minors can buy tobacco. |
| "Primera visita" | The complex procedures that must be gone through in order to adopt a foreign child. |
| "Gestorías pirata" | The fraudulent acts towards immigrants committed in the name of "helping" with their legal process. |
| "Seguridad sin techo" | The life of the homeless in Malaga. |
| "Absentismo escolar" | A new formula applied at a school in Castellón to stop absenteeism. |
| "A la caza del fugitivo" | Civil Guard operations to capture international criminals with search and arrest warrants. |

In addition to its format as an independent program, *A Fondo* also frequently broadcasts short reports within the **ANTENA 3 TELEVISION** news programs. These special reports are about current topics which are unknown to most viewers and which require exhaustive journalistic reporting. Some of the reports broadcast in 2010 are the following:

CLOSE CAPTION FORMATS FOR 2009



CLOSE CAPTION BROADCAST BY SLOT



| "A FONDO" TOPICS ON THE 2010 DAILY NEWS PROGRAMS | |
|--|---|
| "Problemas XXL" | The physical barriers faced by overweight people. |
| "Los otros secuestrados" | Persons who have suffered through the kidnapping of a loved one. |
| "Regalo de vida" | Organ donations among the living. |
| "Cazadores de inocencia" | Cyber attacks on minors. |
| "El infierno en casa" | Therapies for youngsters who abuse their parents. |
| "Insomnio mortal" | The problems caused by Lethal Chronic Insomnia, a neurological pathology that keeps the sufferer from falling asleep. |
| "Enganchados a la red" | The dangers for adolescents using social networks. |
| "Dieta militar" | The diet applied in military training camps by instructors of the Royal Navy. |
| "Vivir bajo el velo" | Spanish society's reaction to the use of the niqab by Islamic women. |
| "Trabajar con niños" | The difficulty in reconciling school holidays with parents work schedules. |
| "La vida sin color" | Research carried out to facilitate the color blind to distinguish colours. |
| "Contratos ilegales" | Businessmen that take advantage of the crisis to hire people on unfavourable terms for the worker. |
| "Cercos al maltrato" | The protection that local police in Logroño give to battered women. |
| "Cuestión de peso" | Therapies to combat child obesity. |
| "También es cosa de hombres" | The increase in anorexia and bulimia among the male population. |

"MANERAS DE VIVIR"

Through this program, initiated in 2010, **ANTENA 3** captures a current portrait of Spain from the point of view of different families and a portrait of their social, political and economic situations. The aim of the show is to bring closer to each other all the family models that exist in the country, to discover the many accents, lifestyles, homes, neighbourhoods, jobs, and habits.

| "MANERAS DE VIVIR" TOPICS IN 2010 | |
|-----------------------------------|--|
| "Primera línea de playa" | The vacation of poor families from Seville to a village in Cadiz, where they arrive after a long voyage to only spend one day. |
| "Este año toca pueblo" | Thousands of Spanish families have to spend their summer holidays again in their villages due to a lack of economic resources. |
| "De alquiler" | Households which have had to rent out rooms in their homes in order to survive the economic crisis. |
| "A mucha honra" | The lives of Rumanian gypsies living in Spain. |
| "El sueldo que entra en casa" | The efforts some families make to stretch their salaries each month. |
| "Con el corazón en un puño" | Families that live waiting for a call to undergo a transplant. |
| "Quien me ha visto..." | How some have been forced to reinvent themselves professionally to survive. |
| "Droga a la vista" | Drugs do not distinguish between persons, it affects all social classes and ages. |
| "El cuento de la burbuja" | The program visits places which have been most damaged by the burst of the real estate bubble. |
| "Metales preciosos" | Report on copper and gold, two metals that allow a lot of people to survive. |
| "En la boca del lobo" | Families which help their children succeed in environments complicated by drugs, unemployment and criminal activity. |

SOCIAL CONTENT IN DAILY PROGRAMMING

Within the afternoon magazine **3D**, three special reports have been broadcast in 2010 on current topics of interest due to their social content.

| "3D" NEWS REPORT BROADCASTS DURING 2010 | |
|---|---|
| "Todo sobre mi hijo" | The story of Antonio Meño, the young boy who fell into a coma after a cosmetic surgery 21 years ago, and whose case was reopened in 2010. |
| "Niños robados" and "La fábrica de bebés" | First and second parts of a special report that submits exclusive evidence and testimony of a newborns trafficking network. |
| "El palestino. Historia de un infiltrado" | A 6 year investigation on the international terrorist network, in 60 minutes. |

Also, for the second year in a row, the Servicios Informativos of **ANTENA 3 TELEVISION** have carried out their campaign against spousal abuse ***Ella cuenta conmigo, ella cuenta contigo***. Throughout ten consecutive years, the three editions of ***Antena 3 Noticias*** and the program ***Espejo Público*** have dedicated space on their programming to raise awareness of the need to combat this blight on society. The problem was exposed from different points of view: from the courts on domestic violence to the influence the abuse has on the children of the victims.

On another note, **ANTENA 3 TELEVISION** has made a splash on different spaces in its programming for the multimedia campaign ***Vive Conectado***, within the **3.0** strategy of the Group, and aimed at ***Porque sin ti no es lo mismo***, fomenting the use of new technologies by all segments of society. The Group's television network has also ceded space to the ***Ponle Freno*** campaign, which encourages safer driving.

Finally, it is worth highlighting **NEOX's** wager on environmental content which it has reinforced since June 2010 with the launch of the campaign ***Hazte Eco***, in collaboration with the NGO Greenpeace, and virtue by which it broadcasts informative pieces that encourage viewers to respect and support the protection of the environment.



[This was a year in which Onda Cero registered the greatest growth of any private radio station.]

In 2010, **ONDA CERO** celebrated its twentieth anniversary in the best way possible: with the best audience figures of the last several years, and the consolidation of its second place ranking in Spanish radio. This was a year in which **ONDA CERO** registered the greatest growth of any private radio station, with 66,000 new listeners, surpassing La Cope, which had 800,000 listeners and holds third place.

EUROPA FM also had an excellent year in 2010, with 282,000 new listeners. According to EGM's December data, in the last quarter of the year, the radio station added 173,000 new listeners. This reinforced its position as one of the top four music radio stations in Spain, with 1,455,000 listeners, 400,000 more than Kiss FM.

3.1 BEST FIGURES IN SIX YEARS

The two main radio offerings of **ANTENA 3 GROUP** (to which can be added another ten stations that play **ONDA MELODÍA**), achieved excellent results. They improved their global audience figures and were able to reinforce their positioning in the Spanish radio world, with solid and attractive content for listeners.

ONDA CERO's audience data supports the "if it isn't broken, don't fix it" philosophy. The station's programming closed 2010 with the best audience figures in the last six years, and the best performance registered in EGM's third wave in December of the last nine seasons.

Every year, the radio station reinforces its teams and selected content. The goal is clear, to adapt the programming to meet the desires and demands of Spanish soci-

ondacero:20yearsintune.

ety in order to keep on growing. In the last season, for example, the following commentators and talk show hosts were added to the team: **Joaquín Leguina**, **Luis Antonio de Villena** and **Miguel Ángel Rodríguez**, for *Herrera en la Onda*; and **Javier Sardá**, **Luis Racionero**, **Lucía Etxebarria** and **Rosa María Calaf**, for *Julia en la Onda*.

New stations such as Es-Radio and the signing of major personalities by the competition did not diminish the station's influence or audience figures. **ONDA CERO** has remained faithful to its commitment to excellent news programming and intelligent entertainment. Our audience increasingly identifies with the sound of our radio station, from the moment they wake up in the morning, with *Herrera en la Onda*, until they go to bed, with *El primer toque*. This clearly identifiable style is also evident in *Julia en la Onda*, *La Brújula*, *Te doy mi palabra*, *Radioestadio*, and *Gente Viajera*, on weekends.

ONDA CERO, closed 2010 with 2,323,000 listeners, and is for the third year running the commercial radio station which registered the largest increase in audience numbers. The 66,000 new listeners that were added this year sets a notable milestone in the stations' growth. The slogan "You deserve this radio station" has become a touchstone for all the professionals who work at **ONDA CERO**.

ONDA CERO's audience figures also imply an increase in market share, which at December 2010 stood at 19.0%, while in 2009 it stood at 18.3% and in 2008, it was under 16.0%. In barely two years, our generalist radio station increased its market share by three points.

Another piece of data to bear in mind – and which has been recurrent over the years – is **ONDA CERO**'s leadership position in profitability per listener. The station, led by Javier González Ferrari is the radio station with the best profitability per listener figure in the market.

3.2 EUROPA FM, UNSTOPPABLE

Meanwhile, **EUROPA FM** achieved fourth place in the rankings of music stations, increasing its lead over its nearest competitor, Kiss FM. **EUROPA FM** In 2010, it won 282,000 new listeners, on top of the 208,000 added in 2009.

With a total audience of 1,455,000 listeners, this is also the music station which grew the most in EGM's third wave of the year: 173,000 new listeners. This increase was due in part to the contribution of the strong performance of the new morning show programme *Levántate*

y Cárdenas. The debut of **Javier Cárdenas** in a morning slot at **EUROPA FM** was able to win 113,000 new listeners, bringing the total for this slot to 594,000 listeners.

The secret of **EUROPA FM**'s success has been its ability to adapt to market demands and to the musical tastes of the Spanish people. The music, aimed at a diverse audience, is complemented by participatory interludes and programmes that combine humor and information.

3.3 "HERRERA EN LA ONDA", UNDISPUTED LEADER

The increase in **ONDA CERO**'s audience figures is not due to a single programme, but to gradual increases across all the different programming areas. However, the most noteworthy jump in audience numbers in the last two seasons was that registered by the *Herrera en la Onda* programme, directed and presented by **Carlos Herrera**.



[The debut of Javier Cárdenas in the Europa FM's morning programming resulted in the addition of 113,000 new listeners.]



Carlos Herrera – a master at combining information and entertainment – has made **Herrera en la Onda** a major morning player in the radio sector. The **ONDA CERO** magazine, with 1,690,000 listeners is the second most listened-to programme in conventional radio, from Monday to Friday, beating out the third ranked station in the mornings, la Cope, by over 800,000 listeners.

3.4 “JULIA EN LA ONDA” CONTINUES GROWING

Julia en la Onda maintained its audience level despite the lower radio consumption rates in the last few months of the year in this afternoon slot. The programme, directed and presented by **Julia Otero**, remains in second place, but is closing the gap with the first-placed programme, and has a lead of over 200,000 listeners on the third place contender. The magazine has increased audience participation, giving more attention to suggestions and recommendations of listeners, through its famous “listener audits”.

[“Herrera en la Onda” , with 1,690,000 listeners, is the second most listened to programme in conventional radio]

[Onda Cero registered the most growth in the private radio sector for the third consecutive year.]

3.5 OVER ONE MILLION PEOPLE STAY INFORMED WITH ONDA CERO. LA BRÚJULA HAS ANOTHER SUCCESSFUL YEAR

In terms of news programmes, we would highlight their contribution to the overall growth of the station. **La Brújula**, with **Carlos Alsina**, and **Noticias Mediodía**, with **Elena Gijón**, are the best examples of this positive trend. **La Brújula** added 68,000 new listeners between December 2009 and December 2010, obtaining the quite respectable figure of 511,000 listeners, while **Noticias Mediodía** reinforced its position as the second ranked news programme in its time slot. It added 50,000 new listeners and has a total audience of 266,000 listeners, its best all-time figure.

If we add up all the listeners of the different news programmes, we reach the conclusion that over one million people stay informed through **ONDA CERO**. They also keep on top of the news through the weekend news shows, directed by **Juan Diego Guerrero**.



ONDA CERO has served as a witness to humanitarian tragedies like those caused by natural disasters in Chile or Haiti – and our writers and reporters have narrated with rigour and objectivity other events in the national political and economic scene.

3.6 SPORTS PROGRAMMING ON THE UPSWING

Sports news on **ONDA CERO** – after a summer of major readjustments on other radio stations, has won new listeners. The reshuffling of the professionals bore fruit, and had positive effects on **ONDA CERO**'s top sports programmes. **AI Primer Toque**, with **Ángel Rodríguez**, won the last Estudio General de Medios of 2010, with 93,000 listeners, bringing its total number of listeners to 350,000.

Something similar happened with the two editions of **Radioestadio**, the long format weekend sports programme presented by **Javier Ares** and **Javier Ruiz Taboada**. In 2010, its Saturday edition had an audience of 583,000 people, while in its Sunday edition, it added 31,000 listeners and approached a total of 700,000 listeners, the best figure of the last five years. Furthermore, the sports news professionals on **ONDA CERO** covered the big events of 2010 better than anyone else, especially the Football World Cup, for which the programme sent an important team of special correspondents to South Africa.

3.7 ENTERTAINMENT TAKES CENTRE STAGE ON THE WEEKEND

Weekends, with programming that is more focussed on theme-oriented shows, remain a top priority. **Isabel Gemio**, with her magazine **Te doy mi palabra**, offers an interesting venue exploring citizens' concerns, showing a clear commitment to a more intimate format, full of feelings and emotions. The microphones of this programme are open to listener participation and the analysis of the concerns and worries of the Spanish people.

Gente Viajera celebrated its twentieth anniversary on the air, doing what its director and host, **Esther Eiros** does best: travelling and telling stories in a warm manner that is appealing to listeners.

3.8 UNIPREX TV, NEW CHALLENGES FOR NEW TELEVISION

UNIPREX TV is the subsidiary company of **UNIPREX-ONDA CERO**, which, under the **VER-T** brand, exploits local television licenses in different cities in Spain, and also manages audio visual content for **ANTENA 3 GROUP** operators and other associated television stations and supports.

VER-T, without renouncing its standing as a leading low cost production company, has set new objectives related

to content creation. In close collaboration with **ATRES ADVERTISING**, **VER-T** is focusing on the design and production of non-traditional advertising spaces, and also produced programmes over the course of the year such as **Mamá, tú no mires: Guía de Estudiantes por el Mundo**, whose second phase was programmed on **ANTENA 3** and **NEOX**, or **La fórmula de la Felicidad**, a new programme.

Under the framework of this direct and permanent collaboration with other companies and business areas of **ANTENA 3 GROUP**, **VER-T** has continued with its “turn-key” production of content specifically designed for multimedia (online interviews and happenings) as well as in other formats in the New Businesses area (**Astroshow**, **El futuro en tus manos**, **Mgustas...**).

Similarly, in 2010 **UNIPREX TV** has continued to produce the weekly programme **Ver Cine** for Extremadura Televisión (the Extremadura autonomous region's television station).

In regard to the local DDT business in 2010, **VER-T** regular broadcasts in Seville have been added to the up-and-running frequencies in Madrid and Valencia. On all these channels, in-house production plays an important role, as well as fiction and entertainment formats with a high emphasis on family programming.

[Onda Cero broadcast 4.5 million euros in messages with a social content for free.]

“Un Nombre, Una Vida” campaign to protect children’s rights.



corporate responsibility.

3.9 PUBLIC SERVICE

In 2010, **ANTENA 3 GROUP** put its radio programming at the service of society, including in its commercial broadcasting, content that reinforced the company’s commitment to corporate responsibility. Over the course of 2010, both **ONDA CERO** and **EUROPA FM** supported three major campaigns with social content, **Ponle Freno, Vive Conectado** and **Hazte Eco**, spreading messages promoting road safety protecting the environment and educational programmes on the advantages of technology. Furthermore, it dedicated part of its programming to social and environmental causes, both through content and advertising. In 2010, the station aired, free-of-charge, 5,391 social welfare ads, whose value would have totalled 4.5 million euros.

TOGETHER WITH ANTENA 3 FOUNDATION

The programming of **ONDA CERO** supported the work of the **ANTENA 3 FOUNDATION**, serving as additional support to the different initiatives carried out by the foundation in 2010. In this regard, it broadcast information relating to: the **Road Safety Workshop**, organised in Micrópolis; and the inauguration of the **Multisensorial Hall, for mentally disabled children**, which was also backed by the entity.

ANTENA 3 GROUP radio stations also collaborated in publicising the **ANTENA 3 FOUNDATION** campaign **La Magia está en ti**. Other highlights include the creation of the University for Parents, the inauguration of which was attended by the philosopher **José Antonio Marina**. **ONDA CERO** also provided support, through its content and advertising slots, the visit of Doctor **Larry Rosen**, promoted by **ANTENA 3 FOUNDATION** and the Official Association of Psychologists, with the aim of providing an in-depth overview of the impact of new technologies and their application to education.

Similarly, both **ONDA CERO** and **EUROPA FM** collaborated with the **FOUNDATION** on three major initiatives: the campaign **Un Nombre, Una Vida**, jointly developed with Fundación Agua de Coco ; the **Dialogue and Action Congress** of the Bertelsmann Foundation; and the **report on study habits** prepared by **ANTENA 3 FOUNDATION** together with the Defensor del Menor de la Comunidad de Madrid.

Furthermore, on numerous occasions they have communicated the aims of the **FOUNDATION**, of its TV channel for hospitalised children and of the **PRO project**.

OTHER MESSAGES

The group’s radio stations have also shown their support for other initiatives, which fall outside the scope of **ANTENA 3 FOUNDATION**.

Between the months of January and May, **ONDA CERO** joined the rest of the Group's media outlets to publicise the **2015: A better world for Joana** campaign, promoted by the Foro de Reputación to raise awareness among all social agents about meeting the Millenium Development Objectives, which comes due in 2015. **ANTENA 3 GROUP** collaborated with this initiative in an exclusive and altruistic manner, carrying out the most ambitious campaign by a media company in the history of Spain in favour of the Millenium Development Objectives.

We would also highlight the broadcasting of reporting on Haiti, as well as messages of solidarity following the devastating earthquake. The programme **Te doy mi palabra**, directed by **Isabel Gemio**, travelled to this country in May, in order to provide a first-hand account of the situation. The trip had a major impact on all of **ANTENA 3 GROUP's** media outlets.

Other social projects that have had an impact on **ONDA CERO** were:

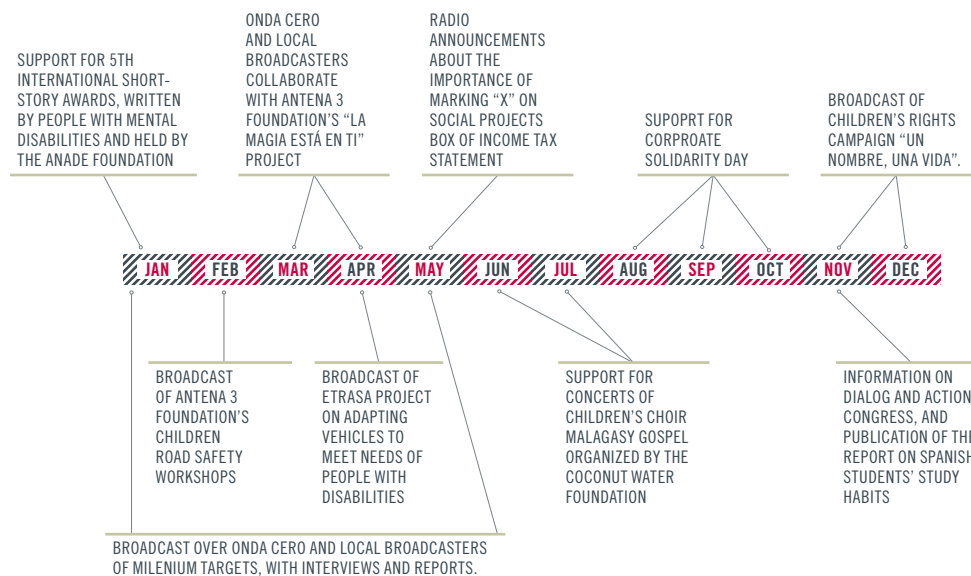
- The ETRASA initiative to modify vehicles so that they can be used by disabled drivers, raising awareness among companies about the importance of making a commitment to these types of modifications.
- The campaign of ONGs to raise awareness about the importance of checking the box in tax forms in order to donate to social causes.
- Furthermore, they have provided publicity for social projects of different ONGs, such as Asociación Masnatur, Fundación Caballo Amigo and the Fundación Agua de Coco.

Lastly, **ONDA CERO's** ongoing efforts to denounce gender violence through its various shows and news programmes should also be highlighted. In November, for the second consecutive year **ONDA CERO** took part in the campaign prepared by the Servicios Informativos (News services) of **ANTENA 3 TELEVISIÓN** *She counts on me, she counts on you* to raise awareness about the need to combat this social problem.

"2015: A better world for Joana" campaign to raise awareness of the Millenium Development Goals.



HIGHLIGHTS FROM SOCIAL WELFARE-ORIENTED PROGRAMMING BROADCAST IN 2010:





antena3.com:communicationgrows.

[antena3.com ended the year with over 8 million unique users, and over 90 million page views]

Last year, the **3.0** project was launched which was a cutting edge initiative whose success and soundness quickly became apparent. In June 2010, when the **3.0** campaign was barely one year old, **ANTENA 3** undertook a complete revamping of its website, in order to implement a new vision of its web presence entailing technological innovation, a multiplatform concept, new content and the integration of social networks.

The new **antena3.com** has a completely overhauled image, new functionalities and a practically limitless capacity for growth. It represents a qualitative and quantitative leap

which has incorporated the latest technological innovations, especially those related to video and its viewing through the state-of-the-art system **Modo Salón** with HD and 3D capacity, formats which were tested in broadcasts of the **El Internado** and **Los Protegidos**.

The name **Modo Salón** clearly expresses the change in the attitude of users who consume long format audiovisual content at television-level quality. This corner of the web was created specifically to allow for these advanced features, combined with easy-to-use navigation and retaining all the advantages of the “catch-up” modality via the



Raúl Fernández in a video-encounter.

internet. That is to say, viewers can now see their favourite content when and how they want to, before or after its broadcast on television.

The socialisation of content and the creation of communities of fans is another notable aspect of **antena3.com**. To this end, **Zona 3** was created, an area for registered users where they can share and recommend their preferred content on the main social networks.

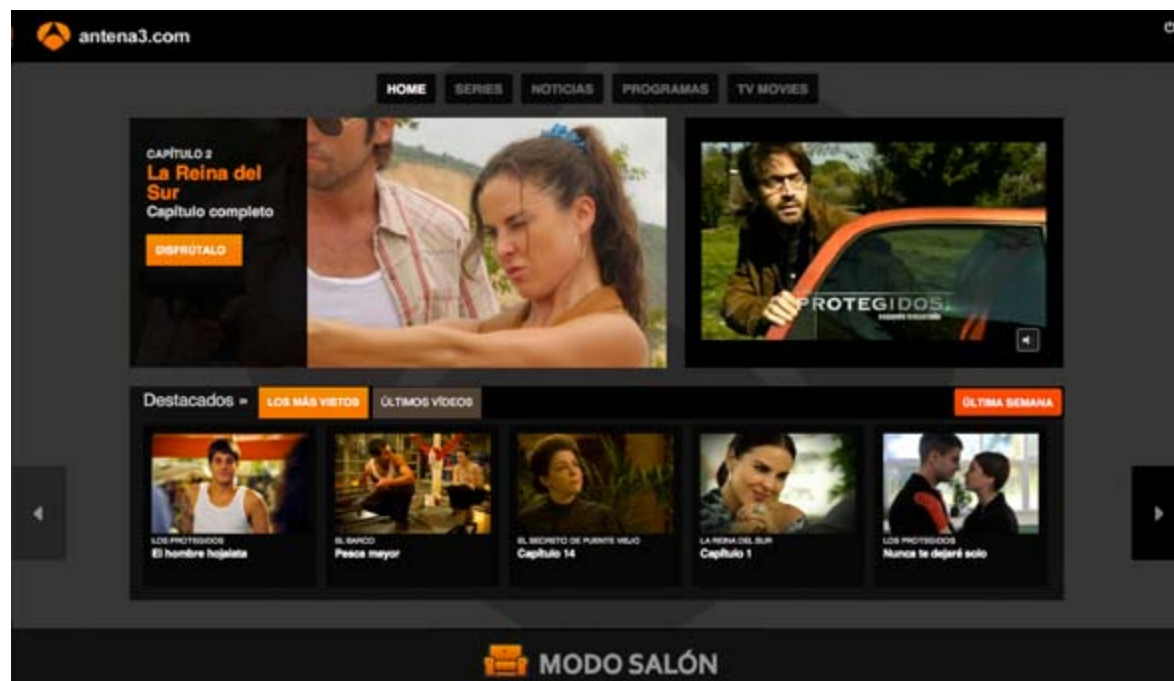
This bet on the internet in 2010 resulted in massive growth in traffic and audience figures. Specifically, **antena3.com**, following its strategic agreement with Habbo (the largest virtual community for youth in the world) ended the year

with over 8 million unique users and over 90 million page views, vs. 3.5 million unique users and 61 million page views in 2008. In terms of videos downloaded, one of **ANTENA 3's** strong points on the internet, in 2010 this figure surpassed 380 million, a spectacular performance which doubles the figure registered in 2009 (213% growth).

4.1 THE MULTIPLATFORM SPIRIT: FULL STEAM AHEAD

antena3.com has taken the multiplatform concept to its most evolved state, thanks to its excellent capacity to adapt different content to cutting edge platforms. Internet users now have the opportunity to use any format, whether created by a channel or of their own making, through the windows offered by televisions connected to the internet (latest generation Samsung, Phillips, LG and Sony), the video game consoles (Play Station and Wii),

[antena3.com has taken the multiplatform model to new heights, thanks to its notable capacity to adapt content to cutting-edge supports.]



The state-of-the-art system Modo Salón with HD and 3D capacity.



El Barco. Specific content for being broadcast on the internet.

mobiles and smartphones (iPhone, Android and the rest of the brands on the market), as well as operators (Vodafone), tablets (iPad) and the Microsoft Media Center.

To develop this multiplatform concept, **ANTENA 3** has created a web of alliances that includes, among other companies, Samsung, Nokia, Nintendo, Sony, Vodafone and Microsoft.

4.2 FOCUS ON IN-HOUSE CONTENT: VIDEO-ENCOUNTERS, BLOGS, GAMES AND PREMIERES

antena3.com was a pioneer in using the internet as a distribution venue for its television content (complete episodes of series and programmes, live broadcasts, etc.), but it also has its own identity, and for that reason in 2010, it



Making of from the serie Hispania.

has focused more on the creation and distribution of specific content, with original formats and in-house production carried out with an “internet mentality”.

As a result, video-encounters have consolidated themselves as a format in which actors, presenters, singers and writers can communicate directly with internet users, taking advantage of the most advanced tools from social networks such as Facebook, Twitter and Windows Live). During 2010 over 100 of these video-encounters have been held, in addition to retransmissions of events (pre-screenings of films, press conferences, etc.). On several occasions the audience figures for this content format reached over 35,000 users.

A very significant number of channel's communicators participate in the growing number of our different brands' blogs and videoblogs. These communicators are from the entertainment world (**Sandra Daviú**, **María Patiño**, **Miguel**



Mario Marzó (Los Protegidos) in a video-encounter.

Temprano...), as well as from the news (**José Ángel Abad**, **Gonzalo del Prado**, **Manu Sánchez**, etc.), and their appearances have been further reinforced by initiatives such as **Mónica Carrillo's** *Detrás de las Cámaras*; and the collective blog of our newscasters, *Notas de Redacción*. The exclusive **antena3.com** blogs have been especially important in recent months, with brands that have already started to establish their own special place on the internet, such as **Karina Sacarina** (society news), **Sadofashionista** (fashion) and **Parrilleros** (television).

Programmes exclusively designed for being broadcast on the internet have also been made, such as **Let's FoQ** and **El Pasadizo**, in which fans of **Física o Química** and **El Internado** and the main actors of the series talk about the upcoming season and the important issues of the plots.

Furthermore, pre-screenings of the main series on the internet a few days before their broadcast on television,



El juego de Hispania, was a resounding success on the internet.

[The video game based on the “Hispania” series won over 150,000 registered users in 2010.]

through a simple model of micropayments that allow spectators to comfortably watch “a la carte” shows featuring exclusive content.

One of the “jewels in the crown” in 2010 was **El Juego de Hispania**. **antena3.com**, in collaboration with the company Be Great, launched this online game several months before the premiere of the series on television. The response was spectacular, and even before the first episode the following among internet users was massive. This is a videogame designed to be played with an online, multi-user strategy, where the user can participate in the adventures of **Hispania** and create their own persona, Hispano or Romano, and build their own civilisation. This initiative was a resounding success, and ended the year with close to 150,000 registered users.

4.3 NEW CHANNELS, FILM, GLAMOUR AND VIDEOGAMES

Another of **antena3.com**’s growth areas is the production and packaging of a new, theme-oriented “family of channels” on the internet (vertical portals).

This strategy was initiated with **Celebrities**, which was launched at the same time as the new portal and which is intended to be a meeting point between the news and

entertainment components of **ANTENA 3**. This is a website that features famous personalities from all over the world, with news, rankings, and exclusive content filled with glamour, and characterised by its elegant treatment of the most titillating society news.

This trend continued after the summer with **seestrena.com**, a channel that is focused on the film world: latest news, interviews, and coverage of the most important festivals in the world, **seestrena.com** features all the trailers of the movies being premiered, interviews with top movie stars and personalities, and exclusive digital video-encounters.

The last to arrive was **DEFCON PLAY**, a channel dedicated to breaking news in the world of video games; and **OBJETIVO TV**, an online zone about the television market and television reviews.

Through these independent channels, **antena3.com** has boosted its online presence with initiatives of Corporate Social Responsibility, such as **Ponle Freno**, **Vive Conectado** and **Hazte Eco**, as well as group companies, like **ANTENA 3 FILMS**.

4.4 ANTENA 3 INTERNET SERIES ALSO A HIT

The online broadcast of fiction series holds a special place in our in-house production exclusively for internet. We would highlight projects such as **Desalmados** and **Hare** and the broadcasting in the last quarter of the year of **Diarios de la Webcam**.



“Diarios de la Webcam” is a youth-oriented series for the web.

[The success of the online series “Diario de la Webcams” led to its transmission on television.]

Diarios de la Webcam is a youth-oriented series for the web in which a group of nine students talk about their passions, secrets, and aspirations on their weblogs. The series had an excellent reception in its first season on the internet, which resulted in it being broadcast on Television where it aired on **NEOX**. Furthermore, it featured cameos of actors from the stations other series such as **Luis Fernández** (*Los Protegidos*) and **Ernesto Sevilla** (*Museo Coconut*).

4.5 THE BIG YEAR OF SOCIAL NETWORKS

Another of the characteristics of the internet market in 2010 was the consolidation of social networks and their every-day use by the entire range of internet users.

ANTENA 3 has taken part in this trend, and on many occasions has spearheaded the use of social networks in television. While in 2009 Facebook and Windows Live were stalwart and superb allies of **ANTENA 3** in this area, this year these alliances were further strengthened by the addition of other social networks such as Tuenti and Twitter.

Furthermore, **ANTENA 3** webs were integrated with social networks so that visitors who wished to comment on news, interviews and reports have been able to do so as users of Facebook and Messenger and export their actions to **ANTENA 3** webs.

[In 2010, the number of users of Onda Cero web increased by over 40%.]

4.6 MOBILE TELEPHONY: BETTER SERVICES AND APPLICATIONS

During 2010, the telephony area has centred its efforts on increasing the range of applications and services for smartphones and cutting-edge telephones. Once the “website” content is consolidated through the agreements that **ANTENA 3** has with the main Spanish operators (Movistar, Vodafone and Orange), the aim is to reach new users: those that use their telephone terminal as extension of their computer.

To achieve this, the first step is to ensure the correct adaption of the new **antena3.com** portal for all the mobile terminals, as well as the first tablets that were rolled out over the course of the year (mainly the iPad and Samsung Galaxy).

ANTENA 3 has become the trailblazer in telephony for several reasons: it was the first company to launch Nielsen ratings on its mobile platforms; it has developed an application for the Samsung Bada handsets, programmed pre-screenings of series on mobiles, and launched advertising on mobile handsets, as well as the **ANTENA 3 FILMS** applications for phones.

As a result of all these initiatives, there is a total of 2.5 million accesses to **antena3.com** via mobile platforms, as well as over 12 million videos served by connected TV platforms.



4.7 ONDA CERO, GREATER INTERACTIVITY AND CLOSENESS TO VIEWERS

During 2010, the portal en internet de **ONDA CERO**'s internet portal has continued increasing the participation in both the channel's own programmes and of its users and listeners. To this end, it has created new sections that make advances in this regard, such as daily or weekly surveys that are carried out in the main news and sports programmes, or the incorporation of contests, such as the programmes *La Parroquia del Monaguillo*, *Radioestadio* or *La Rosa de los vientos*.

This project of linking the radio team to its webpage, has crystallised through special news coverage on blogs of events such as the earthquake in Haiti and the situation in Afghanistan. Other special content should also be underscored, such as the microsite dedicated to the 2010 World Cup, and especially the microsite created to celebrate the twentieth anniversary of **ONDA CERO** which gave an overview of all the channel's seasons, presenting all the documents, images and audio tracks that were the high points of each year.

At the same time, and in line with its philosophy of continual improvement, it has rolled out a new live internet radio player that allows for the optimisation of advertising while improving the quality of the station's national signal.

The result of all this work was an increase in registered users. While in 2009 the maximum monthly figure reached 500,000 unique users, in 2010 this figure reached 700,000, representing growth of 40%. In terms of page visits, this growth was almost 30% after surpassing 11 million in November. Furthermore, according to the Nielson data audited by OJD, users were tuned in to ondacero.es for an average number of minutes that was greater than that of the rest of the radios and online media. In December 2010, this average period surpassed 48 minutes.

In terms of the internet portal **EUROPA FM**, the synergies between the broadcaster and the webpage have increase. This has allowed for greater diffusion and participation in all the actions carried out by both outlets: from the contests that are held every week on programmes and websites, to major events that form part of the station's programming.

In addition to the contests, the web allows **EUROPA FM** continuous contact with its listeners through its forums and blogs, in addition to the continuous digital encounters not only with the broadcasters stars, but also with leading lights in the national and international music among which we would highlight **Miguel Bosé, Edurne, La Unión, Macaco, Dani Martín, Juanes, Jason Derülo, Ana Torroja** and **Merche**.

The audience of **europafm.com** also continued to climb: in 2010 this figure surpassed 500,000 unique users, representing a 42% increase on the best monthly figure the previous year, while the number of page views hit an all-time record figure, with 10.5 million, 10% more than in 2009.

corporateresponsibility.

4.8 DIALOGUE WITH VIEWERS

Supported by the possibilities offered new technologies, in 2010 **ANTENA 3 GROUP** was able to strengthen ties with its audience. The company reinforced dialogue with television viewers and radio listeners through its online and telephone-based communication channels, with the aim of involving them in the Group's editorial policies, promoting participation and strengthening the links between them and the company's different communications media.

Among the initiatives that have strengthened the connection with viewers in 2010, was the organisation of video-encounters with actors, presenters and other important players in the current media scene. **ANTENA 3** was a pioneer in this area in Spain and the only one to regularly hold periodic digital encounters, four events a week, in which the invited person not only receives questions from web users via Facebook, but allowed users to follow the events in real-time online.



Video-encounters have consolidated themselves as a format in which actors, presenters, singers and writers can communicate directly with internet users.



Making of Antena 3 series.

It has also been a trailblazer in live transmission of the premieres of series in movie theatres. This type of event allows the spectator to learn more about the actors and the internet user to access it from anywhere and see the red carpet and photocall events. The audience for the transmission of these pre-screenings have, on occasion, surpassed 20,000 connected internet users.

Similarly, **ANTENA 3 GROUP** has increased its interactivity with the audience by airing the opinions expressed on social networks in the actual content of its programmes. **ANTENA 3** and **ONDA CERO** transmit the public comments live, and thereby transforms them into an integrated part of the actual programme.

Our television station set another milestone in 2010, by having its own room in Habbo, the largest virtual world for adolescents on the planet, with 158 registered users, and over 16 million unique users a month in the 31 countries in which it is present.

Furthermore **antena3.com** underwent a complete overhaul, putting it on the cutting edge of TV channel websites in Spain, to offer a new way of viewing and making television.

MORE ACCESSIBLE

With the launch of its new website in 2010, **ANTENA 3** has made accessing and surfing the site much easier. Furthermore, it has already adapted to the specific protocol for webpages established in the WCAG regulations 1.0-, making content distribution more clear and simple, and improving the web-based viewing experience.

In addition, the Group's web page has increased the space it dedicates to Corporate Social Responsibility, with the creation of two new subsections: **Nuestro enfoque** (our approach) and **Políticas** (policies). The first encompasses the companies businesses' full-spectrum commitment to corporate responsibility, while the second provides the company's environmental, human resources and health and labour safety policies, as well as detailing its commit-

ment to responsible advertising, corporate responsibility and social welfare.

In regard to content, the new website has strengthened **ANTENA 3 TELEVISIÓN**'s leadership position in national fiction offerings via the internet, since all the series aired by the channel can also be seen in their entirety in this medium. This complementary and additional service has enjoyed an excellent reception from the general public, and enhanced its standing even more in the first quarter of 2010, by offering audiences the opportunity to see premium premieres of series' episodes via a micropayment system.

In addition, all the content on the **ANTENA 3 TELEVISIÓN** website has applications through which web users can enter their own comments. Furthermore, to ensure greater professionalism and diligent monitoring, the company contracted the services of an external company to regulate and filter the comment flow, while deploying statistical tools to allow for improved optics in this business. The selection of this external company was carried out in

[Antena 3 has been a pioneer in integrating social network applications into its websites, in line with its position as the leader in cutting-edge technology.]

line with the criteria of corporate responsibility, since the professionals of the contracted company were disabled people.

The web page also allowed users to share videos and photographs, a process for which **ANTENA 3** has sufficient protection measures in place, to prevent the uploading of illegal content or content which could have deleterious effects on web users.

PROTAGONISTS ON SOCIAL NETWORKS

ANTENA 3's presence on the main online social networks is clear evidence of its constant and fluid dialogue with audiences. Through these channels, audiences can submit suggestions, complaints, opinions and also obtain information directly and instantaneously. **ANTENA 3** is the television channel that has the largest number of followers on Facebook – over 250,000 followers of the channel's official profile, in addition to the profiles of series and programmes, which reaches 1.5 million followers total.

Furthermore, it is one of the channels that generates the most activity on Twitter, with close to 20,000 follower at present, and it also has a major presence on Tuenti through its more youth-oriented series, such as *Física o Química*, with 93,000 fans.

ANTENA 3 has been a pioneer in integrating social network applications into its websites, in line with its position as the leader in cutting-edge technology since it became the first channel in Spain to launch its own Youtube channel (the second channel in Europe to do so, after the BBC).

All the channel's writers have made a commitment to play a dynamic and reciprocal relationship with viewers, fully engaging in this information exchange. To this end, the position of Community Manager was created in 2010, in order to give this communication greater consistency and continuity.

TELEPHONE CHANNELS

ANTENA 3 GROUP provides a telephone service to users so that they can access certain products and participate in programmes and contests. This service is integrated seamlessly into content, with no cuts or interruptions. The most successful systems are SMS messages, multimedia messages (SMS/MMS Premium) or telephone numbers with the prefix 905, 806 and 807.

As a result of these short numbers, assigned by the Telecommunications Market Commission (CMT) allows viewers the opportunity to participate in its shows and contests via their telephone (to vote, submit opinions, go on virtual

visits to sets), as well as to buy certain products ringtones, games, etc), or to sign up for **ANTENA 3** subscription services, which the channel started offering in 2010.

Telephones that have the prefixes 905, 806 and 807 activated allow viewers to participate in the channel's programmes. The services provided via telephones with the 803 and 806 prefixes, which are associated with programmes provided by third-parties are monitored on a daily basis to ensure their proper functioning. To this end, a daily report is prepared and sent to the providers of these services so that they may correct any possible anomalies that have been found.

In 2010 and through the Resolution of 2 July, Code of Conduct for Premium rate message service providers was modified, in order to guarantee more transparency for this type of service. We would underscore that **ANTENA 3 TELEVISIÓN** already applied several of the new measures formalised in this agreement, such as providing more detailed information on the sales price for subscription services.

Furthermore, since the company started providing this type of service, it has provided more information to users on all platforms, including a detailed account of the nature and price of the service.

advertising

atresadvertising.commercialstrength.

After only five years **ATRES ADVERTISING** is now one of the largest exclusive advertising operators in Spain, with an advertising investment volume representing 15% of total conventional media advertising market. This leadership position is due to its capacity to offer advertisers the unique advantages of each one of the **ANTENA 3 GROUP** supports as well as the rest of the media outlets that it includes in its commercial offering. Constant innovation through formulas that integrate the advertising messages into programmes and its capacity to offer campaigns on any kind of support are key reasons for its success.

This was an extremely eventful year in television history: TVE withdrew from the advertising market, the analogue blackout ended local disconnections... 2010 was a clear inflection point in which the major technological innovations in the television medium were accompanied by the approval of the General Audiovisual Communication Law, which entered into force last 1 August 2010.

Against this backdrop, television was able to show its strength and surpass all the forecasts made at the beginning of the year. With the withdrawal of TVE from the



advertising market, television lost product, but at the same time increased its value: fewer GRP's were launched, but with greater affinity and without negatively impacting coverage. In fact, this was the driver for all the conventional media.

5.1 ANTENA 3 INNOVATES TO ACHIEVE GREATER EFFICIENCY

ANTENA 3 was able to close 2010 with strong market share, turnover and price positioning. Its emphasis on coverage and commercial efforts allowed it to grow at a far greater rate than the market average. Another clear indicator of its robust health was the improvement in its efficiency ratio, which grew over 15% with respect to 2009.

Although there is no doubt that the reduction of advertising space and the disappearance of certain formats due to the new legal framework has helped strengthen television, a steadfast dedication to the spirit of innovation was needed to ensure that the channel's advertising stood out and differentiated itself from competitors. Once again, integrating advertising solutions into programming proved to be an efficient formula. In this regard, **ATRES ADVERTISING** has created new ideas that go beyond explicit commercial communication, such as branded content and product placement. In this manner, the integration of advertising into the channel's actual content provide additional added value to advertisers, by linking their products or services with an idea, a concept or actual content.

ATRES ADVERTISING remained faithful to its diversification strategy and its restless spirit, and is always open to new

opportunities. At the beginning of the year it started commercialising the **VE07** advertising space. In addition it added **NITRO** to the **ANTENA 3 family of channels**, which has improved its coverage results and ratings, thanks to the full-spectrum advertising coverage ("pauta unica") strategy.

THE DISNEY CHANNEL BOOSTS CHILD-ORIENTED PROGRAMMING

The **ANTENA 3 TV** and **NEOX** programming, together with that of the Disney Channel, have placed **ATRES ADVERTISING** as the advertising exclusivist with the highest amount of child- and family-oriented. Since the Disney Channel started its open broadcasting on the 1st of July 2008, its influence has been increasing gradually among this audience.

AUDIENCE PERFORMANCE OF EUROPA FM.



5.2 ONDA CERO MAINTAINS ITS GROWTH TREND

For yet another year, radio has done justice to its most valued attribute: the stability and security of a mature media that feels more youthful than ever.

In 2010, **ONDA CERO** and **EUROPA FM** were able to capitalize the historical audience record of the group, all due to a successful stability in the programming and to the constant innovation in the special formats. Currently it is the radio group with the highest prescriber involvement and greatest trend towards integration of the brand into content.



3ª 2010 VS. 3ª 2009

| | | |
|-----------|--|-----------------|
| ONDA CERO | | +3% / +66.000 |
| SER | | -12% y -572.000 |
| COPE | | -2% y -37.000 |
| CUATRO | | +2% y +9.000 |

Increase in the number of listeners (3rd wave of 2010 vs. 3rd wave of 2009)

EUROPA FM keeps growing with 173,000 new followers and is ranked as the fourth Spanish station with 1,455,000 listeners. The incorporation this season of the new morning show **Levántate y Cárdenas** has brought 24 % more listeners to its time slot and also the collaboration of the ideal host for integrated advertising.

The announcers trust **ONDA CERO** and **EUROPA FM** more and more as their advertising medium, in such a way that both have increased their commercial budget, by 3% and 10% respectively.

5.3 ADN, THE DAILY NEWSPAPER FOR THE URBAN PUBLIC

Despite the decreased circulation that free newspapers have undergone in the last waves of the EGM, **ADN** still has an excellent capacity to connect with the urban public.

ADN, commercialized by **ATRES ADVERTISING**, ranks fifth among general information newspapers with 1,261,000 readers. It is, in addition, the only free newspaper that maintains its commercial position thanks to the young readers (individuals between 14 and 44 years of age, from middle and upper classes, from an urban habitat, with University degrees and living in big cities). Beyond numbers, **ADN** is the perfect medium to complement the multimedia campaign.

[ADN is the only free newspaper that maintains its commercial position thanks to its young audience profile.]

In addition **ATRES ADVERTISING** keeps betting on extra content in the press. A clear example is the supplement that was edited to support the Spanish football team during the 2010 world cup.

All this data turn it into the free newspaper that offers the highest profit in terms of effective CPM and unitary cost.

AUDIENCE OF GENERAL INTEREST NEWSPAPERS

| | | |
|-------------------|--|-------|
| 20 MINUTOS | | 2,279 |
| EL PAIS | | 1,954 |
| QUÉ! | | 1,496 |
| EL MUNDO | | 1,282 |
| ADN | | 1,261 |
| EL PERIÓDICO | | 791 |
| LA VANGUARDIA | | 757 |
| ABC | | 756 |
| LA VOZ DE GALICIA | | 585 |

Source EGM 3rd Año Móvil 2010 / Lectores diarios U.P.

5.4 MOVIERECORD, 50% INCREASE IN ADVERTISING INVESTMENTS

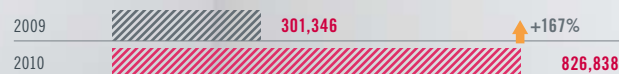
Film registered a strong increase in advertising investment, which was 50% higher than in 2009 (data from January to September). In addition, it remains the media with the highest efficiency rates in terms of notoriety.



UNIQUE USERS (.000)



VIEWED PAGES (.000)



VIDEOS SERVED (.000)



[Movierecord is the leading exclusivist in movie theaters.]

In **MOVIERECORD** the digitalization of the theaters has already become a reality. Currently the number of digital theaters stands at 141. We have to add to this the fact that in 2010 the 3D boom hit the market, which brought in more box office receipts, more investment in advertising and increased efficiency.

During this year **MOVIERECORD** remained the top exclusivist in film on the national level, working with 10% more advertisers than its immediate competitor.

5.5 ATRES ADVERTISING, THE LEADER IN INTERNET

This is the media that has grown the most in the last decade. Despite already being third in Spain in investment volume, its upside seems limitless boundaries; in 2011 it posted the best performance of all the media types.

In 2010 **ANTENA 3** launched its new web page, which allowed **ATRES ADVERTISING** to boost its inventory, and was thereby able to offer its advertisers online video, a product that is in high demand.

ATRES ADVERTISING reinforced its online position thanks to the incorporation of the social network Habbo in its commercial offer. With Habbo, one of the biggest social networks on the internet, **ATRES ADVERTISING** has broadened its offer in entertainment products on the Web, making it the most complete multimedia exclusivist on the market.

During this year, **ATRES ADVERTISING** has grown nearly 70% on the internet in relation to 2009 thanks to the trust of 293 advertisers who chose it as the perfect medium to advertise their brands.

5.6 ANTENA 3 EVENTS: INTERACTION WITH THE BRAND

ANTENA 3 EVENTS maintains its commitment to communication through experience, creating memorable moments for brands to reach their target audience through first-person interaction in the most effective manner possible. Using imagination to highlight and create an attractive space, and a precision organization are the two main keys to turn a simple event into an extraordinary one. This is what the company has been doing and what, for another year, has allowed it to maintain its benchmark status in promotional marketing. Through 2010 its business grew, through the organization of sports events, congresses and social awareness initiatives, as well as coverage of the channel's major premieres.

[Atres Advertising has grown nearly 70 % on the internet.]

GREAT SPORTS EVENTS

Once again the company collaborated with **UNIPUBLIC** in the organization of one of the most complex and well-known events worldwide: la Vuelta a España, in its 75th anniversary.

Likewise, **ANTENA 3 EVENTS** organized the second edition of the **Ponle Freno Race**, the popular march for road safety, that took place in Murcia and in Madrid in 2010. Both surpassed the success of the previous edition, with 1,200 participants in the first case and 10,000 in the second. This initiative was awarded with the Medal of Merit of Road Safety for its effort at the service of safety behind the wheel.

Another of the company's sports events was the **Padel Woman Tour 2010**. **ANTENA 3 EVENTS**, in collaboration with Mediasponsorship – a company specializing in sports marketing –, was the agency in charge of giving shape to this sports circuit that took place in six cities and in which competition and learning were combined.

Finally, under the name of **La llamada del Gol Telefónica**, **ANTENA 3 EVENTS** organized a contest that allowed the supporters of several first division teams to experience football in person with their team. After competing through **ONDA CERO** to see who the best narrators of a goal were, the three finalists enjoyed an extraordinary day in the company of their team.

[The race “Ponle Freno” gathered more than 10,000 participants in Madrid.]

FICOD 2010, the most important international forum on digital content.



PROMOTION AND ORGANIZATION OF CONGRESSES

In 2010 **ANTENA 3 EVENTS** had the opportunity to organize two of the great events related to the use of new technologies. It was an important effort in support of the ambitious campaigns carried by the Administration and the State organism Red.es to promote the use of the electronic ID or the definitive instauration of digital television in our country.

For the first case **ANTENA 3 EVENTS** created a large network of dynamic media consoles that were placed in 150 police stations of the 52 Spanish provinces. This action allowed over half a million people to be informed about the advantages and the use of the electronic ID.

In the second case, **ANTENA 3 EVENTS** participated in different initiatives that Red.es initiated to adapt the completion of the transit plan to DTT and its definitive rollout in April 2010.

Lastly, **ANTENA 3 EVENTS** was the agency in charge of organizing the FICOD 2010, the most important international forum on digital content, which takes place in Spain. Promoted by Red.es and the Ministry of Industry, Tourism



Susanna Griso in Lope's premiere.

and Commerce, it gathered more than 15,000 professionals in the digital market in a unique event in which many international experts participated.

THE GLAMOUR OF THE RED CARPET

In 2010, **ANTENA 3 EVENTS** unrolled the red carpet on several occasions for celebrities and their big premieres. This is a new business line with great potential over the next few years.

Que se Mueran los Feos, *Lope*, *3 Metros Bajo el Cielo* or *Los Ojos de Julia* have been some of the feature length films in which the company has participated as the organizing agency for their premiere screenings in which major distribution companies such as Warner Universal and Fox have participated.

Furthermore, **ANTENA 3 EVENTS** continued holding pre-screenings in movie theatres of the new seasons of the successful series of **ANTENA 3**, like *Física o Química* or *El Internado*, giving the fans the opportunity to see their idols up close and have an exciting and unique experience.



SOCIAL AWARENESS INITIATIVES

Prevejuven was another of the great projects set in motion by **ANTENA 3 EVENTS** in 2010. This initiative, promoted by the Consejería de Empleo, Mujer e Inmigración of the Community of Madrid, focuses on the prevention of work related risks in the youth segment.

Outside of the context of the public administration, but also included under safety awareness category, **ANTENA 3 EVENTS** organized driving courses in different cities in the Spanish territory, under the promotion of Cajastur. The action had different spaces available where the participants could improve their knowledge of driving safety, both in theory and in practice.

PROMOTIONAL MARKETING

Knowing the benefits of different products through experience is one of the most sought after advertising actions nowadays. Shell or Braun, are two of our clients that have bet on innovative communication methods that create an environment in which the public learns and interacts with the brand.

LICENCES

In 2010 the station continued to use SMS to communicate with audiences, and through this media, carried out different interactive initiatives with spectators, such as the integration of their opinions into programme content, the development of contests and votes related to issues of the day.



[The big brands are betting on the promotional marketing of Antena 3 Events to advertise their products.]

It has also consolidated its grid with the interactive programme formats it launched in 2009: *Astroshow* and the self-help format *El futuro en tus Manos*, has played alongside *Adivina Quien Gana esta Noche*, a game show that the station has been playing uninterruptedly since 2006.

In the licenses section, **ANTENA 3** launched the TV movies *Princesa de Éboli* and *Raphael* on DVD, but has also carried out special initiatives, such as the broadcasting the *El Internado* for the launch of the last season.

In addition, thanks to channel's audience profile, it has launched complete products onto the market under brands such as *Física o Química*, and the gameshow *La Ruleta de la Suerte* which spawned the bestselling board-game in 2010.

ANTENA 3 continues to launch books and publications based on the Group's brands. This is the case with *PeloPicoPata*, the pet magazine with the widest distribution in the country (27,449 copies, according to OJD).

corporate responsibility.

5.7 COMMITMENT TO RESPONSIBLE ADVERTISING

Advertising has a major impact on audiences and on society in general. Conscious of the scale of this influence, **ATRES ADVERTISING** complies with the legislation governing its business: Regulation 25/1994, and the General Regulation on Advertising, while also taking steps to guarantee responsible advertising beyond the scope of the regulation itself.

In 2010, to formalise and incorporate the general principles covering the company's advertising practices, **ANTENA 3 GROUP** defined its Responsible Advertising Policy, committing the company to applying the principles of honesty, veracity, child protection, excellence and social responsibility, amongst others, to their advertising management.

PRINCIPLES OF ANTENA 3 GROUP'S RESPONSIBLE ADVERTISING POLICY

The Antena 3 manages its advertising through **ATRES ADVERTISING**, the Group's company that sells and manages advertising for Group and third parties as well.

ATRES ADVERTISING, aware of the social responsibility inherent in its business, has always underpinned the sale of advertising with ethical principles based on a management style that is committed to responsible advertising practices. These principles, mainly inspired by current legislation governing advertising, go beyond mere legal compliance and are firmly committed to responsible advertising in relation to viewers and the agents that work in the sector: announcers, advertising agencies and media buying agencies.

Firstly, **ATRES ADVERTISING** is committed to ensuring that its advertising content clearly adheres to basic values such as truthfulness, honesty and a total respect for human rights.

On the other hand, it is directly involved in achieving the objectives of advertising agencies and announcers, by offering them a renewed multimedia sales offer that meets their needs. Furthermore, everyday **ATRES ADVERTISING** strives to offer increasingly innovative services, through improved advertising management processes and procedures.

ATRES ADVERTISING's work philosophy is established by its self-regulating advertising code, in order to lay out an ethical framework that underpins responsible and truthful communication and responsible commercial management that aims to service customers.

Advertising Self-Regulation

ANTENA 3 TV is a member of Autocontrol (Association for Self Regulation in Commercial Communication); through which it aims to maintain rigour and ethics commercial communication and protect viewers from dubious practices; at the same time Antena 3 TV undertakes to comply with the Advertising Code of Conduct, based on the International Chamber of Commerce Code of Advertising.

Furthermore, Antena 3 TV voluntarily complies with several sector self-regulating codes such as PAOS (self-regulating code of advertising aimed at minors), FEBE (self-regulating code of the Spanish Spirits and Beverage Federation), self-regulating code of Spanish Beer –Makers, the Wine Code of Ethics, SMS Self-Regulation Code, Banking and Financial Services Advertising Regulation and Control or Environmental Impact Self-Regulation Code.

In order to meet national and international advertising law, and comply with the self-regulation codes to which **ATRES ADVERTISING** adheres, it voluntarily follows the following principles:

- To meet current legislation nationally and internationally on advertising and sales information the company's "product placement" practices meet requirements laid down in the General Regulation 7/2010 of 31 March on Audiovisual Communication.
- To accept the responsibility that broadcasted advertising abides by the principles of the self-regulating codes the company voluntarily adheres to, following rigorous in-house procedures to monitor this.

ATRES ADVERTISING commits itself to devoting the necessary resources, both human and technological, to attempt to minimise risks associated with non-compliance and thus:

- Ensures that allegations made by advertisers in their campaigns are honest and genuine, thus obeying the law and the relevant code of professional ethics.
- In cases of any doubt as to the veracity of sales communications, to request additional information from the advertisers to verify this.
- To have clear communication with the government, Autocontrol, and the authorities in charge of advertising material.
- To accept responsibility for any sanctions arising from non-compliance with national legislation or self-regulation codes in sales communications broadcasted.
- To request Copy Advice from Autocontrol (the quality control stamp for content) as a tool to guarantee that our sales communications meet the regulations and ethics which govern advertising, particularly advertisements with content considered to be sensitive, or directed at a public who require special protection, such as children. To participate actively in the sector's forums which work to achieve responsible advertising.

PRINCIPLES OF ANTENA 3 GROUP'S RESPONSIBLE ADVERTISING POLICY

Respect for human rights and special protection for minors

- **ATRES ADVERTISING** ensures that advertising content fully respects human rights. Particular attention is paid to the non-incitement of violence, discrimination in any of its manifestations, and incitement to behaviour which offends human dignity.
- At the same time, the company firmly rejects advertising campaigns which fail to respect human rights, and is particularly vigilant regarding those which attack the dignity of women, minors, or any minority group which requires special attention.
- Special care is taken to ensure that advertising products in content directed at children is suitable for this public; for this reason the slots where programming is directed at this group are marketed separately.

Responsible sales management and quality of service

- At **ATRES** we are committed to working for a quality sales offering, the ultimate goal of which is the positive development of our clients' brands. To achieve this we put all our efforts into being attentive to their needs and offering them novel products and formats to ensure maximum advertising success.
- We encourage a relationship with advertisers, agencies, and head offices which is based on the principles of honesty and transparency. We try to adapt to changes in the market, renewing our sales offering every quarter and publishing it following the criteria and schedules agreed mutually with the Spanish Advertisers' Association.
- Our sales offering on our webpage is transparent, accessible and easy to use for all who wish to. Moreover, we have other communication channels available, such as news bulletins in electronic format, or the client portal with interesting information on the sector.
- **ATRES ADVERTISING** has a vocation to quality of service and one of its main aims is to achieve better advertising management. With this aim in view, the company constantly develops techniques which result in more effective, efficient and environmentally-friendly processes. In this direction we work constantly with the other players in the market to incorporate procedures in our relationships with them which introduce the use of new technologies and enable us to offer an excellent, innovative service, at the same time as being more ecological.

Commitment to society

At **ATRES** we work to achieve responsible advertising which brings value and goes beyond conventional sales communication. For this reason:

- We are firmly committed to always having an active portfolio of products which offer clients the opportunity to be involved with projects with a social focus.
- As far as possible, we commit ourselves to providing free advertising space to NGOs and foundations, provided they meet the requirements in force for non-profit organisations.

Following these principles, **ATRES ADVERTISING** is involved in a large number of voluntary initiatives which ensure responsible advertising, with the aim of complying with national and international legislation on advertising.

In 2010 the company manifested its support for the regulations governing service provision for services subject to additional charges related to text messages (SMS and premium MMS), regulation and control of advertising services, banking products and the self-regulation code on environmental arguments in sales communications.

In addition, as member of Autocontrol, in all sales communications the company complies with the Advertising Code of Conduct. In addition, observance of other sector-based self-regulation codes, such as the Spanish Association of Entertainment Software Distributors and Publishers (ADESE); the Spanish Federation of Food and Drinks Industries (FEBE); and the Spanish Brewers' Association. Finally, since 2009 **ANTENA 3 TELEVISION** has accepted the content of the PAOS Code (Self-regulation code on Food Advertising aimed at minors, prevention of obesity, and health).

CHILD PROTECTION, TRANSPARENCY AND SUSTAINABILITY

ATRES ADVERTISING's investment in responsible advertising entails a series of actions which reinforce the company's commitment in this area. Thus, with the aim of guaranteeing the quality of advertising, the slots for extra protection have been extended beyond what is stipulated (from 8.00 to 11.00 instead of 8.00 to 9.00) in order to avoid certain advertisers taking slots with a high level of child consumption.

Moreover, strict filters have been put in place to monitor advertising content by the broadcasting department. In this direction, to guarantee ethical and legal correctness in sales communications, Autocontrol is requested to analyse advertising campaign before circulation, and to provide a positive appraisal, a positive copy, of all the creative content directed at children and, from November 2010, also advertising for films, videogames, and banking as an additional measure. Over the course of the year 45 copies (the communication group processed the highest number of applications) and 38 legal enquiries were requested.

In addition a daily analysis is run on advertising take-up and this is sent voluntarily to the Ministry of Industry for an incident resolution report. Moreover, to lead the changes involved in adapting to the European Directive on advertising, the subject has been tackled with 14 media centres and 12 advertisers and a consultative document has been drafted for all of them.

On sustainability, in 2010 we continued to work on reducing paper use, boosting shopping on-line through the client portal. Specifically, a key media centre, Magna Global, has joined us to reinforce the company's commitment in this direction. To strengthen the relationship with advertisers **ATRES ADVERTISING** e-bulletins have been improved to include videos, and an on-line tool has been provided for advertisers so that they can supervise their creative content. This has meant a major saving in tapes.

MANAGEMENT OF VIOLATIONS

Advertising broadcasting is subject to strict laws which **ANTENA 3 GROUP** abides by to the letter. To ensure this correct use of sales communications and minimise the number of violations, **ATRES ADVERTISING** has a professional on its staff whose job it is to provide daily, weekly and monthly reports which corroborate that the information released by the company which measures audience ratings, Sofres, coincides with the company's internal information, making complaints to this company whenever errors are detected. The company also maintains constant contact with the authorities, Autocontrol and other advertising bodies, with the aim of strictly complying with legislation.

In 2010 thirteen sanctions corresponding to fifty-four violations were resolved. Of the sanctions received, four corresponded to sales communications by SMS text message and the rest to sales communications on television.

| | 2008 | 2009 | 2010 |
|-------------------|------------|---------|-----------|
| No. of sanctions | 5 | 4 | 13 |
| No. of violations | 45 | 15 | 54 |
| Total fine (€) | 1,302,932* | 493,781 | 1,006,184 |

(*) the discrepancy of €61,500 between the sum allocated in other years' reports arises from the reversal of two SETSI sanctions through two High Court rulings, which declared null and void two 2008 penalty rulings to the sum of €61,500. Also in March 2010 the High Court partially overturned a 2007 ruling, reducing the total penalty by €66,000.

Note 1: Includes all the incidents which have occurred, both disciplinary penalties and complaints to Autocontrol, regardless of their nature and amount.

Note 2: private television operators with national coverage are in constant contact with the authorities, which have the power to monitor their business. A strict comparison between historical data on non-compliance is not possible, since criteria on the flexibility or rigor applied by Public Administration has not been exactly the same, nor have the methods and technical control procedures applied by this monitoring body.

The penalty rulings over television advertising broadcasts refer to violation of the regulation applicable to television operators on maximum daily or hourly television advertising time, and to restrictions over the way of including advertising on the programming grid. The majority of the violations at the start of the year arose from the introduction of the system entailing synchronised advertising roll-outs, consisting of simultaneously broadcasting the same advertising spot on different television channels, so these are problems which have already been resolved. Similarly, the new General Law 7/2010, on Audiovisual Communication has, to a great extent, done away with the restrictions on the number of advertising spots, and on advertising during sport events, while respecting the limit on minutes per hour.

ADVERTISING COMBINED WITH SOLIDARITY AND INNOVATION

In 2010 **ATRES ADVERTISING** continued its commitment to communication events and advertising campaigns which foster the advertisers' link with society-focussed events and corporate values and which, at the same time, encourage solidarity-based and sustainable behaviour in the audience.

Advertisers in very diverse sectors have participated actively in the campaigns for social action run by **ANTENA 3 GROUP**, *Ponle Freno* and *Vive Conectado*. For its part, **ATRES ADVERTISING** has linked up actively with the *Beca Robertus with Fanta*, a project of the brand's to boost creativity amongst young people. Also a campaign along with the company Central Lechera Asturiana has been concluded to sponsor the first chapter of Spanish fiction recorded in 3D from the series *Protegidos*, to boost this technology.

Lastly, to give a voice to information campaigns and awareness raising for foundations and non-profit associations, six advertising campaigns for different NGOs were launched in **ANTENA 3 GROUP** at no cost whatsoever, including the Foundation Vicente Ferrer with its campaign to sponsor "Tu Cadena Solidaria", and Plan España, directed at raising funds for the earthquake in Haiti in February.

ACCESSIBILITY, SUSTAINABILITY AND DIALOGUE: CHALLENGES FOR THE COMING YEARS

With the aim of positioning **ANTENA 3 GROUP** as the leading company within the audiovisual sector, in line with the objectives set out in its Corporate Responsibility Plan,

ATRES ADVERTISING has set itself the goal of continuing to work in areas such as children, transparency, accessibility and dialogue, with a view to reinforcing its commitment to responsible advertising.

Amongst the events planned for the coming years, the company aims to continue leading advertisers' adaptation to the new legislation governing the audiovisual sector, offering a consulting service to clients who request it, and proactively when relevant changes arise. Similarly, with the aim of reinforcing **ANTENA 3 GROUP**'s link with its advertisers, we plan to launch an initiative for the fight against child obesity, as well as jointly participating in corporate events, such as *Ponle Freno*, *Vive Conectado* or *Hazte Eco*.

In addition, to support the commitment to the children in the **ANTENA 3 FOUNDATION**, an agreement is being finalised to bring 3D technology to children in hospital, in collaboration with the milk producer, Central Lechera Asturiana.

The reinforcement of accessible advertising is another of the priority objectives in the near future. For this purpose **ATRES ADVERTISING** will provide subtitling for advertisements, as well as offering the option to sponsor subtitled programmes.

Similarly, within the sphere of sustainability, the company continues to foster the use of new technologies to replace paper, in line with **ANTENA 3 GROUP**'s environmental policy. On this theme, for 2011 we plan to bring in Grupo Havas, which is to introduce on-line shopping on radio. Work is also in the pipeline to digitize advertisements to avoid the use of tapes.

Lastly, with the aim of listening and responding to **ANTENA 3 GROUP**'s advertisers' needs, we will be launching a satisfaction survey to try to identify strong points and areas for improvement, which will enable us to design a plan of action on the basis of the study's conclusions.

[In order to guarantee advertising quality, Atres Advertising has widened the protected time schedule beyond that which is established by law.]



responsibility



corporate responsibility in antenna 3 group: strategic view.

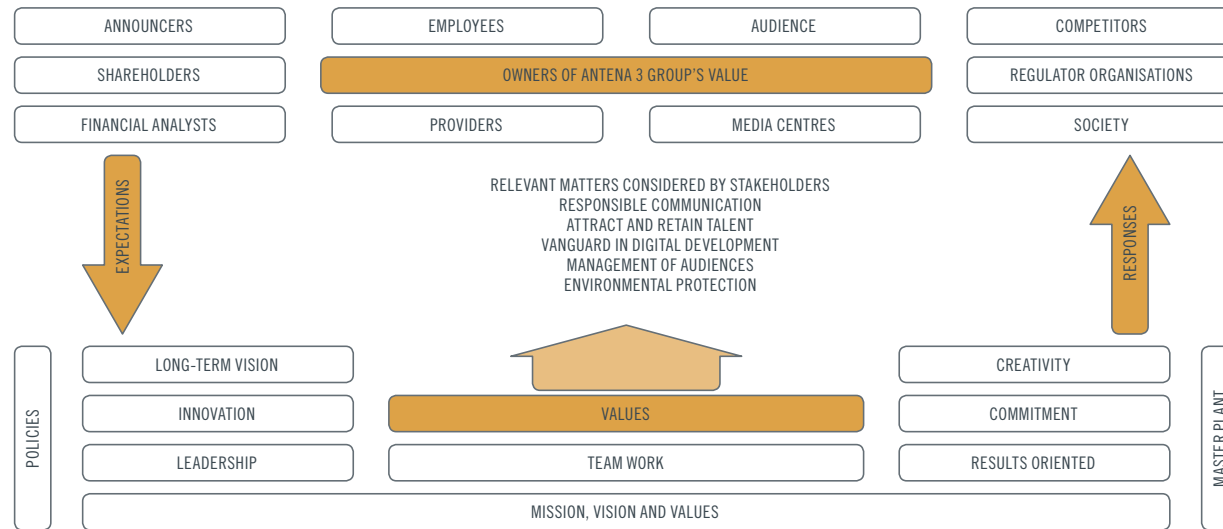
OUR FOCUS

Corporate Responsibility for Antena 3 Group means adopting a business model which produces economic growth and social progress, and which spurs the confidence of its stakeholders. To do this, the group places its communication media's capacity to disseminate at society's disposal, emphasizing responsible information handling through the accessible content it offers, and transparency in its running.

ANTENA 3 GROUP has made moves in 2010 to systematise its Corporate Responsibility, providing it with tools to continue strengthening its position as a responsible and sustainable company through its strategic vision.

The approval of the Master Plan on Corporate Responsibility and five corporate policies is evidence of the company's firm commitment to this management model, as well as the commitment it has to its stakeholders.

THE STRUCTURE OF CR IN ANTENA 3 GROUP



Corporate Responsibility in Antena 3 Group is structured around the demands and expectations of its stakeholders, based upon the principles of transparency, freedom of expression, equality of opportunity, and respect for the environment: principles which the company considers essential in gaining the public's trust.

6.1.1 APPROVAL OF THE FIRST MASTER PLAN 2010-2012

The Board of Directors' approval in 2010 of the Master Plan on Corporate Responsibility has been a major landmark for Antena 3 Group, making it a benchmark within Spain's audiovisual sector.

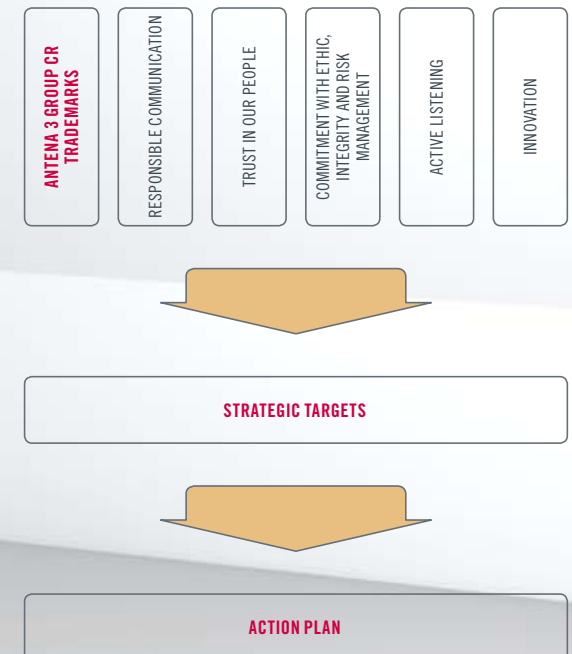
The Master Plan aims to make the company's commitment to Corporate Responsibility more consistent with its performance, emphasizing attributes which are critical to leadership in this area of the sector. The Plan aims to define the right behaviour; the working approach to put this into practice; and the specific events which fall to each executive and operating unit.

The Plan, which spans the period from 2010 and 2012, is structured around five distinguishing features which define the strategic objectives to consolidate Antena 3 Group as the Corporate Responsibility benchmark for the Spanish audiovisual sector.

To draft the Master Plan a study on best practices was run on companies in the audiovisual sector,

and on a wide range of companies who are leaders in Corporate Responsibility in other sectors. Face to face meetings were then held with the heads of the areas involved to identify strategic objectives, lines of action and monitoring indicators to be included in the Plan.

MASTER PLAN IN CORPORATE RESPONSIBILITY



ANTENA 3 GROUP CORPORATE POLICIES

With the aim of formalising Antena 3 Group's position in different spheres, such as human resources, the environment, Corporate Responsibility, responsible advertising and social commitment, over the course of 2010 a set of corporate policies were set out, in line with the objectives included in the Master Plan on Corporate Responsibility.

6.1.2 THE COMPANY EQUIPS ITSELF WITH A POLICY ON CORPORATE RESPONSIBILITY

In 2010 **ANTENA 3 GROUP** formalised its Policy on Corporate Responsibility, in line with its Master Plan objectives. This policy, set out on the web page www.grupoantena3.com, itemises the fundamental principles which govern the company's responsible conduct.

PRINCIPLES OF THE ANTENA 3 GROUP CORPORATE RESPONSIBILITY POLICY

Strict compliance with legislation and integrity

- We comply with the legislation in force applicable to us in the economic, social and environmental sphere.
- We act with integrity and are putting in place the mechanisms needed to prevent the company and its employees from being involved in incidents of corruption, bribery or fraud.

Transparency

- Transparency is an indispensable asset in our business and also for the professionals who comprise our company. This principle is particularly relevant in areas linked directly or indirectly to news services, as well as the departments which deal with stakeholders.
- As a broadcaster, we are transparent and impartial when providing our information, which is verified and accurate.
- All our corporate information is reliable, guaranteeing this through correct compilation and verification.
- The principle of balance governs our communications; for this reason we report to our stakeholders on our successes but also our failures.

Supervision

- The Board of Directors of Antena 3 Group is the body responsible for approving our Corporate Responsibility strategy.
- We have a Corporate Responsibility committee which drives and supervises the implementation of our Corporate Responsibility policy, keeping the Board of Directors and the management up to date on its progress.

Commitment to responsibility for content

- As a media company which exercises a powerful influence over opinions, values and conduct in society, we ensure the quality of the content we broadcast, endeavouring to reflect in it the diversity of society, and supporting the dissemination of content on the themes of sustainability which concern society.
- We ensure the independence of our content, and that it is in line with the values which guide the work of the company, as well as the principles laid down in the Code on Self-regulation of Content and children.

Protecting and fostering human rights

- As a media company we promote freedom of expression, pluralism and non-discrimination in our content, and support the protection of human rights, as recognised in the Universal Declaration on Human rights and the different national and international conventions and declarations on this theme.
- We place particular emphasis on the protection of the rights of minors who participate in our content through mechanisms directed at guaranteeing and respecting this.
- We are particularly involved in the fight against gender violence

Participating in developing public policies

- We provide our knowledge on the audiovisual sector to public bodies and regulators, with the aim of designing public policies which contribute to improving the competitive environment and creating value in the society we operate in.
- We participate in sector-based forums which aim to promote policies fostering progress in the audiovisual sector.

Integrating the principles of our Corporate Responsibility strategy within the supply chain

- We maintain a free-flowing and transparent dialogue with our suppliers, with the aim of optimising supplies and company recruitment.
- Our processes of assignment are based on the principles of equity and transparency.
- We include the criteria of sustainability in procurement of goods and services, provided that the demands of economics and quality permit this.
- We involve the company's suppliers in the Antena 3 Group Corporate Responsibility policies by getting them to sign commitments to abide by them.

Setting up channels for active, open dialogue with our stakeholders

- We consider interaction and dialogue with our stakeholders to be a key element for progress in our Corporate Responsibility strategy. For this purpose we place effective channels of communication at the disposal of our stakeholders, which make us aware of and respond to their demands and expectations, taking on board the ones which contribute to the company's competitiveness and profitability.

Respect for the environment

- In spite of the fact that Antena 3 Group's business does not have any major environmental repercussions, we run our operations to reduce their impact on the environment and boost energy efficiency and the efficient use of resources, as stipulated in the company's policy on the environment.

Rigorous compliance with the standards of corporate government

- Our corporate government practices are based on the principles of transparency, independence and observance of current legislation.
- The Appointments and Salaries Committee is responsible for overseeing compliance with the Policy of Corporate government and in-house regulations on conduct.

[The Master Corporate Responsibility Plan 2010-2012 bolsters the consistency between the company's commitment to CR and its practice.]

6.1.3 ACTIVITY OF THE CORPORATE RESPONSIBILITY COMMITTEE

The **ANTENA 3 GROUP** Corporate Responsibility Committee met in 2010 on two occasions. At the first meeting, held on 29 April, the Master Plan was presented and responsibilities assigned regarding compliance with the Plan's objectives and lines of action. The second meeting took place on 13 December and centred on the presentation of the new corporate policies (Corporate Responsibility, Social Commitment, Human Resources, Responsible Advertising and the Environment) drafted under the supervision of the areas involved and the Corporate Responsibility executives in **ANTENA 3 GROUP**.

The Committee on Corporate Responsibility was set up at the end of 2009 with the aim of strengthening the cross-sectional nature and importance of Corporate Responsibility in **ANTENA 3 GROUP**. It is comprised of representatives of the company's main areas of business (Human Resources, Environment, the **ANTENA 3 FOUNDATION** and Corporate Responsibility, Television Content, Marketing and Audiences, Radio Content, Advertising and Advertisers, Auditing, Relations with Investors, Suppliers, and News Content) and its main mission is to inform the management and the Board of Directors of **ANTENA 3 GROUP** on key steps taken on Corporate Responsibility. Its tasks include the following:

- Supervising consolidation of the company's Policy on Corporate Responsibility, supporting its dissemination in each of the management areas.

- Giving impetus to and supervising the events outlined in the Master Plan, and keeping the authorities and company management informed on its progress.
- Observing compliance with outside commitments taken on by **ANTENA 3 GROUP** in the field of Corporate Responsibility.
- Supporting Communication managers on identification, dialogue and cooperation with the different stakeholders.
- Collaborating in drafting the Report on Corporate Responsibility.

6.1.4 OPEN TO DIALOGUE WITH STAKEHOLDERS

ANTENA 3 GROUP considers dialogue to be a key element in achieving the confidence of its stakeholders and of society at large. Consequently, it has formalised a large number of different channels to respond to the expectations and opinions of these groups. Similarly, the Group is involved in different sector-based forums and initiatives of civil society which provide an interchange of experiences and knowledge.

In 2010 the company continued to use the channels of communication set up for its different stakeholders: advertisers, audience, society, employees, competitors, regulatory bodies, regulators, suppliers and shareholders, detailed in the Reports on Corporate Responsibility for 2008 and 2009. Amongst these are the **Platform, Ponle Freno** www.ponlefre.no.com and the **ANTENA 3 FOUNDATION** webpage www.foundationantena3.es.



Signature of the agreement between Antena 3 and the Foro de Reputación Corporativa.

The Master Plan on Corporate Responsibility also includes lines of action directed at improving the channels for dialogue with its interest groups. Some of the most relevant are the reinforcement of the content in the section on Corporate Responsibility (RC) on the **ANTENA 3 GROUP** webpage, and the inclusion of information relating to CR events in communications with the financial world.

Over the course of 2010, **ANTENA 3 GROUP** collaborated for six months, through its own television channels and **ONDA CERO's**, in publicising the Millennium Development Objectives. This campaign, promoted by the Corporate Reputation Forum and entitled **2015: a better world for Joana**, aims to achieve greater awareness in all social partners, to reach the Millennium Development Objectives, the deadline of which expires in 2015. **ANTENA 3 GROUP** collaborated with this initiative on an exclusive and altru-



Meeting of the Media Sector Supplement working group at Bertelsmann headquarters. Photo by Frank Nuernberger.

istic basis, running the biggest ever social awareness campaign in Spain by a media company in favour of the Millennium Development Objectives.

ANTENA 3 GROUP moved further forwards in its focus towards dialogue with its stakeholders in 2010, evolving from a reactive approach to a more proactive one where it is looking to create new ideas to contribute to the company. In this direction a workshop was run at the San Sebastián de los Reyes offices on “Co-creation” in collaboration with the Spanish Democratic Union of Pensioners and Retirees, and drawing up the “First Decalogue on Road Safety”, produced by and on behalf of the elderly.

More information on this Decalogue can be found in the chapter on road safety in this report.

6.1.5 ACTIVE COMMITMENT TO CORPORATE RESPONSIBILITY

ANTENA 3 GROUP participates actively in different national and international initiatives on Corporate Responsibility, sharing knowledge and experiences in both the audio-visual sector and other spheres.

Over the course of 2009 and 2010 the company collaborated actively in drafting the first **Media Sector Supplement**, driven by the Global Reporting Initiative (GRI), as a supplement to its guide on producing G3 annual sustainability reports. The result of a joint project with other key companies in the media world, such as the BBC, Bertelsmann, Vivendi, the Guardian, Grupo Clarin or the Australian Broadcasting Corporation, a document was drafted which will standardise the content of companies' Corporate Responsibility and Sustainability Reports in the media sector, thus facilitating comparison between them.

In 2010 **ANTENA 3 GROUP** also renewed its membership of the Spanish Network of the World Pact and its support for the ten underlying principles relating to respect for human rights and rights at work, the environment, and the fight against bribery and corruption. Through this membership the company commits itself to applying these principles to all its activities.

Lastly, we should also mention **ANTENA 3 GROUP's** presence for the third year running in the selective FTSE-4Good Ibex, which includes the companies which have gone furthest in Corporate Responsibility, consolidating its commitment to a model of responsible management which creates value for its stakeholders.





corporate responsibility in
antena3 group: strategic view.

human

human
resources
management.



OUR FOCUS

Antena 3 Group's human resources management and policies are orientated to achieving the company's goals and offering employees an environment where they can train and develop professionally in an atmosphere of respect for equality and diversity.

6.2.1 A GREAT TEAM

Within Antena 3 Group's commitment to Corporate Responsibility, in 2010 the Group approved its policy on human resources, consisting of the following principles:

PRINCIPLES OF THE ANTENA 3 GROUP HUMAN RESOURCES POLICY

Professional Development

- We provide an attractive professional career, in line with current labour market conditions and the competitive environment in the audiovisual sector.
- We foster approachable, exacting and fair leadership which gives impetus to people's professional development.
- We assess our employees' contribution to achieving the Company's goals, through effective, objective tools, in line with the most advanced enterprises.
- Our training plan aims to prepare people for their job, while also continuously adapting to the requirements of the business and the technological development of the audiovisual sector.
- We see training as a way of fostering a corporate culture and management style consistent with the company's Mission and Values.

Attracting and retaining talent

- We are committed to harnessing talent as a key element to face the numerous challenges and hurdles the audiovisual sector is presented with.
- We consider retaining talent to be a vital aspect in people management within **ANTENA 3 GROUP**. To do this we are equipped with effective tools which help to build employee loyalty.
- We foster the recruitment of young professionals through agreements with educational institutions, and contribute to their training and initial contact with the working world through our grants programmes.

Fair pay

- We offer competitive, motivating and fair pay, in line with market practices and the company's business strategy.
- In the variable salaries of our executives and middle management we consider economic and qualitative goals, as well as those of Corporate Responsibility, which the company sets for each department and professional category.

Freedom of association

- In line with article 20 of the Universal Declaration on Human rights, our employees shall have full freedom to belong to associations with licit aims.

Equality of opportunity, non-discrimination and diversity

- Our selection processes are based on the criteria of equality of opportunity, objectivity, fairness and transparency.
- As employees, we have the same opportunities to advance professionally within the company, regardless of race, gender, age, political orientation, social condition or religious beliefs.
- We foster the recruitment of disabled persons to boost their integration within the working world.

PRINCIPLES OF THE ANTENA 3 GROUP HUMAN RESOURCES POLICY

Reconciling work and family life

- We foster a flexible working environment which makes work and family obligations compatible, through agreements and initiatives to achieve this.
- We provide our employees with a set of social benefits in line with the company's characteristics and the reality of the audiovisual sector.

In-house Communication

- In **ANTENA 3 GROUP** in-house communication is synonymous with transparency, credibility, accessibility and involvement.
- To achieve this we encourage and facilitate the interchange of information between our employees, providing suitable channels of communication for this.
- As stipulated in the collective agreements which are applicable to the different companies within **ANTENA 3 GROUP**, we inform employees of organisational changes taking place in the company, within the time limit stipulated for this purpose.
- We have suitable channels for ascertaining employee opinion.

A safe and healthy working environment

- Our safety at work culture is based on the principles of prevention, awareness raising, continuous improvement and compliance with in-house procedures and regulations. For this purpose we evaluate the risks associated with each job description, with the aim of planning preventive measures to be applied within the company.
- We promote the physical wellbeing of employees, avoiding harm to health as a result of working conditions. Similarly, we shall provide regulations and procedures for our employees and collaborators, stipulating guidelines for continuing accident prevention.
- We maintain an open dialogue on aspects of health and safety at work with trade union organisations represented in the company.

In 2009 **ANTENA 3 GROUP** adapted its business model to guarantee its financial profitability and sustainability, in view of the current context of economic crisis and changes in the audiovisual sector. Over the course of 2010 the company has continued with this adaptation, in order to achieve a more flexible structure and reduce a number of fixed costs to bring gains in competitiveness. This has led to the implementation of a Restructuring Plan which has involved outsourcing part of the workforce.

These drastic measures are the company's necessary response in the sphere of human resources, as a consequence of an extremely tough economic environment,

however they are also a guarantee for employees, shareholders, investors and other stakeholders of the company's economic sustainability.

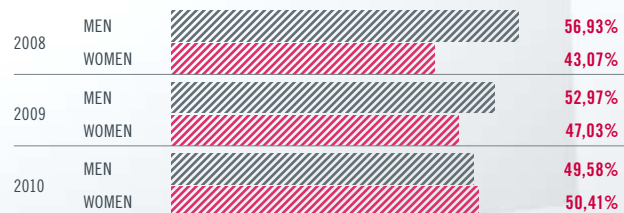
ANTENA 3 GROUP is made up of 1,942 employees, with near parity between men and women. The majority of the workforce (80%) holds a permanent contract, with a slight reduction on last year, when the percentage stood at 85%.

NUMBER OF ANTENA 3 GROUP EMPLOYEES

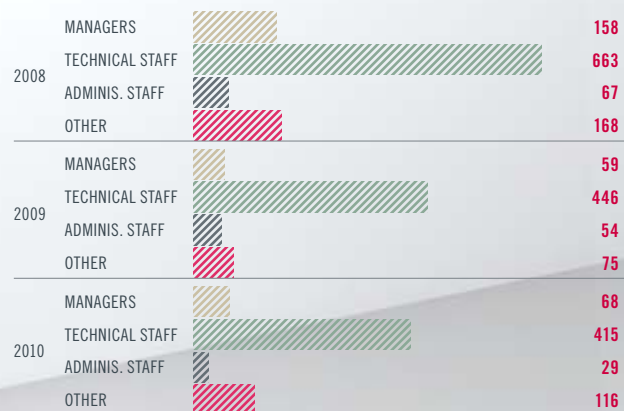




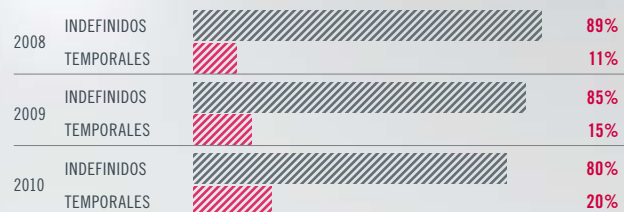
GENDER BREAKDOWN AT THE ANTENA 3 GROUP



PROFESSIONAL CATEGORY BREAKDOWN AT ANTENA 3 GROUP



CONTRACT TYPE BREAKDOWN AT ANTENA 3 GROUP



The largest proportion of employees (68.6%) works in Madrid, the company's head office. Part of the staff is also located in Andalusia and Catalonia: 6.3% and the 4.3% of employees, respectively.

| DISTRIBUTION OF EMPLOYEES IN ANTENA 3 GROUP BY REGION | 2010 | MEN | WOMEN | MANAGERS | TECHNICAL STAFF | ADMINIS-TRATIVE STAFF | OTHER |
|---|--------|-----|-------|----------|-----------------|-----------------------|-------|
| Andalusia | 6.33% | 79 | 7 | 13 | 61 | 0 | 12 |
| Aragon | 0.51% | 3 | 4 | 1 | 4 | 0 | 0 |
| Asturias | 0.98% | 13 | 0 | 1 | 9 | 0 | 3 |
| Balearic Is. | 1.08% | 11 | 1 | 3 | 9 | 0 | 0 |
| Castilla la Mancha | 2.16% | 22 | 3 | 6 | 14 | 2 | 2 |
| Castilla y León | 2.37% | 26 | 5 | 5 | 18 | 2 | 5 |
| Canary Is. | 2.11% | 19 | 22 | 2 | 33 | 1 | 5 |
| Cantabria | 0.57% | 5 | 1 | | 2 | 0 | 0 |
| Catalonia | 4.33% | 35 | 29 | 9 | 34 | 0 | 0 |
| Ceuta | 0.21% | 2 | 0 | | | 0 | 0 |
| Extremadura | 0.93% | 3 | 0 | | 3 | 0 | 0 |
| Galicia | 2.47% | 22 | 7 | 2 | 24 | 1 | 1 |
| La Rioja | 0.57% | 11 | 3 | 0 | 4 | 0 | 0 |
| Community of Madrid | 68.64% | 640 | 728 | 298 | 729 | 76 | 278 |
| Murcia | 0.88% | 8 | 3 | 2 | 13 | 1 | 1 |
| Navarre | 0.46% | 6 | 0 | | | 0 | 0 |
| Basque Country | 1.65% | 17 | 5 | 2 | 17 | 1 | 2 |
| Valencia Region | 3.76% | 41 | 4 | 7 | 31 | 3 | 4 |

| TRAINING INDICATORS: ANTENA 3 GROUP | 2008 | 2009 | 2010 |
|-------------------------------------|------|------|------|
| Available training (no. of courses) | 338 | 353 | 97 |
| Courses run | 139 | 120 | 129 |
| Employees trained | 1056 | 634 | 628 |
| Hours per employee | 28 | 29 | 26 |
| Number of in-house trainers | 20 | 25 | 15 |

Staff rotation in **ANTENA 3 GROUP** in 2010 was 3%, a lower percentage than in 2009. The average seniority of the Group's professionals stands at 7.2 years.



| ROTATION RATE IN ANTENA 3 GROUP | 2008 | 2009 | 2010 |
|---------------------------------|------|------|------|
| Voluntary resignation | 157 | 68 | 59 |
| Rotation rate | 6.9% | 3.3% | 3.0% |

AVERAGE EMPLOYEE SENIORITY AT THE ANTENA 3 GROUP IN YEARS

| | | |
|------|--|------|
| 2008 | | 7,52 |
| 2009 | | 7,67 |
| 2010 | | 7,20 |

6.2.2 TRAINING AND PROFESSIONAL DEVELOPMENT

Professional development for employees continues to be one of the company's priorities. **ANTENA 3 GROUP** provides its workforce with the offer of continuous training to adapt or improve their professional skills.

Training on offer in 2010 included 390 qualifications, principally in e-learning and centre-based courses. Courses most in demand continue to be skills-based, technology-related courses, languages, word processing, finance, and training specific to the sector.

| AVERAGE INVESTMENT IN TRAINING PER EMPLOYEES IN ANTENA 3 GROUP BY PROFESSIONAL LEVEL (EUROS) | 2008 | 2009 | 2010 |
|--|---------------------|---------------------|----------------|
| Executives | 143,939.86 | 102,338.51 | 53,710 |
| Technical staff | 749,170.37 | 601,510.06 | 201,415 |
| Administrative staff | 58,588.65 | 78,728.56 | 10,036 |
| Rest | 225,219.90 | 219,761.65 | 68,762 |
| TOTAL | 1,176,918.78 | 1,002,338.78 | 333,923 |



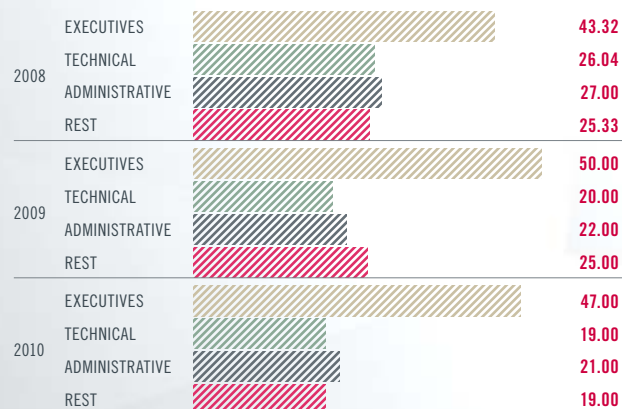
The writer Espido Freire training Antena 3's employees.

In 2010 a total of 467 employees received some type of training, with an average of 34 training hours per employee. The total number of training hours increased to 13,703 and total investment amounted to €333,923.

The drop in the investment figure and the total number of hours compared to previous years is due to the reduction in employee numbers due to outsourcing.

| TRAINING AREAS: ANTENA 3 GROUP | 2008 | | 2009 | | 2010 | |
|--------------------------------|---------------|--------------|---------------|------------|---------------|------------|
| | HOURS | ATTENDEES | HOURS | ATTENDEES | HOURS | ATTENDEES |
| Communication | 940 | 47 | 678 | 36 | 512 | 26 |
| Skills | 2,174 | 121 | 1,660 | 120 | 976 | 49 |
| Languages | 10,050 | 104 | 7,268 | 82 | 4248 | 66 |
| Technology | 13,946 | 1,082 | 6,361 | 381 | 544 | 32 |
| Other | 7,242 | 507 | 3,674 | 248 | 7423 | 455 |
| TOTAL | 34,352 | 1,861 | 19,641 | 867 | 13,703 | 628 |

AVERAGE TRAINING HOURS BY PROFESSIONAL CATEGORY AT THE ANTENA 3 GROUP



In spite of the reduction in the number of hours and in investment in training, the actual quality of training on offer in 2010 has increased from previous years, reaching an overall score of 8.7 out of 10, which may be considered excellent.

| QUALITY STANDARDS FOR TRAINING – ANTENA 3 GROUP* | SCORE | | |
|--|-------|------|------|
| | 2008 | 2009 | 2010 |
| Overall quality of the course | 8.3 | 8.5 | 8.7 |
| Technical competence of trainer | 8.3 | 8.5 | 8.7 |
| Teaching competence of trainer | 8.3 | 8.5 | 8.7 |

*Note: training courses of less than 10 hours duration are subject to verbal quality control.

SUPPORTING EDUCATION

In addition to training its employees, the **ANTENA 3 GROUP** continues to support higher education through its participation in Masters programmes for the audiovisual sector, such as the Masters in the Management of Audiovisual Companies offered by the Universidad Carlos III and the MBA for Television companies offered by the Universidad de Salamanca. The company provides financial support for this Masters programme and numerous Group professionals contribute their experience and knowledge through seminars and coursework.

In addition, the Human resources department manages an internship programme aimed at university students, students receiving professional training and alumni of postgraduate programmes who wish to enter the professional world.

HUMAN RIGHTS TRAINING

All the security employees contracted by the **ANTENA 3 GROUP** have the official security guard certificate, which includes a training module on human rights (which covers ethics and conduct for security personnel). Similarly, these professionals are required to take a refresher course every year, which also includes training in this area.

| TRAINING IN HUMAN RIGHTS OF ANTENA 3 GROUP SECURITY PERSONNEL | 2008 | 2009 | 2010 |
|---|------|------|------|
| No. of security personnel | 95 | 79 | 80 |
| % of employees with human rights training | 100 | 100 | 100 |

6.2.3 EQUALITY AND DIVERSITY

ANTENA 3's human resources policy reflects its respect for equality and diversity, which forms an integral part of the company's philosophy and shows its commitment to human rights, as evidenced by its signing of the UN Global Compact. At **ANTENA 3 GROUP**, 50.4% of the work positions are held by women, and the average age of the staff is 37.6 years.

| PROFESSIONAL CATEGORY | GENDER | NUMBER OF EMPLOYEES | | |
|-----------------------|--------|---------------------|-------|-------|
| | | 2008 | 2009 | 2010 |
| Executives | Women | 79 | 83 | 79 |
| | Men | 192 | 181 | 175 |
| Technicians | Women | 589 | 616 | 603 |
| | Men | 941 | 773 | 656 |
| Administrative | Women | 155 | 142 | 138 |
| | Men | 33 | 35 | 24 |
| Rest | Women | 156 | 133 | 159 |
| | Men | 128 | 108 | 108 |
| TOTAL | | 2,273 | 2,071 | 1,942 |

In regard to the integration of disabled people, el **ANTENA 3 GROUP** has over 12 disabled people on its work force, of which four are women. We would highlight the work being carried out by **ANTENA 3 FOUNDATION** to help integrate this segment of the population into the workplace through its **PRO project**.

More information about "Project PRO" can be found on page 84 and 85 of this report and on the webpage www.proyectopro.org

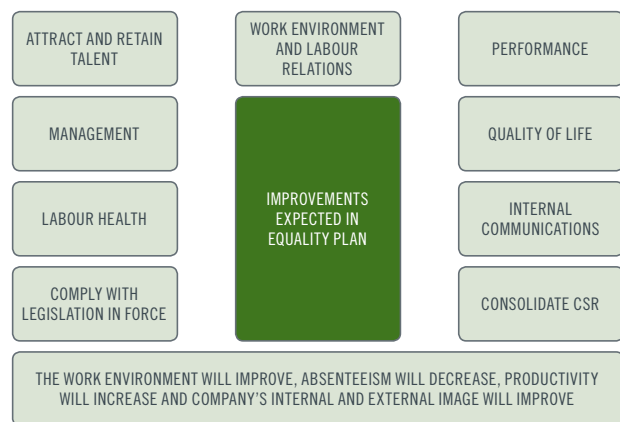


| DIVER- SITY AT ANTENA 3 GROUP | 2008 | | 2009 | | 2010 | |
|--|------|-------|------|-------|------|-------|
| | MEN | WOMEN | MEN | WOMEN | MEN | WOMEN |
| Disabled | 25 | 17 | 29 | 13 | 8 | 4 |
| Foreigners | 14 | 7 | 4 | 8 | 7 | 7 |

EQUALITY PLAN

In 2010, the **ANTENA 3 GROUP** made significant progress in equality, and undertook the preparation of its Equality plan. Initially designed to be implemented in **ANTENA 3 TELEVISION**, the aim of this initiative, in addition to complying with the legislation in force and the stipulations of the VII Collective Agreement of **ANTENA 3 TV**, was to gain an in depth knowledge about the company and define the objectives and initiatives necessary to optimise the Group's efforts in this regard.

In short, the Equality Plan seeks to be a key factor in improving the work environment, increasing productivity and helping attract and retain talent, as well as reinforcing the internal and external image of the company.



6.2.4 BENEFITS

With the aim of guaranteeing conditions and a labour environment which ensure the well being of employees and facilitate a healthy work-life balance, the **ANTENA 3 GROUP** offers its employees, regardless of their work schedule and/or contract type, the following benefits:

- Life insurance.
- Accident insurance for staff on business trips, in accordance with the collective agreement.
- Training/educational assistance. In the event that the employee leaves the company before working there for two years, completed training courses will be paid by him or her.
- Company cafeteria.
- Public transport.

Therefore in 2009, an agreement was reached with external companies who offered their services to **ANTENA 3 GROUP** employees at a reduced price. Among these offers, we would highlight those related to public and private health clubs, gymnasiums, and ophthalmological clinics.

| BENEFITS FOR ANTENA 3 GROUP EMPLOYEES | 2008 | | 2009 | | 2010 | |
|--|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| | FULL-TIME EMPLOYEE | PART-TIME EMPLOYEE | FULL-TIME EMPLOYEE | PART-TIME EMPLOYEE | FULL-TIME EMPLOYEE | PART-TIME EMPLOYEE |
| Life insurance | X | X | X | X | X | X |
| Adaptation of work day and destination | X | X | X | X | X | X |
| Advances on salary | X | X | X | X | X | X |
| Accident insurance | X | X | X | X | X | X |
| Permits and excellence | X | X | X | X | X | X |
| Flexible training | X | X | X | X | X | X |

The **ANTENA 3 GROUP** contributes to the economic well being of its employees wherever they may be working for the company, offering salaries that are higher than minimum wage in order to build loyalties and strengthen ties.



RANGE BETWEEN STANDARD STARTING SALARY AND THE LOCAL MINIMUM WAGE OF ANTENA 3 GROUP

| | 2008 | | 2009 | | 2010 | |
|--------------------|-----------------|--------------|-----------------|--------------|-----------------|--------------|
| | STARTING SALARY | MINIMUM WAGE | STARTING SALARY | MINIMUM WAGE | STARTING SALARY | MINIMUM WAGE |
| Antena 3 TV | 14,801 € | 8,400 € | 14,832.26 € | 8,736 € | 14,832.26 € | 8,866.20 € |
| Uniprex | 12,863 € | 8,400 € | 12,787.65 € | 8,736 € | 13,451.86 € | 8,849.91 € |
| Atres Advertising | 8,597.85 € | 8,400 € | 8,597.85 € | 8,736 € | 10,658.25 € | 8,866.20 € |
| Movierecord | 8,597.85 € | 8,400 € | 8,597.85 € | 8,736 € | 10,658.25 € | 8,866.20 € |
| Unipublic | 8,597.85 € | 8,400 € | 8,597.85 € | 8,736 € | 10,658.25 € | 8,866.20 € |
| Antena 3 Eventos | 8,597.85 € | 8,400 € | 8,597.85 € | 8,736 € | 10,658.25 € | 8,866.20 € |
| Fundación Antena 3 | 14,503.44 € | 8,400 € | 8,610 € | 8,736 € | 8,866.20 € | 8,866.20 € |
| I3 TV | 12,754.98 € | 8,400 € | 13,827.66 € | 8,736 € | 13,827.66 € | 8,866.20 € |
| Uniprex TV | 8,925 € | 8,400 € | 9,104.24 € | 8,736 € | 9,222.60 € | 8,866.20 € |
| Multimedia | 8,925 € | 8,400 € | 9,104.24 € | 8,736 € | 9,222.60 € | 8,866.20 € |
| TDT Canarias | 8,925 € | 8,400 € | 9,104.24 € | 8,736 € | 9,222.60 € | 8,866.20 € |
| A3 Films | 8,925 € | 8,400 € | 9,104.24 € | 8,736 € | 9,222.60 € | 8,866.20 € |
| Guadiana* | | | | | 9,222.60 € | 8,866.20 € |
| Vnewx* | | | | | 9,222.60 € | 8,866.20 € |

*Companies created in 2010.

The initial salary is defined as the entry salary that must be offered an employee for a full-time and in the lowest category.

The minimum salary is one that by law a worker must receive as compensation for his work.

The remuneration for **ANTENA 3 GROUP** employees is composed of a base salary and a complementary component for reasons of seniority, overtime, night shifts or other extraordinary payments, as well as food and travel allowances.

The base salary is the portion of remuneration which corresponds to the worker in function of his or her professional category, for a full day's work, independent of any objective or subjective circumstance related to their position or person. The collective agreement has established the base salary for different professional categories.

GROSS ANNUAL BASE SALARY BROKEN DOWN BY PROFESSIONAL CATEGORY AT ANTENA 3 GROUP* (IN EUROS)

| | 2008 | | 2009 | | 2010 | |
|----------------|--------|--------|--------|--------|--------|--------|
| | MEN | WOMEN | MEN | WOMEN | MEN | WOMEN |
| Technical | 42,121 | 39,272 | 36,718 | 32,592 | 31,618 | 28,371 |
| Administrative | 15,886 | 22,538 | 27,731 | 23,977 | 23,135 | 22,609 |
| Other | 29,151 | 24,002 | 30,164 | 28,752 | 21,790 | 22,922 |

* The base salary was calculated using a weighted average based on the number of employees in each company comprising the ANTENA 3 GROUP.

In addition, **ANTENA 3 GROUP** has an annual variable remuneration plan for certain management personnel (senior management, middle management, team leaders) which is based on a system of targets, linked to the company's objectives in terms of achieving the budgeted EBITDA; individual qualitative and quantitative targets measured through surveys and results, in function of the evaluated manager's area of responsibility; and an evaluation based on competencies.

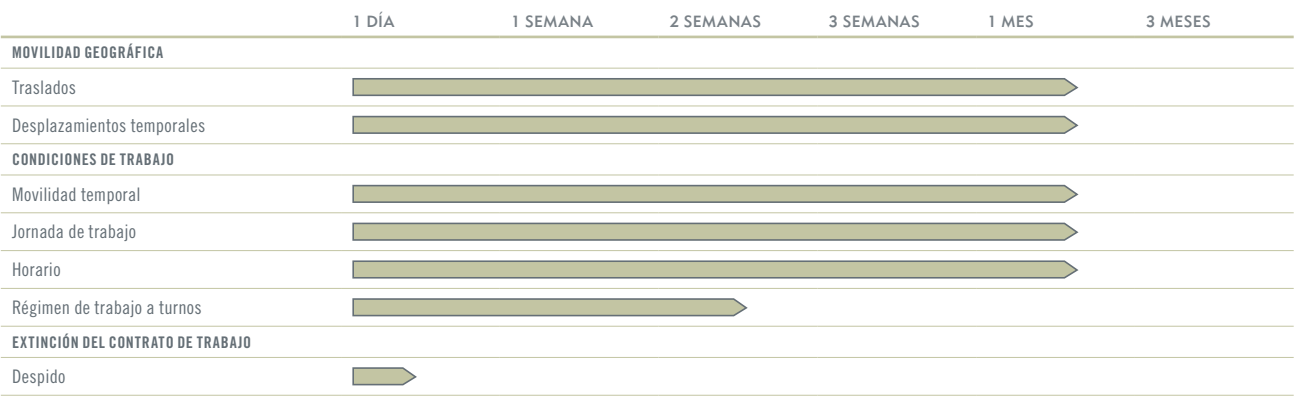
| EFFORT EVALUATION AT ANTENA 3 GROUP | 2008 | 2009 | 2010 |
|---|-------|-------|------|
| Total number of employees | 2,273 | 2,071 | 1942 |
| Number of employees who receive a formal effort evaluation and review during the period | 213 | 72* | 259 |
| Percentage of employees who receive a formal effort evaluation and review during the period | 9.4% | 3.5% | 13% |

* Data is for Uniprex.

6.2.5 COMMUNICATION AND LABOUR RELATIONS

Employees at **ANTENA 3 GROUP** receive frequent updates on significant organisational changes that may take place. In this regard, all the information that may affect employees or their representatives is communicated with as much advance notice as possible, based on its nature, impact and the situation of the people who will be affected. In addition through the employee website, the company's workers can receive updated information.

ADVANCED NOTICE GIVEN BY ANTENA 3 GROUP WHEN COMMUNICATING ORGANISATIONAL CHANGES



The following section details the percentage of employees who are part of collective agreements made with the different **ANTENA 3 GROUP** companies:

- **ANTENA 3 TELEVISIÓN:** 7º Collective Agreement, of **ANTENA 3 TELEVISIÓN S.A.**, signed in 2008, (87% of staff).
- **UNIPREX:** Collective Agreement signed with **UNIPREX, S.A.**
- **ATRES ADVERTISING:** Advertising Company Agreement, (84% of staff).
- **ANTENA 3 FILMS:** Audiovisual Production Agreement, (91% of staff).
- **ANTENA 3 MULTIMEDIA:** Audiovisual Production Agreement, (87% of the staff).

- **I3TV.** Planning and organisation consultancies, software, market study, and public opinion companies Agreement, (94% of staff).
- **ANTENA 3 FOUNDATION.** Professional Office Worker Agreement, (80% of staff).

6.2.6 A SAFE AND HEALTHY WORK ENVIRONMENT

The safety and health of **ANTENA 3 GROUP**’s employees is one of the company’s strategic priorities, as evidenced by the approval in 2010 of a Risk prevention and labour health policy, under the Framework of the Master Plan for Corporate Responsibility. This policy establishes the

company’s principles and fundamental commitments in health and workplace safety, which are also contained the Group’s companies’ current collective bargaining agreements.

ANTENA 3 GROUP has a Safety and Health Committee operating out of the Group’s headquarters, which represents 100% of the employees and is constituted by five delegates for risk prevention and five workers designated by the company. In addition the Group has another Safety and Health committee at the headquarters of **ONDA CERO**, comprising four delegates for risk prevention and four workers designated by **UNIPREX**. This committee also covers all employees who carry out their professional responsibilities in these headquarters.

The rest of **ANTENA 3 GROUP**’s companies do not have labour representation, and as a result, their work centres do not have Work Safety Committees, which does not violate any of the regulations currently in force.

In 2010 no formal agreements related to workplace safety and health were signed with union organisations. However, Communications with unions has been fluid and productive, and monthly meetings were held in order to inform them of the workplace absentee rate in the company due to common and professional contingencies.

In addition specific consultations have been made to the prevention delegates regarding the following issues: monitoring employee health, technical reviews of studies, updating of labour representation and annual review of the individual protection equipment (IPE) for high altitude work.



| ACCIDENT RATES AT ANTENA 3 GROUP | 2008 | | 2009 | | 2010 | |
|---|---------|----------|---------|----------|---------|----------|
| | AT WORK | COM-MUTE | AT WORK | COM-MUTE | AT WORK | COM-MUTE |
| Number of accidents resulting in sick leave | 33 | 10 | 27 | 10 | 13 | 6 |
| Number of accidents not resulting in sick leave | 72 | 8 | 50 | 5 | 35 | 6 |
| Number of job-related deaths | 0 | 0 | 0 | 0 | 0 | 0 |

| ANTENA 3 GROUP ACCIDENT AND ABSENTEEISM RATES | 2008 | 2009 | 2010 |
|---|-------|------|------|
| Frequency of accidents | 11,74 | 8,99 | 3,6 |
| Seriousness of accidents | 1,91 | 1,26 | 0,35 |
| Absenteeism due to common illness (%) | 2,37 | 1,52 | 1,25 |
| Work absenteeism (%) | 3,54 | 2,48 | 2,21 |

| ANTENA 3 GROUP'S MEDICAL SERVICES | 2008 | 2009 | 2010 |
|-----------------------------------|-------|-------|-------|
| Cases attended | 5,609 | 4,264 | 3,879 |
| Emergency cases | 29 | 30 | 26 |
| Dressings | 322 | 363 | 279 |
| Blood testing and other | 492 | 422 | 364 |
| Injections | 36 | 40 | 31 |
| Medical check-ups | 492 | 422 | 364 |
| Vaccinations | 20 | 15 | 10 |
| Evaluation of job-related risks | 144 | 110 | 99 |

| ANTENA 3 GROUP TECHNICAL PREVENTION | 2008 | 2009 | 2010 |
|---|------|------|------|
| Evaluation of workplace risks | 177 | 165 | 156 |
| Preventative planning | 78 | 67 | 74 |
| Safety, hygiene, Ergonomic reports | 79 | 61 | 26 |
| Other prevention and health initiatives | 190 | 248 | 254 |

IMPROVEMENT IN ACCIDENT RATES AND ABSENTEEISM

ANTENA 3 GROUP accident and absenteeism rates improved notably in 2010 with respect to other years. The number of accidents fell and the duration of the sick leave as a result of these accidents also decreased. This was due, in large part to increased awareness on the part of employees about the importance of risk prevention, as a result of the Group's efforts to improve the safety and health of its employees.

In regard to medical services offered by the Group, about 4,000 consultations and over 350 medical check-ups were carried out, as well as 150 evaluations of labour risks.

RAISING AWARENESS AND TRAINING

To promote the prevention of risks and the health and safety of employees, different awareness raising and training initiatives were rolled out.

In 2010 the company placed a strong focus on preventing traffic accidents during commutes and working hours. Among the other educational initiatives we would highlight the inclusion on the corporate internet of two educational tools:

- **Por tu salud** is a section that places an emphasis on preventative measures to ensure good health, and practical advice and information on physical well-being for workers and their families.
- **Buzón de id+as.** Since the end of 2010, Group employees have access to an Intranet section that provides suggestions and ideas about safety and health.

To this end it launched a programme to improve the ergonomics of the workplace, under the framework of the Action Plan set forth in the Group's Master Plan for Corporate responsibility, which identified and analysed the areas in which the ergonomic component of certain activities related to the radio and television production could prove to be deficient and in need of improvement.

Most recent studies on the matter agree on the need to carry out continual improvement to the material, environmental, ergonomic and psychological/social conditions related to the following activities of Group employees: administration and management tasks, monitor and screen use, manual handling of loads, postures and physical exertion. It also detected the need to provide preferential treatment to workers who are especially sensitive, such as those who have some type of disability, or handicap, as well as pregnant women.

In response to these needs, in 2010, an evaluation was carried out of positions in which screens or monitors are regularly used, and a brief document was drafted to serve as a guide for determining the material specifications for office furniture.

In terms of safety and health, we would mention that the training initiatives related to risk prevention for high altitude work and load carrying have been delegated to the external companies tasked with carrying out these activities, although information about risk prevention continues to be disseminated.

corporate responsibility in
antena3 group: strategic view.

foundationa3



commitment
to society.

FOCUS

One of the Antena 3 Group's goals is to contribute to social progress. To achieve this, the company is working in two directions. As a media group, by using information and the contents it broadcasts in a responsible way, given that we are aware of enormous influence the media can have on public opinion and promoting changes amongst its viewers. And, on the other hand, through the Antena 3 Foundation, an entity formed in 2005 by the Antena 3 Group to promote social projects related to two of society's most vulnerable segments: children and teenagers.

6.3.1 ANTENA 3 GROUP'S SOCIAL COMMITMENT POLICY

In **ANTENA 3 GROUP** drew up its Social Commitment Policy, which aims to properly manage its contributions to society in accordance to the expectations of stakeholders. This move allows the Group to formalize its commitment to society through a set of action principles that guide its social projects.

PRINCIPLES GUIDING ANTENA 3 GROUP'S SOCIAL COMMITMENT POLICY

Positive contribution to society

- We actively contribute to society's well-being, by providing specific human and economic resources to effectively develop and implement projects that aim to improve society, particularly the plight of children and young people.

Transparency and maximizing impact

- We strive to make our projects as transparent as possible, and therefore we disclose the main impacts, benefits and resources used for our projects.
- We try to ensure that our social projects are effective and efficient. To achieve this, we select those projects that have the greatest impact on society and we assess their effectiveness in order to optimise the benefit for society.
- We have set social targets in line with the Foundation's Mission and **ANTENA 3 GROUP**'s Corporate Responsibility Policy.
- In order to guarantee the economic sustainability of our **FOUNDATION**, we have diversified our sources of financing with funds obtained through sponsorships, public aid and private donations.

Raising awareness

- We generate public debate on many subjects that affect young people and we provide society with rigorous, reliable and objective information on concrete problems in order to find ways to deal with these concerns.
- We put special emphasis on hospitalized children, as well as the disabled.
- We are aware of the power of **ANTENA 3 GROUP**'s stars, and they actively collaborate in raising awareness through the **ANTENA 3 FOUNDATION**'s social projects.

Promoting corporate volunteer programs

- We provide specific resources to encourage our employees and their families to participate in volunteer activities in order to put their skills and abilities at society's disposal.
- We actively promote volunteer activities through the participation in forums, events and publications, as well as through our broadcasts.

6.3.2 ANTENA 3 FOUNDATION WIDENS SCOPE OF ACTION

In 2010, the **ANTENA 3 FOUNDATION** widened its scope of action by working further on its **PRO Project** to integrate disabled people in to the workforce and the four previously mentioned areas: hospital assistance, dissemination of values and principles, theoretical projects and the professionalization of its volunteer services.



The **ANTENA 3 FOUNDATION** was created by the **ANTENA 3 GROUP** in 2005 as a private non-profit institution whose main goal is to protect children and young people through programs that seek to improve their abilities, as well as through fun-yet-educational activities. Since its beginnings, it has been the main channel through which the **ANTENA 3 GROUP** carries out its social projects.

The **FOUNDATION** aims to ensure that children and teenagers have the support necessary to foment their well-being and development, as well as to raise awareness about their rights, needs and interests. In this regard, given that we are

aware of the media's strategic value in terms of influencing and educating citizens, the Foundation tries to take advantage of the **ANTENA 3 GROUP**'s communicative potential to raise awareness, inform and shape views that help improve society.

| ANTENA 3 FOUNDATION'S MISSION, VISION AND VALUES | |
|--|---|
| Mission | Raise awareness and share experiences that allow children to lead happier lives and become better citizens. |
| Vision | It aims to become the most innovative and attractive Foundation in children and adolescent social projects. |
| Values | Transparency, Honesty, Participation, Innovation, Educational and Fun. |

Since its creation, the **FOUNDATION** has tried to diversify its sources of financing to guarantee its economic sustainability. Therefore, it is supported by contributions from the **ANTENA 3 GROUP** and funds from sponsors and private donations. In 2010 some **ANTENA 3 TELEVISIÓN**'s programs such as *Espejo Público*, the *Gala Inocente Inocente* and the *Wheel of Fortune* helped raise funds for the **FOUNDATION**.

ANTENA 3 GROUP DONATIONS TO THE FOUNDATION

| | | |
|------|--|-----------|
| 2008 | | 1.193.000 |
| 2009 | | 500.000 |
| 2010 | | 500.000 |

The Foundation's financial information can be found in the 'Transparency' section of the following webpage www.fundacionantena3.es.

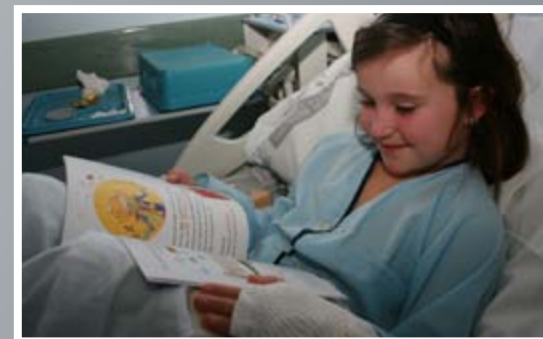
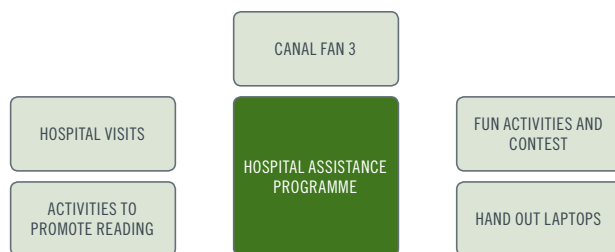
[The Hospital Assistance Programme is present in 90 hospitals, which is 50 hospitals more than in 2009.]

6.3.3 MORE THAN 125,000 CHILDREN BENEFIT FROM THE HOSPITAL ASSISTANCE PROGRAM

The number of hospitals that benefit from our Hospital Assistance Program increased in 2010, with new centres in Catalonia, the Canary Islands, Castilla La Mancha, Valencia, Murcia and Santander. Likewise, we signed new collaboration agreements with the Health Councils of Galicia and Castilla y León, as well as with private hospitals in Alicante and Madrid.

Currently, over 90 hospitals and 126,000 children enjoy the activities carried out by the hospital Assistance Program, which implies that 50 more hospitals use this service than in 2009.

HOSPITAL ASSISTANCE PROGRAMME



Hospital Assistance Programme Activities.

NEW CONTENTS ON CANAL FAN 3

In 2010, **CANAL FAN 3**, the first children's television channel for hospitalized children and teenagers, increased its programming, which was designed by the **ANTENA 3 FOUNDATION**. Apart from producing new episodes of already existing shows that entertain and inform hospitalized children about the process they are going through, (*Who's Who in the Hospital?*, *Full-Steam Ahead*, *How Are You Today?*, amongst others), new programs have been added, such as *I'll Read You My Story*, *Anywhere in the World* or *The Magic is Inside You*.

Likewise, in 2010, **CANAL FAN 3** has obtained the rights to excellent programs, such as *Lazy Town*, two new series about Internet to teach children how to use new technologies properly: *Vizu and Lola* and *Fantastic Nika*, or *A Better World for Joana*, whose rights were obtained from the Corporate Reputation Forum on the Milenium Targets adapted for children. The programming also includes **FAN 3's** first English course, *Hello Hoobs*, whose rights were obtained from Planeta Junior in order to help children learn English in a fun way during their stay at the

hospital, or *Carol has diabetes*, whose rights were obtained from the Diabetes Foundation.

CANAL FAN 3 is regulated by the Official Association of Psychologists and the Spanish Paediatric Association, which ensure quality and that the contents are appropriate for the audience for which they are intended. Furthermore, the **ANTENA 3 FOUNDATION** periodically sends quality-assurance questionnaires to the hospitals that compile the children's suggestions and requests.

VISITING STARS

In 2010, stars and well-known personalities from the **ANTENA 3 GROUP** show their solidarity by continuing to stay involved in the activities carried out by the **ANTENA 3 FOUNDATION**. They visited five hospitals in cities in Castilla la Mancha, the Canary Islands, Barcelona and Pamplona. Stars such as **Toni Acosta**, the actor **Jesús Olmedo**, the **K-narias** band, the singer **Leo Segarra** or the **Malagasy Gospel** chorus have taken filled children's wards in hospitals with hope, music and literature.



Gala event "The magic is inside you".

PROMOTING READING IN HOSPITALS

In 2010, the **ANTENA 3 FOUNDATION** held its traditional **Book Day**, by giving hospitalized children the book that won the 2010 Destino Infantil Award, *La Ventana Infinita*, a flower-shaped candy and a bookmark. Likewise, the **FOUNDATION** collaborated on the International Day of Persons with Disabilities, with the publication of *Amador Actor y Aurora Locutora*. This is the first in a series of short stories titled *Stories of integration: raising awareness from the first page* which informs children about the different disabilities that affect some people. On this occasion, they handed out over 8,000 copies amongst children, educational centres and entities that work with the disabled population.

OTHER HOSPITAL ACTIVITIES

"The Magic is Inside You "

In 2010, the **ANTENA 3 FOUNDATION**, in collaboration with the Abracadabra Foundation, held the national *The Magic is Inside You* contest, for children 14 years old and under and, particularly, hospitalized children or those who are

disabled. The contest, which has five different categories, uses the therapeutic effects of magic to give children hope, make them interested in a new creative hobby and promote the use of audiovisual language. Nearly 70 children sent their magic tricks to the **ANTENA 3 FOUNDATION** and the Abracadabra Foundation. At a Gala event, hosted by the Magician **Jorge Blas**, both Foundations handed out awards to the best magicians.

"Technology made available to children"

Technology made available to children is a Project started by the **ANTENA 3 FOUNDATION** along with the BT Foundation which aims to teach hospitalized children between the ages of 6 to 18 how to use our new technologies responsibly. This Project has been fully implemented at the Niño Jesús Hospital, and is being developed in the La Paz Hospital in Madrid.

3rd Annual Drawing Contest

In 2010, the **ANTENA 3 FOUNDATION** organized the 3rd Annual Children's Drawing Contest, in which 14 hospi-



Ponle Freno road safety contest in Murcia.

tals participated. The best drawings were used to make the **FOUNDATION's** 2011 calendar, which was sent to 60 hospitals throughout Spain and nearly 4,000 children in December.

6.3.4 ROAD SAFETY AND PROTECTING CHILDREN'S RIGHTS, MAIN VALUES AND PRINCIPLES TRANSMITTED

Promoting values and principles is one of the **ANTENA 3 FOUNDATION's** main objectives. Within this context, the **FOUNDATION** has bolstered its commitment to raising awareness about subjects such as child road safety and the protection of children's rights, by drawing up actions plans to address these issues.

[Thanks to the “A Name, A Life” campaign nearly 60,000 children who lacked basic human rights were registered in Madagascar.]

“A name, a life”..



CHILD ROAD SAFETY

Ponle Freno Junior” is the name of **FOUNDATION**’s road safety campaign for children and young people. In 2010 several initiatives were undertaken, with the workshops on reflectors standing out; these classes raise awareness about the importance of pedestrians and cyclists being visible on the roads. One of these workshops was held on Mother’s Day, in collaboration with Caja España, and over 12,000 children participated. Another workshop was held in Micropolix, and a third one was held at the local police road safety park in Getafe.

In 2010, in collaboration with the Murcia regional government and the Mapfre Foundation, the **ANTENA 3 FOUNDATION** held the *1st Road Safety Contest*, in order to address the road safety concerns of all the children in the Murcia region. 35 schools and over 2,400 children participated in this contest.

PROTECTION OF CHILDREN’S RIGHTS

In 2010, coinciding with Universal Children’s Day, the **FOUNDATION** launched the *A Name, A Life* campaign, which reflects the **ANTENA 3 FOUNDATION**’s endeavour to defend and promote children’s rights. This initiative was undertaken to raise awareness about the right of children to have an identity, something not all kids enjoy. Thanks to this campaign, we managed to register 60,000 children in Madagascar who lacked fundamental rights such as education or healthcare given that they were not registered and did not have a birth certificate.

This initiative was carried out in collaboration with the Coconut Water Foundation, an organization with much experience in handling birth certificates in Madagascar. All the **ANTENA 3 GROUP**’s media actively collaborated in this initiative, which ran from 20 November to 10 December.

6.3.5 EMPLOYEE SOLIDARITY

For the **ANTENA 3 GROUP**, volunteering is an effective tool for improving the work environment, while promoting employee satisfaction and enhancing their sense of belonging to the company. Since 2005 all of the Group’s workers have been given the opportunity to show their solidarity by allowing them to know firsthand the reality of other segments of society while becoming better people both personally and professionally.

ANTENA 3 FOUNDATION’S VOLUNTEER PROGRAMME

| | | | |
|------|-------------------------|------------------------|-----|
| 2008 | EMPLOYEES AS VOLUNTEERS | <div><div></div></div> | 272 |
| | PARTICIPATING COMPANIES | <div><div></div></div> | 17 |
| 2009 | EMPLOYEES AS VOLUNTEERS | <div><div></div></div> | 450 |
| | PARTICIPATING COMPANIES | <div><div></div></div> | 25 |
| 2010 | EMPLOYEES AS VOLUNTEERS | <div><div></div></div> | 700 |
| | PARTICIPATING COMPANIES | <div><div></div></div> | 31 |

[The Foundation has increased its corporate volunteer services so that the skills of the A3 Group's workers can contribute to society.]

Antena 3 Group workers
volunteering at the
Banco de Alimentos in
Madrid.



4TH BUSINESS SOLIDARITY DAY

The **4th Business Solidarity Day**, organized by the **ANTENA 3 FOUNDATION**, in collaboration with the NGO Cooperación Internacional, managed to bring together over 700 volunteers from 31 companies. This event, which was held simultaneously in Madrid, Zaragoza, Bilbao and Seville, seeks to companies aware of their ability to help respond to society's needs through the volunteer services of their employees. 16 employees from the **ANTENA 3 GROUP** worked with the Madrid Food Bank to help prepare packages to be sent to various charitable organizations.

CORPORATE VOLUNTEER OBSERVATORY

The **ANTENA 3 FOUNDATION** is a special collaborator with the Corporate Volunteer Observatory, an organization that provides information used to design, execute and improve corporate volunteer programs. The Observatory also tries to determine the status of corporate volunteer programs

through periodical surveys. The Observatory also tries to promote these services, by providing advice to companies that do not have these types of policies or activities.

In 2010, the Observatory held its **1st Debate on Corporate Volunteer Services**, in which over 30 companies participated. Furthermore, it presented its 2nd study on corporate Volunteer Programs in Spain, which takes a look at this form of collaboration over the last year.

The **ANTENA 3 FOUNDATION** collaborates with the Corporate Volunteer Observatory se through its participation on the organization's Advisory Board. Likewise, it helps advertise the activities the Observatory carries out and has provide the Observatory with economic support since the beginning.

VOLUNTEERING, IN THE SUMMER TOO

The **ANTENA 3 GROUP** employees who so desire can spend part of their summer vacation time helping out various segments of society, thanks to agreements that the **ANTENA 3 FOUNDATION** has signed with non-profit organizations: the Barretstown Foundation and the Masnatur Foundation. The Antena 3 Barretstown Foundation and the Masnatur Foundation pays the volunteers expenses and also collaborates with these foundations economically, while also offering them the opportunity to advertise their activities on the Group's various media.

The Barretstown Foundation organizes summer camps in Ireland for children with cancer all over the world. For 10 days, seven **ANTENA 3 GROUP** volunteers were in Dublin taking care of, encouraging and entertaining children at the camp. The **ANTENA 3 FOUNDATION** has also collaborated with Barretstown in the **Great Small Vacations** program since 2009 with the objective of financing the projects of

Collaboration with Barretstown Foundation through the Antena 3 Foundation 'Great Small Vacations' program. Participants in the first course of PRO Project.



foundations and associations that organize vacations and camps for children and young people facing special situations (disabilities, illnesses, marginalization...)

The Masnatur Foundation, on the other hand, tries to improve the quality of life for disabled persons through leisure activities. Four volunteers from the **ANTENA 3 GROUP** worked as monitors at summer camp for disabled children in the Puerta del Campo (Segovia).

FAMILIES SHOWING SOLIDARITY

The **ANTENA 3 FOUNDATION** tries to encourage not only its employees to volunteer, but also their family member, particularly children and young people. In 2010, the **FOUNDATION** held its **2nd Family Volunteers Day** at which 45 volunteers participated, in collaboration with the Caballo

Foundation, an organization that uses horses as a means of therapy to help children and young people with disabilities.

6.3.6 PRO PROJECT: OPENING THE AUDIOVISUAL LABOUR MARKET TO PEOPLE WITH DISABILITIES

In 2009, the **ANTENA 3 FOUNDATION** started the **PRO Project**, an initiative that seeks to integrate disabled persons into the labour market, as often this segment of society has to overcome social rejection, the lack of training or difficulties adapting to the work environment. The **Pro Project** also helps companies in the audiovisual sector comply with regulations governing the integration of disabled per-

sons, given the difficulties these companies have finding people with the right to work in the audiovisual industry.

The **PRO Project's** activities are aimed at training disabled persons for the audiovisual sector and implementing pre-labour workshops that help this collective learn the basic aspects of finding employment and participating in company training programs. In January 2010, the first course on **TV production Assistants** was given, in which 15 students with different disabilities participated. In 2011, new courses will be given to teach disabled students about "TV and Radio Planning and Supervision", and specialization in multimedia contents.

The **PRO Project** enjoys the support of the Universidad Carlos III and the Royal Disabled Foundation and the collaboration of some of the main training and employ-

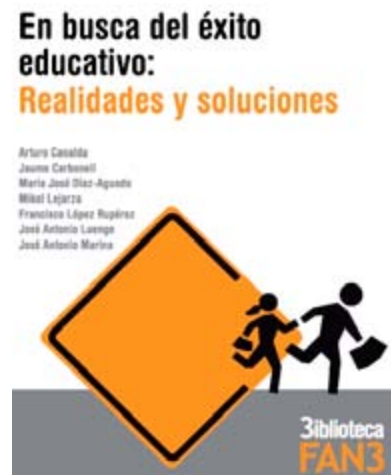
ment agencies, such as the ONCE Foundation, Adecco, Manpower, Randstad, Integra and the Disabled Persons Telephone Assistance (ATAM). Likewise, the Project has received the support of Vértice 360°, la Obra Social Fundación “La Caixa” and the Madrid Employment, Woman and Immigration Board.

For more information on the PRO Project go to www.proyectopro.org

6.3.7 GENERATING KNOWLEDGE THROUGH THEORETICAL REFLECTION

For the **ANTENA 3 FOUNDATION** it is very important to generate public debate on the subjects that affect the youngest among us. To achieve this goal, the Foundation benefits from the opinions and commitment of prestigious specialists and other professionals in charge of the professional training and development of young people.

Towards this end, the **ANTENA 3 FOUNDATION** has set up the **FAN 3 LIBRARY**, a group of publications that tackle subjects that affect the training and personal development of children and adolescence in a constructive and positive way. En 2010 the first of these publications was released with the title ***Searching for educational success: Realities and Solutions***, a document that provides new data and proposals from experts on how to reduce dropout rates.



The FAN 3 library.



Antena 3 Foundation sponsored the international conference “The Challenge of Change in Education. Learning in the iGeneration” led by Dr. Larry Rosen.

In 2010, the **ANTENA 3 FOUNDATION** signed new agreements with entities such as the Bertelsmann Foundation. Thanks to this partnership, the ***Young Scriptwriters Day*** was held, which was set up to encourage young people to work in the audiovisual communication field. This event was held at the School for Information Sciences at the Universidad Complutense de Madrid and was rounded out with a workshop on the movie production process.

Likewise, the **ANTENA 3 FOUNDATION**, in collaboration with the Psychologists Association of Madrid, sponsored the international conference ***The Challenge of Change in Education. Learning in the iGeneration***, led by **Dr. Larry Rosen**, an international expert on the subject.

More information on the Antena 3 Foundation at <http://www.fundacionantena3.es>

corporate responsibility in antena3group: strategic view.



stop

antena3group meeting the road safety challenge.

6.4.1 PONLE FRENO, REDUCING ACCIDENTS THREE YEARS IN A ROW

Since it started in 2008, the **Ponle Freno Project** has continued to help traffic accidents on the roads, as it has become the citizen's platform through which volunteers work towards a common objective: saving lives.

In its third year, **Ponle Freno** has continued to use prevention as the best way of preventing accidents and helping reduce the number of traffic-related fatalities on the roads by increasing its activities. This project has also continued the initiatives started in previous years, while focusing on three groups: senior citizens, cyclists and children.

OUR FOCUS

The Antena 3 Group, as a media group, has a great deal of power in terms of transmitting messages to much of Spain, including drivers. Therefore, in 2008 the Group undertook the Ponle Freno initiative, in order to raise awareness about road safety amongst its audience. This initiative has become well known over the last few years for the actions it has taken, its achievements and the support given by many social agents, experts and well-known personalities, all of whom share the Ponle Freno challenge: help save lives.

SENIOR CITIZENS: NEW FOCUS IN 2010

This group, which includes people over 64, represents 10% of all drivers, but also more than 25% of traffic-related fatalities.

For yet another year, all of the **ANTENA 3 GROUP**'s media has supported **Ponle Freno** by reserving content and/or advertising space while acting as the initiative's main spokesperson. Both **ANTENA 3 TELEVISION** and **ONDA CERO** have periodically set time aside for **Ponle Freno** in their programming, while inserting radio announcements, spots or messages within its news programs and

shows. At **ONDA CERO**, for example, **Ponle Freno** has short slot times on road safety advice.

Ponle Freno also has its own website www.ponlefreno.com on which it provides updated information on its various projects.

Thanks to campaigns like **Ponle Freno** and the collective effort of citizens and authorities, there was a significant drop in traffic accidents in 2010. In fact, in 2010 there were 1,546 deadly accidents in Spain, which resulted in 1,728 deaths, 8.5% and 8.9% less than in 2009, respectively.

6.4.2 CLOSE TO CITIZENS

Apart from using the **ANTENA 3 GROUP**'s various media, **Ponle Freno** also undertakes activities on the street in order to be closer to citizens, thereby making its campaign more visible and effective.

Among other actions, in 2010 **Ponle Freno** started to take advantage of social networks; they arranged their second popular race; carried out specific campaigns related to Operaciones Salida (massive exodus of vehicles from major cities during summer holidays); and it has held an on-going dialogue with the government agencies on road safety.



Second Ponle Freno race.



PONLE FRENO, FIRST ROAD SAFETY CAMPAIGN ON SOCIAL NETWORKS

Ponle Freno has undertaken its first road safety campaign on Facebook, which will be totally implemented via Internet called *I Put on the Brakes, do you?* This campaign invites social networks with the most users worldwide to join the **Ponle Freno** platform and demand better safety on the roads. Facebook users can put the campaign's logo in their profile picture, as well as suggest that their friends participate in the initiative.

Ponle Freno has more than 100,000 followers on Facebook who it provides updates on the latest initiatives. For the **ANTENA 3 GROUP**, the social networks are going to play a vital role in reducing traffic accidents given its ability to allow users to share information.

2ND ANNUAL PONLE FRENO RACE

In 2010 the second **Ponle Freno Race** was held. This event was held on November 28th in Madrid and October 17th in Murcia, in which 10,000 and 1,200 runners participated, respectively.

Road safety was the protagonist at both races, which enjoyed the participation of well-known **ANTENA 3 GROUP** personalities. The money collected went entirely to the **ANTENA 3 FOUNDATION**, which will use these funds to improve road safety.

OPEN DIALOGUE WITH
GOVERNMENT AGENCIES

Ponle Freno has played an active role in collaboration with government agencies by proposing road safety measures that, with the support of citizens, can make a difference. In 2010, the **Ponle Freno** campaign launched the **Looking for Danger Signs** project, by which citizens file complaints about traffic signs that are in bad shape, fallen, not visible or those that are confusing. The ultimate goal is to ask the pertinent agency to improve the traffic signs in Spain.

Ponle Freno has already made significant progress through similar initiatives, such as the putting traffic signs at dangerous spots on the roads; using funds obtained from traffic fines to carry out road safety initiatives; or approving Plan Vive to promote the replacement of school buses that are over 10 years old.

PONLE FRENO FOR SENIOR CITIZENS

Along with motorcyclists and workers, in 2010 the **Ponle Freno** campaign has focus on senior citizens, given that this is one of the most vulnerable groups, both as pedestrians and drivers.

Although it is true that older drivers have more experience, it is also certain that older drivers driving abilities diminish with age (sight, hearing or greater consumption of medications that should not be taken when driving). Therefore, the **Ponle Freno** campaign has focused on raising awareness in Spain and amongst drivers about the need to evaluate the deterioration in driving skills over time. Within this context, **Ponle Freno** and the Democratic Pensioners Union have drawn up the first road safety

do's and don'ts for senior citizens. This project seeks to encourage society to design, as far as possible, vehicles, roads and traffic signs that are adapted to the needs of older drivers so that they can continue to drive as long as possible.

| DRIVING DO'S AND DON'TS |
|--|
| 1. Use your vehicle during the day, avoiding dawn and dusk. |
| 2. Choose comfortable routes, using motorways while avoiding secondary roads or streets that are in bad shape. |
| 3. Avoid long drives, or at least take frequent breaks. |
| 4. If you are going to drive, eat small meals and do not drink alcohol. |
| 5. Always bear in mind the possible effect that drugs can have on your ability to drive. |
| 6. Before taking a trip, make sure the seats are properly positioned to ensure a comfortable driving posture. |
| 7. As far as possible, try to travel with someone. |
| 8. Maintain your vehicle in optimum condition and obtain all mandatory revisions while ensuring all the safety related features are functioning properly, particularly the tires and lights. |
| 9. Periodically have your sight and hearing checked, and if necessary, always wear your glasses (or hearing aid) when driving. |
| 10. When walking, always cross where indicated and make sure that the vehicles stop before crossing, even at traffic lights and crosswalks. |



"ENJOY YOUR TRIP", A NEW PONLE FRENO
CAMPAIGN

Coinciding with the summer vacations *Operación Salida*, **Ponle Freno** launched a new television, radio and Internet campaign called **Enjoy your trip**. With this message, the campaign seeks to encourage drivers to enjoy their trip as the best way of starting their vacations. The campaign was advertised on **ANTENA 3, NEOX, NOVA, ONDA CERO** and **EUROPA FM**. Viewers were able to participate by sending photos, geographic and gastronomic recommendations to **Ponle Freno**.

HITTING THE STREETS BEFORE EASTER HOLIDAY

Days before the Easter Holiday, **Ponle Freno** launched an awareness campaign on television and radio under the slogan *This Easter, we want just one number: 0 fatalities*.

The campaign was carried out at various traffic lights in Madrid and Barcelona, where the “Lords of Ponle Freno”, mimes do short performances at strategic locations related to driving advice focused on three aspects: speed, using cell phones and safety belts. This initiative also entailed handing out 18,000 **Ponle Freno** stickers.

SPANISH TOUR DE FRANCE CHAMPIONS, SUPPORTING PONLE FRENO

In 2010 **Alberto Contador, Carlos Sastre, Óscar Pereiro, Miguel Induráin, Pedro Delgado** and **Federico Martín Bahamontes**, Spanish Tour de France winners, became **Ponle Freno** ambassadors, as they acted in six announcements broadcast on **ANTENA 3, NEOX** and **NOVA** for this campaign. The messages, which were aimed at both cyclists and drivers alike, dealt with tail-gating, cyclists riding side-by-side, using a helmet, wearing the proper clothes, children cyclists and being patient with cyclists going uphill.

PONLE FRENO 'S JOURNALISTIC INVESTIGATION

Ponle Freno has wanted to enhance its activities by filing news reports on the medical centres that issue health certificates necessary to renew driver licenses. The report sought to verify that all the centres had the personnel and material required by law, and also check to see if these centres were complying with the laws governing medical certificates. The field work, which included the use of hidden cameras on some occasions, involved 25 centres in Madrid, Barcelona, Seville, Valencia and Bilbao.

The conclusions, which were published in the first Technical Report written by **Ponle Freno**, shows serious failures to comply with the pertinent laws and in each case at least one serious error was made in management, which would prevent granting a medical certificate or, at least, it would imply limitations that should be duly noted in a document.

Ponle Freno sent this Technical Report to the Congressional Road Safety Commission so that measures can be taken to correct the infractions found in the investigation.



Antena 3 Group renews commitment to the European Road Safety Charter.



Reflector workshop “Get Noticed”.

ANTENA 3 GROUP RENEWS COMMITMENT TO THE EUROPEAN ROAD SAFETY CHARTER

For the second year in a row, the Antena 3 Group has renewed its commitment to the European Road Safety Charter. This initiative, as part of the Road Safety Action Plan launched by the European Commission in 2001, is a platform comprised of over 1,700 companies, associations and authorities throughout Europe that share a common commitment: help reduce the number of traffic accidents. Currently more than 220 Spanish organizations have signed the Charter

MURCIA JOINS FIGHT FOR ROAD SAFETY

The regional government of Murcia has approved the aid for the first year of the Child Safety Plan for Public and Private School buses (“PAPI”) which will provide all the region’s school buses with safety belts and restraining devices by 2013. The “Papi” Plan, which is the extension of Ponle Freno’s initiative to improve the safety of school

transportation, has 2.3 million Euros and aims to help the regional government implement better safety measures for the buses that take children to and from school.

PONLE FRENO ACKNOWLEDGEMENTS

In 2010 Ponle Freno's activities have been acknowledged with several awards:

Medal of merit from the local police of Castilla y León, "Honorable mention for **ANTENA 3 GROUP** for its Ponle Freno road safety campaign, which seeks to raise society's awareness and the support this provides local police efforts to effectively ensure road safety". The award was delivered by the President of the Castilla y León regional council, Juan Vicente Herrera.

Línea Directa's Road Safety Journalism Award in the "Television" category, granted for its School Bus Safety Belt report.

María Teresa Aubach Communication Award in the "Advertising and Public Relations" category from the University of Salamanca.

Special Road Safety Award, granted by the PRnoticias portal, as part of the "The Best PR". The jury pointed out the achievements made by Ponle Freno in its nearly 3 years of existence.

Medal of Merit for Road Safety, in its "Platinum" category, granted by the Ministry of the Interior. The award was granted at the request of the Traffic Control Administration, in recognition of the campaign's special contribution to improving road safety and its firm commitment to these values and their dissemination.

PONLE FRENO JUNIOR

Ponle Freno's initiatives aimed at children, the driver of tomorrow, seek to raise awareness amongst this segment of society about the importance of prevention and training in improving road safety. All of **Ponle Freno Junior's** activities are channelled through the **ANTENA 3 FOUNDATION**.

In 2010, they carried out the following activities:

- **Reflector workshop, get noticed.** The objective of this workshop, held in Micropolix, was to inform participants of wearing reflectors and bright clothing so they can be seen in the dark. Madrid and Getafe held

another two workshops on this subject. In total, more than 12,000 children participated in these events.

- **Activities with simulators.** The **ANTENA 3 FOUNDATION** car and motorcycle simulators, with the support of specialized monitors, are used to give training courses to children and young people. In 2010 several courses were given in Cabezón de la Sal, Lorca and Leganés.
- **Ponle Freno Road Safety Contest.** The **ANTENA 3 FOUNDATION** held, with students in Murcia, the first **Ponle Freno Road Safety Contest**. This initiative, in collaboration with the Mapfre Foundation and the Murcia Public Works Agency, invited all the region's educational centres to send in advice on road safety either through a video or radio announcement. The contest had a threefold objective: raise awareness amongst young people, enjoy teamwork and introduce them to new technologies. The contest consisted of two categories: "Best road safety message for television" and "Best road safety message for radio". 2,400 children and 35 educational centres participated in this initiative, and 96 videos and 12 radio announcements were submitted.

All the information on the Ponle Freno Junior awards can be found at http://www.ponlefreno.com/PonleFreno/mostrar/Los-mas-pequenos-ensenan-seguridad-vial-sus-padres/12098791_42

6.4.3 EXPERT AND INSTITUTIONAL SUPPORT

From the start, the **Ponle Freno** campaign has enjoyed the support of various institutions and experts on road safety.

In 2010, the Group of Ponle Freno experts have met 3 times to assess the initiative and proper new actions.

PONLE FRENO GROUP OF EXPERTS

| |
|---|
| D. Francisco Aparicio Izquierdo: Polytechnical Madrid |
| D. Mario Arnaldo: European Car Driver Association |
| D. Carlos Arregui Dalmases: University of Navarra |
| D. David Barrientos: ANFAC |
| D. Juan de Dios Izquierdo: UNED |
| D. Eugenio de Dobryne: European Automobile Commission (CEA) |
| D. Roberto Durán: Official Psychologist Association |
| D. Ramón Ledesma: DGT |
| D. Antonio Lucas: RACE |
| Dña. M ^a Jesús Magro: José Pons Foundation |
| D. Luis Montoro: FESVIAL technician |
| Dña. Elena de la Peña: Spanish Highway Association |
| D. Jose María Riaño: ANESOR |
| D. Carlos Sainz: Ponle Freno adviser |
| D. Francisco Javier Sanchez Ferragut Traffic Department Commander |
| D. Fernando Santamaría: RACC |
| D. Julio Laria del Vas: Fundación Mapfre |

All the information on Ponle Freno at <http://www.ponlefreno.com>

corporate responsibility in antena 3 group: strategic view.

haztec



environment

taking care of the environment.

6.5.1 COMMITTED TO PROTECTING THE ENVIRONMENT

The **ANTENA 3 GROUP**, not only uses its media to raise awareness about protecting the environment, but also reduces the impact of its activities on the environment as much as possible. This commitment is manifest in its Environmental Policy, approved in 2010 within the framework of its Corporate Responsibility Plan, which formalizes the integration of environmental policy into the company's business strategy.

PRINCIPLES OF THE ANTENA 3 GROUP'S ENVIRONMENTAL POLICY

Compliance with laws and regulations

- We comply with all pertinent environmental laws and regulations as well as all the national and international agreements that **ANTENA 3** signs.
- This commitment also includes our own practices in terms of advertising, as related to broadcasting standards related to environment.
- **ANTENA 3** takes into consideration all national and international environmental initiatives that may arise in this regard, and will add these to our own standard practices as related to broadcasting environmental subjects.

Energy efficiency and climate change

- We undertake to use the most modern and efficient technologies in the design of installations and activities in order to reduce our energy consumption and the emission of greenhouse gases.
- We will use the company's electronic systems to avoid unnecessary transportation thereby saving energy resources (fuel etc), which will in turn reduce the associated emissions.

Efficient use of resources

- We commit to using the procedures necessary to optimize the consumption of resources within the organization.
- We undertake to take advantage of the most used resources in our business until the end of its useful life (toner, cell phones, electronic or computer equipment, etc), while making it a priority to acquire the materials that make it easier for use to meet this objective.

Generation of waste and toxic substances

- We will use all these means at our disposal to avoid contaminating our surroundings.
- Minimize the generation of waste by reusing means and materials, while making the resources necessary available to our employees.
- Promote recycling by installing containers and compactors at our work centres in order to facilitate the proper separation of and treatment of recyclable materials. In the event this cannot be done on the premises, the group will facilitate the separation of waste and its subsequent treatment by authorized companies.

Spreading the word

- We undertake to inform our associated groups, and particularly our employees about our environmental protection policy, raising their awareness about recycling and energy savings.
- We will make sure that all the company's goods and service providers know and comply with our environmental protection policy, especially when carrying out activities around our work centres.
- Inform the public of our environmental protection policy, while trying to involve and raise the awareness of each citizen as to the important role they play in meeting this challenge.
- We seek to contribute, in line with our corporate responsibility policy, to environmentally stable development by broadcasting this commitment over its various media in order to raise the public's awareness of the importance of protecting the environment.

The Operating Management Committee is responsible for ensuring the Group complies with the Environmental Protection Policy. Its actions are focused on promoting the efficient use of resources, implementing the most efficient technologies and raising awareness through the **ANTENA 3 GROUP's** various media.

At the same time, the **ANTENA 3 GROUP** continues to develop its environmental prevention and action strategy, which includes initiatives that go beyond regulatory compliance, in line with its Corporate Responsibility Plan.

STRATEGY TO MINIMIZE ANTENA 3 GROUP'S ENVIRONMENTAL IMPACT

Comply with all obligatory inspections and carry out periodical studies and inspections not demanded by regulations in force.

Prepare quality reports on construction and facilities (trim work, reuse of materials, ensure the quality of physical conditions, etc.).

Manage waste produced by facilities.

Comply with regulations in force.

Train employees and raise their environmental awareness.

Improve the air quality of facilities by cleaning and replacing filters, using non-contaminating materials in construction, measure emissions and redistribute the aid diffusers to optimize the air quality inside the facilities.

Extend the preventive maintenance protocols and calendar.

Keep in place the policy of ensuring that obsolete technical material is reused by those companies that can use. In 2010 173 units of technical audio, video and lighting equipment was reused.

The **ANTENA 3 GROUP's** activities have a low environmental impact and do not consume a great deal of resources, which means that the risk implied by changes in environmental protection regulations or commodity costs, among other possibilities, is low.

We should point out that in 2010 the **ANTENA 3 GROUP** was not sanctioned for failing to comply with environmental protection regulations.

As part of the Master Plan approved in 2009, the **ANTENA 3 GROUP** has revised the frequency with which all the company's environmental indicators are analyzed and collected. Although each indicator has its own particular characteristics- some can only be monitored annually, such as electrical installations, for example- other indicators can be tracked more frequently: monthly in the case of paper, toner, electricity and gas consumption, etc.; every two months in the case of water; or every four months for fluorescent bulbs. Once the data has been compiled, they are centrally consolidated, in other words, those coming from the company's headquarters in San Sebastián de los Reyes. The consolidation of the other data, although it was considered initially, was rejected given that the opportunity cost did not justify the data, given that the headquarters' data accounts for around 90% of the Group total.

[The Antena 3 Group includes initiatives that go beyond regulatory compliance in line with its Corporate Responsibility Plan.]



6.5.2 LESS RESOURCE CONSUMPTION AND MORE ENERGY EFFICIENCY

ANTENA 3 GROUP's environmental protection policy reflects the company's commitment to improving its energy efficiency and reduces its consumption of resources.

EFFICIENT USE OF MATERIALS

In 2010, the company has remained committed to its environmental principles, and has continued to focus on reducing its consumption of office materials and improving its energy efficiency by using higher-performing equipment.

We should point out the lower consumption of white paper and toner due to the campaigns to raise awareness amongst employees. Nevertheless, construction work carried out on the news set has led to a significant increase in the use of dropped ceilings and technical floors, despite attempts to reuse materials whenever possible.

| ANTENA 3 GROUP MATERIALS CONSUMPTION | 2008 | 2009 | 2010 |
|---------------------------------------|-----------|-----------|-----------|
| White paper (units) | 7,250,000 | 7,165,000 | 6,595,000 |
| Toner and printing cartridges (units) | 925 | 901 | 886 |
| White envelopes (units) | 29,750 | 29,550 | 29,500 |
| Fluorescent lights (units) | 1,018 | 1,580 | 1,673 |
| Drop ceilings (m²) | 603 | 395.52 | 1,495.41 |
| Raised flooring (m²) | 497 | 300.78 | 1,826.83 |
| Partitions (m²) | 57.63 | 18.75 | 161.94 |
| Shelves (m) | 900 | 415 | 0 |

WASTE MANAGEMENT

The **ANTENA 3 GROUP** uses a Waste Management System whose main objective is to reduce the use of raw materials, reuse materials and classify and reuse the waste produced, by delegating its treatment to authorized external agents who guarantee said waste will be correctly sorted and treated.

As regards 2010, we should point out the Sharp reduction in the number of batteries thrown out due to cutting-edge equipment being used by the company; the acquisition of this equipment was made a considerably higher cost than in previous years. Likewise, we highlight the solid urban waste generation data, which fell 3.3% and the 7.1% increase in paper, cardboard and waste collected and recycled.

| WASTE GENERATED BY ANTENA 3 GROUP | 2008 | 2009 | 2010 |
|-----------------------------------|-------|--------|--------|
| Paper and waste (tonnes) | 41 | 75.84 | 80.15 |
| Battery waste (tonnes) | 3.3 | 1.20 | 1.56 |
| Batteries (units) | 82 | 370 | 4 |
| Fluorescent tubes (units) | 1,018 | 1,570 | 1,673 |
| Rubble from works (m3) | 192 | 117 | 432 |
| Toner (tonnes) | 0.6 | 0.54 | 0.53 |
| Solid urban waste | 594 | 374.78 | 362.63 |

| WASTE GENERATED BY ANTENA 3 GROUP (IN METRIC TONNES) | 2008 | 2009 | 2010 |
|--|-------|--------|--------|
| Hazardous waste | 3.9 | 1.7 | 2.09 |
| Non-hazardous waste | 635 | 450.62 | 875.26 |
| TOTAL | 638.9 | 452.32 | 877.35 |

| HAZARDOUS VS. NON-HAZARDOUS WASTE MANAGEMENT | 2008 | | 2009 | | 2010 | |
|--|-----------|---------------|-----------|---------------|-----------|---------------|
| | HAZARDOUS | NON-HAZARDOUS | HAZARDOUS | NON-HAZARDOUS | HAZARDOUS | NON-HAZARDOUS |
| Reuse of computer equipment (units) | 0 | 718 | 0 | 1,203 | 0 | 173 |
| Recycling of fluorescent tubes (units) | 0 | 1,018 | 0 | 1,580 | 0 | 1,673 |
| Paper and cardboard (tonnes) | 0 | 41 | 0 | 75.48 | 0 | 80.15 |
| Recovery of televisions (units) | 0 | 24 | 0 | 6 | 0 | 16 |
| Dumping waste (S.U.W) tonnes. | 0 | 594 | 0 | 374.78 | 0 | 362.63 |
| Dumping waste (construction) m3 | 0 | 192 | 0 | 117 | 0 | 432 |
| Batteries and toners (tonnes) | 3.9 | 0 | 1.7 | 0 | 2.09 | 0 |

[In 2010, the volume of recycled paper and cardboard has increased by 7.1%.]



As regards material valuation, we should point out the reuse of furniture, with 65% of the work post being reused. Another noteworthy development was the reduction in the valuation percentage of raised flooring due to construction that required the renewal of the previous pavement. As regards partitions, none were reused given that those that had not been set up were returned to storage.

| ANTENA 3 GROUP MATERIAL VALUATION | 2008 | | | 2009 | | | 2010 | | |
|--|----------------|-----------------|-------|----------------|-----------------|--------|----------------|-----------------|-------|
| | TOTAL ACQUIRED | TOTAL VALUATION | % | TOTAL ACQUIRED | TOTAL VALUATION | % | TOTAL ACQUIRED | TOTAL VALUATION | % |
| Paper | 7,250,000 | 3,760,000 | 51.86 | 7,165,000 | 4,012,400 | 56 | 6,595,000 | 3,931,250 | 59.6 |
| Toners and printing cartridges (units) | 925 | 925 | 100 | 901 | 901 | 100 | 886 | 886 | 100 |
| Electronic and IT material (units) | 1,196 | 718 | 60.03 | 1,481 | 1,205 | 81.36 | 1,344 | 985 | 73.29 |
| Fluorescent lights | 1,018 | 1,018 | 100 | 1,580 | 1,580 | 100 | 1,673 | 1,673 | 100 |
| Drop ceilings (m²) | 603 | 178 | 29.51 | 395.52 | 133.25 | 33.69 | 1,495.41 | 557.7 | 38.85 |
| Raised flooring (m²) | 497 | 312 | 62.77 | 300.78 | 260.78 | 86.70 | 1,826.83 | 544.39 | 29.79 |
| Partitions (units) | 57,63 | 57,63 | 100 | 18.75 | 18.75 | 100 | 161.94 | 0 | 0 |
| Bookshelves (m) | 900 | 900 | 100 | 415 | 1,415 | 340.96 | 0 | 0 | 0 |
| Mobile phones (units) | 311 | 111 | 35.69 | 181 | 98 | 54.14 | 220 | 133 | 60.04 |
| Furniture | 0 | 0 | 0 | 0 | 0 | 0 | 266 | 173 | 65 |

ENERGY SAVINGS

Electricity consumption held steady in 2010, despite the increase in the Group's production. Diesel oil consumption increased by nearly 23%, due to increased production and the average drop in winter temperature compared to previous years, which has led to greater use of heating.

As regards energy sources, the data provided by Iberdrola, the Group's electricity provider, indicates that 65% of our energy consumption comes from renewable sources.

| ANTENA 3 GROUP ENERGY CONSUMPTION | 2008 | 2009 | 2010 |
|-----------------------------------|------------|------------|------------|
| Gas (m³) | 13,441 | 13,064 | 12,442 |
| Diesel oil (litres) | 563,991 | 423,861 | 520,878 |
| Electricity (Kwh) | 19,584,752 | 19,534,953 | 19,716,406 |

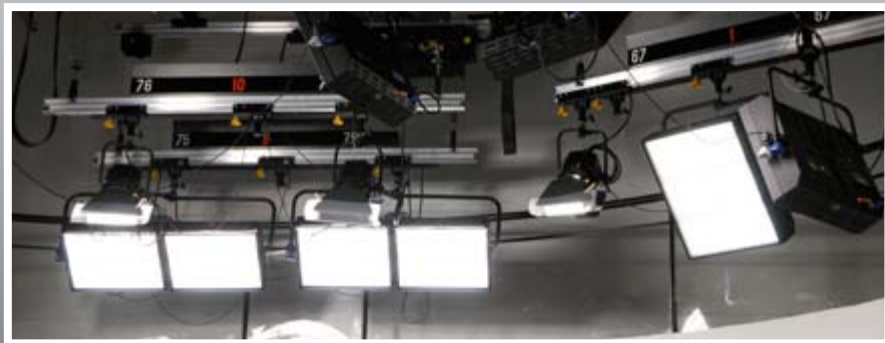
[65% of the energy consumed in 2010 comes from renewable sources".]

| INDI- RECT ENERGY | % 2008 | | % 2009 | | % 2010 | |
|-------------------------|------------------------|----------------|------------------------|----------------|------------------------|----------------|
| | NON- RENEW- ABLE | RENEW- ABLE | NON- RENEW- ABLE | RENEW- ABLE | NON- RENEW- ABLE | RENEW- ABLE |
| | 0% | 100% | 10% | 90% | 35% | 65% |

ENVIRONMENTAL INITIATIVES AND CHALLENGES

In 2010, the Group has undertaken various initiatives to improve energy efficiency and the efficient use of resources, such as the following:

- Implementation of LED lighting to replace the existing halogen bulbs in 17% of the Group's facilities. More than 90% of the lighting consisted of low consumption with electronic ballast, which is more efficient. However, the LED lighting is more efficient and long-lasting than low-consumption lighting.
- The preventive maintenance period for boilers was extended, which improve its performance and reduces the emissions and incidents.
- The refrigerating gas in the air conditions was replaced with environmentally-friendly in 25% of the Group's facilities.
- Solid urban waste was reduced 2% and recycled paper and cardboard also rose 2%.



[In 2010, LED lighting was installed in 17% of the Group's installations.]

- Two compact container systems (one for solid urban waste and another for cardboard) which reduces the number of trips to the dump, which lowers fuel consumption and improves cleanliness given that these are sealed containers.
- Replacement of communications equipment that use disposable batteries for equipment that uses rechargeable batteries.
- A study was conducted to change the lighting used on the **ANTENA 3 TELEVISION** news set, which has led to the design of a new system based on low-consumption LED and fluorescent projectors, without affecting the quality of the image. The installation of the new lighting system will save 23,500 KWh per year.
- The Group launched environmental directives aimed at raising employee awareness about more sustainable work habits.
- Restricted use of colour photocopiers and mapping.

The **ANTENA 3 GROUP's** environmental challenges for 2011 are:

- Continue to use environmentally friendly gas in the company's air-conditioning systems.
- Continued installation of LED lighting instead of halogen.
- Begin to install automated lighting in corporate buildings, specifically, adjustable lighting in offices, which will improve work conditions and favour the efficient consumption of resources.
- Start process to implement "eco-control" equipment in PCs, screens and technical equipment, programming the turn-off and start times and ordering the protocols for closing files and programs, thereby reducing energy consumption and increasing equipment efficiency.
- Continue with policy of using railway transportation instead of air.
- Reduce the amount of waste sent to the dump by at least 1%, and increase the amount of paper and cardboard that is recycled by 1%.

- Replace incandescent lighting on news sets with low-consumption projectors.
- For 2011, the Group wants to conduct a study on the possibility of installing a small solar-thermal plant in order to save heating fuel

ELECTRICITY SAVING INITIATIVES

Control room temperature in summer and winter ($\pm 2^{\circ}\text{C}$).

Reduce Schedule and number of lights in distribution corridors.

Reduce automatic timing schedules for production sets and controls.

Adapt to the new Building Technical Code in terms of sound-proofing and insulation in reforms made.

Improve insulation, taking advantage of existing material, but also by building air chambers through a second layer of insulation.

Continue to install solar filters in windows.

Replacement of old heat exchanger for more modern and efficient equipment.

Increased of video conference and conference calls.

Improve sound-proofing in control rooms in order to increase their performance and efficiency.

ELECTRICITY SAVINGS CHALLENGES IN 2011

Increase employees' use of on-line technology.

Inform personnel about importance of unplugging electronic and lighting equipment.

Carry out initiatives underway in 2010.

WATER CONSUMPTION AND WASTE

The water the **ANTENA 3 GROUP** consumes comes exclusively from the Isabel II Channel. After using water, it is drained into the public sewer system, where it is treated and purified with the rest of the public water. However, in order to ensure the maximum control and compliance, a company authorized by the Ministry of Industry monitors and analyzes the water the company send to the sewer, which ensures that said water is not toxic.

Although apparently, water consumption increased compared to 2009, we should point out that the water bill for 2010 included a total of 406 days, while 2009's bill was for 345. Taking into account this circumstance, our water consumption held flat compared to previous years.

The **ANTENA 3 GROUP's** Environmental Policy entails continuously setting up initiatives to control and reduce water consumption. Amongst other ideas, we highlight the following:

- Replacement of obsolete equipment that entail excessively high water consumption.
- Improve and extend preventive maintenance protocol.

WATER CONSUMPTION ANTENA 3 GROUP (M³)

| | | |
|------|--|--------|
| 2008 |  | 50,770 |
| 2009 |  | 49,371 |
| 2010 |  | 52,499 |

- Get employees involved in reducing water consumption through awareness campaigns.

The objective for the next few years is to rigorously control our water consumption, even though this is largely contingent upon summer weather conditions, as large amounts of water are used to water the green spaces.

6.5.3 STOPPING CLIMATE CHANGE

The initiatives aimed at improving energy efficiency have an impact on reducing greenhouse gases. Apart from these actions, the **ANTENA 3 GROUP** makes an effort to stop climate change, which can be seen our 2010 consumption levels.

The Group made a significant reduction in its greenhouse gases in 2010, which can be explained, apart from the aforementioned consumption reduction measures, by

ANTENA 3 GROUP GEI EMISSIONS (IN TONS OF CO₂)

| | | |
|------|---|----------|
| 2008 |  | 4,379.73 |
| 2009 |  | 4,316.32 |
| 2010 |  | 2,095.06 |

lowering the number of hours of use and/or a change in the average rate of emission, which are the two factors used to obtain emissions data. This data is compiled by the National Regulatory Inspection and Control Regulations Board (OCA) ATISAE.

As regards the emission of substances that destroy the ozone layer, none of the **ANTENA 3 GROUP's** facilities has emitted any these substances as no breakdowns or incidents occurred in the air-conditioning equipment, which are those that contain Freon 22 (ozone-destroying gas) in its closed circuits.

In this regard, regulations demand the complete replacement of Freon 22 gas by 2015; however, the company has proceeded to replace 18 air conditioners and four coolers that contain this gas, within the framework of the company's Environmental Policy.

As regards the emissions NOX, SOX and CO, these have declined compared to previous years, and are extremely

low. Despite the positive result, the **ANTENA 3 GROUP** continues to implement its policy for managing the use and control of its boilers in order to keep improving.

| ANTENA 3 GROUP'S EMISSIONS OF NOX, SOX AND CO2 | 2008 | 2009 | 2010 |
|--|-------|-------|-------|
| NOX (2010: 0.78 % of limit) (tons) | 3.45 | 3.40 | 2.343 |
| SOX (2010 0.03 % of limit) (tons) | 0.885 | 0.87 | 0.276 |
| CO2 (2010 0.008 % of limit) (tons) | 0.154 | 0.152 | 0.119 |

IMPACT STEMMING FROM TRANSPORT

The environmental impact stemming from employees commuting, as well as the transportation of the collaborators and materials necessary to produce TV content is not very significant. Despite this limited impact, the Group continues to promote various initiatives to reduce fuel consumption.

INITIATIVES AIMED REDUCING TRAVEL

- Foment the use of on-line connection systems with private e-mail, which increased 28% compared to the previous year.
- Overall use of 3G modems in laptops.
- Extension of the VPN, with three new links between work centres and the headquarters in Madrid.
- Approximately 25% increase in the number of audio and videoconference devices.
- Invoices sent to some providers by e-mail, thereby avoiding use of ordinary mail.
- Foment the use of railway instead of air transport as long as the travel time is similar.

TRAVEL REDUCTION OBJECTIVES IN 2011

- Increase the use of audio and videoconference systems, by increasing the number of devices.
- Improve the effectiveness and efficiency of the on-line equipment by replacing terminals with new 3G equipment.
- Improved planning and control of business trips.

Likewise, in 2010, within the Corporate Responsibility Director Plan, which sets the target of consolidating the Group's data as much as possible, **ONDA CERO's** mobile units were included in the fuel consumption data.

| ANTENA 3 GROUP'S GAS AND DIESEL CONSUMPTION (LITRES) | 2008 | 2009 | 2010 |
|--|-----------|--------|--------|
| Vans (diesel A) | 336.12 | 235.25 | 315.48 |
| Light mobile units (diesel) | 3,096.96 | 0 | 45,250 |
| Light mobile units (gas) | 41,868.30 | 0 | 11,224 |

6.5.4 RESPECTING BIODIVERSITY

The **ANTENA 3 GROUP's** activities do not have any impact on biodiversity. The company's offices are located on urban land (industrial park) and complies with urban planning in force. Likewise, its location does not have any impact on currently protected species.

In any case, in order to assess the risks that the Group's activities may have on biodiversity, The Operating Management Committee continues to carry out the following tasks:

- Management and control of compliance with environmental regulations.
- Periodical inspections by internal and authorized external agents.
- Waste management control.
- Management of waste by authorized external agents.

Given the urban nature of the Group's facilities and the company's activities, in 2010 none of its land has been restored or recovered. However, we should mention that the company's main headquarters in San Sebastián de los Reyes (Madrid) has a green surface of around 9,000 m², for which it uses the most modern technologies to reduce its water consumption.

Hazte Eco campaigning with the Ministry of Environment, supporting the reduction of CO₂ emissions.



6.5.5 RAISING AWARENESS ABOUT THE ENVIRONMENT

The **ANTENA 3 GROUP** is aware of the potential that its media has to act as a spokesperson for environmental causes. In this regard, we highlight **Hazte Eco**, an initiative promoted by the **NEOX** channel, which aims to make the environment the cornerstone of its Corporate Responsibility action plan, by raising awareness about the need to respect the environment. This first action was to sign a partnership with Greenpeace to set up a new news program dedicated to environmental content, which was broadcast between September and December 2010.

Furthermore, a specific webpage was set up with environmental news, reports and advice, which includes a section where audiences can actively participate in the campaign by sending messages or complaints about environmental crimes.

Internally, within the company’s Corporate Responsibility Director Plan, it has drawn up a sustainable environmental do’s and don’ts that is expected to be handed to employees in 2011. We should point out that all the employees

have access to a space on the Group’s intranet where they can express their ideas and concerns about protecting the environment.

6.5.6 ENVIRONMENTAL EXPENSES AND INVESTMENTS

The investments and expenses related to protecting the environment allow the **ANTENA 3 GROUP** to show its commitment in this area. In 2010, the company has spent a total of 105,300 Euros on environmental investments, which have been aimed at gradually improving the facilities, preventive maintenance and regulatory compliance. Specifically, the following actions were taken:

- Improve the insulation and water-proofing of various Group facilities (‘Texas’ warehouse, Set 7 and Set 1).
- Replace air-conditioning equipment with machines that use environmental-friendly” gas.
- Renew the heat exchanger in the boiler room of the main headquarters.
- Purchase of conference call equipment.

- Installation of solar control film.
- Replacement of aluminium carpentry with climalit.

ENVIRONMENTAL INVESTMENT AT ANTENA 3 (IN THOUSANDS OF EUROS)

| | | |
|------|--|--------|
| 2008 | | 93,27 |
| 2009 | | 80,53 |
| 2010 | | 105,30 |

Lastly, in 2010 the environmental expenses totalled 39,200 euros, and were mainly used to:

- Maintain the boilers.
- Inspect emissions.
- Anti-legionnaire treatments and grease collection.
- Fixing waste collectors.
- Replacement of heating collectors.
- Installation of LED lighting to replace halogen lights.
- Waste water analysis.

corporategovernance.

7.1 ANTENA 3 TELEVISION CORPORATE GOVERNANCE POLICY

ANTENA 3 TELEVISION's board of directors is responsible for the Corporate Responsibility and Corporate Governance Policies, which demonstrates senior management's commitment to this subject and its importance. Likewise, the Appointment and Compensation Committee is responsible for ensuring the compliance of the internal conduct rules and the corporate governance directives included in the By-Laws, the Board of Director Rules, the General Shareholder Meeting Rules and the Code of Conduct in matters related to the securities markets.

When following good practices in terms of corporate governance, **ANTENA 3 TELEVISIÓN** uses the **Recommendations of the Unified Code of corporate Governance** as a reference.

In accordance with the principle of "complying or explaining", the company annually prepares its Corporate Governance report, in which it details the partial or total compliance, or failure to comply with these recommendations, while justifying the reasons.

In this regard, we should point out that in June 2010 the Spanish securities market regulator (CNMV) published the conclusions of the Task Force on the Internal Control of Financial Reporting.

ANTENA 3 GROUP is working with a prestigious consulting company that is advising the company on an action plan to implement the measures necessary to adjust its Internal Control on Financial Reporting to the model established by the CNMV.

Furthermore, since 2003 **ANTENA 3 TELEVISIÓN** has an Internal **Code of Conduct related to securities markets**, which concerns the obligations and procedures that employees must follow, given that they have access to information that is relevant to the company's stock performance. This regulation governs, among other matters, actions related to handling confidential and relevant information, the company's treasury stock scheme and conflicts of interest. This can be consulted on the Spanish Securities Market Commission's website (CNMV) and the **ANTENA 3 GROUP**'s website, and has been recognized and accepted by all of the company's employees who must comply with these rules. The Internal Audit Board, or, failing that, the Financial Department, is responsible for supervising compliance with the responsibilities and procedures established in the Code of Conduct.

ANTENA 3 TELEVISIÓN has a **Regulatory Compliance Committee**, which is comprised as follows: the Secretary of the Board of Directors (who chairs this Committee), the CFO, the Head of Legal Services, the Head of Human Resources and the Head of Internal Auditing. Likewise, it has a **Regulatory Compliance Unit**,

which answers to the Secretary of the Board, whose main functions are to ensure that securities market codes of conduct are followed and guarantee the veracity and thoroughness of the company information sent to the CNMV and the markets.

Furthermore, the company has a specific computer system designed to apply and track this regulation, which is called **SRC (System to apply the Internal Code of conduct in matters related to securities markets)**, which enables the flow of information between the people affected and the pertinent bodies so that compliance can be monitored, which makes it easier to track data flows and save historical data.

COMMITTED TO TRANSPARENCY

Since 2003, the **ANTENA 3 GROUP** has a corporate website (www.grupoantena3.com) that provides, under Shareholders and Investors, all the relevant information published on the CNMV website along with other documents that the company believes are important for shareholders and investors. This is the company's response to the rewritten text of the Joint-stock Company Law (LSC in Spanish acronym) which, since September 2010, forces listed com-

panies to comply with information requirements by any technical, computer, data communication means, without detriment to shareholders' rights to request information in writing; listed companies must also have a website to ensure the right of shareholders to have access to relevant information as required by securities market law.

Article 582.2 of the LSC also forces companies to enable an online forum on websites for General Shareholders Meetings so that shareholders can publish the proposals they wish to submit as a complement to the agenda announced; vote on said proposals; promote initiatives to reach a sufficient percentage to exercise a minority right; and make offers or requests for voluntary representation. Along the same lines, **ANTENA 3 TELEVISIÓN**, as a member of the Spanish Broadcaster Association, has helped draw up a series of rules for the aforementioned online forums. For its next GSM, the **ANTENA 3 GROUP** plans to enable this new tool.

Finally, in 2010 the Group has published, through filings submitted to the CNMV, the pertinent information, such as financial information, scheduled shareholder meetings and GSM agreements, Board of Directors' agreements, presentations for analysts and investors, etc.

7.2 CORPORATE GOVERNANCE MODEL FOR ANTENA 3 DE TELEVISIÓN S.A.



GENERAL SHAREHOLDERS MEETING

The General Shareholders Meeting is the highest representative body as related to share capital in Antena 3 Televisión S.A. In accordance with that established in Spanish Joint-Stock Company Law and company's By-Laws, the meeting should take place once a year within the first six months of the year, in order to deliberate and adopt agreements on its exclusive competencies, which are of the utmost economic and legal relevance.

BOARD OF DIRECTORS

It is the Corporation's highest Representative, Administrative, Management, and Control Body, which determines the Company's general direction and economic objectives. As a result, the Board assumes and carries out, exclusively, the responsibilities pertaining to strategy (to direct and promote Company policy), surveillance (to control Management Powers) and communications (to act as a link with shareholders).

The Board of Directors has created specialized committees in order to assure the advisory function of the governing agencies. These committees are:

Delegate Committee

Comprised of five members, which include both the Chairman and the Vice-Chairman, this Committee has been indefinitely delegated the same powers as the Board of Directors, except for those that cannot be delegated.

Audit and Control Committee

The Audit and Control Commission provides the Board a detailed description of the annual balance sheet and periodic financial reports, as well as supervise the preparation of financial information. It also regularly supervises the operations between the company and its more significant shareholders and receives direct and regular information about this activity from both internal and external company auditors.

Appointment and Compensation Committee

Amongst its other functions, this Committee is in charge of reporting all the proposals that the Board submits to the GSM regarding the appointment or dismissal of board members; it supervises the compliance with corporate governance rules; and reports the appointment or dismissal of top executives that the Chairman proposes to the Board of Directors.

In section B.2. of the Corporate Governance Report, the members of the Executive Committees are named, as well as the post they hold and the description of said post. Likewise, the rules governing the organisation and procedures of the Committees and the functions and responsibility attributed to each one, according to the By-laws and the Board of Directors Rules.

NUMBER OF MEETINGS IN 2010

| | |
|--|----|
| Board of Directors | 10 |
| Executive Committee | 10 |
| Audit and Control Committee | 5 |
| Appointment and Compensation Committee | 3 |

In 2010, the Board of Directors approved the **Antena 3 Group's First Corporate Responsibility Master Plan**, for the 2010 – 2012 period, which produced a new development in the audiovisual sector, and shows the Senior Manage-

ment's commitment to integrating ESG aspects (Ethical, Social & Governance –) into the company's business model.

Likewise, in 2009 it set up the **Corporate Responsibility Committee** which, amongst other functions, is in charge of reviewing corporate policy related to responsible advertising, human resources, the environment, social projects and Corporate Responsibility, approved by the General Secretary. The company plans to publish these policies on its webpage.

Finally, in 2010 we have promoted the activity of the **ANTENA 3 FOUNDATION's** executive committee with the add of some new members. They act as a liaison with the board of directors and are in charge of promoting and supporting the ordinary activity of the foundation. This executive committee is comprised of the following members:

- D. Pedro Ramón y Cajal Agüeras.
- D. Maurizio Carlotti.
- Dña. María Entrecanales Franco.
- D. Luis Gayo del Pozo.
- Dña. Carmen Bieger Morales.

More information on Corporate Governance in the Antena 3 Group at <http://www.grupoantena3.com/>

annex.

ANNEX 1. ABOUT THE CORPORATE RESPONSIBILITY REPORT

The contents of this report were defined in accordance with the following principles recommended by the Global Reporting Initiative.

MATERIALITY

“Information is considered material if its omission or distortion in a report could influence the assessments or decisions of stakeholders in the informing organisation. Materiality refers to the importance or relevance of different aspects of sustainability to the business”.

In 2007 a materiality study was carried out to identify the most important issues for the Company's stakeholders. The study concluded that there are seven key issues for **ANTENA 3 GROUP**, all of them are covered in this Report.

- Responsible programming and advertising.
- Retaining talent.
- Development of digital services and content.
- Value generation.
- Social responsibility.
- Commitment to safeguard the environment.

More information on the materiality study of the 2007 and 2008 Corporate Responsibility at www.grupoantena3.com.

PARTICIPATION OF STAKEHOLDERS

“The reporting organization should identify its stakeholders and explain in the report how it has responded to their reasonable expectations and interests.”

The contents of this report, internal and external stakeholders of **ANTENA 3 GROUP** were consulted so that their concerns could be borne in mind during this process, and were compiled through a non-line survey conducted in 2009. For more information, you can consult the 2009 Annual Report and the CR Report at www.grupoantena3.com.

In 2010 the company continued the use the channels established for its different stakeholders: announcers, audience, society, employees, competitors, regulatory bodies, providers and shareholders; criteria used to define the stakeholders were laid out in the 2008 and 2009 Corporate Responsibility Reports.

CONTEXT OF SUSTAINABILITY

“The report should present the organization's performance in the wider context of sustainability.”

This report aims to detail the performance **ANTENA 3 GROUP** in economic, social and environmental terms. Information will be provided throughout the report to contextualize each one of them.

COMPLETE COVERAGE

“Coverage of the material topics and indicators and definition of the report’s scope should reflect significant economic, environmental, and social impacts and enable stakeholders to assess the reporting organization’s performance in the reporting period.”

The scope of the report on the activities of the **ANTENA 3 GROUP (ANTENA 3 TELEVISIÓN, ONDA CERO, EUROPA FM, ANTENA 3 FILMS, ATRES ADVERTISING, ANTENA 3 FOUNDATION)** have been clearly defined, with priority given to information that is considered material, including all the significant events that took place in 2010, without omitting information that may be relevant for the Company’s stakeholders.

In the event that there are modifications to the scope and coverage of the information, these must be indicated. The environmental indicators mentioned in this report only refer to the **ANTENA 3 GROUP**’s main headquarters in San Sebastián de los Reyes given that 90% of its activity is conducted there.

PRINCIPLES FOR DEFINING QUALITY OF 2009 ANNUAL REPORT

The principles required by GRI were also taken into account when defining the quality of information:

Balance

“The report should reflect positive and negative aspects of the organization’s performance to enable a reasoned assessment of overall performance.”

The report should include both favourable and unfavourable results, with the aim of providing an unbiased account and allowing the stakeholders to carry out a reasonable assessment of the Company’s performance.

Comparability

“Issues and information should be selected, compiled, and reported consistently. Reported information should be presented in a manner that enables stakeholders to analyze changes in the organization’s performance over time, and could support analysis relative to other organizations.”

To the degree possible, information must be organised in such a way that the stakeholders can assess the changes undergone in **ANTENA 3 GROUP** with respect to previous years.

Accuracy

“The reported information should be sufficiently accurate and detailed for stakeholders to assess the reporting organization’s performance.”

The Report contains numerous tables, charts and graphs, with the aim of making it easier to understand. The information herein is intended to be clear and precise to allow for an assessment of **ANTENA 3 GROUP**’s performance. Furthermore, to the extent possible, it seeks to avoid using technical terms whose meaning may not be known to stakeholders.

Reliability

“Information and processes used in the preparation of a report should be gathered, recorded, compiled, analysed, and disclosed in a way that could be subject to examina-

tion and that establishes the quality and materiality of the information.”

The reliability of the data contained in this report was checked by AENOR, the firm which carried out the verification of the 2008 Corporate Responsibility Report.





Timeliness

“Reporting occurs on a regular schedule and information is available in time for stakeholders to make informed decisions.”





ANTENA 3 GROUP is committed to reporting annually on its performance in the sphere of Corporate Responsibility. This report details its performance during 2008, and covers all the relevant economic, social and environmental aspects.

ANNEX 2. DEGREE OF COMPLIANCE WITH OBJECTIVES





TELEVISION AUDIENCES

| CHALLENGES FOR 2010 | DEGREE OF SUCCESS | 2010 MILESTONES | CHALLENGES FOR 2011 |
|--|---|---|---|
| Maintain competitiveness compared to other private broadcasters in new Spanish audiovisual sector context. |  | Antena 3 closed 2010 with the launch of a new claim: Antena 3, pone. | Maintain Group's competitiveness in quantitative terms. Try to improve the Antena3 Group's position while boosting growth of various channels. |
| Achieve significant audience gains in Neox and Nova. |  | Brought programming closer to viewers, by launching premiers of various series at movie theatres. | Consolidate Antena3's positioning around claim "Antena3, pone" and a TV model based on diversity and the rest of the values that define this positioning. |
| Increase number of programmes available on 3.0. |  | Launched new daily audience report | Reorganization and redefinition of social actions in order to safeguard its purpose and permanence, and manage to increase the benefits associated with its various channels. |
| Remain leader in social projects. |  | Image and program surveys, benchmarking of new programs to determine the news leaders of the main countries | Continue to make progress in research, increasing the number of reports, which decisions are being based on. Both general image surveys and surveys on specific programs or test performed on new launches. |






RADIO AUDIENCES

| CHALLENGES FOR 2010 | DEGREE OF SUCCESS | 2010 MILESTONES | CHALLENGES FOR 2011 |
|---|---|--|---|
| Onda Cero: Increase audience. Consolidate 2nd position and increase distance over rivals. |  | Onda Cero: Fastest growing commercial radio in 2010. | Onda Cero: Increase audience. Consolidate 2nd position and increase distance over rivals. |
| Main programme grid in 2nd option. |  | Onda Cero: 800,000 more listeners than closes rivals. | Europa FM: audience growth. Draw closer to third position. |
| Maintain growth and consolidate Europa FM's 4th place ranking. |  | 2nd option for main program grids | Europa FM: consolidation of new morning show |
| Grow Europa FM's "Morning Show". |  | Positive results in sports programming, despite fierce competition. | |
| | | Europa FM's growth: +24% in 2010. Fastest growing station in last EGM 2010 survey. | |
| | | New morning show launched on Europa FM. | |
| | | Growth of morning show on Europa FM | |

EMPLOYEES

| CHALLENGES FOR 2010 | DEGREE OF SUCCESS | 2010 MILESTONES | CHALLENGES FOR 2011 |
|--|---|--|---|
| Launch Internal Communication Plan. |  | Designed and approved execution in 2010. | Complete launch of Communication Plan. |
| Design company's organizational structure. |  | Completed all the restructuring planned for 2010 | Consolidate corporate tools for work environment and 180° assessment. |
| Promote HR development program. |  | Added-value HR projects implemented: work environment study, Assessment of 180° targets, Training plan, Group included in projects,... | Negotiate new collective bargaining agreement. |
| Company's Management Training.. |  | Part of plan completed; rest of the plan to be carried in 2011 | Design new HR development tools: Talent Management Carry out organizational restructuring in Antena 3TV. |




ROAD SAFETY

| CHALLENGES FOR 2010 | DEGREE OF SUCCESS | 2010 MILESTONES | CHALLENGES FOR 2011 |
|---|---|--|--|
| Raise awareness on holidays and long weekends. |  | Launch campaign to detect dangerous signs and deliver Traffic results. | Third Ponle Freno race. |
| Issue first PONLE FRENO report on road safety. |  | Raise awareness amongst drivers and cyclists about good driving practices. | Draw up second Ponle Freno report on road safety. |
| Launch road safety manual for motorists. |  | Draw up driving do's and don'ts for senior citizens. | 3.0 road safety days. |
| Continue to raise awareness among Antena 3 Group employees. |  | Ponle Freno launched on social networks. | Raise awareness about road safety education amongst various segments of society. |
| Mobilise civil society to fight for road safety. |  | Ponle Freno Junior television and radio message contest. | |






CORPORATE RESPONSIBILITY

| CHALLENGES FOR 2010 | DEGREE OF SUCCESS | 2010 MILESTONES | CHALLENGES FOR 2011 |
|---|---|--|---|
| Finish CR Mater Plan. |  | BoD approved Master Plan and first actions executed. | Successfully execute actions set out in the Master Plan for 2011. |
| Incorporate CR actions in Group's strategy. |  | Corporate policies approved by senior management committees. | CR Master Plan coordinated by senior management. |
| Continue commitment to verify CR Report. |  | Improve RC information CR available on web | Continue to verify Corporate Responsibility Report. |
| Launch "Co-Creation Workshop". |  | Remain on FTSE4Good Ibex. | Promote Co-Creation Workshop |

SOCIEDAD

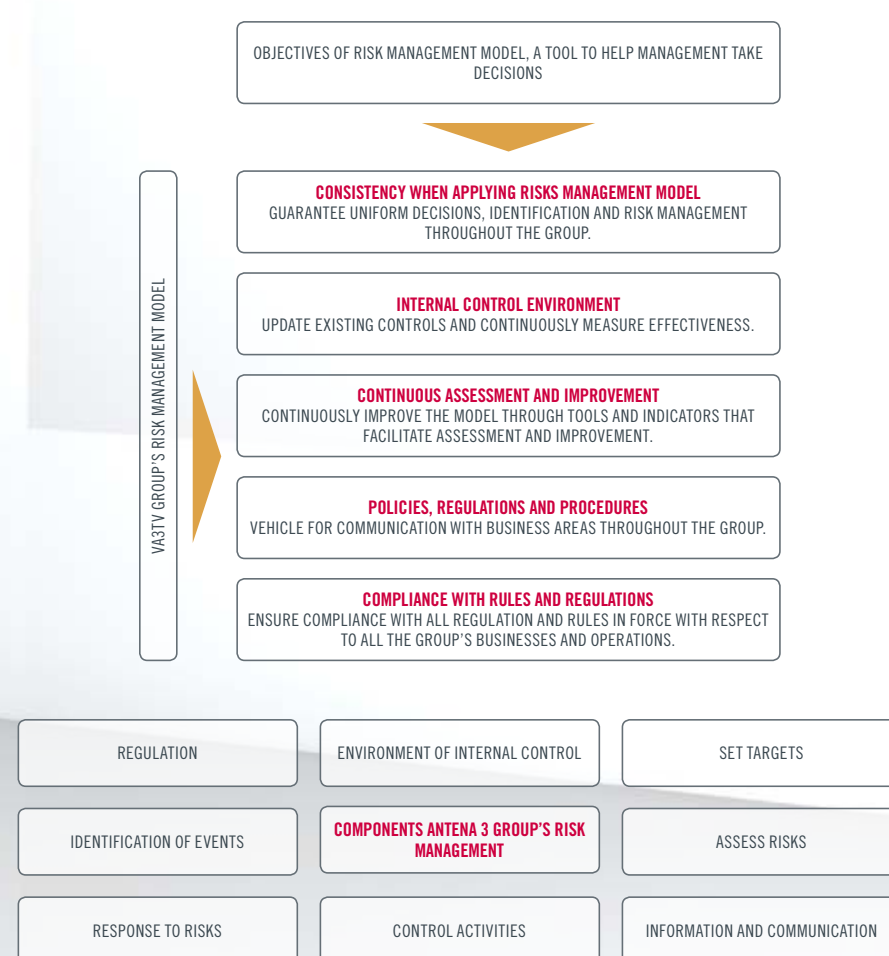
| CHALLENGES FOR 2010 | DEGREE OF SUCCESS | 2010 MILESTONES | CHALLENGES FOR 2011 |
|--|---|--|---|
| Position Antena 3 Foundation in institutions and organisations which work towards similar goals. |  | Launch first course of Audiovisual School for disabled people from the PRO Project. Other institutions supported this initiative. | Offer more PRO Project courses. Geographic diversification. |
| Increase percentage revenues obtained through external financing sources. |  | Extend Canal FAN3's geographical extend to new regions in Spain (do we put the number of hospitals or percentage?). | Bolster Antena 3 Foundation's regional and local presence. |
| Develop strategic lines set in 2009. |  | Publication of first book from FAN3 library. | Increase the number of hospital visits. |
| | | Increase number volunteer projects. | |

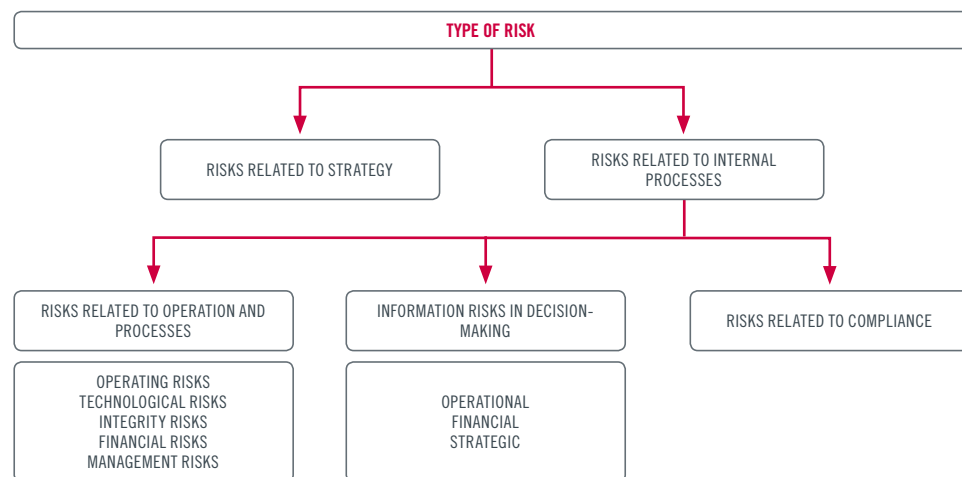
ENVIRONMENT

| CHALLENGES FOR 2010 | DEGREE OF SUCCESS | 2010 MILESTONES | CHALLENGES FOR 2011 |
|--|---|---|--|
| Continue process to optimise lighting at facilities with LED. |  | Replaced halogen lighting with LED in cafeteria, main hall and waiting room, and in bathrooms. | Continue to implement LED. |
| Start plan to replace gas air conditioning with ecological gases (not required). |  | Five-year plan fully executed in 2010. Investment of €35,750 | Obtain annual savings of 50,000 Kwh by replacing incandescent projectors with more energy efficient. |
| Continue to implement and execute project to replace incandescent bulbs with fluorescent tubes in two studios. |  | In one of the two sets planned, fluorescent lighting was over 90% installed. Estimated annual savings of 23,500 Kwh. | Continue waste management policy, while focusing on controlling and separating waste. |
| Maintain waste management policy, stressing control and separation of waste. |  | 2% drop in total annual volume of urban solid waste, and a 2% increase in recycled paper and cardboard. Bids awarded on work to take away excess equipment and materials that cannot be reused through waste management system. | 1% drop in total annual volume of urban solid waste, and 1% increase paper and cardboard recycling. |
| Promote "new culture" of waste treatment when acquiring equipment. |  | Set up a course (theoretical and practical) on the importance of recycling. The Heads of Purchasing, Services, Technicians or those responsible for acquiring equipment. | |

ANNEX 3. RISK CONTROL AND MANAGEMENT

ANTENA 3 risk management model is tool used to support the Company's management team when taking decisions in an uncertain environment. This model consists of eight interrelated components, which assesses the risk levels assigned to each process and strategic target.





Likewise, the **ANTENA 3 GROUP** has the following control mechanism in place:

- Rules and procedures for employees.
- Internal code of conduct for securities markets.
- Procedures related to purchase of products and services.
- Procedures related to negotiating and selling advertising.
- Corporate IT systems: sales management system, purchasing management system and contract proposal management system.

The Group's risk management systems and internal controls work adequately and nothing occurred in 2009 that could have compromised the company's or the employees' integrity.

INTERNAL CODE OF CONDUCT

As a publicly-quoted company, **ANTENA 3 TELEVISIÓN** has Internal Code of Conduct related to securities markets, which concerns the obligations and procedures that employees must follow, given that they have access to information that is relevant to the company's stock performance. Specifically, these rules govern:

- Actions related to handling confidential and relevant information.
- The company's treasury stock.
- Conflicts of interests; meaning any situation that could involve (regarding some action related to the securities market), an employees' personal interests, affected by the Internal Code of Conduct, that clash with the company's, thereby compromising their impartiality.

The company's Internal Code of Conduct is available on the CNMV's website and the Group's website and has been read and accepted by all the relevant employees. The **ANTENA 3 GROUP** also has an IT system linked to the application of this Code called SRC (System for enforcing the Internal Code of Conduct regarding the securities markets), which is available in the Intranet (a3net). The system allows for a smooth flow of information between the affected parties and the pertinent ad hoc bodies that supervise compliance. This application guarantees confidentiality and is only available to those included in the application of the Code.

From an organisational point of view, the Internal Audit Board, or, failing that, the Financial Department, is responsible for supervising compliance with the responsibilities and procedures established in the Code of Conduct.

GUARANTEED QUALITY FOR THE AUDIENCE

The **ANTENA 3 GROUP**'s control over its programming and advertising goes beyond selecting and supervising the contents it broadcasts. The use of new technologies to inform and entertain widens the scope of the Group's responsibility vis á vis its audiences, which forces it to implement mechanisms and procedures to prevent any negative impact on the users.

Audiovisual communications services are regulated by the Audiovisual Communications Law (LGCA), and which are understood to be "those whose editorial responsibility is that of a service provider that offers programs or contents via Internet in order to inform, entertain or educate

the public in general, as well as broadcast commercial content". This most noteworthy aspect of this law is that which extends the application of many regulations, which up to now were exclusively applied to public television, to all commercial audiovisual communications and radio, regardless of the technology used and whether or not they are linear services.

Therefore, the **ANTENA 3 GROUP** verifies the compliance of the pertinent laws, both in terms of content and advertising, whether or not they are applicable to all operators, or as related to the self-regulating code of best professional practices signed by the Group.

EXHAUSTIVE CONTENT CONTROL

The **ANTENA 3 GROUP** controls its content by supervising the entire product creation process: from the selection or creation of content (verifying information, while ensuring that it complies with ratings in terms of age, making it accessible to disabled users, etc.), setting up a programming schedule (respecting protected time slots, time limits and advertising breaks, rules during election periods, etc.) up to its broadcast (verifying that all audiovisual and acoustic regulations are followed on TV broadcast, informing viewers about programming in due time, etc).

The Group has established the internal processes necessary to allow the agents involved in this control to verify that all content complies with pertinent regulation. Likewise, the company has been providing additional instruments to guarantee that the Group complies with regulations, amongst which its compliance with the Self-Regulation of Children's Content stands out.

As regards the Group's website, all of the users' contributions are previously monitored. In this regard, the **ANTENA 3 GROUP** has a mechanism by which it can immediately eliminate opinions and messages that contravene the self-imposed regulations and, or those that could put users' safety or health at risk.

Finally, the **ANTENA 3 GROUP** allows its users to easily report any irregularities immediately via the following webpage: webmaster@Antena3.es, through which users can report errors or abuses, while the company can also control the content of its broadcast.

PERSONAL DATA PROTECTION

After the Spanish Personal Data Protection Law went into effect in 1999, the **ANTENA 3 GROUP** incorporated computer tools and other methods that enable it to effectively comply with said law, thereby guaranteeing the protection of the personal data managed by the Group, especially the most confidential data, such as the information held by the company's human resources department. All the initiatives directly related to this subject are closely studied by the Computer Safety and Legal Departments, which ensure they meet current regulations.

The **ANTENA 3 GROUP** uses a computer model that guarantees that the activities carried out by the company or any of its subsidiaries meet current law governing personal data protection. This model includes all the Group's external providers: security, companies that produce shows, technology operators, medical services, etc.

The Security Committee, comprised of representatives of Systems, Legal Services, Human Resources and Internal Audit, is in charge of the **ANTENA 3 GROUP's** computer security. Its main functions are coordinating and monitoring the Group's objectives in order to comply with the security measures required by The Security Measures Law 15/1999, the Personal Data Protection Law, and the Law in general. Other functions include supervising the application of general regulations and internal procedures, in collaboration with the Human Resources department, aimed at pertinent personnel, in order to incorporate security measures into daily work activity.

Likewise, in order to guarantee that all the company's legal obligations are met in terms of personal data protection, some of the Group's companies will be audited annually, which will also enable the company to continuously track its computer safety model. In 2010, apart from the audits conducted—all of which showed satisfactory results-, several files have been adapted to carry out new services or projects undertaken as securely as possible in terms of data protection, in particular **ANTENA 3 FOUNDATION's** solidarity campaigns and projects.

ANNEX 4. GRI REPORT



Statement GRI Application Level Check

GRI hereby states that **Antena 3 Televisión** has presented its report "Antena 3 Group Annual and Corporate Responsibility Report 2010" to GRI's Report Services which have concluded that the report fulfills the requirements of Application Level A+.

GRI Application Levels communicate the extent to which the content of the G3 Guidelines has been used in the submitted sustainability reporting. The Check confirms that the required set and number of disclosures for that Application Level have been addressed in the reporting and that the GRI Content Index demonstrates a valid representation of the required disclosures, as described in the GRI G3 Guidelines.

Application Levels do not provide an opinion on the sustainability performance of the reporter nor the quality of the information in the report.

16 March 2011, Amsterdam



Nelmar Arbex
Deputy Chief Executive
Global Reporting Initiative



The "+" has been added to this Application Level because Antena 3 Televisión has submitted (part of) this report for external assurance. GRI accepts the reporter's own judgment for choosing its assurance Provider and for deciding the scope of the assurance.

The Global Reporting Initiative (GRI) is a network-based organization that has pioneered the development of the world's most widely used sustainability reporting framework and is committed to its continuous improvement and application worldwide. The GRI Guidelines set out the principles and indicators that organizations can use to measure and report their economic, environmental, and social performance. www.globalreporting.org

Disclaimer: Where the relevant sustainability reporting includes external links, including to audio visual material, this statement only concerns material submitted to GRI at the time of the Check on 24 February 2011. GRI explicitly excludes the statement being applied to any later changes to such material.

ANNEX 5. CR VERIFICATION REPORT

AENOR Asociación Española de
Normalización y Certificación

SUSTAINABLE VERIFICATION REPORT

VMS-N° 005/11

The Spanish Association for Standardisation and Certification (AENOR) has verified that the Report of the following firm:

ANTENA 3 GROUP

Entitled **ANTENA 3 GROUP. ANNUAL AND CORPORATE SOCIAL RESPONSIBILITY REPORT 2010**

Provides a reasonable image and a balanced view of its performance, taking into account not only the data veracity but also the general content of the report, being its application level: **A***

This external assurance is in accordance with the requirements of the G3 Guide developed by the Global Reporting Initiative (GRI). The verification has been fulfilled on 15th February, 2011 and no subsequent performances can be considered.

The present verification will be in force, unless it is cancelled or withdrawn upon AENOR's written notification and according to specific terms of the contract – application n° GRI-003/11 dated 17th January, 2011 and to the General Regulation of January 2007, which require, amongst other commitments, the permission to visit the installations by the technical services of AENOR to verify the veracity of stated data.

This declaration does not condition the decision that Global Reporting Initiative can adopt to incorporate ANTENA 3 GROUP, in the "GRI Reports List" which is published in its web <http://www.globalreporting.org/GRIReports/GRIReportsList>.

Issued on: 18th February 2011

AENOR Asociación Española de
Normalización y Certificación

General Manager of AENOR

ANNEX 6. GRI INDEX

BASIC CONTENT PART I: PROFILE

1. STRATEGY AND ANALYSIS

| PROFILE | DESCRIPTION | REPORTED | PAGE/ RESPONSE | WHERE APPROPRIATE, INDICATED THE PART NOT REPORTED | REASON FOR OMISSION | EXPLANATION |
|---------|---|----------|----------------|--|------------------------|-------------|
| 1.1 | Statement from the most senior decision-maker, strategy | Total | 3-5 | | | |
| 1.2 | Description of key impacts, risks, and opportunities | Total | 3-8, 106-107 | | | |

2. ORGANIZATION'S PROFILE

| PROFILE | DESCRIPTION | REPORTED | PAGE/ RESPONSE | WHERE APPROPRIATE, INDICATED THE PART NOT REPORTED | REASON FOR OMISSION | EXPLANATION |
|---------|---|----------|--|--|------------------------|-------------|
| 2.1 | Name of the organization | Total | 1 | | | |
| 2.2 | Primary brands, products, and/or services | Total | 14-15 | | | |
| 2.3 | Operational structure of the organization | Total | 15 | | | |
| 2.4 | Location of organization's headquarters | Total | 2 | | | |
| 2.5 | Number of countries where the organization operates, and names of countries with major operations | Total | The Antena 3 Group broadcasts in Spain, although some of its channels can be seen abroad. | | | |
| 2.6 | Nature of ownership and legal form | Total | 15 | | | |
| 2.7 | Markets served | Total | The Antena 3 Group broadcasts in Spain, although some of its channels can be seen abroad. Pg. 16 | | | |
| 2.8 | Scale of the reporting organization (net sales, total capitalization, etc.) | Total | 10, 17-18, 70 | | | |
| 2.9 | Significant changes during the reporting period regarding size, structure, or ownership including: <ul style="list-style-type: none"> • The location of, or changes in operations, including facility openings, closings, and expansions; and • Changes in the share capital structure and other capital formation, maintenance, and alteration operations (for private sector organizations) | Total | 14-15 | | | |
| 2.10 | Awards received in the reporting period | Total | 90 | | | |

3. REPORT PARAMETERS

| PROFILE | DESCRIPTION | REPORTED | PAGE/ RESPONSE | WHERE APPROPRIATE, INDICATED THE PART NOT REPORTED | REASON FOR OMISSION | EXPLANATION |
|---------|---|----------|----------------|--|------------------------|-------------|
| 3.1 | Reporting period (e.g., fiscal/calendar year) for information provided. | Total | 102-103 | | | |
| 3.2 | Date of most recent previous report (if any). | Total | 102-103 | | | |
| 3.3 | Reporting cycle (annual, biennial, etc.) | Total | 102-103 | | | |
| 3.4 | Contact point for questions regarding the report or its contents. | Total | 2 | | | |

| | | | |
|------|--|-------|---|
| 3.5 | Process for defining report content, including: • Determining materiality; • Prioritizing topics within the report; and • Identifying stakeholders the organization expects to use the report. | Total | 102-103 |
| 3.6 | Boundary of the report (e.g., countries, divisions, subsidiaries, leased facilities, joint ventures, suppliers). | Total | 9, 102-103 |
| 3.7 | State any specific limitations on the scope or boundary of the report | Total | 102-103 |
| 3.8 | Basis for reporting on joint ventures, subsidiaries, leased facilities, outsourced operations, and other entities that can significantly affect comparability from period to period and/or between organizations. | Total | No joint ventures undertaken, nor installations leased in 2010. |
| 3.9 | Data measurement techniques and the bases of calculations, including assumptions and techniques underlying estimations applied to the compilation of the Indicators and other information in the report. | Total | 102-103 |
| 3.10 | Explanation of the effect of any re-statements of information provided in earlier reports, and the reasons for such re-statement (e.g., mergers/acquisitions, change of base years/periods, nature of business, measurement methods) | Total | No re-statements of information in 2010. |
| 3.11 | Significant changes from previous reporting periods in the scope, boundary, or measurement methods applied in the report. | Total | 102-103 |
| 3.12 | Table identifying the location of the Standard Disclosures in the report. | Total | 111-122 |
| 3.13 | Policy and current practice with regard to seeking external assurance for the report. | Total | This report on corporate responsibility has been approved by AENOR. |

4. GOVERNMENT, COMMITMENTS AND ENGAGEMENT

| PROFILE | DESCRIPTION | REPORTED | PAGE /RESPONSE | WHERE APPROPRIATE, INDICATED THE PART NOT REPORTED | REASON FOR OMISSION | EXPLANATION |
|---------|---|----------|---|--|---------------------|-------------|
| 4.1 | Governance structure of the organization, including committees under the highest governance body responsible for specific tasks, such as setting strategy or organizational oversight. | Total | 2010 Corporate Governance Report, page 21-22 | | | |
| 4.2 | Indicate whether the Chair of the highest governance body is also an executive officer (and, if so, their function within the organization's management and the reasons for this arrangement). | Total | 2010 Corporate Governance Report, page 21 | | | |
| 4.3 | For organizations that have a unitary board structure, state the number of members of the highest governance body that are independent and/or non-executive members. | Total | 2010 Corporate Governance Report, page 22 | | | |
| 4.4 | Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body. | Total | Page 19; and 2010 Corporate Governance Report, page 43 | | | |
| 4.5 | Linkage between compensation for members of the highest governance body, senior managers, and executives (including departure arrangements), and the organization's performance (including social and environmental performance). | Total | 2010 Corporate Governance Report, page 17,section 33.1.14 | | | |
| 4.6 | Processes in place for the highest governance body to ensure conflicts of interest are avoided. | Total | Any conflicts of interest arising in the highest governance body are to be dealt with as set forth in the internal code of conduct regarding the securities market and by the rules governing the board of directors. | | | |

| | | | |
|------|--|-------|--|
| 4.7 | Process for determining the qualifications and expertise of the members of the highest governance body for guiding the organization's strategy on economic, environmental, and social topics. | Total | 2010 Corporate Governance Report, page 62, section F.55; page 20, section B.1.19 |
| 4.8 | Internally developed statements of mission or values, codes of conduct, and principles relevant to economic, environmental, and social performance and the status of their implementation. | Total | 2010 Corporate Governance Report, page 17 |
| 4.9 | Procedures of the highest governance body for overseeing the organization's identification and management of economic, environmental, and social performance, including relevant risks and opportunities, and adherence or compliance with internationally agreed standards, codes of conduct, and principles. | Total | 106-107 |
| 4.10 | Processes for evaluating the highest governance body's own performance, particularly with respect to economic, environmental, and social performance | Total | 2010 Corporate Governance Report, page 54, section F18, f.22 |
| 4.11 | Explanation of whether and how the precautionary approach or principle is addressed by the organization. | Total | 2010 Corporate Governance Report, 34-38 Section D |
| 4.12 | Externally developed economic, environmental, and social charters, principles, or other initiatives to which the organization subscribes or endorses. | Total | 13, 38, 45, 78-79, 86 |
| 4.13 | Memberships in associations (such as industry associations) and/or national/international advocacy organizations in which the organization: <ul style="list-style-type: none"> • Has positions in governance bodies; • Participates in projects or committees; • Provides substantive funding beyond routine membership dues; or • Views membership as strategic | Total | 24-25, 35-36 |
| 4.14 | List of stakeholder groups engaged by the organization. | Total | 65, 102-103 |
| 4.15 | Basis for identification and selection of stakeholders with whom to engage. | Total | 102 |
| 4.16 | Approaches to stakeholder engagement, including frequency of engagement by type and by stakeholder group. | Total | 67-68, 102-103 |
| 4.17 | Key topics and concerns that have been raised through stakeholder engagement, and how the organization has responded to those key topics and concerns, including through its reporting. | Total | 67-68, 102-103 |



BASIC CONTENT PART II MANAGEMENT APPROACH: ECONOMIC PERFORMANCE INDICATORS

| G3 DMA | DESCRIPTION | REPORTED | PAGE /RESPONSE | WHERE APPROPRIATE, INDICATED THE PART NOT REPORTED | REASON FOR OMISSION | EXPLANATION | SE REPOR- TARÁ EN |
|---------------|--|--------------|----------------|--|------------------------|-----------------------------------|----------------------|
| DMA EC | EC MANAGEMENT APPROACH | | | | | | |
| | Economic performance | Total | 10 | | | | |
| Aspect | Market presence | Total | 26, 40, 55 | | | | |
| | Indirect economic impacts | Total | 28-29 | | | | |
| DMA EN | EN MANAGEMENT APPROACH | | | | | | |
| | Materials | Total | 91-92 | | | | |
| | Energy | Total | 91-92 | | | | |
| | Water | Total | 91-92 | | | | |
| | Biodiversity | Total | 91-92 | | | | |
| Aspect | Emissions, effluents and waste | Total | 91-92 | | | | |
| | Products and services | Total | 91-92 | | | | |
| | Compliance | Total | 91-92 | | | | |
| | Transport | Total | 91-92 | | | | |
| | Overall | Total | 91-92 | | | | |
| DMA LA | LA MANAGEMENT APPROACH | | | | | | |
| | Employment | Total | 69-70 | | | | |
| | Labor/management relations | Total | 69-70 | | | | |
| Aspect | Occupational health and safety | Total | 69-70 | | | | |
| | Training and education | Total | 69-70 | | | | |
| | Diversity and equal opportunity | Total | 69-70 | | | | |
| DMA HR | HR MANAGEMENT APPROACH | | | | | | |
| | Investment and procurement practices | Total | 20-21 | | | | |
| | Non-discrimination | Total | 66, 69-70 | | | | |
| | Freedom of association and collective bargaining | Total | 66, 69-70 | | | | |
| Aspect | Child labor | Total | 66, 69-70 | | | | |
| | Forced and compulsory labor | Total | 66, 69-70 | | | | |
| | Security practices | Total | 66, 69-70 | | | | |
| | Indigenous rights | Not reported | 66, 69-70 | | Not relevant | Antena 3 Group operates in Spain. | |



| DMA SO | SO MANAGEMENT APPROACH | | | | | | |
|--|---|--------------|----------------|--|---------------------------|---|-------------------|
| Aspects | Community | Total | 79 | | | | |
| | Corruption | Not reported | 22-23 | | Not available | The company has not formal procedure. | 2013 |
| | Public policy | Total | 24-25 | | | | |
| | Anti-competitive behavior | Total | 24-25 | | | | |
| | Compliance | Not reported | 22-23 | | Not available | The company has not formal procedure. | 2013 |
| DMA PR | PR MANAGEMENT APPROACH | | | | | | |
| Aspects | Customer health and safety | Not reported | | | Not relevant | Antena 3 Group does business in the audiovisual sector. | |
| | Product and service labelling | Not reported | | | Not relevant | Antena 3 Group does business in the audiovisual sector. | |
| | Marketing communications | Total | 35-36 | | | | |
| | Customer privacy | Total | 106-109 | | | | |
| | Compliance | Total | 22-23 | | | | |
| BASIC CONTENT PART III: PERFORMANCE INDICATORS | | | | | | | |
| ECONOMIC | | | | | | | |
| INDICATOR | DESCRIPTION | REPORTED | PAGE/ RESPONSE | WHERE APPROPRIATE, INDICATED THE PART NOT REPORTED | REASON FOR OMISSION | EXPLANATION | SE REPOR- TARÁ EN |
| ECONOMIC PERFORMANCE | | | | | | | |
| EC1 | Direct economic value generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings, and payments to capital providers and governments. | Partial | 10, 78-79 | Operating cost, employee salaries and benefits, payments to capital providers, payments to governments, investments in the community | Information not available | This information is available in Antena 3 Group's annual accounts, which were not published as of the date on which this index was published. | |
| EC2 | Financial implications and other risks and opportunities for the organization's activities due to climate change. | Partial | 98 | Risks and opportunities with financial implications and its quantification | Information not available | This information is not available given that the company does not have any formal process to compile this data in place. | 2013 |
| EC3 | Coverage of the organization's defined benefit plan obligations. | Not reported | | | No relevant | There are no pension plans | |
| EC4 | Significant financial assistance received from government | Total | 9 | | | | |
| PRESENCE IN THE MARKET | | | | | | | |
| EC5 | Range of ratios of standard entry-level wage compared to local minimum wage at significant locations of operation.. | Total | 75 | | | | |
| EC6 | Policy, practices, and proportion of spending on locally-based suppliers at significant locations of operation. | Total | 21, 22 | | | | |



| EC7 | Procedures for local hiring and proportion of senior management hired from the local community at locations of significant operation. | Total | 17; No procedures for local hiring in place | | | | |
|----------------------------------|--|--------------|--|---|--------------------------|---|-------------------|
| INDIRECT ECONOMIC IMPACTS | | | | | | | |
| EC8 | Development and impact of infrastructure investments and services provided primarily for public benefit through commercial, in-kind, or pro bono engagement. | Not reported | | | Not relevant | The Antena 3 Group did not make any investment in infrastructure nor does it provide services through commercial agreements, pro-bono or in kind. | |
| EC9 | Understanding and describing significant indirect economic impacts, including the extent of impacts. | Partial | 25 | Explanation of analysis to understand the indirect economic impacts | Unavailable information | This information is not available given that the company does not have any formal process to compile this data in place. | 2015 |
| ENVIRONMENT | | | | | | | |
| INDICATOR | DESCRIPTION | REPORTED | PAGE/ RESPONSE | WHERE APPROPRIATE, INDICATED THE PART NOT REPORTED | REASON FOR OMISSION | EXPLANATION | SE REPOR- TARÁ EN |
| MATERIALS | | | | | | | |
| EN1 | Materials used by weight or volume. | Total | 93 | | | | |
| EN2 | Percentage of materials used that are recycled input materials. | Total | 94 | | | | |
| ENERGY | | | | | | | |
| EN3 | Direct energy consumption by primary energy source. | Total | 94 No direct renewable energy consumption | | | | |
| EN4 | Direct energy consumption by primary energy source. | Partial | 94 | Type of primary energy consumed in generation of indirect energy | No information available | This information is not available given that the company does not have any formal process to compile this data in place. | 2011 |
| EN5 | Energy saved due to conservation and efficiency improvements. | Total | 94-95 | | | | |
| EN6 | Initiatives to provide energy-efficient or renewable energy based products and services, and reductions in energy requirements as a result of these initiatives. | Not reported | | | Not relevant | The Antena 3 Group distributes audiovisual content. | |
| EN7 | Initiatives to reduce indirect energy consumption and reductions achieved. | Total | 94-95 | | | | |
| WATER | | | | | | | |
| EN8 | Total water withdrawal by source. | Total | 96 | | | | |
| EN9 | Water sources significantly affected by withdrawal of water. | Not reported | | | Not relevant | The Antena 3 Group obtains water from the municipal water system. | |

| | | | | | | |
|------------------------------------|---|--------------|---|--|---|--|
| EN10 | Percentage and total volume of water recycled and reused. | Not reported | | | Not relevant | Antena 3 Group does not recycle water. |
| BIODIVERSITY | | | | | | |
| EN11 | Location and size of land owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas. | Not reported | | | Not relevant | Pg. 128. No significant impact on biodiversity |
| EN12 | Description of significant impacts of activities, products, and services on biodiversity in protected areas and areas of high biodiversity value outside protected areas. | Not reported | | | Not relevant | Pg. 128. No significant impact on biodiversity |
| EN13 | Habitats protected or restored. | Not reported | | | Not relevant | Pg. 128. No significant impact on biodiversity |
| EN14 | Strategies, current actions, and future plans For managing impacts on biodiversity. | Not reported | | | Not relevant | Pg. 128. No significant impact on biodiversity |
| EN15 | Number of IUCN Red List species and national conservation list species with habitats in areas affected by operations, by level of extinction risk. | Not reported | | | Not relevant | Pg. 128. No significant impact on biodiversity |
| EMISSIONS, SPILLS AND WASTE | | | | | | |
| EN16 | Total direct and indirect greenhouse gas emissions by weight. | Total | 96 | | | |
| EN17 | Other relevant indirect greenhouse gas emissions by weight. | Total | 97 | | | |
| EN18 | Initiatives to reduce greenhouse gas emissions and reductions achieved. | Total | 94-97 | | | |
| EN19 | Emissions of ozone-depleting substances by weight. | Total | No ozone-destroying substances are emitted. | | | |
| EN20 | NO, SO, and other significant air emissions by type and weight. | Total | Pag 97. POP,VOC,HAP,PM and fugitive emissions are not emitted | | | |
| EN21 | Total water discharge by quality and destination. | Not reported | | | Not relevant | Given the nature of Antena 3 Group's business does not discharge waste water. 2013 |
| EN22 | Total weight of waste by type and disposal method. | Partial | 93-94. No compost, reuse | Deep well injection, in place storage, Waste to dumps. | Not relevant Information not available | Given the nature of Antena 3 Group's business, it does not manage deep well injection nor on-location storage. No formal systems in place to compile information on waste sent to dumps 2013 |
| EN23 | Total number and volume of significant spills. | Not reported | | | Not relevant | Antena 3 Group's activity, audiovisual company does not produce spills |
| EN24 | Weight of transported, imported, exported, or treated waste deemed hazardous under the terms of the Basel Convention Annex I, II, III, and VIII, and percentage of transported waste shipped internationally. | Total | 93-94, Does not import or export dangerous waste | | | |
| EN25 | Identity, size, protected status, and biodiversity value of water bodies and related habitats significantly affected by the reporting organization's discharges of water and runoff. | Not reported | | | Not relevant | The activity carried out by Antena 3 Group, a media company, does not significantly affect water resources. |

PRODUCTS AND SERVICES

| | | | | | |
|------|--|--------------|--|--------------|---|
| EN26 | Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation. Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation. | Not reported | | Not relevant | The Antena 3 Group's products and services do not have an impact on the environment |
| EN27 | Percentage of products sold and their packaging materials that are reclaimed by category. | Not reported | | Not relevant | The Antena 3 Group is an audiovisual media company. |

REGULATORY COMPLIANCE

| | | | | | |
|------|--|-------|----|--|--|
| EN28 | Monetary value of significant fines and total number of non-monetary sanctions for noncompliance with environmental laws and regulations | Total | 92 | | |
|------|--|-------|----|--|--|

TRANSPORT

| | | | | | |
|------|---|-------|----|--|--|
| EN29 | Significant environmental impacts of transporting products and other goods and materials used for the organization's operations, and transporting members of the workforce. | Total | 97 | | |
|------|---|-------|----|--|--|

GENERAL

| | | | | | | | |
|------|--|---------|----|--|--------------------------|---|------|
| EN30 | Total environmental protection expenditures and investments by type. | Partial | 98 | Expenses and investments not broken down by type | No information available | No formal system to compile information | 2013 |
|------|--|---------|----|--|--------------------------|---|------|

SOCIAL: LABOR PRACTICES

| INDICATOR | DESCRIPTION | REPORTED | PAGE/ RESPONSE | WHERE APPROPRIATE, INDICATED THE PART NOT REPORTED | REASON FOR OMISSION | EXPLANATION | SE REPOTARÁ EN |
|-----------|-------------|----------|----------------|--|---------------------|-------------|----------------|
|-----------|-------------|----------|----------------|--|---------------------|-------------|----------------|

EMPLOYMENT

| | | | | | | | |
|-----|--|---------|-------|---|--------------------------|---|------|
| LA1 | Total workforce by employment type, employment contract, and region. | Total | 71 | | | | |
| LA2 | Total number and rate of employee turnover by age group, gender, and region. | Partial | 71-72 | Number of dismissals and turnover by age and region | No information available | No formal system to compile information | 2013 |
| LA3 | Benefits provided to full-time employees that are not provided to temporary or part-time employees, by major operations. | Total | 74 | | | Social: Labor practices | |

COMPANY/WORKER RELATIONSHIPS

| | | | | | | | |
|-----|---|-------|-------|--|--|--|--|
| LA4 | Percentage of employees covered by collective bargaining agreements. | Total | 75-76 | | | | |
| LA5 | Minimum notice period(s) regarding operational changes, including whether it is specified in collective agreements. | Total | 75 | | | | |

SAFETY AND HEALTH IN THE WORKPLACE

| | | | | | | | |
|-----|---|---------|-------|---------------------------------------|--------------------------|--|--|
| LA6 | Percentage of total workforce represented in formal joint management-worker health and safety committees that help monitor and advise on occupational health and safety programs. | Total | 75-76 | | | | |
| LA7 | Rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities by region. | Partial | 77 | Safety and health data of contractors | No information available | Antena 3 Group does not report this information. | |
| LA8 | Education, training, counselling, prevention, and risk-control programs in place to assist workforce members, their families, or community members regarding serious diseases. | Total | 77 | | | | |

| LA9 | Health and safety topics covered in formal agreements with trade unions. | Total | 76 | | | | |
|---|--|----------|--|---|---------------------------|---|-------------------|
| TRAINING AND EDUCATION | | | | | | | |
| LA10 | Average hours of training per year per Employee By employee category. | Total | 72 | | | | |
| LA11 | Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings. | Total | Pg. 72; Antena 3 does not have any programmes in place to assist employees who prepare to leave the company. | | | | |
| LA12 | Percentage of employees receiving regular performance and career development reviews. | Total | 75 | | | | |
| DIVERSITY AND EQUAL OPPORTUNITY | | | | | | | |
| LA13 | Composition of governance bodies and breakdown of employees per category according to gender, age group, minority group membership, and other indicators of diversity. | Partial | 70, 73-74 | The governing body broken down by age and minority group | Information not available | The company does not have any formal process to compile this data in place. | 2013 |
| LA14 | Ratio of basic salary of men to women by employee category. | Total | 75 | | | | |
| SOCIAL: HUMAN RIGHTS | | | | | | | |
| INDICATOR | DESCRIPTION | REPORTED | PAGE/ RESPONSE | WHERE APPROPRIATE, INDICATED THE PART NOT REPORTED | REASON FOR OMISSION | EXPLANATION | SE REPOR- TARÁ EN |
| INVESTMENT AND STORAGE PRACTICES | | | | | | | |
| HR1 | Percentage and total number of significant investment agreements that include human rights clauses or that have undergone human rights screening. | Total | All agreements on investment include clauses on compliance with current Spanish legislation, the provisions of which include these principles of this kind. Spanish Constitution; TITLE I: on fundamental rights and obligations. Article 10: 1. Individual dignity, the unalienable rights to which he or she is entitled, the free development of personalities, respecting the law and the rights of others are fundamental to political order and social peace. 2. Rules regarding fundamental rights and liberties set forth in the Constitution, are interpreted in keeping with the Universal Declaration of Human Rights and international treaties and agreements on these matters signed by Spain. | | | | |
| HR2 | Percentage of significant suppliers and contractors that have undergone screening on human rights and actions taken. | Total | 20 | | | | |
| HR3 | Total hours of employee training on policies and procedures concerning aspects of human rights that are relevant to operations, including the percentage of employees trained. | Partial | 73 | Hours spent on training related to human rights' policies and procedures. | Information not available | The company does not have any formal process to compile this data in place. | 2013 |

NON-DISCRIMINATION

| | | | |
|-----|--|-------|--|
| HR4 | Total number of incidents of discrimination and actions taken. | Total | In 2009, there were no incidents involving discrimination. |
|-----|--|-------|--|

FREEDOM OF ASSOCIATION AND COLLECTIVE AGREEMENTS

| | | | | |
|-----|---|--------------|--------------|---------------------------------|
| HR5 | Operations identified in which the right to exercise freedom of association and collective bargaining may be at significant risk, and actions taken to support these rights.. | Not reported | Not relevant | The Antena 3 operates in Spain. |
|-----|---|--------------|--------------|---------------------------------|

CHILD EXPLOITATION

| | | | |
|-----|--|-------|-------|
| HR6 | Operations identified as having significant risk for incidents of child labour, and measures taken to contribute to the elimination of child labour. | Total | 35-36 |
|-----|--|-------|-------|

FORCED LABOR

| | | | | |
|-----|--|--------------|--------------|--|
| HR7 | Operations identified as having significant risk for incidents of forced or compulsory labour, and measures to contribute to the elimination of forced or compulsory labour. | Not reported | Not relevant | The business of Antena 3 Group involves no risk of forced or unconsented labour. Furthermore, the participation of any minors in TV programmes requires previous parental consent and working hours that do not interfere with schooling. 44-45. |
|-----|--|--------------|--------------|--|

SAFETY PRACTICES

| | | | | | | |
|-----|---|---------|----|--|---------------|--|
| HR8 | Percentage of security personnel trained in the organization's policies or procedures concerning aspects of human rights that are relevant to operations. | Partial | 73 | Security personnel of contractors given human rights training. | Not available | The Antena 3 Group does not report this information. |
|-----|---|---------|----|--|---------------|--|

INDIGENOUS PEOPLE'S RIGHTS

| | | | | |
|-----|---|--------------|--------------|--|
| HR9 | Percentage of security personnel trained in the organization's policies or procedures concerning aspects of human rights that are relevant to operations. | Not reported | Not relevant | Antena 3 Group's business is not conducted in region's where there are no indigenous communities |
|-----|---|--------------|--------------|--|

SOCIAL: SOCIETY

| INDICATOR | DESCRIPTION | REPORTED | PAGE/ RESPONSE | WHERE APPROPRIATE, INDICATED THE PART NOT REPORTED | REASON FOR OMISSION | EXPLANATION | SE REPOR- TARÁ EN |
|-----------|-------------|----------|----------------|--|---------------------|-------------|-------------------|
|-----------|-------------|----------|----------------|--|---------------------|-------------|-------------------|

COMMUNITY

| | | | |
|-----|---|-------|----|
| SO1 | Nature, scope, and effectiveness of any programmes and practices that assess and manage the impacts of operations on communities, including entering, operating, and exiting. | Total | 79 |
|-----|---|-------|----|

CORRUPTION

| | | | |
|-----|---|-------|--|
| SO2 | Percentage and total number of business units analyzed for risks related to corruption. | Total | The risk-management model of Antena 3 Group foresees defence against certain integrity gaps. The map of risks is updated annually. |
|-----|---|-------|--|

| | | | | | | | |
|--------------------------------|--|--------------|--|--|---------------------|--|-------------------|
| S03 | Percentage of employees trained in organisation's anti-corruption policies and procedures. | Total | Antena 3 Group does not have an anticorruption policy. This issue will be dealt with in the future corporate responsibility master plan. | | | | |
| S04 | Actions taken in response to incidents of corruption. | Total | The group's systems of risk management and internal control function satisfactorily. In this sense, there were no developments in 2008 that constituted a gap in the integrity of the company or of its employees. | | | | |
| PUBLIC POLITICS | | | | | | | |
| S05 | Public policy positions and participation in public policy development and lobbying. | Total | 24-25 | | | | |
| S06 | Total value of financial and in-kind contributions to political parties, politicians, and related institutions by country. | Total | The Antena 3 Group has not made any financial and in-kind contributions to political parties. | | | | |
| ANTI-COMPETITIVE BEHAVIOUR | | | | | | | |
| S07 | Total number of legal actions for anticompetitive behaviour, anti-trust, and monopoly practices and their outcomes. | Total | None of the Antena 3 Group's companies are involved in any legal processes related to monopolistic practices or anti-competition behaviour. | | | | |
| REGULATORY COMPLIANCE | | | | | | | |
| S08 | Monetary value of significant fines and total number of non-monetary sanctions for noncompliance with laws and regulations. | Total | 23 | | | | |
| SOCIAL: PRODUCT RESPONSIBILITY | | | | | | | |
| INDICATOR | DESCRIPTION | REPORTED | PAGE/ RESPONSE | WHERE APPROPRIATE, INDICATED THE PART NOT REPORTED | REASON FOR OMISSION | EXPLANATION | SE REPOR- TARÁ EN |
| HEALTH AND CUSTOMER SAFETY | | | | | | | |
| PR1 | Life cycle stages in which health and safety impacts of products and services are assessed for improvement, and percentage of significant products and services categories subject to such procedures. | Partial | 107-108 | Analysis of impact on health and safety from R +D, certification, manufacturing and distribution | Not relevant | The Antena 3 Group operates in the audiovisual sector. | |
| PR2 | Total number of incidents of non-compliance with regulations and voluntary codes concerning health and safety impacts of products and services during their life cycle, by type of outcomes. | Not reported | | | Not relevant | The Antena 3 Group is in the audiovisual business and therefore its products and services do not have any impact on health and safety during their life cycle. | |
| PRODUCT LABELLING AND SERVICES | | | | | | | |
| PR3 | Type of product and service information required by procedures, and percentage of significant products and services subject to such information requirements. | Not reported | | | Not relevant | The Antena 3 Group is in the audiovisual business and therefore its products and services are not subject to these informative requirements. | |

| | | | | | | | |
|------------------------------|---|--------------|-------|--|---------------------------|---|------|
| PR4 | Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labelling, by type of outcomes. | Not reported | | | Not relevant | The Antena 3 Group is in the audiovisual business and therefore its products and services are not subject to these informative and labelling requirements | |
| PR5 | Practices related to customer satisfaction, including results of surveys measuring customer satisfaction. | | 34-35 | | | | |
| MARKETING | | | | | | | |
| PR6 | Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labelling, by type of outcomes. | Partial | 35-36 | Frequency with which regulations and voluntary codes are revised | Information not available | The company does not have a formal system to compile this information. | 2013 |
| PR7 | Practices related to customer satisfaction, including results of surveys measuring customer satisfaction. | Total | 23 | | | | |
| CUSTOMER PRIVACY | | | | | | | |
| PR8 | Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data. | Total | 108 | | | | |
| REGULATORY COMPLIANCE | | | | | | | |
| PR9 | Monetary value of significant fines for noncompliance with laws and regulations concerning the provision and use of products and services. | Total | 23 | | | | |

GRUPO ANTENA 3



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Antena 3 Group

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