

2012



ATRESMEDIA

Annual and Corporate Responsibility Report

Atresmedia

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This Annual Report was approved by Antena 3 de Televisión, S.A. Board of Directors on 27th February 2013.

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Continuing the policy introduced in 2009, this report offers a unified approach to the disclosure of both the financial and non-financial (social, environmental and corporate governance) aspects of **Atresmedia**. This is another example of the commitment made by the company to fully integrate corporate responsibility into its business model. Throughout the report all the information on Corporate Responsibility has been highlighted in green.

Moreover, and in keeping with this approach of transparency and accessibility of information, **Atresmedia** has created a specific microsite for the Annual and Corporate Responsibility Report, hosted on the corporate website www.atresmediacorporacion.com, which allows all the information in this report to be accessed and downloaded. This new communication channel has for the first time removed the need to create a printed version of the Annual and Corporate Responsibility Report and this has reinforced the Company's commitment to the efficient use of natural resources.



Letter from the President

In its 23 years of existence, this Company has demonstrated that it is capable of overcoming the transformations that the media business is constantly undergoing, be they technological, social or legislative. In the last few years, the economic crisis and, consequently, that of advertising too, has significantly added to this constant process of metamorphosis being experience by the audiovisual market. And, once again, we have exceeded in surmounting the obstacles and attaining the objectives which we had set for ourselves.

Change, innovation and growth were, in short, the foundations on which the Company has constructed its own history. For a long time we have been much more than a television channel. Today, if we analyze the volume and capacity of all our activities, we may state that we are the leading media group in Spain. **Atresmedia**, our new corporate identity, not only gives its name to this road that we have traveled along since **Antena 3 TV** was formed in 1989, but rather it underpins our firm wish to soundly remain at the helm of the media industry in Spain.

As the leading communications Group in Spain, we directly manage seven television channels, three radio stations, a powerful film production company and, for many years, we have been at the forefront of the new digital media. To this, we must add our leading role in the advertising business. **Atresmedia** is, without doubt, undergoing a marvelous moment.

2012 was, with taking into account the economic crisis, the best year in the Company's history in relevant terms. Important milestones took place, including most notably the process of integration of **laSexta** into **Atresmedia Televisión**, following the announcement, at the end of the preceding year, of the merger.

The integration of **laSexta**, together with its complementary channels, took place in record time. Never has such a complicated process been carried out in such an apparently simple manner. The reason: we know what we want and how to carry it out. We have reinforced the personality of each of the channels giving rise to an extremely rich and varied television offering, providing each channel with the required elements in order to guarantee its individual development, but, in turn, sharing attributes such as the quality and talent comprising the essence of **Atresmedia Televisión**.

In short, a leading offering of seven television channels which complement and satisfy the demands of spectators and advertisers like never before. The model drawn up is functioning efficiently, to the point that **Antena 3** had attained audience leadership in January 2013, something which has not occurred in the last seven years. And **laSexta**, for its part, has reported its best data since the merger.

[In 2013 Antena 3 attained audience leadership, something which has not occurred in the last seven years.]

Personally, I feel very satisfied, because our courageous pledge for a varied, respectful and quality television model, focusing on talent and drive, is today the trademark not only of **Antena 3** but also of our whole television offering. Today we will be harvesting our fruits and we note with satisfaction that another manner of understanding and making television was not only possible but necessary. I am proud of our team of professionals, which has demonstrated that we can continue to grow in terms of audience and, in turn, successfully perform a merger at a particularly adverse moment due to the crisis and the decline of the advertising market.

But as I was saying **Atresmedia** gives its name to a Company which extends its influence beyond television. If I previously stated that 2012 has been the best year in our history, without taking into account the economic context, it is because we have also experienced significant and highly relevant growth in our other business areas.

Atresmedia Radio, with its radio stations **Onda Cero** and **Europa FM**, continues to win new listeners, year after year, in a sound, unstoppable manner, demonstrating that its formula is, definitively, synonymous of success. **Onda Cero**, with its own plural and balanced style, is undeniably the radio station which sets trends. Meanwhile **Europa FM** continues to climb the ladder to leadership and does not seem to have found its limit.

Atresmedia Digital, on the other hand, continues to beat its own brands, exponentially boosting our communication capacity as a group and exploring with top marks new means to reach the audience through innovation.

The influence of our Company extends to the whole audiovisual business and here the activity of **Atresmedia Cine** plays a significant role. Once again, and this has been the case for several years, the Company has been a fundamental pillar in the cinema industry in Spain, demonstrating that good films can be made which attract spectators to the cinemas, without relinquishing profitability.

Atresmedia Publicidad has once again been able to respond to the circumstances. Knowing how to reinvent itself, without a fear of change, and exploring all the possibilities offered by a market experiencing so many difficulties, it was once again the motor that we needed to reach the objectives that we had set ourselves.

Accordingly, in an environment in which very few communication companies are obtaining profit, **Atresmedia** closed the year as one of the Companies which has best resisted the crisis. Net Profit amounted to €31.9 million, while Gross Operating Profit (EBITDA) was €39.5 million.

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Likewise, **Atresmedia** maintains its commitments to its shareholders and will pay most of the Net Profit obtained as a Dividend, quite a milestone in the current economic circumstances.

On another matter, in 2012, the Company completed the implementation of the Corporate Responsibility Master Plan complying with 97% of the shares envisaged. It has been a success of great magnitude because this Plan, which has guided **Atresmedia** in the last three years, has converted us into the leading Company of the sector in this area.

Furthermore, **Atresmedia's** commitment to society was reflected with the entering into of new collaboration agreements with organizations such as the Food Bank, Unicef, or WWF-Adena as well as with the permanent support to the UN Global Compact principles. It is a question of continuing to contribute our main value, the ability to reach the audience to influence it, to sensitize the society to the significant problems of our time, such as food wastage, the protection of children's rights and climate change. I am aware that this is a task of great significance and dimensions, which motivates us even further to continue working in this line.

This year drives were also performed for young people through **Antena 3 Foundation**, such as the first edition of the competition **Te Toca!** aimed at young people finding the solutions to certain problems. Furthermore, Corporate Responsibility initiatives such as **Ponle Freno**, **El Estirón** or **Hazte Eco** are still more alive than ever with new campaigns.

The soundness and strength of **Atresmedia** has become clear one more year. As a communication group we have consolidated, in the worst circumstances, our position as a benchmark in all areas of activity. But I do not wish to finish this annual balance without highlighting that thanks to that ambition to grow and exceed ourselves, we have played an active role in the defense of the audiovisual industry in Spain when it is most required. 2012 was a great year for us. And we are working to ensure that 2013 is better.



José Manuel Lara

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**Message
from the
CEO**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



Silvio González

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



Main figures of Atresmedia

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

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

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

SOCIAL	2010	2011	2012
No. of hours broadcast of children's programs	1,689	2,509	3,337
No. of hours of accumulated subtitles	7,196	10,491	29,940
No. of employees	1,942	1,849	1,784
Investment in training (€)	333,923	424,858	395,700
No. of hours training per employee	34	29.5	30
Income of the Foundation contributed by Atresmedia (€)	500,000	360,000	500,000
Non-compliance with Self-regulation Code	3	2	0
Opportunity cost of the broadcast of free television spots for social advertising (€)		3,715,759	8,300,820
Opportunity cost of the broadcast of free radio slots for social advertising (€)	-	1,735,430	1,652,155

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

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

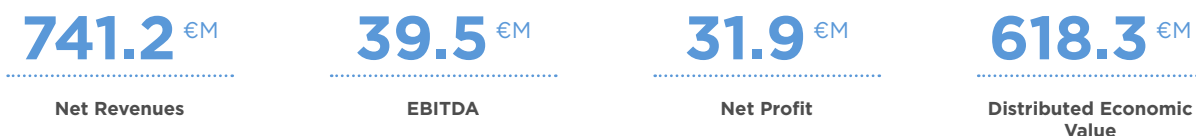


**The year's
highlights**

Financial Results

Atresmedia obtained very sound results in an economic climate of decline in the advertising market and weakness at macroeconomic level.

- **Atresmedia's** Net Revenues amounted to €741.2 million (as compared with €805.2 million in 2011).
- EBITDA amounted to €39.5 million, which represents a sales margin of 5.3%.
- Net Profit totaled €31.9 million.
- The Distributed Economic Value reached €618.3 million.



Television Division

The Television Division of **Atresmedia** attained sound results, exceeding the market in a year in which TV advertising fell approximately 19%.

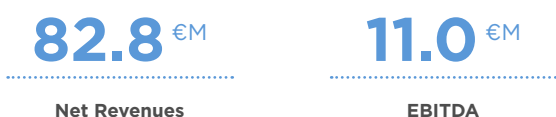
- Net Revenues were €638.8 million.
- Gross profit from operations amounted to €27.4 million, which represents a sales margin of 4.3%.



Radio Division

Onda Cero continued to reinforce its position in the Spanish radio market. In 2012 it increased its number of listeners by 161,000. **Europa FM**, reaches for the first time in its history two million listeners.

- In 2012 the Company reported Net Revenues of €82.8 million.
- Its EBITDA amounted to €11.0 million (sales margin of 13.2%).



2012 Milestones



Success in the integration of laSexta

On 1 October, the merger took place between **Antena 3** and **laSexta**, a successful process in which the former **laSexta** shareholders take an initial stake of 7% in the new company and an additional stake of up to 7%, phased in gradually and in function of compliance during the 2012-2016 period with a series of objectives related to the results of the new Group.

With the incorporation of the television offering of **laSexta**, **Atresmedia Televisión** adds to its outstanding presence in other markets (radio, advertising or cinema) a leading proposal in the television business: in total eight channels (**Antena 3**, **laSexta**, **Neox**, **Nova**, **Nitro**, **xplora**, **laSexta3TODOCINE** and **Go! TV**, the latter under a lease arrangement), which consolidates the Company as the leading communication group.

Antena 3, the best year of its history

Since the birth of **Antena 3** until the present, the Company has been expanding and consolidating its business areas. Probably 2012 was the best year in the Group's history despite the highly complex economic climate in which it has had to operate. Its family television model, based on quality and variety of contents, was applauded by the audience, by the audiovisual industry itself and by the advertisers.



Antena 3 climbs to second position

In 2012, **Antena 3** attained second position among the audience and was the only leading television channel which succeeded in expanding in the year, to 12.5% of the share, as compared with the annual minimums reported by its main rivals, Telecinco (which fell 0.3 points) and La 1 (which fell by 2.3 points).

This historical data was the result of the backing of its emblematic programs such as **Espejo Público**, **La Ruleta de la Suerte**; the consolidation of programs premiered in recent years, **Tu Cara me Suena**, **Karlos Arguiñano en Tu Cocina**, **El Hormiguero 3.0**; and the establishment of its evening offering, with **El Secreto de Puente Viejo**, the end of **Bandolera**, the competitions **¡Ahora Caigo!** and **Atrapa un Millón**. Likewise, its leading proposals in terms of fiction, **Con el Culo al Aire**, **El Barco**, **Pulseras Rojas**; its cinema library, with **Multicine** and **El Peliculón** and the broadcast of **Fórmula 1** led 2012 to be an overwhelmingly successful year.

The highest success rate among the premieres

For yet another year, **Antena 3** has obtained the highest percentage of success among its premieres (53% when the normal rate is 20%), which ratifies its television model. **Con el Culo al Aire**, **Luna**, **El Número Uno** and **Pulseras Rojas** are a few examples. Furthermore, it broadcast the most watched film of the year **Breaking Dawn, Part 1**, and heads the ranking of the most-closely followed cinema of the private offering. As for **Tu Cara me Suena**, the channel's own invention, it has become the most seen and sold program in the world.

Tu Cara me Suena,
El Hormiguero 3.0
and Con el Culo
al Aire.



Growth and consolidation of afternoon and evening viewing

Antena 3 was the channel which grew the most in 2012, (1.7 points), in the time slot from 16:00 to 21:00 hours from Monday to Friday thanks to its fictional programs, **Bandolera** and **El Secreto de Puente Viejo**, and its competitions, **iAhora Caigo!**, which led in December, for the first time in history, with a monthly maximum (18.2%), and **Atrapa un Millón**.

Absolute leader of morning viewing

Throughout the whole of 2012 **Antena 3** was the leading morning television channel, a position obtained thanks to the result of its established programs, notably **Espejo Público**, which obtained the most viewers in its history (470,000 spectators), and its highest market share in the last three years (16.3%). It is accompanied by **Karlos Arguiñano en Tu Cocina**, which increased by 2.2 points in the year, and the leading morning program **La Ruleta de la Suerte**.

Antena 3 Noticias 1, leader in the private offering in 2012 and laSexta|Noticias overtake Cuatro

Antena 3 Noticias 1 was the leading private news program, both from Monday to Sunday (14.3% and 1,910,000), and from Monday to Friday, with an average of 14.1% and 1,901,000 spectators. In 2012, the 15.00 program with a lead of 1.6 points over Informativos Telecinco from Monday to Sunday overtook the whole of the private offering.

In 2012, **laSexta|Noticias** succeeded in overtaking Cuatro's news program with its best annual data: 7.1% and 777,000 spectators, as compared with the averages of the Cuatro programs of 6.4% and 685,000.

The best World Formula 1 in four years

Antena 3 attained an average of 39.1% and 4,175,000 spectators with the broadcast of the **World Formula 1**, obtaining the best data since 2008 and more spectators than the last time Fernando Alonso won the World Cup (2006, 4,111,000).

Five series figure among the ten most watched

Antena 3 continues as a reference in fiction and places five of its series among the ten most watched in 2012, year in which it married the continuity of its successful series with wise decisions in its new pledges (**Con el Culo al Aire**, **Fenómenos**, **Luna**, **El Misterio De Calenda**, **Gran Hotel** and **El Barco**).

Antena 3 Noticias,
World Fórmula 1 and
Susanna Griso.





laSexta, audience rises since the merger

laSexta continues to rise since its integration in **Atresmedia Televisión**, and ended December with 5.5%, its best data in 15 months, since September 2011.

Noteworthy is the fact that programs with **laSexta**'s own seal achieved their best results since the merger: **Salvados** broadcast its most successful season with an average of 13.3% and 2,726,000 spectators. Furthermore, this program became the most viewed program in the history of LaSexta.

El Intermedio obtained a monthly record in December with 9.7% (+0.6 with respect to October) and 1,931,000 spectators, and reported growth in 2012 of 1.3 points as compared with 2011, to reach an annual average of 7.4% and 1,409,000 spectators.

Likewise, in October, the first month of the merger, **laSexta** lived its best entertainment premiere (2,802,000 spectators and 13.7%) of its history with **Pesadilla en la Cocina**, the program revelation of the year.

Atresmedia Televisión's theme channels overtake their direct rivals

Atresmedia Televisión's theme channels, **Neox**, **Nova**, **Nitro**, **xplora** and **laSexta3TODOCINE** managed to overtake their direct rivals in 2012. Furthermore, in December they were the leading theme channel offering with the best data since the merger, (9.2% as opposed to the 8.6% of Mediaset Spain's theme channels).

Shareholder remuneration of approximately 70% of Net Profit

Despite the economic and advertising crisis, **Atresmedia** continues to maintain its remuneration policy to shareholders, and will pay almost 70% of Net Profit through a Dividend.

El Intermedio, Pesadilla en la Cocina and Jordi Évole.





Atresmedia Radio

In the same line as recent years, **Onda Cero** and **Europa FM** will ended 2012 with significant increases in audience figures.

Presentation of Onda Cero's team 2012/2013 and Europa FM programs.

Onda Cero continues to grow

In accordance with the General Media Study, the **Onda Cero's** programs were followed by 2,615,000 listeners, 161,000 more than in 2011. This rise was preceded by previous growth -66,000 listeners more than in 2010 and 131,000 in 2011- and reinforces a radio proposal based on continuity, balance and respect for different opinions.

Europa FM exceeds two million

Europa FM has beaten all records in its still short history. For the first time, according to the data of the latest General Media Study of 2012, **Europa FM** exceeded two million listeners - 2,121,000 to be exact -, and was the music channel which has grown most in the last wave (177,000) and also in the last program seasons.

Atresmedia Publicidad takes the lead over the market

In 2012, advertising investment dropped by 16% with respect to 2011. The fall was widespread for all media, including Internet which, after reporting significant increases, began to experience fall-offs towards the middle of the year. Despite all the foregoing, **Atresmedia Publicidad** stood firm in its determination to defend the value of the product and the richness of its support, thereby widening the gap with respect to its competitors, and improving its commercial offering versus the market offering.



Film posters: Tengo Ganas de Ti, A Roma con Amor, Luces Rojas and XP3D.

Atresmedia Digital about to reach ten million

Atresmedia Digital, through antena3.com, closed the year with an average of 9,700,000 single monthly navigators, up 10% on 2011. November particularly stands out since it was the month in which 12 million users were registered, a historical record which coincided with the end of the World Formula 1.

Atresmedia Cine, rakes in 20% of the whole spanish cinema box office takings

Atresmedia Cine is conscious that it is not enough to make good cinema, it is necessary, moreover, to know how to connect with the public. Under this premise, it succeeded in placing four of its productions among the first top ten of the Spanish cinema and, in turn, has obtained the recognition of the critics and professionals at Spanish and international festivals. 20% of the box office takings for the whole of the Spanish cinema relates to five of the Company's productions over the year.

The implementation of the 2010-2012 Corporate Responsibility Master Plan was finalised

The CR Master Plan has implemented specific measures to improve the relationships of trust between the Company and its stakeholders. Thanks to these transversal lines of actions in areas such as children's rights, responsible advertising, ethics in information management or the commitment to society, Atresmedia is being widely acknowledged in the area of Corporate Responsibility and has become a reference for the Spanish audiovisual industry. In 2012, the Company finalized 97% of the measures envisaged and will continue to implement the remainder until it completes all its planned objectives.

Recognised by Society

Atresmedia's firm commitment to providing a responsible and high quality media service has been publicly acknowledged. In 2012, Antena 3 led the Social Responsibility ranking for public and commercial broadcasters in Spain, according to a report by the Fundación Compromiso Empresarial. Furthermore, Antena 3 obtained the highest rating among the media companies in the Reporta 2012 Report, which assesses the quality of the information provided by listed companies, and it is the television station most highly rated by the Spanish public according to the GECA 2012 index. The "Employer Branding" report by Randstad also cites Atresmedia as one of the most attractive companies to work for.



9,700,000

Single monthly navigators through antena3.com



20%

Atresmedia Cine, rakes in 20% of the whole spanish cinema box office takings.



Collaboration agreements with the Food Bank, ADENA WWF and UNICEF

Faithful to its commitment to society, during 2012, **Atresmedia** entered into new collaboration agreements to perform long-term projects with NGOs. Such projects include, most notably, those entered into with FESBAL (Spanish Food Bank Federation), ADENA-WWF and UNICEF, to perform joint initiatives which contribute to resolve social problems such as food wastage, the prevention of forest fires, or the protection of children's rights.

New initiatives against child obesity, road safety and protection of the environment

Atresmedia's various corporate responsibility campaigns have continued to be carried on with the start-up of new initiatives. Accordingly, **Ponle Freno** collected more than 100,000 signatures supporting the placement of radars to save lives and not for collection purposes, **El Estirón** acknowledged the schools participating in the fight against child obesity, and **Hazte Eco** devoted itself to the fight to Save the Arctic and the fight against forest fires.

First edition of the competition Te Toca!

The **Antena 3 Foundation** celebrated the first edition of the competition **Te Toca!**, a listening and participation project for young people which aims to involve them in the quest for solutions to certain social problems. 700 young people between 12 and 16 participated in the first edition devoted to the Environment and responded to the question How to generate less rubbish?

4th race Ponle Freno, El Estirón campaign and Te Toca! awards ceremony.



Corporate Volunteers.

Pledge for corporate volunteers

Corporate Volunteers is completely integrated in **Atresmedia**'s corporate culture and is one of the most highly valued initiatives among employees. In 2012, the number of volunteer activities rose. In this connection, the Company has joined the VOLUNTARE platform to promote corporate volunteers and signed a collaboration agreement with the "Madrid Volunteer Foundation".

We listen to employees

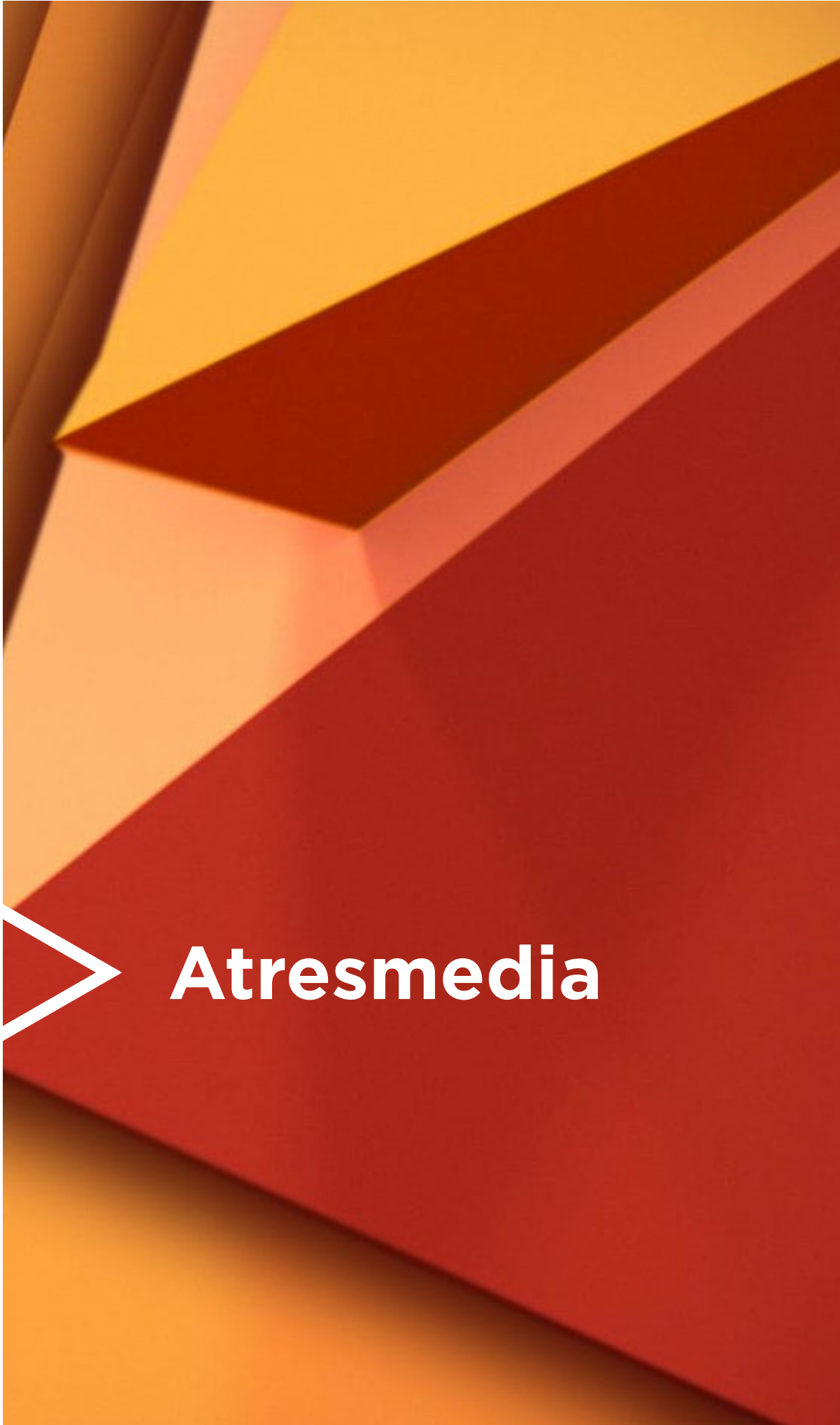
The Group performed the Third Consultation Process with Employees to ascertain their opinions on matters which affect them directly, such as the Company's Human Resources policy, safety, occupational health, or professional development within the organization. Following this dialogue process, important conclusions were reached which will be considered in future procedures aimed at improving the employment situation.

Greater commitment to combat climate change

Atresmedia participated in the questionnaire of the Carbon Disclosure Project (CDP), to inform its stateholders on the policies and actions performed by the Group with respect to climate change. The CDP represents a major commitment to combat climate change since it is a voluntary initiative which encourages transparency and change towards company sustainability throughout the world.

New stakeholder communication channels

Transparency and permanent dialogue with the stakeholders is one of the cornerstones of the company's Corporate Responsibility policy. To facilitate this dialogue, **Atresmedia** has strengthened its communication channels and has updated its corporate website www.atresmediacorporacion.com. This is a more visual and dynamic website that allows investors, shareholders and the main stakeholders to access financial, legal and sustainability information on the company. In keeping with this policy of transparency and accessibility of information, **Atresmedia** has created a specific microsite for the Annual and Corporate Responsibility Report, which has for the first time removed the need to produce a printed version of this document.



Atresmedia

Mission, vision and values

Mission

Broadcast of varied, innovative and high quality news and entertainment offerings that respond to our stakeholders in order to win their trust and thereby ensuring the leadership position and sustainability of the Group.

Vision

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

Values

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

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

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

Long-term vision: We work on the creation of a leading corporate project in the audiovisual sector which endeavors to move closer to the future by creating it. **Innovation:** We boost the creation of new ideas, products, services and practices which contribute value to the Company and to society.

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

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

Shareholder structure

Antena 3 Televisión has been listed on the Spanish Stock Exchange since October 2003, and its main shareholders are leading communication companies both in Spain and Europe.

Planeta de Agostini Group

This group is the fruit of the strategic alliance between the Planeta Group and De Agostini. Its objective is to consolidate its leadership in the publishing world, in new sectors of the economy and, very especially, in the area of audiovisual media.

Planeta Group: The Planeta Group is the leading Spanish multimedia communication and publishing group in the production of contents in the Spanish-speaking market. Planeta occupies a privileged place above its rivals: it is the leading Spanish publishing Group and the seventh in the world.

De Agostini Group: Italian multinational group which carries on its activity in the publishing market, in the production and distribution of contents for television and cinema, and also in the financial and insurance sector. It is present in more than 30 countries and publishes in 13 languages.

RTL Group*

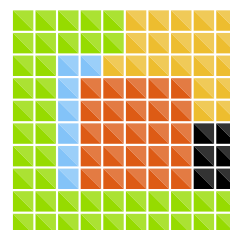
With 54 television channels and 29 radio stations in 10 countries, it is the European leader in the entertainments market. It broadcasts more than 9,200 hours of television each year, in the 58 countries in which it is present. It currently has more than 300 programs being broadcast or produced throughout the world. Each day more than 200 million spectators watch any of the television channels in which RTL has ownership interests.

Furthermore, it is one of the most significant audiovisual rights managers in the world, with more than 20,000 hours of content sold in a total of 150 countries.

Imagina Media Audiovisual

Spanish business holding company from the audiovisual production industry borne in 2006, with the integration of the Globomedia Group production companies (previously Arbol Group) and Mediapro. Likewise, since 2007, it has an international distribution platform through Imagina International Sales. Its investment in the shareholder structure of **Antena 3 Televisión** is directly (2.85%) and indirectly through its Group company, Gamp Audiovisual, S.A. (3.63%).

Imagina Media Audiovisual has been a shareholder of **Antena 3 Televisión** since 31 October 2012. (date of performance of the merger and, accordingly, of the inclusion of Imagina in **Antena 3**).



41.70%
Planeta de Agostini Group

19.17%
UFA Film

7.01%
Treasury shares

6.49%
Imagina Media Audiovisual

25.64%
Other

* UFA FILM UND FERNSEH GMBH SOLE-SHAREHOLDER COMPANY (owner of the shares of ANTENA 3 following the absorption of RTL Group Communication, S.L.U.).

Breakdown of the Board of Directors and of its Committees



Mr. José Manuel Lara Bosch
Chairman



Mr. Maurizio Carlotti
Deputy Chairman



Mr. José Miguel Contreras Tejera
Deputy Chairman



Mr. Silvio González Moreno
CEO



Mr. Nicolás Abel Bellet de Tavernost
Director



Mr. Josep María Benet Ferrán
Director



Mr. Mauricio Casals Aldama
Director



Ms. Aurora Catá Sala
Director



Mr. José Creuheras Margenat
Director



Mr. Marco Drago
Director



Ms. María Entrecanales Franco
Director



Mr. Elmar Heggen
Director



Mr. Pedro Ramón y Cajal Agüeras
Director



Mr. Manuel de la Viuda Fdez. de Heredia
Secretary



Ms. Margarita González Martín del Río
Deputy Secretary

Board of Directors

Name	Position
Mr. José Manuel Lara Bosch	Chairman
Mr. Maurizio Carlotti	Deputy Chairman
Mr. José Miguel Contreras Tejera, representative of IMAGINA MEDIA AUDIOVISUAL, S.L.	Deputy Chairman
Mr. Silvio González Moreno	CEO
Mr. Nicolás Abel Bellet de Tavernost	Director
Mr. Josep María Benet Ferrán representative of GAMP AUDIOVISUAL, S.A.	Director
Mr. Mauricio Casals Aldama	Director
Ms. Aurora Catá Sala	Director
Mr. José Creuheras Margenat	Director
Mr. Marco Drago	Director
Ms. María Entrecanales Franco	Director
Mr. Elmar Heggen	Director
Mr. Pedro Ramón y Cajal Agüeras	Director
Mr. Manuel de la Viuda Fdez. Heredia	Secretary
Ms. Margarita González Martín del Río	Deputy Secretary

Executive Committee

Name	Position
Mr. José Manuel Lara Bosch	Chairman
Mr. Maurizio Carlotti	Director
Mr. Silvio González Moreno	Director
Mr. Nicolás Abel Bellet de Tavernost	Director
Mr. Marco Drago	Director
Mr. Manuel de la Viuda Fdez. Heredia	Secretary
Ms. Margarita González Martín del Río	Deputy Secretary

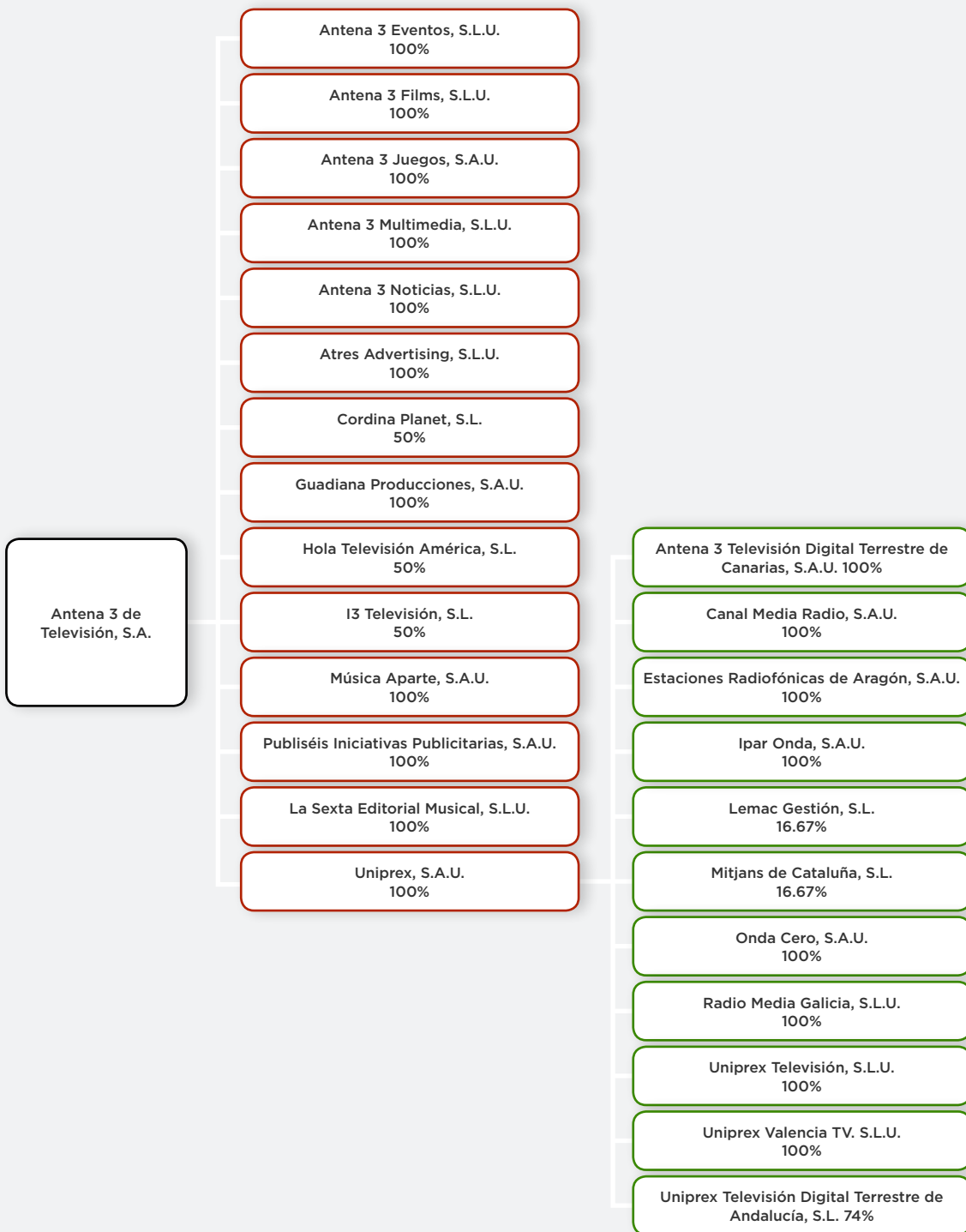
Audit and Control Committee

Name	Position
Mr. Pedro Ramón y Cajal Agüeras	Chairman
Mr. Elmar Heggen	Deputy Chairman
Ms. Aurora Catá Sala	Director
Mr. José Creuheras Margenat	Director
Ms. Margarita González Martín del Río	Secretary

Appointments and Remunerations Committee

Name	Position
Ms. María Entrecanales Franco	Chairwoman
Mr. Nicolás Abel Bellet de Tavernost	Deputy Chairman
Mr. Mauricio Casals Aldama	Director
Mr. José Creuheras Margenat	Director
Mr. Pedro Ramón y Cajal Agüeras	Director
Mr. Manuel de la Viuda Fdez. Heredia	Secretary

Corporate Organization



Further information on the **Atresmedia** companies may be found on the corporate web page www.atresmediacorporacion.com

Management Structure

Atresmedia's Corporate Organization

CEO

Mr. Silvio González

Corporate Chief Executive Officer

Ms. Patricia Pérez

Chief Financial Officer

Mr. Antonio Manso

General Counsel

Mr. Manuel de la Viuda

Regulation and Institutional Relationships

Ms. Carmen Rodríguez

Auditing and Processes Monitoring

Mr. Fernando Costi

Director of Communication

Mr. Ignacio Mata

Director of Strategy

Mr. Javier Nuche

Atresmedia Televisión

General Manager

Mr. Javier Bardají

A3 Noticias

General Manager

Ms. Gloria Lomana

Atresmedia Radio

Chairman

Mr. Javier González-Ferrari

General Manager

Mr. Ramón Osorio

Atresmedia Publicidad

General Manager

Mr. Eduardo Olano

Atresmedia Digital

General Manager

Mr. José Manuel González-Pacheco

Atresmedia Cine

Chairman

Mr. Mikel Lejarza

Fundación Antena 3

Executive Director

Ms. Carmen Bieger



Economic environment

2012 was not a good year for the Spanish Stock Exchange, lashed by the sovereign debt crisis, faced with the positive performance of the remaining surrounding stock markets.

The year was clearly divided into two parts: the first part until July, in which the Ibex fell by nearly 30% as a result of the uncertainty regarding sovereign debt, with the spread reaching 750 basis points in its worst moment, and with the German and American bonds at historic minimums. In this situation, the ECB resolved to reduce interest rates by quarter of a point, to 0.25%, and the financial aid to Spain was approved for an amount of €100,000 million.

All this led the ECB to finally show itself to be active with a view to the Spanish situation, and already by July, the statements of the ECB leaders to preserve the Euro enabled the Ibex to recover the lost levels, and the spread to relax considerably.

Accordingly, the last four months of the year were much more positive for Spain's financial conditions. State financing was more favorable and, accordingly, the Treasury, already in November, had completed its financing requirements for the rest of the year.

Accordingly, the IBEX closed the year at 8,167.5 points, representing a fall of 4.66% with respect to 2011 year-end. **Antenas 3's** shares fell by €3.90, falling in the year by 16.13%.

The remaining European stock markets had a much better performance: the Paris CAC 40 rose by 15.23% (closing at €3,641.07); the German Dax reached 7,612.39, rising in the year by 29.06%; and the London FTSE earned 5.84%, closing at 5,897.81 points. The Eurostoxx 50 index, which includes the 50 most important companies in Europe, rose 13.79%, ending 2012 at 2,635.93 points.

The main indexes of the U.S. markets rose considerably in 2012. The Dow Jones increased its trading by 7.26%, the el S&P 500 by 11.80%; while the Nasdaq increased its value by 16.82%.

For the Spanish economy, 2012 was a year of recession, as compared with 2011, which grew by 0.7%. Falls were reported in all quarters, although performance in the third quarter was somewhat better than in previous years, due to the increase in Spanish demand fruit of the bringing forward of purchases faced with the increase in VAT. 2012, according to the Bank of Spain, ended with a fall of 1.5% in the GDP.

Unemployment continued to rise: in 2012 the employment rate reached 24.9% of the active population, and FUNCAS estimates that it will reach 26.5% in 2013.

Domestic consumption diminished by 1.8%, and it does not seem set to recover in 2013, rather it will deteriorate until it has fallen by 2.3%.

In this environment the forecasts of the Bank of Spain for 2013 are worse than in 2012: the GDP may descend by 1.5%, falling somewhat more in the first part of the year, and growing slightly in the second part.

Shareholder remuneration of approximately 70% of Net Profit

Antena 3 Televisión shares fell by 16.13% in 2012. Its capitalization amounted to €880,36 million at year-end.

In October 2012, the merger with **laSexta** was made effective, through a capital increase and, accordingly, at year end the new company has 225,732,800 shares.

The advertising market once again reported negative figures: if in 2011 such advertising fell by a total of 6% (that of the TV a 9.5%), in 2012 there figures were no better. The total media market fell 16%, reaching €4,630 million. Television advertising, on the other hand, fell somewhat more to €1,815 million (representing a fall of 18.9% with respect to 2011).

In this environment, despite the market's weak results, **Antena 3 Televisión** maintains its commitment to its shareholders, and will pay approximately 70% of Net Profit through a Dividend.

Share capital

At 31 December 2012, **Antena 3 Televisión's** Share Capital amounted to €169,3 million, represented by 225,732,800 shares of €0,75 par value each.

VALUE DATA	2012
Share Capital at year-end (thousands of Euros)	169,299.6
Number of shares at year-end	225,732,800
Capitalization at year-end (millions of Euros)	880.36
Quoted price 31/12 (€/share)	3.90
Maximum (€/share)	5.37
Minimum (€/share)	2.81
Average Weighted Price (€/share)	3.86
Average trading volume (securities)	311,083
Average trading volume (thousands of Euros)	1,200,780

Source: Fininfo

+ 200

*Conf Call
with analysts
and investors.*

500

contacts were
established with
the financial
community
throughout the
year.

Shareholder and investor services

Both the Investor Relations Department and the Shareholders' Office are in charge of broadcasting the most significant news and of informing on market performance and financial outlooks.

In 2012, the Investor Relations (IR) Department had intense activity. It participated in more than 25 conferences and road shows in different European cities and directly contacted approximately 270 investors.

The IR Department made more than 200 conference calls with investors and analysts to treat current affairs and market news and review financial models.

Approximately 35 meetings have taken place at our offices, through one-on-ones or reverse road shows (a group of investors visits **Atresmedia** with a broker): 25 with investors, 5 with industry analysts and 5 with service suppliers.

In total, approximately 500 contacts were established with the financial community throughout the year.

Furthermore, in order to provide access to rapid and clear information, the web page www.atresmediacorporacion.com, substantially improved in 2012, has a specific section in which significant events, financial results and other news of interest are published.

But the attention does not stop there: the investors may contact through the email address, ir@atresmedia.com while a further email was provided for non-institutional shareholders. oficinadelaccionista@atresmedia.com.



Atresmedia in Madrid.

Corporate Governance

Atresmedia's Corporate Governance is formed by a series of internal and regulatory bodies, whose objective is to manage and control the organization in a **transparent and efficient manner, generating value for the shareholders and the other stakeholders.**

The leading body deciding the corporate policies is the Board of Directors and the regulations governing and supervising their compliance are as follows:

- Bylaws.
- Board of Directors' Regulation.
- General Shareholders' Meeting Regulation.
- Conduct Regulation in Areas Relating to the Securities Market.
- Code of Conduct.
- Rules of Good Governance of the Antena 3 Foundation.

In 2012 the Board of Trustees at the **Antena 3 Foundation**, following the recommendations of the Spanish Association of Foundations, adopted the Foundation's Good Governance Standards, taking a further step towards ensuring transparency and efficiency in its management. These Standards, which are published on its website, www.fundacionantena3.org, are a vehicle for informing society about its aims and activities, and for raising awareness among its donors and beneficiaries about the management of its resources.

Atresmedia does not limit itself to meeting the requirements established in these standards, but instead is actively involved in their definition. Evidence of this is the fact that it belongs to the Spanish Broadcasters Association, of which it is a development partner. One of this association's objectives is to contribute to the development of Corporate Governance standards and to encourage communication and cooperation with the stakeholders.

Furthermore, a Regulatory Compliance Committee exists integrated by the managers of all the areas in question. This Committee is responsible for the supervision, coordination and management of the Conduct Regulation both in security market matters and with respect to the Code of Conduct.

In 2012, this Committee focused its efforts on the implementation of the internal crime prevention model. Accordingly, two lines of action were performed:

- Designing a **whistleblower's channel** which will be launched in 2013 and whose objective is to allow all the employees to report situations that could constitute inappropriate conduct or actions, as well as allowing them to raise queries and propose improvements.
- Developing **operating protocols** (hiring managers, use of ICTs, management of powers of attorney, response to criminal risk situations, etc.) which must be implemented in 2013 in the departments involved.

Reforms of the 2012 Corporate Governance rules

Since 2010 there have been significant changes in the commercial legislation which directly affect the corporate regulations for **Atresmedia**. Among these reforms, we can highlight the following:

- Implementation of Law 2/2011 of 4 March, on Sustainable Economy.
- Implementation of Law 12/2010, of 30 June, which modifies, among others, the Law on the Auditing of Accounts.
- Implementation of the revised text of the Spanish Companies Law.
- Modifications introduced by the Law 25/2011, of 1 August.

These legal modifications have made it essential to review and update **Atresmedia's** Corporate Governance regulations and evaluate the degree of compliance with the Unified Good Governance Code.

This work has resulted in the approval by the Board of Directors, in 2012, of two texts: a new set of Regulations for the Board of Directors and a new Code of Conduct on Stock Market matters.

Meanwhile, the General Shareholder's Meeting, held on 25 April 2012, approved the new text for its own Regulations as well as the Company Byelaws, with the purpose being to adapt them to the aforementioned legal reforms.

The new texts approved include technical improvements, more accurate drafting, as well as new issues of additional importance for the listed companies. In addition, they include some of the recommendations of the Unified Good Governance Code (approved by the Stock Market Commission (CNMV) in May 2006).

Specifically, the main modifications made are:

- Inclusion of the option for the Company to request the data necessary to identify the shareholders to the entities responsible for the accounting entries in the accounting records.
- Adjustment of responsibilities and structure of the Audit and Control Committee.
- Changes in the formal and organisational aspects relating to the calling and holding of the General Shareholders' Meeting and Board of Directors Meetings.



RI webpage.

- Reference to the “Annual Report on Remuneration for the Directors”, which is submitted to an advisory vote and as a separate agenda item at the AGM.
- New regulations for the corporate website (company’s electronic office) and the information that must be included in this.

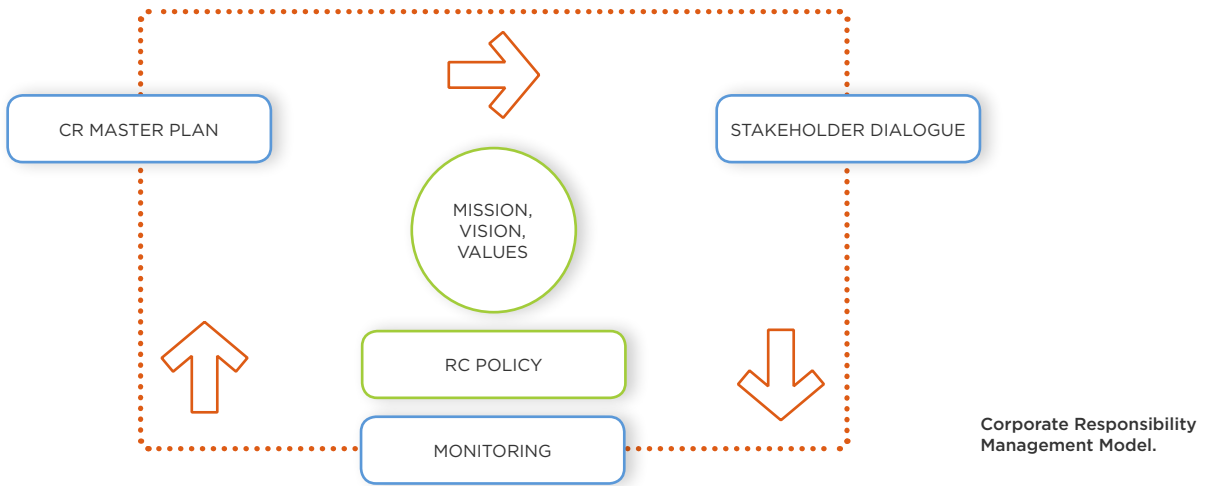
Transparency

Since the listing of **Antena 3** shares in October 2003, all of **Atresmedia**’s corporate governance rules have been public and are available on the Company’s website: www.atresmediacorporacion.com, in the “Shareholder and Investor Relations” section, which contains all the information submitted to the CNMV (financial reports, significant events, significant shareholdings, shareholders’ agreements, etc.), in addition to other documents that the Company believes could be of interest to its shareholders (executive team, composition of the management bodies, group companies, history of dividends, press releases, corporate presentations, etc.).

Corporate Responsibility

Atresmedia understands Corporate Responsibility (CR) to be a sustainable management model of the business, committed to the Company’s progress and which continues improving to meet the needs and expectations of its stakeholders.

These ethical and responsibility values are integrated into all the Group’s activities, which places at the service of the Company the capacity to broadcast its communication media, provide quality and responsible information, and show special attention to the most vulnerable groups.



Corporate Responsibility Management Model.

This commitment of the Company has been **recognized publicly** by different reports as:

- **“Esporas de Helechos y Elefantes 2012”** of the Fundación Compromiso Empresarial in which **Antena 3** leads the Social Responsibility ranking of public and private television channels (detailed information in the Social Television chapter).
- **“Reporta 2012”** an information quality study which the companies forming the Madrid Stock Exchange General Index provide to the market and to its stakeholders. This report indicates that **Antena 3** occupies position 36 of the total of the 112 stock market securities and is the only audiovisual Company which appears in the Top 10 of the companies on the continuous market which are not listed on the Ibex 35. Likewise, noteworthy is the “exception” that **Atresmedia Televisión** represents faced with the “low rating obtained by media companies”.

[Antena 3 leads the Social Responsibility ranking of television channels in Spain.]

Our challenges

In 2012 specific objectives and actions were defined focused on improving the Corporate Responsibility Management Model and the relationship with the stakeholders.

Following is a detail of the degree of compliance with each of them.

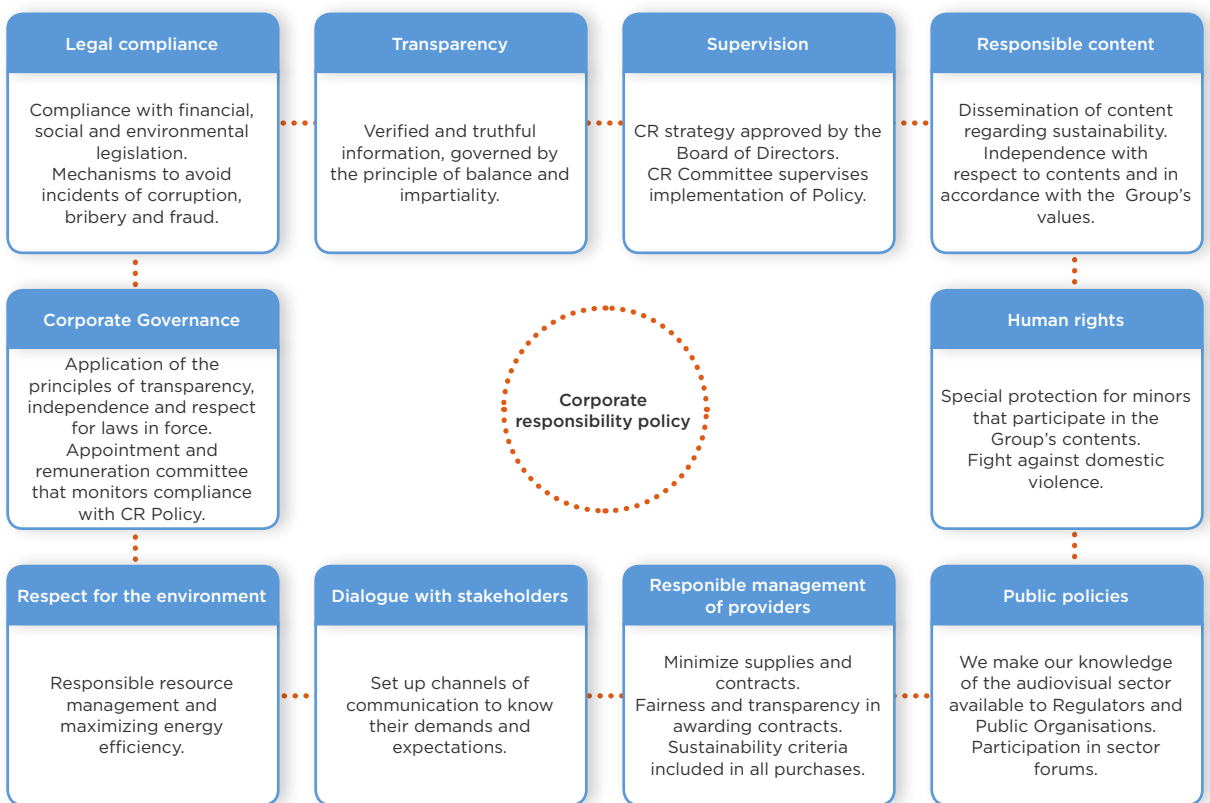
2012 CHALLENGE	LEVEL OF COMPLIANCE	COMMENTS
Complete the Corporate Responsibility Master Plan until reaching 100% compliance.		97% compliance was attained.
Improve the communication channels of the Corporate Responsibility strategy.		New improvements were made in the communication channels in terms of audience, employees, shareholders, etc. (see detail in dialogue section with stakeholders).
Continue the inclusion of new management and reporting criteria for media established by the Global Reporting Initiative industry guide.		The 2012 Annual Social Responsibility Report includes the indicators of the new industry guide.

Atresmedia: Corporate Responsibility Management Model

The Company integrated Social Responsibility in the proper essence of its business. This is the criteria which has made it possible to define the **mission**, **vision** and **values** of the organization with a clear orientation towards all the stakeholders.

Atresmedia's mission was unfolded in various specific CR strategies, which are envisaged in its Corporate Policies, to be applied to all the Group companies including the channels of **laSexta** since its integration, and in its **Corporate Responsibility Master Plan**. This document includes the Group's initiatives in the area of legislative compliance, Good Governance, transparency, respect for human rights, environmental protection or dialogue with the stakeholders, among others.

[laSexta adopts Atresmedia's Corporate Responsibility policies.]



CR Management System Tools

In order to guarantee the correct application of its Corporate Responsibility Policy, **Atresmedia** set up internal bodies and other specific monitoring and improvement measures of the CR management model:

- CR Committee.
- CR Master Plan.
- Dialogue with the stakeholders.
- Participation in CR forums and associations.
- Code of Conduct.
- Integral CR scorecard.

Corporate Responsibility Committee

The mission of the Corporate Responsibility Committee is to reinforce the **Corporate Responsibility transversal integration** throughout the whole Organization. This committee is comprised of representatives of the Group's main strategic areas and its main functions are as follows:



In 2012, the Corporate Responsibility Committee supervised the implementation of the Corporate Responsibility Master Plan and the annual sustainability objectives in the Company's different strategic areas. It also analyzed the external perceptions of the stakeholders and defined new initiatives which respond to the expectations detected. Among others, improvements in the communication channels with employees and with the audience, the increase in information in the area of sustainability to analysts and investors, the reinforcement of the subtitling of contents or the linking of the advertisers to the Group's corporate responsibility initiatives.

2010-2012 Corporate Responsibility Master Plan

The **Corporate Responsibility Master Plan defines coherence between the Group's public commitment in this area and its business performance.**

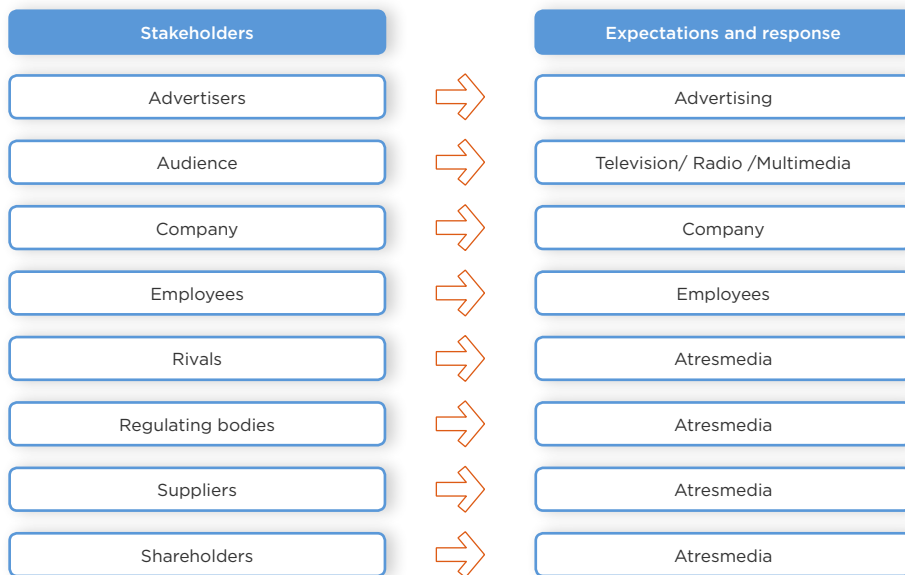
Over the three years, this plan has implemented specific measures to improve the relationships of trust between the Company and its stakeholders. Thanks to these transversal lines of actions in areas such as children's rights, responsible advertising, ethics in information management or the commitment to society, **the Group is being widely acknowledged in the area of Corporate Responsibility and has become a reference for the Spanish audiovisual industry.** In 2012, the Company finalized 97% of the measures envisaged and will continue to implement the remainder until it completes all its planned objectives.

[Atresmedia's Corporate Responsibility Master Plan was 97% implemented.]

Dialogue with the stakeholders

The stakeholders are all those people, organizations or **institutions which affect or are affected by the Company's decisions**. **Atresmedia** has identified the following as its stakeholders:

- The groups are its reason of being: audience, advertisers and shareholders.
- Those without whom its activity would not be possible: employees and suppliers.
- Groups with which the Company has a social commitment: regulating bodies, rivals and society.



Atresmedia's priority stakeholders and response to expectations in each one of the chapters of the Annual Report and 2012 CR.

Transparency and active permanent dialogue with the stakeholders is one of the fundamental parts of the Company's Corporate Responsibility. In order to facilitate dialogue, the Group has implemented different communication channels:

STAKEHOLDERS	COMMUNICATION CHANNELS
Advertisers	Periodic meetings. Monthly electronic bulletin of Atresmedia Publicidad . Sector media. Membership of industry associations.
Audiences	Web page www.atresmediacorporacion.com . Profiles in Facebook and Twitter. 'Antena 3 in your mobile'. SMS alerts with current affairs information. Telephone information on subscriber numbers in 11843. Audience telephone attention channels. Information via SMS on programs, press releases, and series and program trailers. Teletext. Discussion groups, surveys and panels with experts. Membership of industry associations.
Society	Antena 3 Foundation . Ponle Freno platform. E-mail: responsabilidad.corporativa@atresmedia.com . Corporate Responsibility Section of Atresmedia's web page. Virtual press office. Issuance of press notes through the Communication Department and holding of press conferences.

STAKEHOLDERS	COMMUNICATION CHANNELS
Suppliers	Periodic meetings of the Purchasing Department with suppliers. Electronic communications.
Employees	Periodic meetings. Electronic communications. Announcement boards. Corporate Intranet. Internal meetings. Quarterly results presentations. MD3 corporative digital magazine. Whistleblower channel related with breaches of the Code of Conduct. Focus Groups.
Rivals	Industry forums. Membership of industry associations such as UTECA, IMPULSA and ACT Participation in the CATSI.
Regulating bodies	Periodic meetings. Forums and events. Membership of industry associations such as UTECA, IMPULSA and ACT. Participation in the CATSI. Meetings with the Board of Directors.
Shareholders	Conferences, meetings and road shows aimed at the Investor Relations Department. Shareholders' Office. Corporate web page www.atresmediacorporacion.com . Annual Corporate Governance Reports. Environmental information through the CARBON DISCLOSURE PROJECT ESG information through rating agencies

In 2012, **Atresmedia** reinforced certain of those communication channels, renewing its corporate web page, organizing the third consultation process with employees or increasing information on sustainability which the Company provides to analysts and investors, among others.

- **Corporate website:** www.atresmediacorporacion.com is a very visual and dynamic website, with a new structure for the content, better organised and providing greater visibility for the areas of Shareholders and Investors, Human Resources, Press and Corporate Responsibility. Through this resource, investors, shareholders and the main stakeholders can find out about the company's internal structure, access financial, legal and Corporate Responsibility information, see how audience figures have been performing, read press releases, and access all the latest institutional news and contact the different areas.

The web also has a version in English which is a faithful reflection of the Spanish page, and which provides access to information by the international public.
- **Telephone channel:** In 2012, more than **29,000 calls** were answered regarding doubts, queries, requests for information or opinions. It is an authentic "audience thermometer". The **Antena 3's** information services and the program **Espejo Público** monopolize almost half the calls received.
- **Focus Groups:** In 2012 a new meeting was held with employees in order to hear their opinions, requests and expectations. Noteworthy among the conclusions obtained was the high degree of professionalism of the Company's personnel and the need to improve internal communication. (see detail in the human resources chapter)

In 2013 new **Focus Groups** were held aimed at ascertaining the opinion of the remaining stakeholders.
- **Sustainability report for investors:** **Atresmedia** increased ESG information (Environmental, Social and Governance) aimed at analysts and investors, meeting the requests of the entities assessing social, environmental and ethical practices and measures such as EIRIS (Ethical Investment Research Services) and VIGEO Rating.

[In 2012, more than 29,000 calls were answered.]

Participation in CR forums and associations

An **active dialogue with stakeholders** also involves **participation in forums, associations and national and international initiatives**. The exchange of experiences and best practices with other leading organizations in sustainability is thereby boosted.

In 2012, the presence of Social Responsibility forums was significantly increased, such as for example:

- **Meetings with the Observatory of Audiovisual Television Contents (OCTA)**. This body oversees quality television, analyses the task of the media and its social function, and promotes the broadcasting of adequate contents for children and adolescents.
- **Collaboration with Global Reporting Initiative* (GRI)**. In 2012, **Atresmedia** participated in the GRI consultation processes for the preparation of the new generation of **GRI G.4 guides**, which will include the new criteria for the preparation of sustainability reports.
- **Support for the World Agreement (Global Compact)**. In 2012, **Atresmedia's** participation in the **Spanish World Agreement Network was renewed**. This agreement includes the commitment to apply principles such as **respect for human and employment rights, the environment and the fight against corruption and bribery**.
- **Members of the FTSE-4 Good Ibex**. **Atresmedia** forms part of this stock exchange index prepared by *Financial Times Stocks Exchange (FTSE)*. The indicator measures the involvement of companies which reach globally recognized environmental standards to provide investment to these companies. It is formed by companies which comply with a series of requirements relating to the environment, dialogue with stakeholders and respect for human rights.
- Collaboration with **Corporate Excellence**, a laboratory of ideas devoted to promoting the management of the brand and corporate reputation as a strategic value for business excellence. In 2012, the Company participated in the Catalog of Energy Efficiency Good Practices, contributing a practical case for this publication.
- Participation in the **Co-responsible Breakfasts** organized by the Environmental Head, which analyze the situation of Social Responsibility and the media.

In relation to the **academic world**, various collaboration projects were executed in order to improve the practical knowledge and application of Corporate Responsibility:

- Collaboration in the study **Good practices and information excellence: implementation of ethical practices in journalistic companies** of the Association of Sciences, Politics and Sociology.
- Collaboration in the study **Strategic Philanthropy of Spanish Companies** by Universidad Politécnica de Valencia.



* Mark GRI is an independent institution created in 1997 in which various stakeholders participate, whose mission is to prepare and broadcast the Guide for the Preparation of Sustainability Reports, an international standard for the preparation of sustainability reports in conformity with a universal model of voluntary application by the organizations. This reports follows the GRI criteria.

Code of Conduct

The internal **Code of Conduct** is a Corporate Responsibility tool which includes and specifies the policies, values and principles in force in the Organization. Approved by the Company's Board of Directors, the Code forms part of the Internal Crime Prevention Model and constitutes the ideal tool to guide employees, management personnel and members of the Group's administration bodies in all of its procedures.

The Board of Directors, through the Regulatory Compliance Committee, is responsible for managing and supervising its compliance and adopting the appropriate measures to improve and update the Code of Conduct.

Furthermore, the Regulatory Compliance Committee also assumed the competences to monitor and supervise its new regulations, including those of self-regulation in the audiovisual area established by the General Audiovisual Communication Law.

Atresmedia encourages notification to its employees. In 2012 the Regulatory Compliance Committee worked on the implementation of a **confidential whistleblower channel, which will be started up in 2013**. Through such channel, employees may notify those procedures which, to their understanding, constitute inappropriate actions, in line with the Code itself and any other regulations applicable.

This channel may also be used by the employees to cast doubts or propose improvements in the control systems existing in the Group, which would cover the triple objective of the prevention, control and clarification of matters related with corporate values.

Corporate Responsibility Scorecard

The Company defined a scorecard, grouped into four areas, which enables internal sustainable performance to be transparently assessed:

- Economic sustainability.
- Human Resources.
- Company.
- Environment.

The analysis of these indicators enables **improvement actions to be defined** to improve Corporate Responsibility management.

Atresmedia'S SOCIAL RESPONSIBILITY SCORECARD 2012 results	
Human Resources	Environment
% Women: 48.6% . Indefinite-term contracts: 84 % . Turnover rate: 2.25% . No. of hours training per employee: 30 . Accident seriousness rate: 0.06 .	Electricity consumption: 16,397 Kw / employee . Water consumption: 28.5 m³ / employee . Emission of greenhouse gases: 0.75 tons of equivalent CO₂ / employee . Environmental investment: €25,670 .
Economic sustainability	Company
Net income (€ million): 741.2 Distributed economic value (€ million): 618.3 Financial aid received from governments (€ million): 2.5	Degree of compliance with the Corporate Responsibility Master Plan: 97% . Income contributed by Atresmedia to the Antena 3 Foundation: €500,000 Opportunity cost of broadcasting campaigns at no cost for NGOs and associations: €9,952,975 . Volunteers: 1,360 hours .

Future challenges

In 2013 **Atresmedia** will continue to strengthen its corporate responsibility strategy by achieving the following challenges.

CHALLENGES FOR 2013

Increased information on environmental, social and governance to investors.

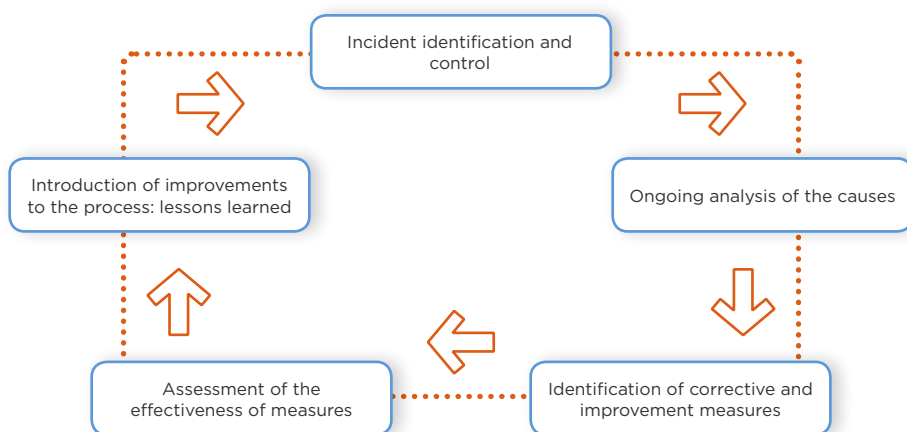
Implementation of a process to manage complaints and suggestions.

Development of Corporate Responsibility initiatives in laSexta Channel.

Quality Management System

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

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



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

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

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

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

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

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

Improvement plans

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

Likewise, a monthly report is issued for Senior Management.

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

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

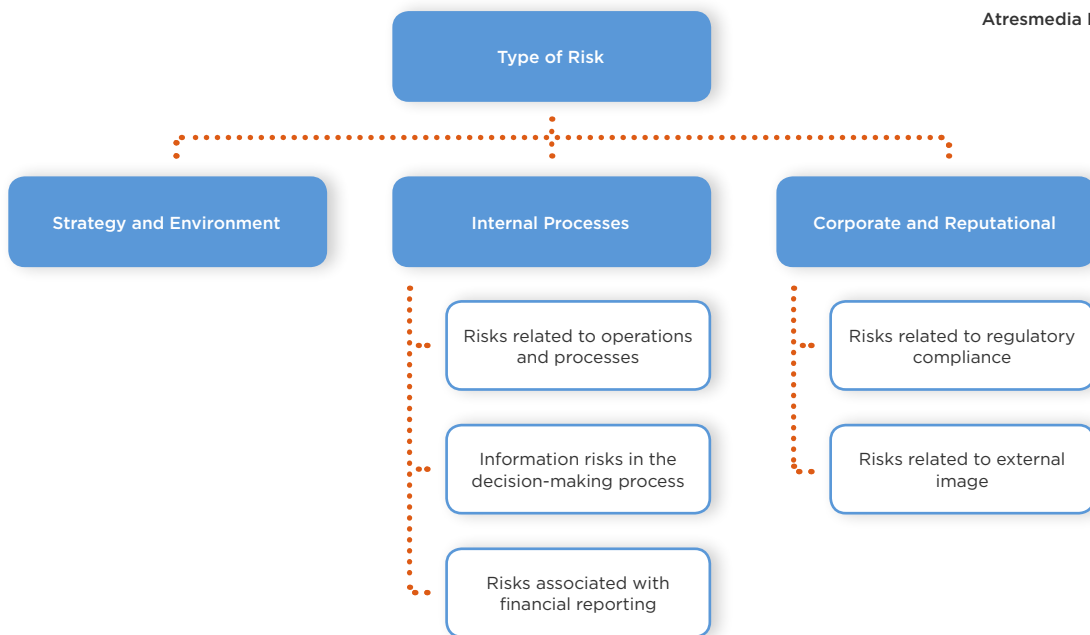
- Production and broadcast of night-time programs.
- Quality Control regarding material broadcast on the main channel and re-broadcast on secondary channels.
- Preliminary guidelines management.
- Digitalization of advertising.
- Broadcasting System.
- Design of creative material.
- Advertising broadcasting.

Corporate risk control and prevention

The ongoing changes in the environment may have a direct influence on the sustainability of the organizations. The difficult economic climate, the new technologies, or the socio-cultural changes may represent serious risks for companies if they are not managed adequately.

Atresmedia established a comprehensive Corporate Risk Prevention and Management System, based on the identification of such risks and the establishment of control measures and performance protocols.

Atresmedia Risk Map



In 2012, new analysis and risk management actions were implemented in relation to the merger process of **Antena 3** and **laSexta**. Noteworthy among these procedures were the following:

- External audits.
- Fiscal, Financial, Employment and Commercial Due Diligences.
- Economic-financial review of the aspects related with integration, including management and information systems.
- Identification of risks intrinsic to the merger process of **Antena 3** and **laSexta**.
- Preparation and monitoring of a Transition Plan for Integration.

Additionally, various audits were performed and activities were implemented to improve risk management in specific processes such as financial, documentation or integration of the News area.

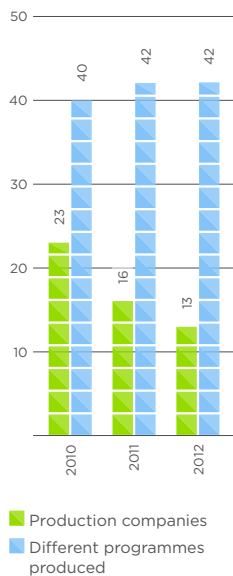
One of these actions was the notification of the internal Code of Conduct and the creation of the Regulatory Compliance Committee, based on the assessment of **Atresmedia's** Financial Reporting Internal Control System.

Transparency in supplier management

Transparency is one of the main principles of **Atresmedia's** Corporate Responsibility Policy, and the main criteria governing supplier management in the whole Group.

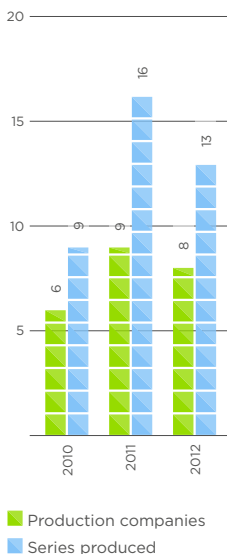
In 2012, efforts were boosted to define a more transparent process which transmits greater confidence to all suppliers. Accordingly, new tools were incorporated to enable the contracting process.

Number of producers who have collaborated with Atresmedia and programs produced



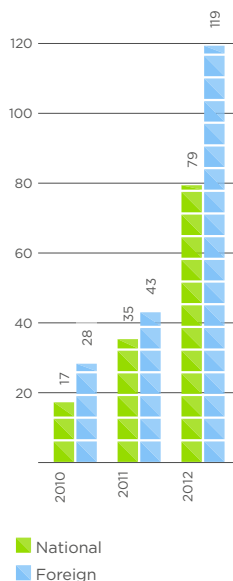
*Note: the 2012 data include the producers who have collaborated in programs with laSexta and the programs produced in the last quarter of 2012. (4 producers and 8 programs).

Number of producers who have collaborated with Atresmedia in fictional series and series produced



*Note: the 2012 data include the producers who have collaborated in programs with laSexta and the programs produced in the last quarter of 2012. (4 producers and 8 programs).

Number of distributors operating in Atresmedia



*Note: the 2012 data include laSexta's distributors: (58 Spanish distributors and 74 foreign distributors).

Atresmedia distinguishes two very different types of suppliers:

- Producers and distributors who supply fiction and entertainment contents.
- Other suppliers of goods and services.

Producers and distributors

Atresmedia designed an audiovisual model which gives precedence to quality and responsibility and which is based on a careful selection of programs and contents.

Accordingly, the contracting process of producers and distributors is fundamental. It must be complied with scrupulously and with strict professionalism to select only those which best understand the audiovisual concept and the Group's corporate values. Proof of this is the signing of a specific clause, in which the distributors and producers of Antena 3 and laSexta assume the Company's Corporate Responsibility policies.

Always under the supervision and control of Atresmedia's Contents and Production team, the product's quality is controlled so that it complies with the line which must be followed by the Group's channels. An ongoing quality control both in terms of its contents and its execution. This meant that in 2012 many spots were maintained in the grid, thereby reducing new product and producer contracts.

In 2012, the Foreign Production Department, area in charge of managing the acquisitions of broadcasting rights of those products which do not exclusively pro-

[Antena 3 and laSexta assume the Company's Corporate Responsibility policies.]



Modern Family.

duce for **Antena 3**, generated 170 purchasing proposals, approximately 10% less than in 2011. This summary does not include the 132 proposals executed for **laSexta**'s channels to acquire specific contents aimed at **laSexta3** and **xplora**. Of the total proposals, 41 % relate to Spanish companies.

Likewise, the programming needs were maintained to reinforce the identity of the complementary channels.

Modern Family (Neox), **Ley y Orden (Nitro)** and **La que no podía amar (Nova)** are three example of reference series which were acquired specifically to be broadcast on such channels.

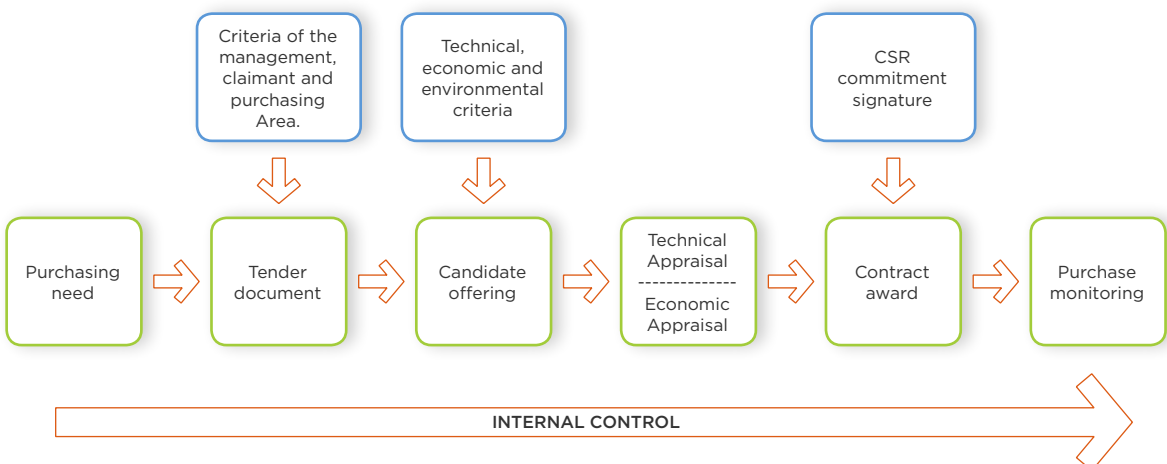
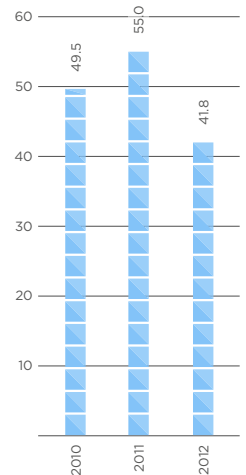
The inclusion of new suppliers arising from the integration with **laSexta** enriched **Atresmedia**'s portfolio of producers and distributors.

Other product and services suppliers

Atresmedia defined a single contract procedure for all the Group companies. This process was designed to select the best suppliers by meeting technical and economic requirements, which include best practices in areas such as environment or human rights.

In this connection, the Purchasing Department works to ensure that **Atresmedia**'s ethical values and principles are also applied by the product and services suppliers, reinforcing and expanding the Group's value chain.

Expenditure on purchases (€ million)



The different phases of this process ensure compliance with the following conditions:

- **Independent technical and economic appraisal:** Minimum technical quality criteria are defined for each purchase or contract. Only when the supplier meets such criteria, is the economic offering appraised.
As an added point of control, purchases of greater significance or of a high amount (exceeding €50,000) are approved by a **Purchasing Committee**, formed by the CEO, the Internal Audit Manager the Chief Financial Officer and the Management Control Director.
- **Transparency:** in 2012 work was performed **on the renewal of the purchasing management tool**, which enables **greater interaction and communication with the suppliers**. Accordingly, all those who opt for a contract do so under equal conditions. This tool will enter into operation in 2013.
- **Environmental responsibility:** suppliers are requested to include actions to minimize the environmental impact of their activities. Furthermore, each time the need is detected to acquire technological equipment, such equipment is selected in line with criteria to minimize the space occupied and to ensure its low energy consumption. This is what the Group defines as “green purchasing” criteria.
- **Social Responsibility:** A fundamental requirement established for all the purchases and contracts is the signature of a Corporate Responsibility Clause in the contracts. This clause guarantees compliance with basic rights for employees, such as: **equal opportunities, non-discrimination or safe healthy conditions** in the workplace.
This clause has special significance when the supplier is from a country in which basic human rights are not applied or respected.
- **Controlled process:** On a periodic basis the complete process is submitted to internal audits which assess its **transparency and reliability**. No incident has been detected to date.

[96.8 % of the purchases relate to Spanish suppliers and 3.2 % to the remaining foreign suppliers, mainly European.]

Extract from the tender letter to Atresmedia suppliers:

...”in the framework of the corporate social responsibility of Atresmedia’s companies and of the commitment acquired in its relationships with third parties, the successful tenderer states that in the performance of its functions it promotes equal opportunities among employees; does not discriminate due to reasons of age, sex, religion, race or similar and ensures the safety of its employees when carrying out their tasks. Likewise, the tenderer states that in its production process it manages its activities in such a way as to be able to minimize their environmental impact, boosting energy saving and that of raw materials (eco-efficiency) in favor of sustainability”...



[\(Link full clause PAGE 24 2008 CR REPORT\)](#)

Defending the industry's interests

Atresmedia considers one of its obligations to be the defense of the audiovisual sector and, accordingly, maintains a proactive attitude to the legislative evolutions and trends of the industry, participating in numerous forums and associations in which it debates and influences positively in the implementation of public policies.

Noteworthy among the main associations in the audiovisual industry in which **Atresmedia** participates are as follows:

UTECA (Unión de Televisión Comerciales Asociadas)	Through UTECA, Atresmedia Televisión participates actively in the preparation of laws and regulations of the audiovisual, advertising and intellectual property industry, among others. http://www.uteca.com
ACT (Association of Commercial Television in Europe)	Atresmedia Televisión forms part of the ACT, an association constituted by the main European private television groups to defend their rights vis-à-vis the competent EU bodies. http://www.acte.be
CATSI (Advisory Board for Telecommunications and for the Information Society)	As a member of CATSI, Atresmedia Televisión participates in the reports of this body's Permanent Committee. These reports are compulsory in the processing of regulations which affect the telecommunications and audiovisual communication industry. http://www.mityc.es
AERC (Spanish Commercial Radio Association)	Through AERC, Atresmedia Radio participates actively in the preparation of laws and regulations regarding the audiovisual and advertising industry, the organization and management of the radio spectrum and intellectual property, among other areas.
ACR (Catalonian Radio Association)	Atresmedia Radio is a member of the Catalonian Radio Association (ACR), with an intense activity and collaboration in the radio sphere in Catalonia.

In the area of **self-regulation in advertising matters**, **Antena 3** boosted the creation of the Association for the Self-regulation of Commercial Communication (**Autocontrol**). Accordingly, it is an active member of the body with which it collaborates for enhanced compliance with advertising and competition regulations, and for the extension of advertiser guarantees, of the television channels and, above all, of the consumers. <http://www.autocontrol.es>

Likewise, once the new gaming law had been approved in Spain in 2012, **Atresmedia Televisión** signed the **Code of Conduct on Commercial Communications of Gaming Activities** and **Atresmedia Radio** boosted the creation of a **Code of Advertising Conduct** for the **radio** area, similar to that already applied in the television industry, through Autocontrol.

Also noteworthy is **Atresmedia Televisión's** commitment to the **Code of Self-regulation on Television Contents and Infancy**. In 2004, the Code's bodies performed ongoing work to adapt television content to the youngest audience in the time slots envisaged therefor. <http://www.tvinfancia.es>.

[Atresmedia Radio boosted the creation of a Code of Advertising Conduct for the radio area.]

Antena 3 also signed the **PAOS Code** for **food protection especially for youngsters**.

In 2012, **Atresmedia** participated in the implementation of public policies and other significant matters for the audiovisual industry, including most notably the following:

<p>Process of freeing up the spectrum for the digital dividend. High Definition Television</p>	<p>In January 2011 the process of freeing up the spectrum for the awarding of the “digital dividend” began. Atresmedia Televisión has participated very actively, both directly and through UTECA, so that both during the process and on its completion, the public can continue to enjoy the current television service.</p>
<p>General Audiovisual Communication Law</p>	<p>Following the entry into force of the General Audiovisual Communication Law on 1 May 2010, Atresmedia participates actively in the preparation of its enactment regulations; accordingly, the legal security of operators and users is increased.</p>
<p>Support for Spanish cinema</p>	<p>The television channels are opposed to the obligatory nature of the “investment quota” to finance the production of cinema films. The industry asserts that it is the very activity of the television channels that strengthens the country’s cinema industry, without the need to impose this exclusive tax levy for this economic activity. Consequently, Atresmedia is confident that the Constitutional Court will hand down a favorable ruling on the theory of the private operators, after the Supreme Court consulted it on the constitutionality of this quota. Likewise, Antena 3 achieved that the promotions in a channel of the feature films produced with financing of the television company itself are not considered to be advertising, effectively boosting Spanish cinema. Atresmedia Televisión currently participates in the Commission for the study of a new cinematography financing model, recently formed through an initiative of the Ministry of Culture.</p>
<p>Public television financing</p>	<p>Atresmedia has always considered that public television must obtain its credibility and strength via the public service and not from the sale of commercial slots, making television for people and not for advertisers. Accordingly, it firmly supported Financing Law 8/2009 of the RTVE Corporation which prohibits the obtainment of income through the broadcasting of commercial communication. Antena 3 maintains its activity, both individually and in its capacity as a member of UTECA, in order to obtain a true streamlining of the public television industry as a whole.</p>
<p>Reforms relating to collective rights management</p>	<p>Atresmedia is working to obtain regulatory reforms which require transparency from the collective intellectual property rights management entities. In this way, it pledges to establish objective, fair and adequate criteria for the application of the prices which those entities may demand for the use of the rights managed. Accordingly, it has the support of the Report on the collective management of the intellectual property rights in Spain, published by the National Competition Commission, which shows its full agreement with Atresmedia’s theory, the recent Case Law of the Supreme Court, and the criteria made public by the Economic and Social Board and the State Board. With the same objective, its observations, comments and pleadings to the drafts which the General Cultural Policy and Industries and Book Department is preparing in order to undertake, over the coming months, a partial reform of the Intellectual Property Law, were transferred to the Ministry of Culture and to the Secretary of State for Telecommunications and for the Information Society (SETSI).</p>



**Atresmedia
Televisión**

ATRESMEDIA TELEVISIÓN



A recognized and recognizable model backed by the audience

Antena 3, the main channel of **Atresmedia Televisión**, significantly improved its audience figures in 2012. The new television model promoted more than two years ago continues to grow and has obtained the definitive backing of the public. This new form of understanding television is based on a varied programming, which this year was enriched even further with the acquisition of the **Fórmula 1**; on the presence of limits or, what is the same, responsibility regarding contents; on shared consumption in the home, versus theme television models of individual consumption; and on the capacity to generate confidence in the spectator and in the advertiser. **Antena 3** is the television channel most highly rated by the Spanish public according to an image study carried out by the company Gabinete de Estudios de la Comunicación Audiovisual(GECA). In addition, the **Atresmedia** channel is considered by the viewers as the most innovative for the second year running and the most entertaining for the last four years.

The audience has endorsed this model. In an environment of growing fragmentation, **Antena 3** was the only leading television channel which has grown to climb to second position and obtain its highest figure since 2009.

In October **Atresmedia Televisión** continued to expand. With the arrival of **laSexta**, **laSexta3** and **xplora**, the Group attained approximately 28% of the audience figures between October and December. Although its sound results extend over the whole day, noteworthy is the prime time figure (the slot with the highest consumption) in which **Atresmedia Televisión** is the absolute leader.

Atresmedia Televisión thereby consolidates itself as the most diverse group with seven different channels which have their own independent identities. Seven channels with their own personality, but which, taken as a whole, form a unique television model, with quality and innovation as their seal of identity.

At the end of the year, the channel launched a campaign to welcome 2013. In the campaign the leading faces of **Antena 3** and **laSexta** joined together to lead a dance with an optimistic

[Antena 3 is the only leading television channel which grew this year in terms of audience figures.]

Alberto Chicote





tone, loaded with humor. This initiative reflects the value of the difference between both channels, but also the common elements: quality, innovation and respect for the spectator. The campaign was broadcast for the first time simultaneously and in a complementary manner on the two channels.

In 2012, **laSexta** consolidated itself as modern, dynamic channel closely linked to current affairs. This was combined with cinema and foreign fiction. Since the inclusion of the chain in the Group, the entertainments contents were reinforced, highlighting **Pesadilla en la Cocina**, which became the best entertainment premiere in its history (13.7% and 2.8% million spectators). This new activity of **laSexta** commenced with a strong audience backing; since the merger, the chain has grown every month with respect to the same period in 2011.

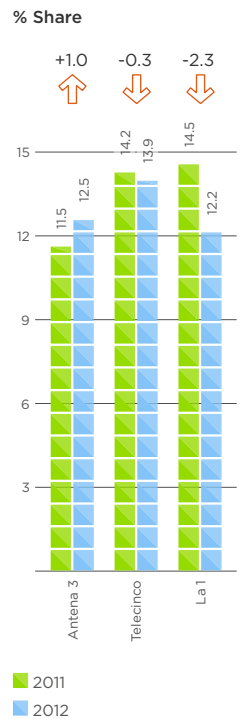
The offering of the complementary channels **Neox**, **Nova**, **Nitro**, **xplora** and **laSexta3** obtained average audience figures of 8.8%. **Atresmedia Televisión** has a channel aimed at women, another aimed at young audiences, a further channel for men, as well as a channel of factual content and a channel devoted to cinema. None of these channels is based on the repetition of contents, rather on new in-house proposals. They constitute the largest variety of channels with a unique and exclusive programming and, accordingly, they represent the leading offering of the market in the last quarter (8.8% in October-December).

The only generalistic television that grows

Antena 3 ended 2012 with remarkable results, enabling it to recover its second position and obtain its best figures since 2009. Furthermore, it is the only free to air television channel which has succeeded in expanding with respect to 2011, despite the fragmentation of audience figures. It thereby ended a successful year with 12.5% of audience share, one point more than in 2011, marking a clearly upward trend. In fact, the last quarter ended with an audience share of 13.3%.

This sound performance commenced at the beginning of the season (2012-2013). With 13.1% it achieved its best yearly start-up in three years and was situated as leader in the commercial target (13.3%), among the public from 13 to 54 years (13.4%), and in the high to middle class (12.5%).

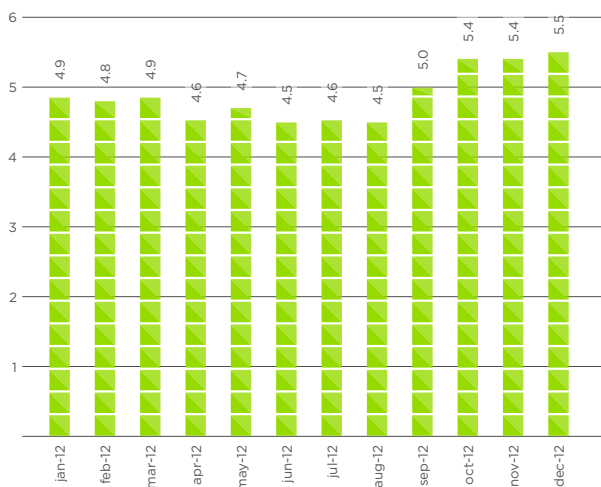
Since its inclusion in **Atresmedia Televisión**, **laSexta** grew to attain 5.4% in October and November, going on to attain 5.5% in December. These are the channel's



Source: Kantar Media. Spain Total individuals.

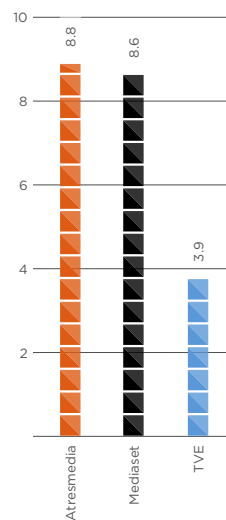


laSexta
% Share



Source: Kantar Media. Spain
Total individuals

Complementary Channels
% Share



Source: Kantar Media. Spain Total individuals October -December 2012.

highest results for more than a year. It ended October, November and December with increases with respect to the figures obtained in the same months of 2011.

Atresmedia Televisión, integrated by **Antena 3**, **laSexta**, **Neox**, **Nova**, **Nitro**, **xplora** and **laSexta3** (Gol TV leased to Imagina), ended the year with a 25.8% share and an increase in audience figures of 1.1 points. Audience share rose in practically all the time slots, but especially in the day time slot with growth of more than 2 points in the afternoon.

All the complementary channels, are the leader in their reference public, and ended the last four-month period of the year as the most competitive offering of the market.

Neox (2.6%) was once again the preferred channel among the young audiences with its offering of sitcoms, cinema and in-house production programs. **Nova** (1.6%) reported an annual record and ended the year with maximum audience figures and as the feminine leader. **Nitro** (1.6%) improved its result by 0.2 points in the preceding year despite the new competition and continues to be the masculine leader.

The new channels incorporated to the Group are also experiencing good times. **xplora** (1.4% since it was formed) consolidates itself as the leading factual channel on the market and ended the year with its best monthly results. **laSexta3** (1.6%) also progressed with respect to 2011 (+0,2) and consolidated itself as the leading cinema channel of the market.

Once again, with the most successful premieres

Antena 3 once again based its model on innovation and for yet another year situated itself as the channel with the highest percentage of correct decisions in its premieres (53%, as opposed to the usual 20% on the market). New successful fictional offering such as **Con el Culo al Aire**, **Luna** and **Fenómenos** were included, but also entertainment programs such as **El Numero Uno**. **laSexta** obtained its highest scores with **Pesadilla en la Cocina**, the best entertainment premiere of its history, and created a new current affairs brand with **laSexta Columna**.

[Antena 3 obtained the highest percentage of success in its premieres.]



Reference in entertainment with the most innovative commercial offering

Atresmedia Televisión continues to achieve sound results in entertainment programs, offering a model which generates trust and which the spectator may share. After becoming the phenomenon of the preceding season, **Tu Cara me Suena** reached a new milestone. In fact, it significantly boosted its following in its second season (22.0% vs. 19.0% and 3,362,000 spectators) and became the absolute leader of its time slot. Furthermore, it set itself up as the most seen and sold television format in the world.

Antena 3 is the first channel to pledge for a new brand of talent show. **El Número Uno** seeks new musical talent with a star-filled jury and conquers the public's favor. The program ended with an average of 17.6% and as the leading offering in its time slot.

El Hormiguero 3.0, for its part, consolidates its position as exceptional prime time curtain raiser with more than two million followers. Its innovative proposal of interviews, science and gaming programs achieved its most viewed broadcasting of the year with the singer Michel Tell (3,190,000 spectators and 15.6%) on 1 February.

But one of the key programming elements was without doubt the afternoon competitions **¡Ahora Caigo!** and **Atrapa un Millón**. The first, with **Arturo Valls** at the helm, ended the year as leader in its time slot, with a monthly record in December (18.2%).

Antena 3 also has a successful competition in the morning slot. **La Ruleta de la Suerte** continued to be unbeatable as the leading program with an average of

El Número Uno,
Tu Cara me Suena,
Atrapa un Millón and
¡Ahora Caigo!



17.9% in 2012 and more than a million spectators (1,086,000). The program led by **Jorge Fernández** is preceded by **Karlos Arguiñano en tu Cocina**, which grew 2.2 points with respect to 2011 and ended the year with 13% and more than half a million spectators.

Luna, La ruleta de la Suerte, Karlos Arguiñano and El Barco.

Entertainment also achieved positive results in **laSexta**. **Pesadilla en la Cocina** and **Alberto Chicote** are the revelation of the season. Their premiere became the most watched in this category in the channel's history (2,802,000 spectators) and ended the year with outstanding figures (12.6% and 2.5 million followers). **El Intermedio**, one of **laSexta**'s most emblematic programs, ended 2012 with growth of 1.3 points with respect to 2011 (7.4% and 1,409,000 spectators) and rising. In fact, the program **Gran Wyoming** obtained a new record in December of 9.7%.

Furthermore, **El Club de la Comedia** became the Friday night success with almost 1.3 million followers and an average of 6.9%.

Antena 3, the reference channel in fiction: five of its series were among the 10 most watched, and broadcasts the most closely-followed film of 2012

Antena 3 continues to be a fictional reference. It offers the most watched series of the private channels and, always seeking the best within the genre, successfully encompasses foreign fiction. **Con el Culo al Aire** (17.3% and 3,200,000) and **Luna** (15.3% and 2,786,000), which are the best fictional premieres of the commercial channels, and **Gran Hotel** and **El Barco**, which attained positive results in their new seasons, were all here to stay.



Bandolera and **El Secreto de Puente Viejo** represented in 2012 a change in model for the afternoon and evening slots. **Bandolera** concluded December with a monthly maximum (12.2%) and **El Secreto De Puente Viejo** averaged 16.8% in the season, 3.3 points more than in the same period in the previous year, on various occasions becoming absolute leader in its time slot.

Antena 3 also offered **Pulseras Rojas** in 2012. This drama on adolescents in hospital became the most watched of the summer (except sport) and the absolute leader in its time slot with an average of 15.2% and 2,359,000 spectators.

Furthermore, **Antena 3** continues to offer the most prized and prestigious foreign series. **Érase una vez** became the most watched foreign fiction (2,366,000 and 13.2%) and **Game of Thrones** (1,699,000 and 12.6%) in one of the revelations of the summer with 19.0% and almost 2.7 million followers in its premiere. It also broadcast the third season of **Downton Abbey**, the highly-prized British series.

Bandolera, El Secreto de Puente Viejo, Juego de Tronos, Érase una vez, Pulseras Rojas and Downton Abbey.



Foreign fiction is once again one of the main axes of **laSexta** with **The Mentalist** (9.1% and 1,863,00 in its fourth season), **The Walking Dead** (7.7% and 1,522,000 in the second round of its second season) and **Bones** (6.6% and 1,318,000 in its seventh season) as leading exponents.

El Mentalista, The Walking Dead, Antena 3 Noticias 1 and Bones.

Beyond serial fiction, **Antena 3** consolidated its position in the broadcasting of the best cinema. **Multicine** (14.9%) and **El Peliculón** (13.5%) are its leading cinema containers and absolute leaders in their time slot. The premier of **Breaking Dawn Part 1**, of the **Twilight Saga**, became the most watched film of the year of all the television channels with more than 4.5 million spectators (22.8%).

The cinema offering also excelled in **laSexta** with **el taquillazo** (8.4% and 1,383,000), which attained its best result with **The Hangover** with 2,262,000 spectators and a 12.5% share.

The leading current affairs offering

Antena 3 Noticias 1 ended the year on a high note and consolidated itself as the leading news channel of the private channels both from Monday to Sunday (14.3% and 1,910,000), and from Monday to Friday (14.1% and 1,901,000). In 2012, the 15.00 program with a lead of 1.6 points over Informativos Telecinco from Monday to Sunday overtook the whole of the private offering.

But its position as current affairs leader does not only relate to the positive result of news programs. **Espejo Público** reported its highest ever viewing figures (471,000 and 16.5%) and continued to be the current affairs program with the greatest share (+3,0) with its analysis by **Susanna Griso**.



laSexta's news programs are among those which most grew with respect to the preceding year (1.0). **laSexta|Noticias** achieved its best annual data (7.1% and 777,000) and amply exceed the Cuatro news program. **laSexta|Noticias 14H** averaged 8.9% and 929,000 spectators from Monday to Friday and exceeded 10% in the last months of the year.

Al Rojo Vivo, Salvados, Equipo de Investigación and Fórmula 1.

Al Rojo Vivo (9.3% and 525,000) and **Salvados** (13.3% and 2,726,000) yielded the best results of their history and became the reference slots. The former reached its maximum on 9 October with the visit of Felipe González (12.7% and 728,000), and the program featuring **Jordi Évole** led the channel's most viewed non-sporting slot in the year attaining its record on 2 December with **Fraude Rico, Fraude Pobre** (3,584,000 and 16.1%), to become the most viewed non-sporting program of its history.

Atresmedia Televisión also successfully promoted the news features format on Friday night-time in its two leading channels. **Equipo de Investigación**, on **Antena 3**, obtained its highest ever viewing figure with its program on stolen babies and Sor María (13.2% and 2,312,000) on 4 June. **laSexta Columna**, exceeded 9% and 1.5 million spectators with **25S: No me grites que no gobierno** on 28 September.

The best World Fórmula 1 in four years

2012 was also the year of the inclusion of the **Fórmula 1** in **Atresmedia Televisión**, thereby strengthening the diversity of the offering for all manner of public. Furthermore, the championship with **Antonio Lobato** at the helm won audiences with respect to previous years and ended its most viewed year since 2008 (4,175,000 and 39.1%).



Modern Family and
Los Simpson.

Atresmedia Televisión's channels overtake their direct rivals

Neox (2.6%) strengthened its position as leading channel among young people (8.2%) with its sitcom and cinema offering. **Modern Family**, **Los Simpson** and **Cinematrix** were consolidated as some of its reference slots. Moreover, the channel once again hedged its bets on in-house productions with **Señoras Que** (2.7% and 559,000) and **Curso del 73** (2.4% and 424,000).

Nova (1.6%) ended the year on a high note, with maximum audience figures. Such figures rose 0.1 with respect to 2011 and obtained the annual maximum. Its offering of afternoon and evening series, and cinema nights consolidated its positive audience share. **Bellas Calamidades**, **Soy tu Dueña** and **Cuidado con el Ángel** appeared among the channel's most viewed offerings in the year.

Nitro (1.0%) improved 0.2 with respect to 2011. The **Fórmula 1** and the **Euro Cup under 19's**, **Law and Order** and cinema are its most effective offerings.

xplora (1.4% since commencement) was consolidated as the leading factual channel on the market, and ended the year with its best monthly results (1.6%). In the last four month period, it became the third non-children's theme channel with the best result in the commercial target with 2.1%.

laSexta3 (1.6%) also grew with respect to the preceding year and consolidated itself as the leading cinema channel. It once again obtained positive results with the theme cycles, while **Rocky IV** (4.1% and 783,000) and **Operation Swordfish** (4.1% and 743,000) were its most seen productions.

Listening to the Audience

Atresmedia Televisión's main objective is to offer a **program in which entertainment, respect for all groups and the maximum quality of its contents takes precedence.**

In order to meet this commitment, it is fundamental to obtain the opinion of the audience and take it into account when developing and selecting new contents. Under this premise, **Atresmedia Televisión's** Marketing Department performed **qualitative studies** backed by prestigious bodies in the industry.

In 2012, a total of 552 spectators, formed by 69 opinion groups, contributed assessments of great use. These analyses were complemented by the daily audience figures provided by Kantar Media, which enabled the level of satisfaction, and the preferences and expectations of the spectators to be known.

Atresmedia Televisión's Social Responsibility actions were assessed very positively in these studies. **Ponle Freno** became the seal of identity of the initiatives performed by the Group, recognizing its considerable capacity to **positively influence social awareness**.

Moreover, **Atresmedia Televisión** pays special attention to the **comments of navigators on programing**, through projects of **active listening in the social networks, blogs and forums**.

Fruit of this permanent dialogue with the audience and to meet its needs, a programing was designed that was closer to its current likes and trends.

The most valued television

The image study performed by GECA (Audiovisual Communication Studies Office) is a research project to ascertain the image and opinion of the Spanish population with regard to personalities, programs, channels and other aspects related with the contents broadcast by television.

The 2012 GECA index was based on a macro survey of 3,200 people throughout Spain.

According to this analysis, **Antena 3 was the most highly valued television channel by the Spanish population in 2012**. Likewise, this channel is considered by the spectators to be the **most innovative channel for the second year running, and the most entertaining, and such characteristic has been consolidated over the last four years**.

Other reference study was **Televidente 2.0**, which **analyzes the audiovisual contents consumption** in the home and in terms of mobility among Spanish navigators in the different media and screens available.

In the last wave of this study, 5 discussion groups were formed with spectators in different screens and more than 1,000 surveys of navigators. The results obtained positively highlight **Antena 3's** site, which was visited by 62% of participants, 9% more than in 2011.

[According to GECA, Antena 3 was the most highly valued television channel by the Spanish population in 2012.]

Committed television

Atresmedia Televisión has a significant commitment to quality, varied and entertaining but, above all, "responsible" television, which acts as a social spokesperson to address the society's main problems.

Accordingly, **Atresmedia Televisión's** channels include in their news, current affairs and entertainment programs, contents which respond to social awareness, endeavoring to contribute ideas, recommend good practices and, in short, propose solutions to the society.

As a means of communication, **Atresmedia Televisión** has special responsibility in the following areas:

1. **Contents** of programs, series and advertising messages, with special attention to those which respond to **social concerns**.
2. **Protection of the most vulnerable audiences**, especially children and groups with disability.
3. **Media literacy of audiences**.

This firm commitment to achieve responsible quality television was recognized publicly, since **Antena 3** leads the social responsibility ranking of the public and private television channels, according to the report “2012 fern spores and elephants” of the Business Commitment Foundation.

The study analyzes the web pages of the 16 largest television channels in Spain and highlights that **Antena 3** has given a qualitative leap in its corporate responsibility policies in relation to the production and broadcasting of contents. Accordingly, it is on an equal footing with other large international groups such as BSKyB or ITV.

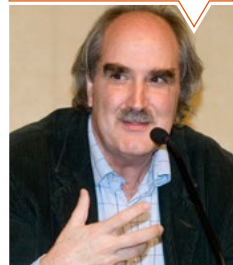
[Antena 3, leader in the ranking of the most responsible television channels.]

Ranking of the most responsible television channels	
Channels	Raking
Antena 3	25
rtve	21
tv3	17
CanalSur	15
Tele5	12
eitb	9
rtvg	8
rtcm	6
rtpa	5
ib3	4
Canal7	3
Canal Extremadura	3
tvc	3
rtvv	3
laSexta	2
Telemadrid	1

Source: “Esporas de Helechos y Elefantes 2012” report (www.fundacioncompromisoempresarial.com)

Antena 3 surpassed the remaining channels in most of the social responsibility aspects analyzed. It stands out in areas as important as the handling and disclosure to the public of sensitive matters, child protection in terms of contents, literacy actions carried out or the mechanisms of transparency and communication with the stakeholders.

“The Observatory for Audiovisual Content (OCTA) welcomes Atresmedia’s work in broadcasting a high quality schedule for everyone. It must continue focussing on protection for young viewers and listening to the active voice of media users.”



Valentí Gomez
Chairman of the Observatory for Audiovisual Content



Mónica Carrillo and Matías Prats.

Contents which respond to citizen’s concerns

Commitment to quality information

Antena 3 Noticias

The objective of **Antena 3’s** information services is to offer their audience a **reliable, quality and committed information with the principles of social responsibility** and with the very professional ethics of audiovisual news journalism. In order to guarantee these bases, filters and controls are established to guarantee compliance with the legislation in force, the corporate responsibility procedures and the codes of conduct of the profession, as summarized in the following table:

Ethical code of Antena 3 News services	
Legislation and Regulations	No behavior or information may infringe the legal or regulatory provisions.
Dignity of people	All information should ensure respect for the people’s rights, guaranteeing fair treatment and the presumption of innocence, with special rigor when such information involves minors .
Language and visual resources of information	Language and visual resources must be agreed with the information which is to be broadcast, without allowing expressions or images which, without adding information, may be disturbing or offensive to the audience.
Separation of activities	All Antena 3’s news journalists must comply with this principle which involves withdrawing from the investigation or generation of the news when it or its most immediate environment are, or may be, affected or involved in a specific piece of news in order, accordingly, to avoid the existence of possible conflicts of interest.
Risks	Antena 3 Noticias writers may not accept presents or benefits from companies or institutions forming the subject matter of their news, which may be interpreted as a reduction of their capacity to provide objective independent information.
Insider information	The journalist who, due to his/her area of work, may have access to insider information may not use it for his/her own benefit.
Commercial and critical information	News clearly and explicitly separates information from advertising. Furthermore, contents which are strictly informative are unmistakably differentiated from those which represent a critical interpretation or assessment of the news.

In order to maintain an ongoing relationship with spectators and know their opinion and concerns regarding current affairs, **Antena 3 Noticias** maintains active participation in its programs through the social networks.

In 2012, the number of followers of the **Antena 3's** news programs Twitter profile amounted to 185,000 and the number of fans on Facebook totaled more than 50,000. The number of users of the programs' web page rose from 850,000 to 1,135,000 in one year.

In addition, in the 2012-2013 season, **Antena 3 Noticias**, through its **A Fondo** team of reporters, prepared and broadcast more than 200 whistleblowing and investigation reports on current affairs, health, culture, new technologies, etc., which concern the population, such as, for example, eviction, obesity, abandonment of animals or child malnutrition in Sudan. Each report focused on a theme of social interest, many of them responding to audience requests via email, comments on the Company's web page in the **A Fondo** section or Internet forums.

laSexta|Noticias

laSexta|Noticias defends committed and quality information. Two seals of identity of news services which are committed to equality, ecology and human rights. The program seeks its own approach to current affairs and deals with day-to-day themes which most interest the people in the street, and also has its voice in the channel's news and its programs.

laSexta|Noticias and www.lasextanoticias.com boast the **Solidarity Objective** to promote the work of the NGOs. This initiative includes and supports the social task of more than 60 NGOs, including, Unicef, Action against Hunger, the Vicente Ferrer Foundation, the Red Cross, Oxfam, Human Rights Watch and Humanitarian Global.

Current affairs with high social interest

Espejo Público

Presented by the journalist **Susanna Griso**, **Espejo Público** renewed its clear commitment to social support which forms part of its very essence. The program, which is broadcast live on a daily basis, **analyzes current affairs issues of high social interest.**

In 2012, it included the new section **Es Posible**, which endeavors to evidence and seek a solution for the problems posed by spectators. Thanks to this initiative, success stories arose as important as **jobs for the long-term unemployed with family members in their charge or improvements in the living conditions of many children with serious illnesses.**

The collaboration of the spectators in ascertaining their opinions or concerns through the social networks was fundamental. In 2012, Facebook had 23,000 fans and Twitter had more than 40,000.

Investigation team

The program endeavors to be a reflection of the social reality concerning citizens.

In 2012, the journalistic work of the **Investigation Team** dealt with current affairs matters related in many cases with the current economic situation. The under-



ground economy in Spain, the power of clairvoyants in times of crisis, the keys to public deficit, the housing business or evictions were some of the matters analyzed by the program.

Al Rojo Vivo

Led and presented by **Antonio García Ferreras**, **Al Rojo Vivo** maintains its commitment to critical journalism, in order to seek responses and, above all, raise all the **questions posed by society in general**. **García Ferreras** moderates a discussion program with a plural philosophy and a debate in which all the political positions are represented.

Furthermore, a daily analysis is offered of the most important news of the day, and the pulse of the news is sought in the street **with the participation of the Spanish people**.

Más vale tarde and laSexta Columna

In 2012, **laSexta** extended its commitment to news by presenting **Más vale tarde**, a daily program led and presented by **Mamen Mendizábal**, which performs a critical analysis of the events of the day and puts a face to the problems. This program is fed by analyses, debate, live connections, investigation, etc.

Likewise, the **laSexta Columna** program provides a new 360° look at current affairs. This slot listens to all the interested parties in the quest for a response to all the question arising as a result of this economic and social climate.

Salvados

Presented by **Jordi Évole**, this program features interviews and reports on current affairs and denounces problems concerning society. In 2012 **Salvados** attempted to deal with matters of enormous social interest such as unemployment, the real estate bubble, Spain's legal situation and food wastage.

Solidarity entertainment

Atrapa un Millón, Ahora Caigo and El Hormiguero

Antena 3's entertainment programs joined forces with the Group's solidarity commitment.

In 2012, **Atrapa un Millón** organized various solidarity programs to help resolve social problems such as the floods in Malaga, degenerative diseases, schools with deficient infrastructures or the lack of resources of soup kitchens. Thanks to the program, **€103,000** were dedicated to these causes.

Antonio García Ferreras (Al Rojo Vivo).



El Hormiguero 3.0 also placed its capacity of communication and entertainment at the Company's service. In 2012, two solidarity programs were broadcast in which, through audience SMSs, money was collected for **UNICEF**. Thanks to this initiative and to the support of famous people such as Imanol Arias and Ana Duato, more than **300,000 solidarity messages** were received.

With this same format, the program **iAhora Caigo!**, organized a special program and the money was also donated in full to **UNICEF**.

Moreover, all **Antena 3's** entertainment programs collaborated actively in the collection of funds for the **Antena 3 Foundation's** project relating to the **protection of children's rights "One Drop, One Life"**. (see Company chapter).

laSexta also with social causes

laSexta and its entertainment programs also applied the Group's Corporate Responsibility Policy and joined forces with the various NGO campaigns. An example was the "Sahel Emergency" project A million children cannot wait" implemented by Action against Hunger. The channel mobilized itself to prevent child malnutrition in the African region of Sahel, with the collaboration of the most representative programs, **El Intermedio** and **Al Rojo Vivo**, among others.

Also noteworthy in terms of its solidarity campaigns is **laSexta's** program **El Intermedio** led and presented by the **Gran Wyoming**. Its contents included social interest initiatives such as the attraction of followers for the Greenpeace campaign "Save the Amazons, the Campaign to Attract Bone Marrow Donations for the Josep Carreras Foundation, or the attraction of funds through the sending of an SMS for **UNICEF**.

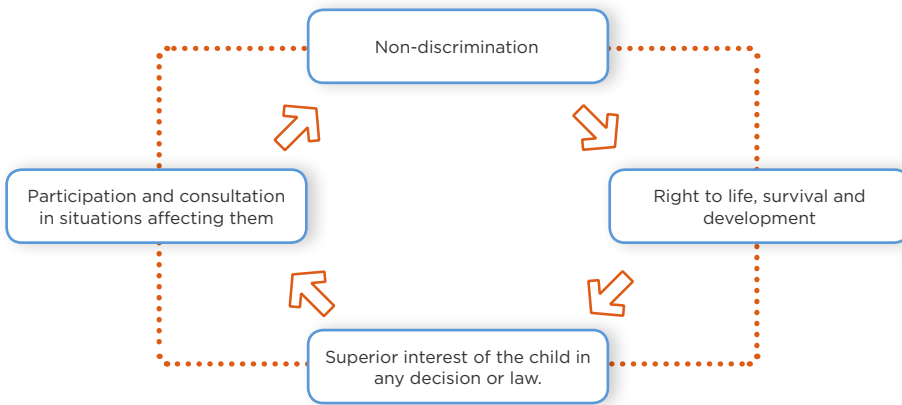
In 2012 **El Intermedio** received the **Nicolás Salmerón Human Rights** prize in the Culture section. The panel valued "the use of humoristic satire to defend the values and ideals of the common good and respect for people's dignity".

Proyect Una Gota, Una Vida; El Hormiguero 3.0; iAhora Caigo!; and El Intermedio.

Protection of children’s rights

The UN’s Convention on the Rights of the Child includes specific rights which guarantee greater care and protection of children, taking into account their special vulnerability.

These rights are based on four main principles:



Contents thought out for the whole family

Respect for these principles forms part of **Atresmedia’s** procedure policies and especially those relating to audiovisual contents. Accordingly, it is a basic premise to offer family programming, in line with the likes and needs of the youngest viewers, with strict control in the classification and broadcasting of its contents and commercial communications within the children’s time slot.

Reinforcing this commitment, the objective of the **Antena 3 Foundation** is to guarantee that children and young people have the necessary support for their well-being and training, and to encourage social awareness regarding their rights, needs and interests. The Company chapter includes detailed information on its measures.

Television is a means of transmitting principles and values. Accordingly, all the Group’s channels broadcast programs thought out for all the members of the family which also encompass children’s programs. **Atresmedia Televisión** broadcast a total of **3,337 hours** of programs for minors in the last year, including most notably the **Neox channel with 2,569 hours** specially aimed at the younger public.

In 2012, the www.antena3.com web page particularly took care of children’s programs. Accordingly, the “**lounge mode**” of the **Megatrix** channel offered complete chapters of 17 children’s classic such as **Heidi, Once Upon a Time, Maya the Bee, Pippi Longstockings, Marco**, etc. Each week, the portal offers a new chapter of these famous series which **brings the youngest audience in touch with the cartoons belonging to their parents’ childhood.**

Moreover, through the lounge mode, **Megatrix promotes language learning amount youngsters** in a pleasant entertaining way. Accordingly, series such as **La Brigada de los sepultureros** are broadcast, which maintains the interest of the children’s public, teaching them English at the same time.

[In 2012 Atresmedia Televisión broadcasted a total of 3,337 hours of programs for children. **]**



Megatrix promotes language learning among the youngest audiences.

[Atresmedia channels did not report any breach of the Self-regulation Code in 2012.]

All the contents broadcast by the Groups' channels, children's or otherwise, undergo exhaustive controls to guarantee the protection of minors. Since 2005, **Atresmedia** has complied with the **Self-regulation Code on Television Contents and Childhood** and forms part of the **Self-regulation Committee** and of the **Mixed Monitoring Committee**, bodies which verify their correct application.

The www.atresmediacorporacion.com web page includes a section in its childhood protection heading with the latest reports regarding compliance with the Self-regulation Code, enabling the user to contact the Mixed Monitoring Committee to manage complaints and suggestions.

In conformity with the eighth annual assessment report on the application of the Self-regulation Code on Television Contents and Childhood, in the period 9 March 2012 to the same date in 2013, the Self-regulation Committee did not accept any claim in relation to the contents broadcasted by **Antena 3** or **laSexta** channels.

As an added guarantee, and in order to prevent a minor from accessing unsuitable contents, all entertainment programs of **Atresmedia Televisión**, and fictional, film, TV movies, in-house promotions and program trailers are exhaustively classified by the departments in charge, informing the audience of the classification and suitability of the contents through pictograms overprinted on screen.







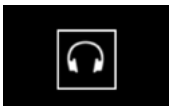



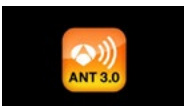
Aside from protecting minors from inappropriate contents, the symbols are communication tools used by **Atresmedia's** channels to enable their audience to take informed decisions.

Advertising respectful of minors

The commercial messages which accompany the children's programs have a great impact on minors. Accordingly, **Atresmedia** applies specific tools for their control. These principles include most notably:

- **Advertising of gaming activities.** In 2012, the Company made a further step in its commitment to protect child audiences, by signing the **Code of Conduct on Commercial Communications of Gaming Activities**, establishing strict restrictions on limiting the broadcasting time slots of commercial communications and their broadcast together with programs aimed at the young public.
- **Toy advertising.** Autocontrol - an association to which **Antena 3** also belongs, signed an agreement in 2010 relating to toy advertising with the *Spanish Association of Toy Manufacturers* and the *National Consumer Institute*. The purpose of this agreement is to reinforce the protection of the minor in this advertising segment so sensitive to infancy.
- **Extension of the child protection timetable.** One of the specific measures adopted by **Atresmedia** which represents an improvement with respect to the legislation in force, was the voluntary extension by two hours (from Monday to Friday) of the reinforced protection timetable. Accordingly, greater protection is ensured for minors with respect to the television programs broadcast in this slot.
- **Food advertising aimed at minors.** Since 2009, **Antena 3** collaborates with the promotion and application of the **Self-regulation Code on Food Advertising aimed at minors (PAOS)**, in order to prevent health problems prevailing in Spain such as child obesity. The PAOS Code expressly regulates the television advertising and marketing of food and drink for children under 12.

[Antena 3 entered into the Code of Conduct on Commercial Communications of Gaming Activities.]

			
Suitable for all audiences	Recommended for people older than 7 years old	Recommended for people older than 12 years old	Recommended for people older than 16 years old
			
Recommended for people older than 18 years old	Family programme	Audio described content	Subtitled content
			
Signed content	Advertising placement	Interactive programme through the Ant 3.0 application	

Contract guarantees

Atresmedia does not enter into contracts with minors, but supervises that the producers of their programs or series establish the legal clauses and mechanisms required to guarantee the rights of the minor, when they intervene as actors or participate in any program on an ongoing basis. The Company pays special attention with regard to image, honor, personal and family intimacy and education.

Minors at the Group's facilities

Aside from protecting minors in programming or advertising, their due access and security is also guaranteed at **Atresmedia's** facilities.

The **internal security regulations prohibit, on a general basis, the access of minors to the facilities**. When **exceptionally** they have to participate in a program (as a guest or public), **the minor must be accompanied by production personnel, who will supervise their security**. In any case, **minors may only exceptionally access Atresmedia's** facilities between 10am and 8pm, always with the strict authorization of their parents or legal representative.

Accessible programming

One of **Atresmedia's** commitments to society is to guarantee equal rights and opportunities, and provide the access of audiovisual contents to everyone, regardless of their auditory or visual disability.

In order to comply with this objective, **Atresmedia Televisión** increased for the third year running its accessible programming through the audiodescription tools, scoring and subtitling of contents, exceeding by far 45% of subtitled programming and 60 minutes a week of audiodescription and scoring, required under the General Audiovisual Law.

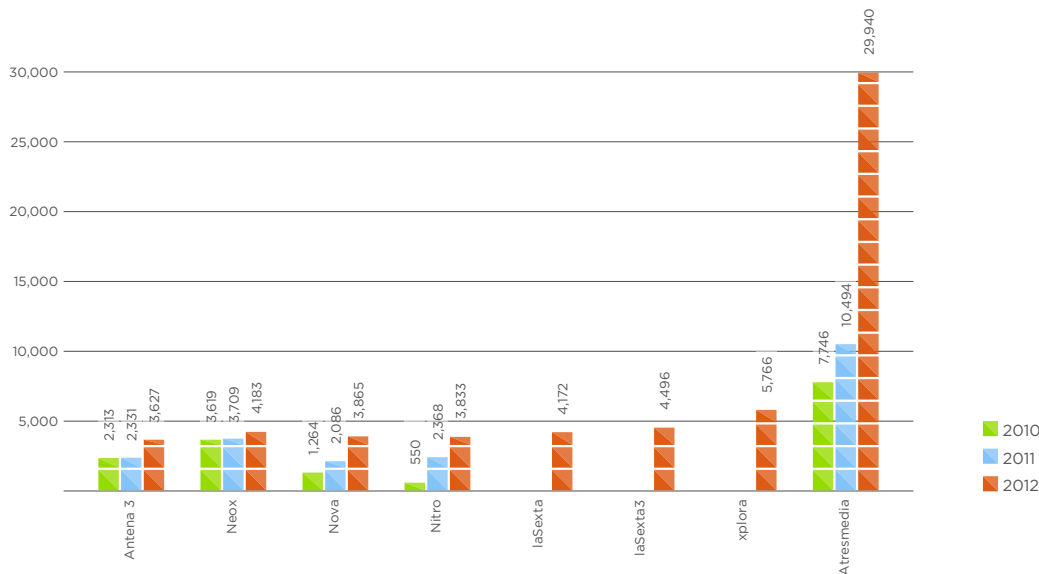
The most noteworthy data in 2012 were as follows:

- **Subtitled:** broadcast of a total of 29,939.7 hours of subtitled programming, more than double than in 2011. This was due mainly to the inclusion of **laSexta's** channels, a fact which led to the unification of subtitled technologies through a leading world supplier with extensive experience in the field of television access. The following companies lead the ranking of subtitling companies: **xplora** (73.82%), followed by **Neox** (57%) and **laSexta3** (55.5%).
- **Audiodescription and scoring:** broadcasting of 804.5 hours of audio described programs and 435.4 hours of scored programs, four times more than in 2011, also due to the inclusion of **laSexta's** channels.
- **Live subtitling:** in response to the requests of spectators with auditory disability, in 2012 **various programs and news programs were subtitled live:**
 - **Antena 3:** *Noticias de la mañana*, *Espejo Público* and *Antena 3 Noticias 1* and *Antena 3 Noticias 2*, including *Deportes* and *El Tiempo*.
 - **laSexta:** *Al Rojo Vivo*, *Más Vale Tarde*, *El Intermedio* and *laSexta|Noticias 1ª* and *2ª edición*, including *Deportes* and *Meteo*.

Also, as part of the commitment to accessibility, the free broadcasting of subtitled advertising spots with different Henkel, Gaes and Campofrío products **was increased by 3 hours, complementing more than 10 hours in 2012**.

[In 2012, Atresmedia has doubled the number of subtitled programming hours.]

Subtitled hours



Media literacy: bring the media closer to the Society

The media perform an important task for the Society, since they inform, entertain and have a great capacity to influence the formation of opinions. In order that media users may correctly interpret the information they receive, the media must perform a media training task, showing the users the very characteristics of each media, as is the case of the immediate nature of radio or the strength of images in the case of television.

In this way, the public may:

- Differentiate and familiarize themselves with the diversity of genres of media.
- Choose contents in line with their news or entertainment function.
- Critically reflect thereon.

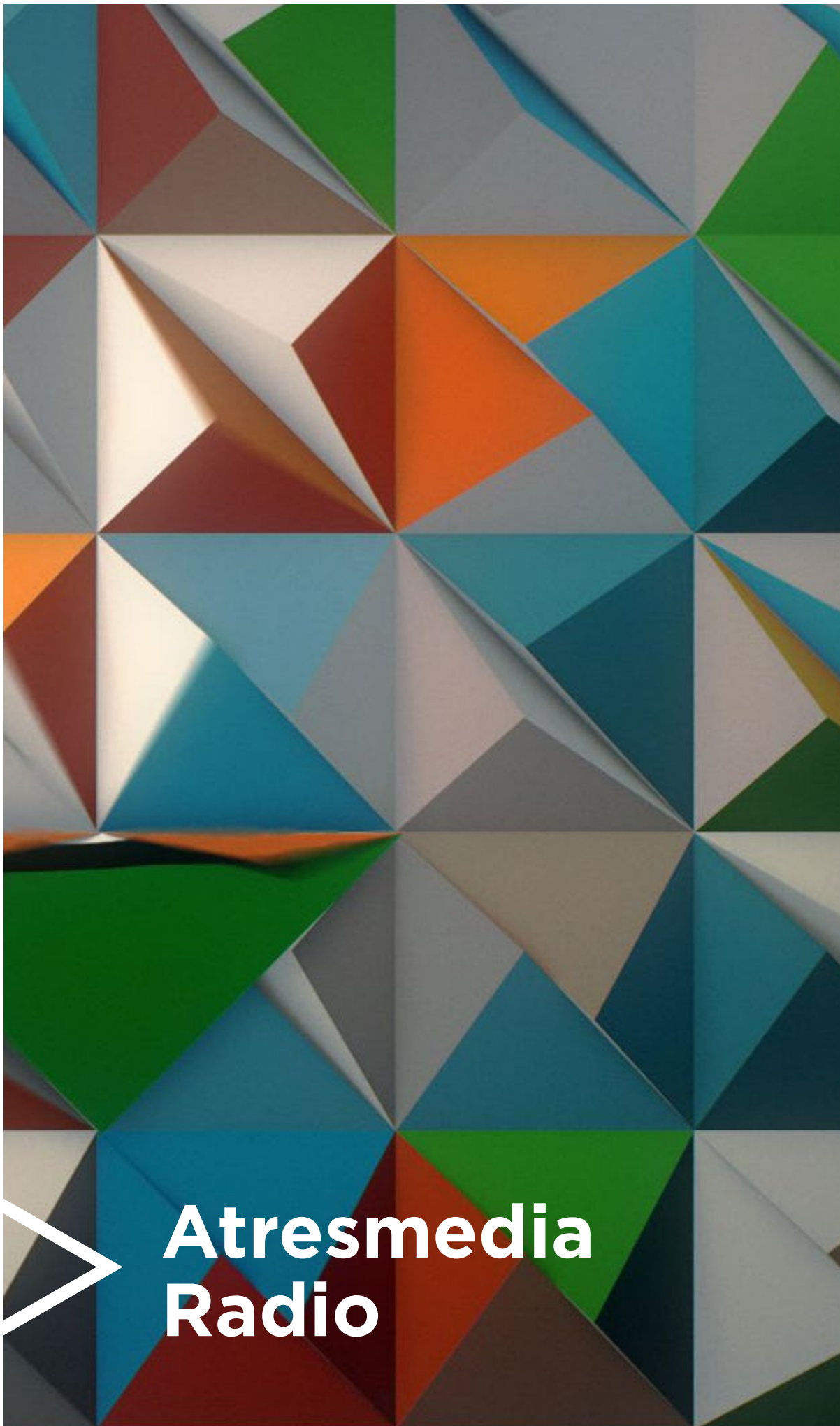
In this connection, in 2012, **Atresmedia** implemented certain initiatives in order to bring the media closer to their audiences and to society as a whole:

- **Visits to Atresmedia's facilities.** In 2012, almost 3,000 people from 117 groups (schools, universities, advertisers and associations) visited the Group's facilities. In these visits the different professions which make possible the daily activities of a communication group are explained to visitors and **Atresmedia's** corporate values are transmitted to them. Moreover, they watch live programs, visit the television studio and, on occasions, the professionals themselves inform them of the activities carried on. In many cases, these visits have served to awaken vocations among the students.
- **Collaboration with university students.** **Atresmedia's** Communication Department met students from different universities such as Universidad de Rey Juan Carlos, Complutense de Madrid, Carlos III, the Camilo José Cela University, and a student on the Bergen University's Master program (Norway) who requested its collaboration in the preparation of end-of-degree projects, interviews with the journalists of news and entertainment programs, or to discover at first hand the functioning of departments such as Multimedia or the Virtual Press Office.



Radio workshops for children

- **Tuneox competition.** The **Neox** channel launched in 2012 the first season of **Tuneox, Neox A Tu Manera**, a competition for the whole audience which endeavors to bring the media closer to the society. In the competition, the spectators must say how they see the channel and how they would make an advert to self-promote **Neox**.
A panel, formed by professionals belonging to the channel, assessed the most original, amusing and adequate idea for the new campaign. The prize for the winner will consist of the broadcasting of his/her idea on the channel and of a three-month training session in **Antena 3's** Corporate Image Department.
- **Proyecto Mañana.** The objective of this initiative is to investigate how the news of the future will be. Thanks to a collaboration agreement signed with various Universities, the students may participate by presenting innovative projects and by opting for prizes which include grants to carry out work experience in television and or in radio. In 2012, **Onda Cero** joined the initiative, together with **Antena 3 Noticias**.
- **“Who is who on the Tele and the Radio”** The **Fan3** television channel, specifically designed for children and young people in hospital, included in its programming a new in-house production slot called **Who is who on the Tele and the Radio**. In this slot, employees of **Antena 3** and **Onda Cero** explain to the children what the different professions consist of within these two media, such as the camera operator, the news presenter, the radio broadcaster or the sound technician.
- **Radio workshops for children.** For yet another year, the **Antena 3 Foundation** gave radio workshops to hospitalized children. During two days, one of theoretical training and one of practical training, **Onda Cero** volunteers teach the children how to make a radio program, or how to carry out an interview. The Virgen de la Arrixaca de Murcia and Rio Ortega de Valladolid hospitals provided such workshops in 2012.
- **PRO Project.** For the fourth consecutive year, the PRO Project provides training to disabled people, in order to promote and facilitate their employment in the audiovisual industry. In 2012, a **new course was provided from the TV Accessibility Technician Program** in Madrid with the collaboration of Universidad Carlos III de Madrid, and the **scope was widened to the Catalonia Autonomous Community**, developing the first Multimedia Communication Post-Graduate course, with the collaboration of Universidad Politécnica de Cataluña.
- **Non-Spot Prizes:** In 2012, **Atresmedia Publicidad** convened the Sixth edition of the “Non-Spot Prizes for Media Creativity” aimed at students. The objective of the competition is to seek ideas in the non-conventional use of media (Television, Radio, Internet and Events) and detect new talents among the participants.



Atresmedia Radio

ATRESMEDIA RADIO



Success through balance and quality

In keeping with the last few years, **Onda Cero** and **Europa FM** closed 2012 with significant audience gains. According to the figures from the General Media Report (EGM) published at the end of November, **Onda Cero's** programmes attracted 2,615,000 listeners, 161,000 more than in 2011. This increase is in addition to earlier growth, with 66,000 more listeners in 2010 and 131,000 more in 2011, and reinforces this radio service based on continuity, balance and respect for different opinions.

[Atresmedia: a radio OFFER based on continuity, balance and respect for different opinions.]

Onda cero, the best results in the last eleven years

The increase of 6.6% in the audience in 2012 allows **Onda Cero** to strengthen its second position in the radio rankings, distancing itself still further from the competition and achieving the best results in the last eleven years in the third wave of the EGM. The gap with Cadena Cope has widened to 911,000 listeners, while the gap with Radio Nacional de España is a further 1,121,000 listeners. In terms of market share, **Onda Cero** has 19.3% compared to the 11.1% and 8.7% of its two immediate competitors. In a difficult year, the channel continues to have the best profitability per listener, also being the leader in terms of the time spent listening to our broadcasts, with 159 minutes daily per listener.

[Onda Cero continues to have the best profitability per listener.]

Within the current Spanish radio market, from which ABC Punto Radio has just disappeared, **Onda Cero** and **Europa FM** (to which we have to add **Melodia FM**) occupy a very strong position and are leaders in a very demanding and competitive market. In addition to the increases in audience, we should also mention the credibility and the good image of these two broadcasters. The prestige of **Onda Cero** is unquestionable, due to its strong relationship with its audience and its ability to combine different opinions and sensibilities in its debates, while providing rigour and reliability in its newscasts.



Europa fm, once again the fastest growing music chain

Javier Cárdenas

Europa FM has beaten all the records in its still short history. For the first time, according to the latest EGM figures for 2012, **Europa FM** has exceeded two million listeners, 2,121,000 to be exact, and is the music station that has grown most over the last wave (177,000) and also over the last few seasons. In 2012 alone it has seen the audience grow by 542,000 listeners (34% more than it had at the end of 2011), while its breakfast show **Levántate y Cárdenas** has broken the one million listeners barrier, also being the fastest growing music radio show, in both the last wave (154,000 listeners) and the last year (251,000). The progress made by this programme has been spectacular since **Javier Cárdenas** joined, increasing from almost 500,000 to more than double that: 1,011,000 listeners.

[Europa FM has broken all its records. For the first time it has over two million listeners.]

The music station **Europa FM** occupies the third position in thematic radio and it has maintained this position in the ranking during the whole of 2012, establishing a very considerable gap between it and Cadena 100 (more than 400,000 listeners) and leaving Kiss FM with more than a million fewer listeners.

Record breaking stars

The **Onda Cero** brand is perfectly identifiable through the voices of **Carlos Herrera**, **Julia Otero**, **Carlos Alsina**, **Isabel Gemio** and **Héctor Fernández**. More than two million listeners wake up each morning to **Herrera en la Onda** and over half a million listen in the afternoon to **Julia en la Onda** and keep listening into the night to the analysis of the day's news offered by **La Brújula**. Almost two million people listen each weekend to **Te doy mi palabra** and hundreds of thousands of listeners turn on in the early hours of the morning to the revamped sports show **Al Primer Toque**, which since September has been directed and presented by **Héctor Fernández**.

Herrera en la Onda, a leading sound in the morning

As in previous seasons, the magazine programme from **Carlos Herrera** has continued to gain listeners. In 2011, according to EGM figures, it increased its audience by 208,000 new listeners and in 2012 it once again improved its results, adding a further 163,000 listeners, giving the programme **Herrera en la Onda** a total of 2,061,000 listeners, making it the leading news and entertainment show on Spanish radio. In each of the three surveys carried out by EGM across the year, **Herrera en la Onda** has always had more than two million listeners, exceeding by more than one million the number of morning listeners for Cope and by 945,000 the new morning magazine programme from Radio Nacional de España. The programme directed and presented by **Carlos Herrera** has more listeners than the shows from the two stations mentioned above put together.

Loyal to its commitment to inform and entertain, **Herrera en la Onda** has been increasing its presence in the social networks, without losing sight of the participation and debate about all those issues that provoke interest and controversy among the public.

[Carlos Herrera increased his audience by 163,000 listeners to reach 2,061,000.]

Julia en la Onda increases its lead

Over the last season **Julia en la Onda** has added new features after taking into account the opinions and suggestions of the listeners, which were gathered through what **Julia Otero** calls "audits". The main new development, **Tea Party**, consists in various analysts (**Arcadi Espada**, **José María Calleja** and **Máximo Pradera**) offering their particular points of view about the outstanding issues of the day. Names that stand out from among the additions to the current team of collaborators are **Joana Bonet**, **Manuel Delgado** and **Juan Carlos Girauta**.

The audience for the evening program directed and presented by **Julia Otero** has once again broken the barrier of half a million listeners, representing an annual increase of 11.6%, which translates into 53,000 new listeners. Another significant fact is that the gap between it and the other afternoon shows has widened considerably, despite one of them ("las tardes de la Cope") lasting an hour longer. **Julia en la Onda** is the programme that has grown the most in the last wave of 2012 during the hours of overlap with the other afternoon shows. **Julia Otero** has a unique style, blending rigour and reflection with controversy and humour.

Julia Otero and Carlos Herrera.



La Brújula, the second most listened to night time news programme

La Brújula, with **Carlos Alsina**, gained 34,000 new listeners in the annual calculations, and remains the second most listened to night time news programme, with 538,000 listeners (the highest third wave EGM audience over the long history of the programme), offering a clear commitment to the intelligent analysis of current affairs. At the start of the season, September 2012, it added some new features, among these is **A cien millas de Manhattan**, in which **Guillermo Fesser** uses his ironic sense of humour to describe life in the United States.

For its part, the news programme **Noticias Mediodía**, directed and presented by **Elena Gijón**, has consolidated the good results seen in previous seasons with close to three hundred thousand listeners. The year 2012 has also been important for the **Onda Cero** news programmes directed by **Julián Cabrera**, with up to the minute news on current affairs in our country and overseas. During this year we had some great shows thanks to the elections in the Galicia, Basque and Catalonia regions, as well as the United States presidential election, following the election night with **Carlos Herrera** from Chicago. One of the most celebrated landmarks in the area of news and programmes was **Carlos Herrera's** interview with the prime minister, Mariano Rajoy, the first that he gave to a radio station after his arrival at Moncloa. News has also been present twenty-four hours a day on **Onda Cero**, through hourly bulletins.

Al Primer Toque, a new era with Héctor Fernández

The most important new programming development, launched on 6 September 2012, took place in the early morning sports programme. **Al Primer Toque** has entered a new era with **Hector Fernandez** and a revamped team. The results of this change are already being endorsed by the audience. In just a few months, **Al Primer Toque** has earned the trust of 318,000 listeners, with a lively and entertaining style. While **Al Primer Toque** is just starting out, things are already going well. So far, it has reduced the gap that separates it from the sports programme on Cadena Cope and has had important exclusives.

In addition **Radioestadio** has been very popular at the weekends, attracting more listeners to its Saturday edition than tune into "Tiempo de juego" (Cope). It has reached the historic figure of 752,000 listeners.

Elena Gijón, Carlos Alsina and Héctor Fernández.





Javier Ares and Javier Ruiz Taboada have taken advantage of the often unpredictable competition times to combine sport, humour and entertainment. **Radio-estadio**, with nearly one and a half million listeners over the two weekend shows, remains true to its calm and reflective approach to football and other sports. Ares and Taboada invite the listeners to have fun, while at the same time informing them about what is happening in the various fields of play.

Javier Ares, Javier Ruiz Taboada, Isabel Gemio and Esther Eiros.

Te doy mi palabra, the most popular weekend programme

When it comes to the weekend, **Te doy mi palabra**, with Isabel Gemio, has established itself as the most popular show on Saturday and Sunday mornings. Javier Gurruchaga is just one of the people joining the programme team to tell stories and anecdotes about music. Isabel Gemio's charity work in this time of crisis has served to enhance the credibility of the magazine show that next season will have been on-air for ten years. While we are talking about weekend shows, we must also mention the long history and popularity of **Gente Viajera**. The audience has established an unbreakable date with Esther Eiros and her team before packing their suitcases.

During 2012, the programme **La Rosa de los Vientos** (Saturdays from 01:00 to 04:00 and Sundays from 01:30 to 04:00) celebrated its 2000th with the public, in a cinema in Madrid. Bruno Cardeñosa and Silvia Casasola paid worthy tribute to the creator of the programme, Juan Antonio Cebrian. This programme on **Onda Cero**, in addition to being a cultural landmark for many listeners, also has weekly discussions on the key topics in the world of mystery and science.

Also on the Internet

Through our website the shows on **Onda Cero** and **Europa FM** have found new channels for information and listener participation. The two large radio stations at **Atresmedia Radio** have used the Internet to enter the social networks, thereby expanding the contents of conventional radio and music radio, improving the quality of the recordings. In this way, the listeners can retrieve music, take part in chats and comment on the various shows and broadcasts.



As well as using www.ondacero.es and www.europafm.com to listen to live radio, listeners can also use them to give their opinion on what is happening on-air. **Onda Cero** and **Europa FM** have also created applications that allow them to be accessed via mobile devices and tablets operating with the Apple and Android platforms and environments.

Radio for everyone

One of the hallmarks of **Atresmedia Radio** and its stations **Onda Cero** and **Europa FM** is its dedication to public service, by providing society with its ability to inform and becoming a radio service for everyone.

This is achieved through news bulletins, programs and advertising slots, that encourage respect for the values of diversity, the plurality of opinions and the free participation of the listeners through a multitude of channels (social networks, post, phone, email, SMS, etc.).

In addition, using the languages of their audiences, **Onda Cero** and **Europa FM** are socially committed to their listeners in each and every one of the items in their programming. Health, social values, respect for opinions, the defense of sport and education, scientific research, or the value of finding out about other perspectives are present in the shows broadcast by both channels.

However, there is also a commitment that goes beyond merely providing information, and that involves the dissemination, support and participation in social initiatives and campaigns that tackle real problems. In 2012 this commitment from **Onda Cero** and **Europa FM** has translated into three action areas:

- **Support for Atresmedia's large corporate responsibility campaigns** (**Vive Conectado**, **El Estirón**, **Hazte Eco** and **Ponle Freno***) by broadcasting reports, interviews, and publicity breaks in the main programs.

* Note: For more information on the Social Responsibility campaigns of Atresmedia and the Antena 3 Foundation see the "Society" chapter.

UNA GOTA, UNA VIDA

Project which wants to provide access to drinking water for 1,800 children in Senegal.



TE TOCA and TE TOCA JUNIOR

Junior initiative involving children and young people in environmental improvement.



- **Promotion of the activity of the Antena 3 Foundation**, discussing its major initiatives, such as the **Una Gota, Una Vida** project which has raised €180,000 to provide access to drinking water for 1,800 children in Senegal. There is also the **PRO Project** to promote and encourage employment in the audiovisual sector for people with disabilities and the **Te Toca! y Te Toca! Junior** initiative involving children and young people in environmental improvement.

Social projects supported by Onda Cero and Europa FM in 2012

Support for the 1st Health Degree at the Official College of Psychologists in Madrid.

Support for the UN campaign "And you didn't know".

Collaboration in the radio workshop with children at the Children's Hospital Virgen de la Arrixaca.

Support for the Ford 24 hour charity race.

Support for the "Tapones por una vida" bottle top campaign of Fundación Seur

Support for the Company Solidarity Day.

Dissemination of the report from the College of Psychologists in Madrid on the Effect of Positive Emotions in Sick Children.

Support for the Food Bank.

Dissemination of Information on the Premios Solidarios del Seguro Awards.

Support for the Cultural Exchange Tour by Malagasy Gospel.

With social concerns

In 2012 **Onda Cero** and **Europa FM** have continued to improve their radio shows and strengthen the content of most concern to listeners. The current schedule, in addition to informing and entertaining, prioritises comment and free audience participation.

The clearest example is the news bulletins on **Onda Cero** which currently share space with reports, news with a social content and complaints about unjust behaviour and situations. This is all while giving priority to the principle of objectivity.

** Note: For more information on the Social Responsibility campaigns of Atresmedia and the Antena 3 Foundation see the "Society" chapter.



Also noteworthy is **Isabel Gemio's Te doy mi Palabra** show that examines issues of general interest such as welfare, happiness, minorities and the weak. This show has two notable sections: first **Amanecemos con...** which explores the other side of Spanish emigration and encourages respect for this movement; and second, **radio ayuda**, where the leading psychologist **María Jesús Álava Reyes** provides ongoing support to the listeners.

Isabel Gemio..

Te doy mi Palabra: "Only good news"

During the last weekend of January 2012, **Te doy mi Palabra** proposed offering "only good news" to its audience. This philosophy was applied for eight hours of radio time, during which good humour prevailed. Among the many guests was the chef **Karlos Arguiñano**, who praised the proposal to leave aside, if only for a few hours, the themes of the crisis and unemployment.

Other shows on **Onda Cero** with a clear social content are:

- **Gente Viajera**, which allows listeners to learn about different ways of life, civilizations and cultures and use this knowledge to increase their respect for diversity. During 2012 a new section on tourism flows between the East and the West has been created, in which a Chinese journalist, living in Spain, talks about news items of interest.
- **Como el Perro y el Gato** is dedicated to pets. It introduces elements about respect for the environment and animals (as do **Onda Agraria** and **Linde y Ribera**).
- **En Buenas Manos**: this show looks at health as a whole and as one of the essential preconditions for full human development.
- **La Brújula** includes the section **Otras noticias que no interesan a nadie** whose aim is to show how large news stories that affect inequality, violence, hunger, etc. are ignored on a daily basis but remain a fundamental problem.

Meanwhile, **Europa FM** wants to be the mirror for the new generation. Aside from the entertainment, programmes like **Ponte a prueba** have emerged as a channel for reporting abuse. This show, which is uninhibited, deals with topics such as sex between young people and eating disorders such as bulimia and anorexia from a point of view which is serious, responsible, supportive and seeking to raise awareness.

Levántate y Cárdenas is a programme focused on young listeners and uses their language to deal with harmful behaviour by young people, while transmitting social values to its audience.

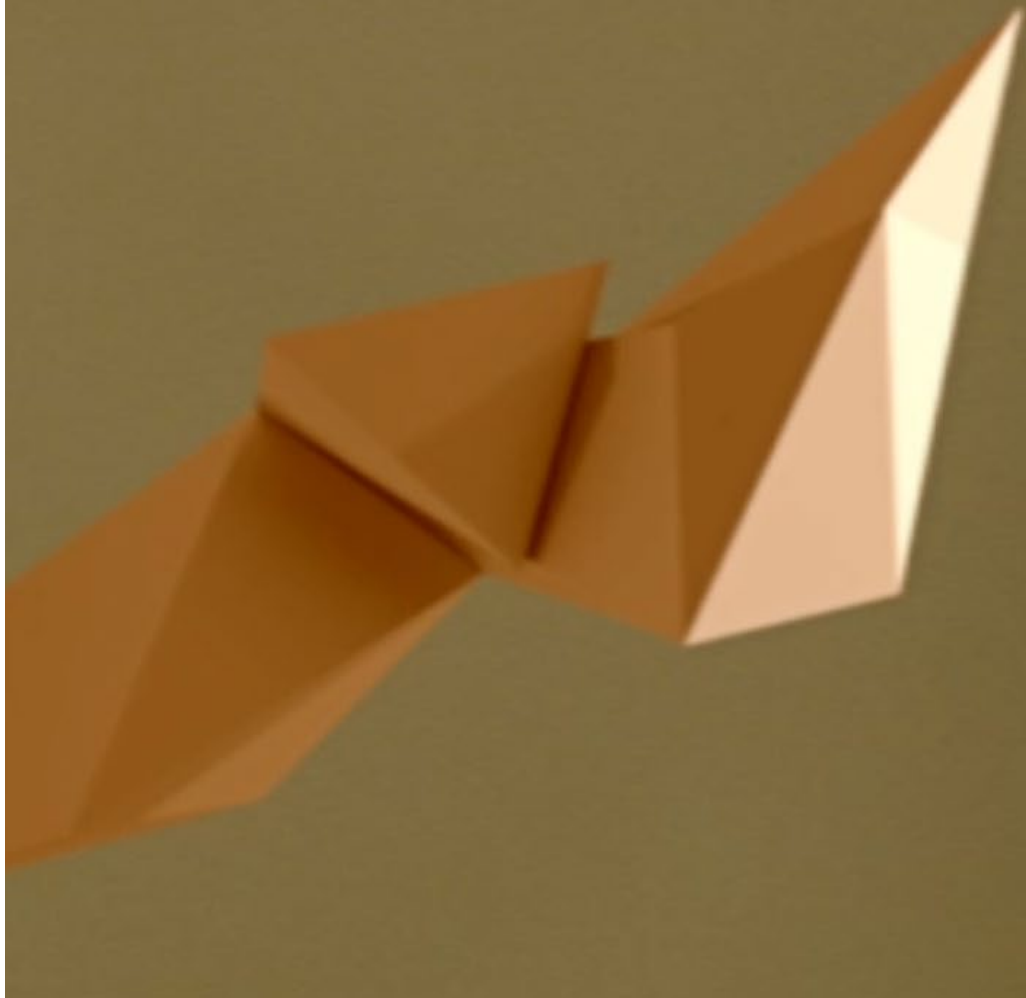
Awards and recognitions

Many accolades were won throughout 2012 in recognition of the effort and work of the professionals at **Onda Cero**:

Award Winner	Programme	Award	Given by
Cesáreo Martín	Linde y Ribera	Environmental Award	Jaulín Council (Zaragoza)
Cesáreo Martín	Linde y Ribera	Annual award	Club de galgueros in Guadalajara
Julia Otero	Julia en la Onda	Golden Microphone	Federation of Radio and Television Associations
Bartolomé Beltrán	En Buenas Manos	Cefaleas-2011	Spanish Society of Neurology
Esther Eiros	Gente Viajera	Guest of honour	Spanish Confederation of Hotels and Tourist Accommodation
Lucía Mateos	Onda Cero	Heritage Award for Journalism	Castile and Leon Heritage Foundation
Vicente Ballester	Onda Cero Valladolid	Among Friends Award 2012	Digital Journal "Aqui en Valladolid"
Sección Madrid Onda Cero	Local news	Improved local news work	Grupo Vaguada
Vicente Ballester	Onda Cero Valladolid	Journalism Award	Francisco de Cossio Journalism Awards
Isabel Gemio	Te doy mi Palabra	Solidarity Award	IX Edition Nations Festival



Atresmedia Cine



ATRESMEDIA

CINE



Box office success

In 2012, **Atresmedia Cine** premiered a total of five feature films which represented 20% of the box office in the whole of Spanish cinema. To these premieres it is necessary to add **XP3D** shown for the first time at the end of December 2011, but which was projected in cinemas in 2012. The box-office takings of its cinema productions remained in the top positions of the ranking of Spain's cinema industry.

Atresmedia Cine is conscious that it is not enough to make good cinema, it is necessary, moreover, to know how to connect with the public. Under this premise, it succeeded in placing four of its productions among the first top ten of the Spanish cinema and, in turn, has obtained the recognition of the critics and professionals at Spanish and international festivals.

[The cinema produced by Atresmedia Cine represents 20% of the total box office of Spanish cinema with only five films.]

Rkg	Título	ESTRENO	DIRECTOR	RECAUDACIÓN	ESPECTADORES
1	Lo Imposible	11/10/2012	Juan Antonio Bayona	41.020.508,16	5.852.138
2	Las Aventuras de Tadeo Jones	31/08/2012	Enrique Gato	17.880.413,27	2.656.849
3	Tengo ganas de ti	22/06/2012	Fernando González Molina	12.152.813,74	1.947.785
(*) 4	A Roma con Amor	21/09/2012	Woody Allen	3.207.007,35	458.997
5	Luces Rojas	02/03/2012	Rodrigo Cortés	3.027.821,85	465.294
6	Grupo 7	04/04/2012	Alberto Rodríguez	2.370.301,47	365.765
7	Rec 3: Genesis	30/03/2012	Paco Plaza	2.341.804,97	367.618
8	XP3D	28/12/2011	Sergi Vizcaino	2.056.933,46	267.404
(**) 9	El Cuerpo	21/12/2012	Oriol Paulo	1.928.653,61	272.732
10	Promocion Fantasma	03/02/2012	Javier Ruiz Caldera	1.704.413,50	269.187
11	Katmandu, un espejo en el cielo	03/02/2012	Icïar Bollain	1.510.998,59	235.311
...					
(**) 13	Fin	23/11/2012	Jorge Torregrossa	1.480.296,86	216.018
...					
69	Extraterrestre	23/03/2012	Nacho Vigalondo	164.719,33	25.518

(*) Este largometraje no se contabiliza en el ranking como producción de Atresmedia Cine debido a que los derechos de antena pertenecen a laSexta.

(**) En explotación



Tengo ganas de ti, a feature film based on the novel by Federico Moccia and a continuation of *Tres metros sobre el cielo*, also taken to the cinema by **Atresmedia Cine**, which became the biggest box office hit in 2010, occupied the third position of the Spanish film ranking. Directed by **Fernando González Molina** and starring **Mario Casas** and **María Valverde**, with more than €12 million, it nearly quadrupled the total takings of the film that followed it in the ranking.

The fifth place in the ranking was occupied by *Luces Rojas*, directed by **Rodrigo Cortés** and starring **Robert de Niro** and **Sigourney Weaver**. The film was successfully presented at the Sundance Cinema Festival.

2012 also saw the premiere of *El Cuerpo*, directed by **Oriol Paulo** and starring **Belén Rueda**, **Hugo Silva** and **José Coronado**. The film continues at the moment of drafting this report to be projected at cinemas, with estimated box office takings far exceeding those of the film which occupied the fourth place in the 2012 ranking. *Fin*, directed by **Jorge Torregrossa**, with **Maribel Verdú**, **Daniel Grao** and **Clara Lago** in the cast, is another of the feature films premiered in 2012 whose projection continued beyond the close of the year.

[Tengo Ganas de ti, with box office of 12 million quadruples the number of spectators of the following film in the ranking.]



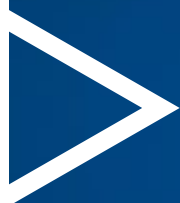
Premieres in 2013

2013 will see premieres such as *Los últimos días*, an apocalyptic thriller directed by the brothers *Alex* and *David Pastor* set in the city of Barcelona; *Combustión*, directed by *Daniel Calparsoro* and starring *Alberto Amann* and *Adriana Ugarte*; *TRES-60*, directed by *Alejandro Ezcurdia* and with *Raúl Mérida*, *Sara Álamo*, *Geraldine Chaplin* and *Joaquim de Almeida* in the cast.

The second half of the year will see the premieres of *Futbolín*, the first animated film of the Oscar winner *Juan José Campanella*; *La gran familia española*, a film by *Daniel Sánchez Arévalo*, with *Quim Gutiérrez*, *Verónica Echegui* and *Antonio de la Torre*, a comedy about a wedding which takes place during the final of the South African world cup.

Zipi y Zape y el club de la canica directed by *Oskar Santos*, whose filming was extended over nine weeks in natural locations in Hungary and the Basque Country. This film aims to conquer the family public through these two characters who, during almost seven decades, have delighted various generations.

Furthermore, *Mindscape* is in the post-production phase, a psychological thriller directed by *Jorge Dorado*, whose premiere is envisaged in the last four months of 2013; *Tres bodas de más*, a comedy by *Javier Ruiz Caldera* starring *Inma Cuesta*, *Martín Rivas* and *Paco León*; and *Open Windows*, a classical thriller starring *Elijah Wood* and directed by *Nacho Vigalondo*.



Atresmedia Digital

ATRESMEDIA DIGITAL



Leaders in interactivity

For antena3.com the year 2012 has been studied with success. The launch of the new version of **ANT 3.0**, connecting in real time the live television content to phones and tablets, the launch of the **new laSexta.com website** and the excellent results obtained with the **Formula 1 World Championship** are some of the major milestones this year.

antena3.com ended the year with an **average of 9.7 million monthly unique visitors**, representing a 10% increase over 2011. Out of the entire year, the month of November was the highlight, recording 12 million users, a historical record that coincided with the climax of the Formula 1 World Championship season.

However, these are not the only figures that confirm the excellent record of **Atresmedia Digital**. According to the General Media Study (EGM), in 2012 antena3.com was the **leading television website in Spain**, and this year also saw it achieving its best ever results. antena3.com was also the **most visited television website** on the Internet, according to the Televidente 2.0 study written by the Internet consultancy The Cocktail Analysis.

To these quantitative measures we must add the qualitative ones, since the **Antena 3** website has for the second consecutive year won the award for **"most popular website of the year"** in the study carried out by the market research agency Metrixlab.

It has also maintained excellent shares in the viewing of videos, with **over 700 million viewings**, mainly through the television-on-demand service, its online platform for viewing complete episodes and programs.

Once again this year antena3.com has partnered Habbo in Spain. The largest online youth community in the world chose this website for its audiovisual strength, its high quality content and its good relationship with its audience, to which we must add the success of the direct encounters with the actors from their favourite series.

[According to the General Media Study (EGM), in 2012 antena3.com was the leading television website in Spain.]

[Antena 3 website has for the second consecutive year won the award for "most popular website of the year" in the study carried out by the market research agency Metrixlab.]



ANT 3.0: The new interactive television

In order to continue to provide content and make them available to viewers wherever they are, **Atresmedia Digital** has launched a new version of **ANT 3.0**. This is the first “second screen” application in the world that connects in real time to the content of live TV from smart phones and tablets. This is another step toward removing the barriers between the channel and the audience, allowing the viewers to participate more in their favourite series and programmes.

The interaction possible through **ANT 3.0** is very diverse. It allows exclusive videos and additional information to be offered. Thus, while the viewers are enjoying the broadcast of *El Barco*, *Tu cara me suena*, *Fenómenos* or *Gran Hotel*, they are receiving extra content in the form of questions, images or videos.

This experience, a pioneer in the world and developed internally by **Atresmedia**, has obtained excellent results with an average of three million monthly interactions and has attracted ten times as many registrations as the first version.

In addition, the content on **ANT 3.0** has also involved **current affairs**, following the last Catalan elections, during which users were given minute by minute updates on events.

Atresmedia therefore remains at the cutting-edge, adapting to the possibilities offered by the new technologies and showing its commitment to a multi-screen strategy.

Formula 1 World Championship, record audience

The website has also mirrored the successes of Fernando Alonso in the last Formula 1 world championship. During the 20 races of the competition, fans had access to absolutely all the information possible about the circuits, teams and drivers, both in the actual races and in the practice and qualifying sessions for each race. Interviews were also broadcast, along with related news items, videos, image galleries, polls, rankings and it was used to gather interview questions.

[ANT 3.0 is the first “second screen” application in the world that connects in real time to the content of live TV from smart phones and tablets.]



Internet users also had real time access to all the information about the championship via Twitter (@a3formula1) and Facebook (Formula 1 in Antena 3) with the special presence of Antonio Lobato and his team.

Lasexta.com and Fórmula 1.

Its success has been clear, and all this effort to provide information has been rewarded with an increase of 34% over the 2011 audience. The website has also improved the possibilities for commercial exploitation through the bundling of the broadcasting and the double advertising window.

Launch of the new laSexta website

The launch of the new lasexta.com website, which took place in October 2012 following the merger, is another of the great landmarks of the year. With a completely revamped image, but maintaining its own identity within the framework of the design of Atresmedia's websites, the new website has all the information about the channel's series, laSexta|Noticias news bulletins and programmes like Al Rojo Vivo, laSexta Columna, Salvados or the hugely successful new Pesadilla en la Cocina.

[The new website of laSexta has obtained the highest figures for the year in November with 2.6 million unique browsers.]

Lasexta.com also has its own On Demand service where viewers can watch complete series and programmes from both laSexta and the xplora channel and this has the flexibility required to meet the demands of the advertising market.

These improvements have been rewarded with excellent audience figures, obtaining the highest figures for the year in November with 2.6 million unique browsers.

New business diversification

2012 was also the year of the launch and consolidation of the new businesses established by Atresmedia Digital.

Muchosplanes.com, a portal dedicated to offering the best options in leisure, beauty, travel and products at a discount.

Nubeox is the online video platform created by Antena 3 and DeAPlaneta. It has more than 2,200 licensed titles and agreements with the main Hollywood and Spanish distributors. Nubeox is a completely open portal, where users can browse with no obligation and find out what content is available for rent or purchase.





On Demand Premium. The new pay-TV service through the internet where viewers can access series and premieres in high quality and without advertising. For just 4 euros per month, they have unlimited access to the entire **Antena 3** catalogue, with more than 2,000 episodes of series, TV films and programmes.

Community managers and web page El Barco.

Finally, **Atresmedia Digital** is still working on its catalogue of games with the launch of new titles like **Imperium, la conquista de Roma**, an online strategy game where players arrange their troops to conquer the Roman Empire. The games **At- rapa un Millón** and **Hispania** are some of the new titles introduced by **Atresmedia Digital**.

Leadership in social networks

The social networks have also been witness to the good results achieved in 2012. The channel remains among the top positions in terms of Facebook fans and reaffirms its position as the **leading television website** with over 630,000 fans.

If you add up the different profiles managed by **Atresmedia Televisión** on Facebook (which include channels like **Neox**, **Nova** and **Nitro**, and the main series and programmes), the Group has more than 6 million fans. Among these, **El Hormiguero**, the Spanish programme with the most followers, stands out for its 840,000 fans.

Antena3.com has been a pioneer in launching the **Fan Club for El Barco**, an initiative that rewards the loyalty of the fans on the platform, where the followers of **El Barco** can enjoy exclusive content and collect points to exchange for gifts.

On Twitter, **@Antena3com** now has 450,000 followers and continues to be the leading commercial television website in terms of followers. Since 5 October 2009, the date on which it published its first tweet, it has published almost 13,000 messages.

The success of **Tu Cara me Suenas** has also been replicated on the social networks, where each week its followers gather, managing to accumulate 191 national and 114 international trending topics in its 11 first events.

Similarly, **Antena 3 News** is the leading news programme from a commercial broadcast on twitter, with 254,000 followers in **@A3Noticias**, double that of its closest rival.

The radio online

The **Atresmedia Radio** websites also repeat the excellent results seen in television. [Ondacero.es](#) has grown by 6% to reach 732,000 unique monthly browsers and [europafm.com](#) has seen growth of 13%, to 642,000. In addition, both are among the most listened to on the Internet in their category. **Onda Cero** is the leader with an average of 44 minutes of online listening daily, and **Europa FM** has an average of over an hour each day of listening.

[Ondacero.es has grown by 6% reaching 732,000 unique users per month.]

Beyond the figures, we must mention the efforts made by both networks to provide access to their content from any device. This new tool, simple and intuitive in terms of navigation, means that Internet users have access to all the content of the radio stations.

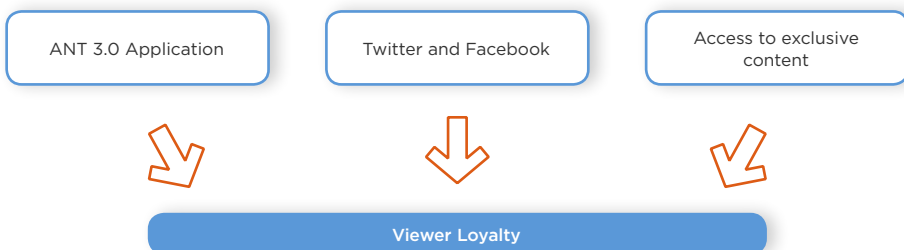
In addition, listeners can share all the information on Twitter and Facebook, thanks to the full integration of content with the social networks.

Dialogue with the audience

Atresmedia recognizes the importance of maintaining an open, fluid and permanent dialogue with its **audiences** because it is they who can provide suggestions, opinions and recommendations that meet their needs. The Group views the on-line environment and social networks as a great opportunity to reach out to its stakeholders, find out about them and get them involved in its initiatives. The public greatly appreciates the invitation to interact, not only in entertainment programmes but also in corporate responsibility initiatives, as evidenced by the number of followers on Twitter and Facebook for **Ponle Freno**, **Hazte Eco** and **El Estirón**.

	Ponle Freno	Hazte Eco	EL ESTIRÓN
Twitter Followers (2012)	6,948	3,548	5,393
Facebook Fans (2012)	155,849	3,832	3,065

In a moment of real boom in the social and multiplatform networks, **Atresmedia** has increased its efforts to facilitate the use of these tools and has launched specific initiatives that reinforce the link with the public and let them interact with the content broadcast. The following are the main initiatives:



Smartphones

Antena 3, thanks to the new version of the application **ANT 3.0**, has taken a major step toward greater interactivity with the audience. **ANT 3.0** is an application for iOS and Android that allows simple, direct, and respectful access to extra content for series, unbroadcast videos, “making of” programmes, and exclusive information additional to the content being broadcast on television. Furthermore, through the application the users can review and rate the content, which is a direct and immediate way to communicate with the channel. The first version of the application achieved more than 2 million content items served and more than 200,000 downloads.

Social Networks

- **Development of a Style Guide for Social Networks.** In 2012 we began developing a **Style Guide for Social Networks**. This is a self-regulatory tool that compiles rules and tips to ensure the safe, respectful and responsible use of these communication platforms. This document is in response to Atresmedia’s commitment to promote respect and protection for all the followers of its official channels. It is expected that this guide will be completed in 2013, although it is a living document and once launched will grow and adapt to new uses and needs.
- **The creation of the Community Fan Club for the El Barco drama series on Facebook** has allowed fans to share opinions about the content of the series and obtain official products.
- **Interacting with the Programme El Número Uno:**
 - The audience had the pioneering **opportunity to choose the show’s contestants** through the social networks. As a result, the public was involved even before the series was aired.
 - Text on the screen showing the **programme’s hashtag** during the broadcast of the show. This initiative promotes the integration and the feeling of belonging among the viewers, as they can access information on the contest in real time. The warm welcome received by this initiative has enabled it to be extended to the rest of the programming schedule.
 - The contest’s participants attended **a specific course on the proper use of their personal profiles**, a pioneering step in order to show Atresmedia’s commitment to transparency, accountability and the good use of these tools by everyone connected to the channel.
- **Leadership on Facebook: Antena 3’s profile on Facebook** maintains its leading position. This profile allows fans to access exclusive content, including firsts.

Internet

Toward the end of 2012 the **1st Internet Course for Managers was run**, a new initiative that seeks to extend, unify and promote the proper use of the Internet.

[The Style Guide for Social Networks is a pioneering initiative in the sector, offering guidelines to follow when using the social networks.]

[Atresmedia Digital attends a specific course on the proper use of personal profiles, a pioneering step in order to show Atresmedia’s commitment to transparency, accountability and the good use of these tools by everyone connected to the channel.]

www.antena3.com, a leading and inclusive online environment

As part of the commitment by **Atresmedia** to offer interactive platforms using the latest trends to facilitate navigation and two-way communication with the users, the Group has developed innovative initiatives to make the www.antena3.com website a leading and inclusive online environment. These measures include the following:

- During 2012, the process of **displaying subtitles for the entire schedule** offered over the Internet has begun. Once this task has been completed, users will be able to access the contents posted on the internet as easily, or even more easily, as they can access those on television now.
- Integration of **a group bar and a new structure at the bottom of the page** for easy access to the contents about the group. This process has involved important work on design and deciding on the right features that allow for efficient access and navigation.
- Internal implementation of the **quality management system in the multimedia environment**, which controls the incidents recorded in the online media. This functionality is being very warmly received by the Internet users, since each incident is recorded and analysed to prevent recurrence.
- Creation of an information area for users of the “On Demand service” (platform for viewing complete episodes), where users can check the solutions to any problems with accessing or viewing content.
- Commissioning of a telephone hotline for troubleshooting and an email address (webmaster@atresmedia.com), which anyone can use to communicate illegalities or irregularities.

Safe telephone participation

Atresmedia is aware of the importance of communicating with its audience and therefore the different programs broadcast on the Group’s channels have specific ways that allow them to interact and increase synergies with their audience.

The rise of the social networks and new technologies, which facilitate two-way communication, is gradually displacing the traditional overcharged telephone system used for audience participation.

Thus, the programme profiles in different social networks (Facebook, Twitter, and even Tuenti) are becoming the most dynamic, ideal and flexible way for the audience to interact with the shows. And one of the consequences of this virtual development is the gradual disappearance of opinion messages from the screen or these being read out over the radio.

However, programmes of the “talent show” type, such as **Tu Cara me Suena** and **El Número Uno**, require a powerful system for receiving votes in a short space of time, and for these cases SMS messages and the 905 televoting system remain the best ways to meet the needs of the audience. These two systems are subject to strict regulation to ensure user protection.

“For a communications group, social responsibility involves listening to and responding to the needs and suggestions of its users and consumers of content. We as a federation welcome any measures taken to achieve greater interactivity and participation in the development of content and the establishment of communication channels and real trust between the channel’s management and the users. In this sense, campaigns such as ‘Menos sillón y más sofá’, applauded and recommended by several of our associations, constitute a first positive step in the construction of interactiveness, trust and respect between content broadcasters, such as your channel, and the users.”



María Tobalina

Executive Director
Federation of
Associations of Media
Consumers and Users



Food Bank.

The viewer can subscribe to a number of the Group's quiz shows. This facilitates audience participation, as people don't have to send a message every time they want to take part. This service also allows it to "democratise" the phone-in participation in competitions, preventing professional players from winning more prizes through sending SMS messages in large volumes or in certain time slots, or studying the terms and conditions for the contest. The sending of alerts to **Atresmedia Televisión's** viewers is also limited to 12 per month, compared to the 30 offered by the main telephone operators.

In 2012, the charity numbers 28000 and 28020, with special pricing, have enabled **Atresmedia** to implement fundraising initiatives for different social projects and organisations such as the Food Bank, ADENA or **Antena 3 Foundation**. Calls and SMS messages from the audience to these numbers offering donations have raised over €250,000.



**Atresmedia
Publicidad**

ATRESMEDIA PUBLICIDAD



Coverage, quality and service

The year 2012 has not been an easy one for the advertising market in the conventional media. The adverse economic environment has led to a reduction in consumer consumption and the consequent reduction in the advertisers' advertising budgets. However, once again this year **Atresmedia Publicidad** has performed better than the market as a whole.

Advertising spending fell by 15.8% in 2012 compared to the previous year. The fall was generalised across all the media, including the Internet, which after recording strong initial increases started to fall around the middle of the year.

Despite everything, **Atresmedia Publicidad** has retained its fierce intention to defend the value of its product and the richness of its formats so that it can widen the gap with its competitors, increasing its commercial effectiveness.

As a result, **Atresmedia Publicidad's** 2012 advertising policy has been defined on the basis of the quality of the product, service, innovation and commitment. Evidence of that is the new services added, such as tools to predict the success of a particular advertising campaign and the reason for its success.

Similarly, guided by the desire to contribute value added in the market, campaigns have been launched to support the Spain brand by providing slots in the international channel that have been used by exporting companies. Through Promarca, **Atresmedia Televisión** has involved its television presenters to demonstrate the level of consumer confidence in the brands. However, that is not all. It has also organised the "El Producto del Año" (**The Product of the Year**) competition, where users vote on the most innovative items during the year.

Innovation is creativity

Society is changing and consumers are adopting new consumption habits. This unstoppable trend has its effect on advertising as well, which is why innovation is now essential to obtaining greater profitability. During 2012 **Atresmedia Publicidad** has been a pioneer in the launch of advertising products, such as the pre-roll spots in the **Formula 1** coverage or advertising through the interactive application **ANT 3.0**.



If in the latter part of 2011 **Atresmedia** made a public commitment to its viewers and advertisers, in 2012 it established its unique model for understanding and selling TV. A model with guarantees for the advertiser and the viewer, in which the advertiser knows, with no shocks or surprises, the environment in which its messages are going to be transmitted to an audience that is comfortable watching TV.

This year **Atresmedia Publicidad** has added other benefits to its famous commitment to a “coverage guarantee” in its campaigns. These include “maximum concentration of GRPs by program”, “express awarding” and responsibility in the reinforced protection schedule.

However, if there is one landmark to highlight for the audiovisual industry in 2012, it is the merger with **laSexta**. **Atresmedia Publicidad** has seen two very distinct periods: the first nine months of the year, in which the main objective was to grow the share of investment through a defensive pricing strategy against a larger competitor; and the final quarter of the year, in which the focus has been on achieving the greatest synergies between the new family of seven channels resulting from the merger.

Overall, from January to December television suffered a fall of -18.9%. Despite that, **Atresmedia Publicidad** has increased its market share reaching a cumulative level of 35%, according to the annual investment report published by Infodex.

[The integration of laSexta, has multiplied the efforts to achieve the greatest synergies among the new family of seven channels resulting from the merger.]

Channels	2012	2011	% '12/'11	Share '12	Share '11
Total TV	1,815.3	2,237.2	-18.9	100.0	100.0
Mediaset España	821.5	975.0	-15.7	45.3	43.6
Atresmedia (*)	639.0	681.5	-6.2	35.2	30.5
Grupo La Sexta (*)	115.0	255.0	-54.9	6.3	11.4
Rest of the national free to air television	42.1	36.5	15.6	2.3	1.6
Total national free to air television	1,643.9	1,977.0	-16.8	90.6	88.4
Total regional television	126.8	198.0	-36.0	7.0	8.9
Total pay-TV stations	43.1	60.2	-28.5	2.4	2.7
Total local television	1.5	2.0	-25.0	0.1	0.1

(*) Grupo La Sexta includes the investment for the period January-September 2012. From 1 October this is included in Grupo Antena 3 TV.

Moreover, its special services have played a crucial role in 2012, since in an environment of falling investment, this type of advertising has remained stable, increasing its presence by 0.6%. One of the main drivers for this type of advertising has been the inclusion of the **Formula 1** in our commercial offer, which has enabled advertisers and agencies to have access to the world's greatest advertising show.

[The Formula 1 has enabled advertisers and agencies to have access to the world's greatest advertising show.]



Integration with laSexta: the birth of a new advertising offer

In October 2012, following the integration of the family of **laSexta** channels into **Atresmedia Publicidad**'s services, a new business proposal was established, designed to meet the communication needs of all television advertisers, regardless of their specific characteristics. The result has been three distinct products that have been very warmly welcomed in the market:

- **Atres Cobertura:** This includes **Antena 3**, **Nova**, **Nitro**, **laSexta3** and **xplora**. This product, due to the diversity of the audiences it covers, offer leadership in coverage to be retained at the same GRP's.
- **Atres Afinidad:** This brings together **Neox** and **laSexta**. It becomes the product with the greatest affinity with the qualitative targets and of most commercial interest, offering advertisers the chance to buy with a guaranteed impact on their core targets.
- **Atres Independiente:** Facilitates the individual purchase of any channel with preferential treatment in the awarding of slots over the other products. This makes it easier for brands that wish to link to very specific content and profiles.

Onda Cero and Europa FM, better performance than the market

Radio, the most stable media format, began in 2012 to feel the effects of the crisis and fell by around 13%. Despite this situation, **Atresmedia Publicidad** has performed better than the market average.

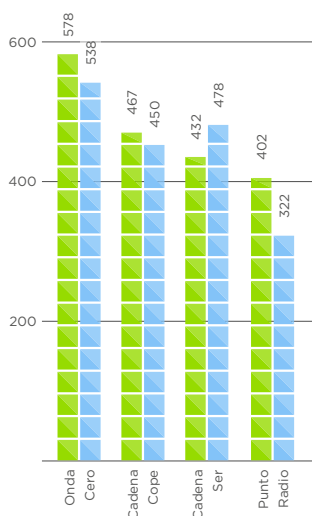
In the third wave of the EGM in 2012, **Onda Cero** again increased the success of its audience figures with a growth of about 7% compared to 2011, consolidating its position as the leading general station for much of the Spanish population. However, it is in advertising where it has become the industry leader, since the good results in quantitative terms are complemented by the level of special mentions and solutions, as it has opinion leaders across its whole schedule.

The position of **Europa FM** is similar: it has seen increases in its audience and revenue, even though the music market is stagnant.

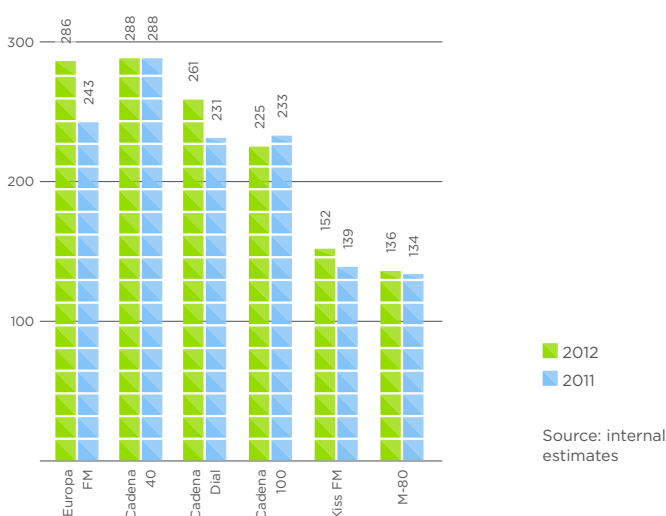
All these facts have led to our customers trusting in us and as a result, **Onda Cero** has become the station with the most advertisers among the generalists and **Europa FM** is the fastest growing of the themed stations.

[Onda Cero has become the station with the most advertisers among the generalists and Europa FM is the fastest growing of the themed stations.]

Avertisers '12 vs '11. Generalists stations.



Avertisers '12 vs '11. Themed stations.



Internet: sustained growth

The online product from **Atresmedia Publicidad** has experienced strong growth in sales. The advertising formats offered today have registered double-digit growth in a market that, according to IAB, has for the first time seen falls in display advertising, which have been offset by the growth in search engines.

According to Comscore, throughout 2012, more than 700 million videos have been released, which make us the leading commercial station for online videos. The **Atresmedia Publicidad** network, with 5 million unique users, 236 million page views and 80 million video downloads a month, features solid communication formats such as antena3.com, lasexta.com, ondacero.es and europafm.com.

The management of the client portfolio has been satisfactory since market penetration has been increased through adding ten new advertisers this year. In addition, our regular customers have increased their investment by 27%.

On the Internet there has been no shortage of examples of brands that have linked to the content through original special campaigns, in which active participation in the social networks has played a part and further steps have been taken towards multiplatform advertising.

Finally, the launch of new products such as the interactive application **ANT 3.0** that allows people to receive exclusive television content and interact with it, has enormous advertising potential that will set the advertising trend for the coming years.

[The interactive application ANT 3.0 allows users to receive exclusive television content and interact with it.]



New businesses

Web pages of Ganing Casino and Canal Bingo.

Pioneers in innovation

The purpose of the New Business area is to look for and obtain new income sources for **Atresmedia** through the commercial exploitation of its brands and the development of interactive formats.

The key to success is being able to anticipate the future, adapting the business models to the changing legal environment and market trends.

Antena 3 was the first national channel to implement commercial formats based on the new technologies, such as the launch of Premium SMS in 2001, Call TV in 2006, promotions in the press with the distribution of DVD's, also in 2006, Poker events in 2008, Astrology programmes in 2009, Roulette in 2012 and Bingo in December of that year.

The New Businesses team works in close coordination with the other areas of the company. Their production or operations are not usually left in the hands of third parties, since they keep tight control over all releases to ensure that they reach the users in the desired conditions.

The New Business Area consists of two departments: Special Products and Licenses.

Special products

After successfully completing all the necessary requirements, on 1 June 2012 the company **Antena 3 Juegos SAU** obtained a general license for "competitions" and "other games". Both are part of the process established by the online gaming regulations implemented by the Ministry of Finance.

This has created an opportunity to look at new business ideas arising from the launch of the **Ganing Casino** and **Canal Bingo** projects, which use television programmes and campaigns to encourage registration on the gaming websites www.ganing.es and www.canalbingo.es.

On the gaming websites, revenue generation occurs during the sessions in which the users participate throughout their lifetime as registered customers. This allows the generation of revenue to be decoupled from television consumption, contrary to what happens with other forms of interactivity, or with advertising itself, which generate revenue primarily during the hours in which the programme is broadcast.

Both **Gaming Casino** and **Canal Bingo** have been pioneers in the development of roulette and bingo on television through live programs. New game modes will be added during 2013.

During the year, the New Business area also managed other formats, such as dating, teleshopping, astrology, competitions and poker, either promoted internally or by third parties. With these it has created a portfolio of programmes that optimise revenue through the early morning slot on the **Atresmedia Televisión** channels.

La Llamada Millonaria has once again this year focussed on SMS competitions for the viewer, with a simple and enjoyable game and more than half a million euros in prizes awarded during the year. By not using a pull push SMS mechanism (in which the greater the number of messages sent by the user, the greater the likelihood of winning) and instead relying on subscription, all participants have the same opportunities.

So the advantage of professional players or “heavy users” in this type of competition is removed, favouring a simpler, more convenient and more equal game. **La Llamada Millonaria** sends a maximum of 12 monthly alerts to users, which is less than the maximum allowed by the telephone operators. The service is provided with great transparency for the user and good customer service, which has led to us being recognised as the television station with the fewest complaints in this field.

In the process of integrating **laSexta**'s teletext with that at **Antena 3**, the advertising investment of the portfolio of advertisers from **laSexta** has been successfully safeguarded, which has led to an increase of around 40% in turnover in this area.

Licenses, merchandising, publishing and promotions

After the excellent results obtained by board games in the previous year, there is still a strong focus on this area of merchandising, adding new releases such as the **Juego de Experimentos** under the **El Hormiguero** brand. It has also added a pet to the **iAhora Caigo!** programme, which has allowed for the release onto the market of another character to join **Trancas and Barrancas** at the point of sale.



The series **El Secreto de Puente Viejo** has become a publishing success with 40,000 copies of the first book sold. This led to the release of the second book in October. Programmes like **El Hormiguero 3.0**, with two books published this year, have brought stability to this business area.

[The service is provided with great transparency for the user and good customer service, which has led to us being recognised as the television station with the fewest complaints in this field.]





The promotional strategy this year has focused on working with related companies. In this regard, an agreement was reached with the publisher Planeta to launch a selection of catalogue titles such as *Palmeras en la Nieve*; or the latest novel by *María Dueñas, Misión Olvido*, with very good results. An agreement has also been signed with Casa del Libro for the launch of its new tablet.



Atresmedia Eventos

Brand initiatives

Atresmedia Eventos continues to focus on creativity and innovation in the production and organisation of major events. In 2012 it launched five new initiatives which added to classics like the *Ponle Freno race*.

Hundreds of thousands of people have enjoyed the music, film, sport and leisure events run by **Atresmedia Eventos**. Equally, dozens of advertisers have associated their images with these events, including companies such as Gas Natural, Energizer, Asics, Ford, Leche Pascual and Movistar.

Bico, the first of these, extended the range of participants in an unusual sports event, based on the less demanding discipline of the popular duathlon. Over 2,000 people took part in this fun day held in April at La Casa de Campo in Madrid.

Continuing with the promotion of sport, and closely linked to the *El Estirón* initiative, we have the *De marcha con El estirón*. A popular race format for children and their families, which aims to raise awareness about the importance of physical exercise in preventing childhood obesity.

So, on Sunday 20 May thousands of families gathered in the Warner Park Madrid to wait for the starting pistol signalling the beginning of this walk to encourage physical activity in children. After the race, young and old alike also enjoyed the attractions in the park.



With **Fórmula Campus**, another of the events held, **Atresmedia Eventos** set the challenge of bringing the experience of a Formula 1 Grand Prix to everyone. As a result, it organised a three-day camp in the vicinity of the City of Arts and Sciences in Valencia, where people could go before and after the race.

Ponle Freno Race.

Christmas is and will always be a great excuse for new initiatives. **Atresmedia Eventos** wanted to create a new children’s entertainment area in the mornings during the Christmas holidays. **Navifun** was the name used for this project involving nearly 15,000 people who had fun in the twelve different rooms, with magicians, mime artists, clowns, puppets, storytelling, and music and dance workshops.

Ponle Freno Race, new record

Once again this year, **Atresmedia Eventos** has boosted the success of what is already known as one of the major events in the popular racing calendar for Madrid. The 4th year of **La Carrera Ponle Freno** again broke its record for the number of participants. The limit of 15,000 runners was reached one week before the race.

With an open invitation to all kinds of runners, participants and their family members, they again came together to raise money for road safety projects.

The year 2012 also witnessed the holding of the 2nd edition of **Madrid Premiere Week**, the first commercial film festival. This time the red carpet was rolled out in both the emblematic Callao Square (Madrid) and in the Kinopolis cinemas to accommodate the nearly 6,500 guests and an influx of more than 10,000 fans who attended the premieres of **Amanecer Parte 2**, **Asterix y Obelix**, **Fin** and **Fenómenos**.

[The Ponle Freno Race again beat its own record for participation with the limit of 15,000 registered runners being reached.]

Major music events

Another initiative that is gaining prestige each year is the **Europa FM in concert**. Under this label, the famous Pitbull, one of the most important international artists on the current music scene, delighted the audience with three large concerts across Spain. More than 30,000 people packed the Pabellón Olímpico in Barcelona, the Palacio de Vistalegre in Madrid and the Plaza de Toros in Valencia to enjoy his greatest hits.

During 2012 **Atresmedia Eventos** has also worked on the creation and launch of the first ever **Musicland**. A festival where the public could enjoy two packed days of indie, hip hop and electronic music performances.

The organisation of the Fiestas de Móstoles (Madrid) also was entrusted to **Atresmedia Eventos**, which was responsible for managing and organising seven large concerts with the highlights including performances by Ana Torroja, Juan Magan, Fangoria and Love of Lesbian.

The most popular music on the internet also entered into the company's portfolio. **Atresmedia Eventos** was commissioned to produce **YouFest**, the festival of the Youtube generation. Two days, four stages, live music, screenings, lectures, extreme sports and the most amazing mashups with the great stars of the Internet took place in Madrid last September.

Responsible and high quality advertising

Advertising is a key part of **Atresmedia's** business model, as it helps to fund a schedule that is sustainable and highly valued by the viewers, listeners and Internet users.

Atresmedia Publicidad manages the advertising on the different formats used by the **Atresmedia** group with the objective of offering the best possible advertising service to the advertisers. To do this, its work is based on three action areas: improving customer **service**, developing **innovation** in advertising and guaranteeing the **quality** of the product offered.

To achieve this, **Atresmedia Publicidad** is constantly coordinating with **Atresmedia** and working on two main areas:

- Unifying the positive elements of the scheduling so that the advertisers benefit from them.
- Inserting the advertising messages in a form that is logical and consistent with the content and credible to the audience.

These guidelines are translated into a commitment to both the advertiser and the audience to ensure responsible advertising based on:

1. **Responsible and high quality television.**
2. **Self-regulation of the advertising content.**
3. **Advertising communication committed to society.**

Responsible and high quality television

Atresmedia Publicidad makes available to the advertiser a model of television that has been recognised and endorsed by all the market players. The fundamental attributes of this model are **variety, quality and commitment**.

"We greatly value the commitment shown by the Atresmedia Publicidad team in every project it undertakes, and its ability to adapt in each case to the customer's needs. Its professionalism, seriousness and rigour, but especially its ability to innovate in finding the best solutions for our customers, are a shining example in our market. It really is one of those organisations that you can rely on."



Miguel Angel Garcia
CEO Starcom

Variety is reflected in a schedule that is plural and diverse in genres, and this translates into high audience figures. The diversity in programming means that the advertiser's brand can have an impact not only on a large number of people but also on a varied audience, a fundamental objective in customer's media plans.

Moreover, **the quality** of the schedule, based on respect for the viewer, on limits and on "not everything goes", offers an ideal environment for advertising. **Atresmedia Publicidad** is committed to working toward a responsible television model with the advertisers to offer them a clean environment with which to associate their brand.

Commitment is translated into designing a **responsible advertising policy** based on the principles of **honesty, truthfulness, child protection, excellence and social responsibility**. In its commitment to excellence, **Atresmedia Publicidad** offers its advertisers more quality. That is, it allows them to plan advertising campaigns in response to their specific needs and select the programs that best suit their values.

The corporate policy of responsible advertising applies to the company's entire family of channels, including the **laSexta** channels (**laSexta**, **laSexta3** and **xplora**). The integration of all of these has helped **Atresmedia Publicidad** to create new advertising products that meet the needs of both the advertisers and the offices: **Atres Cobertura**, **Atres Afinidad** and **Atres Independiente**.

With **Atrescobertura** and **Atresfinidad**, the company brings to the market a leading product offering the two attributes most demanded by the market: coverage and affinity. **Atresindependiente** meets more specific advertising needs and offers the advertiser the option to further segment its advertising.

To strengthen its television and advertising model committed to the advertisers and viewers, the organisation has in 2012 launched the following initiatives:

- Offered free to advertisers, the "Econometric model of effective frequency in advertising on TV". **Atresmedia Publicidad**, has developed an innovative service that explains the behaviour of visibility as a function of advertising activity. This tool is able to predict the visibility of the advertiser in future campaigns and thus helps the customer to improve the effectiveness of its media plans.
- Creation of an institutional piece with the image of **Antena 3** and **Onda Cero**, which linked the Group's commitment to quality in programming with that offered to consumers by the brands being advertised.
- Assignment of free slots in the **Atresmedia** international channel to the campaign **España - son nuestras empresas** to support national brands and companies.
- Commitment to **the greatest audience coverage across all the Group's channels, and, if not, a return of 5% of the campaign cost to advertisers.**

Also in the field of sustainability, and in keeping with the company's Environmental Policy, **Atresmedia Publicidad** has continued to promote among its advertisers the sending of digitised spots to avoid using conventional tape. In 2012, 54% of the spots were received in digital format. In addition, it provides its advertisers with tools for online purchasing and supervision of creative elements, which means significant savings in paper and tapes respectively.

[The corporate policy of responsible advertising applies to the company's entire family of channels, including the laSexta channels]

[Atresmedia Publicidad has continued to promote among its advertisers the sending of digitised spots to avoid using conventional tape.]

Self-regulation of advertising content

Another initiative to comply with the responsible advertising policy is its voluntary adherence to various sectoral self-regulation codes. These texts include requirements for commercial communications that go beyond the existing legislation. The main codes signed up to include:

PAOS: Self-Regulation Code of Advertising Aimed at Minors to Prevent Child Obesity (2005). TV stations committed to this code in 2010.
FEBE: Self-regulation Code of the Spanish Spirits and Beverage Federation (2006).
Self-regulation code of Spanish Beer-Makers (2009).
Wine Code of Ethics (2009).
SMS Self-Regulation Code (2009).
Self-Regulation Code of Toy Advertising (modify in 2010).
Environmental Impact Self-Regulation Code (2010).

As a result of the entry into force of Law 13/2011 of 27 May on the Regulation of Gambling and the publication in 2012 of the first licenses for gambling operators, **Atresmedia Publicidad** has implemented measures to ensure compliance with these, such as:

- Voluntarily signing up to the **Code of Conduct on Commercial Communications for Gambling Activities** whose purpose is to protect consumers in the field of commercial communications for gambling activities, especially minors and other vulnerable groups. The Code sets out the principles to be followed by publicity so that the gambling activity is practised responsibly. Among others, there is a requirement to include a message about social responsibility or combatting addiction.
- Requests to Autocontrol (Association for the Regulation of Advertising) for copy advice (initial consultation service) for all the gambling campaigns before they are aired. In 2012, **Atresmedia Publicidad** asked Autocontrol for a total of 489 pieces of copy advice for all its campaigns broadcast, 51% more than in the previous year.

To go one step further in its desire to be a responsible advertiser, the company has adjusted the reinforced protected times to the new advertising guidelines. As a result, **Atres Cobertura** maintains the schedule for protection set by law. Meanwhile, **Atres Afinidad** extends this as a result of the broadcasting of children’s programming on the **Neox** channel and the company’s commitment to children.

[In 2012 Atresmedia voluntarily signs up to the Code of Conduct on Commercial Communications for Gambling Activities.]

Reinforced protection times		Atres Afinidad extended reinforced protection times	
Mon-Fri	From 8 am to 9 am and from 5 pm to 8 pm	Mon-Fri	From 8 am to 11 am and from 5 pm to 8 pm
Sat-Sun	From 9 am to 12 noon	Sat-Sun	From 9 am to 12 noon

Supports and controls of advertising contents

To strengthen and ensure compliance with current legislation and with the voluntary self-regulation codes, **Atresmedia Publicidad** has a strict system for controlling all advertising content before it is aired. This involves the departments of

Broadcasting, Advertising and Self-Regulation applying a triple filter. Their controls ensure that all advertising campaigns comply with the responsible advertising policy designed.

In addition to this triple check, it is planning to implement a supervision system so that the media planners indicate the time restrictions for each tape. This measure aims to avoid human errors in planning and broadcast.

In addition, several measures have been designed to meet current regulations, in terms of the times and type of advertising allowable depending on the time slot:

- **Daily Report** on the occupancy of the Group’s channels.
- **Daily monitoring of the logs** for advertising and advertising saturation levels. This work is done by the Kantar Media company.
- **Control of daily complaints** in the logging errors.
- Weekly sending of the **advertising alerts report** to the Subdirector General of Broadcasting within the Ministry of Industry, Energy and Tourism.

During 2012 there have been minor offences due, in most cases, to differences in the coding of sponsorships and infomercials. However, the economic cost of the sanctions has decreased to less than a third of that for 2011.

[The economic cost of the sanctions has decreased to less than a third of that for 2011.]

	2010	2011	2012
No. cases	11	7	6
No. breaches	41	26	27
Television advertising (€)	696,232	761,899	222,657
Advertising in other media (€)	32,201	50,000	0
TOTAL	728,433 *	811,899	222,657

The 2012 data include sanctions for the broadcasting of television advertising through the Antena 3, Nova, Neox and Nitro channels, and also the new channels resulting from the merger with Gestora de Inversiones Audiovisuales La Sexta, S.A., the channels laSexta, laSexta3 and xplora.

There have also been changes to the data corresponding to the amount of the sanctions for television advertising in 2009 compared to the amount included in the report in previous years. This is because during 2012 a fine imposed by the Secretary of State for Telecommunications and the Information Society was overturned by a judgement from the High Court, declaring the partial invalidity of the sanctioning decision from 2009 and reducing the amount of the fine from €119,025 to €24,150. There have also been changes to the data corresponding to advertising through other media as the Court has overturned two sanctioning decisions by the Spanish Data Protection Agency derived from the sending of commercial communications by SMS, in application of the Law on Information Society Services.

Advertising that is committed to society

In 2012 **Atresmedia Publicidad** has continued involving its advertisers in the Group’s Corporate Responsibility campaigns, such as **Ponle Freno**, **Hazte Eco** and **El Estirón**. For the latter it has reached agreements with advertisers to promote healthy eating and physical activity among children:



Espejo Público.

- **Hero** has supported the **El Momento de El Estirón** initiative, a weekly slot in **Espejo Público**. During this slot, renowned experts offer tips on child nutrition and tackle one of the health issues of most concern for Spanish families: childhood obesity.
- **Micrópolis**, the city of children, has opened the attraction **El Estirón-El Desafío de la Torre** to promote exercise by children.
- **Parque Warner Madrid** has collaborated in organising the initiative **De Marcha con El Estirón**, a non-competitive family race to encourage physical exercise that is held in the park.

Another initiative to strengthen **Atresmedia Publicidad's** commitment to society is offering free advertising space on television and radio to NGOs and Foundations. In 2012, the **Antena 3** and **laSexta** channels broadcast a total of **74,945 seconds** of free television advertising time, valued at a market price of **€8,300,820**, which is almost three times more than in 2011.

[In 2012, Antena 3 and laSexta broadcasted free tv advertising campaigns for NGO's, valued at a market price of €8,300,820.]

List of the advertising space assigned to broadcasting free campaigns in Atresmedia's channels during 2012

Tv Antena 3, Neox, Nova and Nitro			
COMMITMENT	CAMPAIGN	SECONDS BROADCAST	OPPORTUNITY COST (€)
Social	X SOLIDARIA	2,060	216,740
Social	AECC	1500	299,550
Advertising sector	SELF-REGULATION	5,900	983,335
Advertising sector	CONFIANZA ONLINE 2012	2,500	644,112
Social	DIA MUNDIAL CONTRA MALTRATO	45	8,700
Advertising sector	PROMARCA	12,370	3,263,458
Social	SOMOS 2012 CAMPAIGN	990	118,650
Total general		25,365	5,534,545

TV laSexta. xplora, laSexta3

COMMITMENT	CAMPAIGN	SECONDS BROADCAST	OPPORTUNITY COST (€)
Social	ALIA2	4,840	264,500
Advertising sector	GENERIC SELF-REGULATION	4,640	331,950
Social	DROGAS PIENSA	6,630	366,795
Social	FAMILIAS UNIDAS	7,260	382,770
Social	LEUCEMIA	6,210	286,665
Social	MEDICOS DEL MUNDO	2,820	110,655
Social	MENINGITIS	4,460	265,320
Social	ASI SOMOS NGO	3,030	168,240
Social	SAVE THE CHILDREN	990	174,750
Social	WORLD VISION	3,920	195,400
Social	X SOLIDARIA	4,780	219,220
Total general		49,580	2,766,265
		74,945	8,300,810

Awards and recognitions

The commitment shown by **Atresmedia Publicidad** and **Atresmedia** to the responsible management of its advertising has been recognised with numerous awards and accolades.

In 2012 the Fourth Foro de Comerciales de Publicidad advertising forum was held, which handed out its annual awards to the best teams in advertising management. **Atresmedia Publicidad** received an **award in the categories of Television, Best Multimedia marketing and Best Format Marketing.**

The 9th edition of Study into the Quality of the Media in the Advertising Market by the Group Consultores **has cited Atresmedia Publicidad for attributes such as the quality of the advertising service, compliance with agreements and good working practices.**



**Human
Resources**

Ready for the future

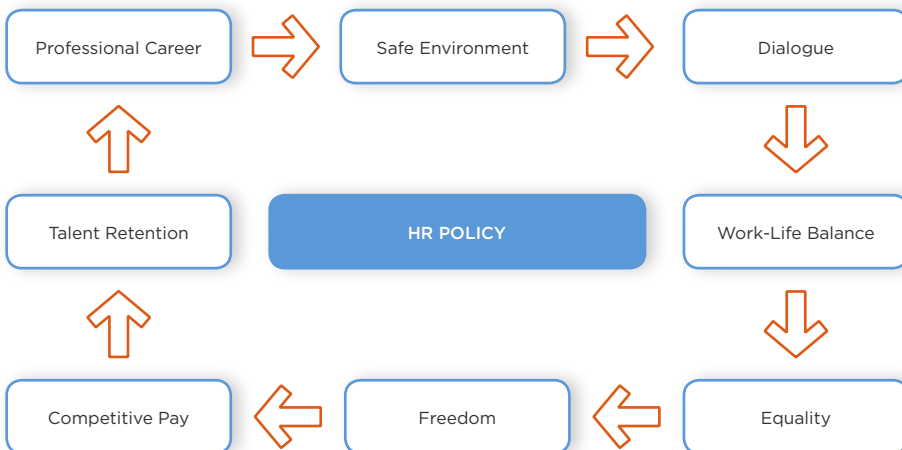
The integration of **laSexta** into **Atresmedia Televisión** has been a milestone for everyone in the organisation and required a joint effort to integrate more than 60 new employees.

After the merger, **Atresmedia** will be made up of **1,784 professionals who are ready and willing to take on new challenges**, and to adapt to the needs of the new circumstances.

Other important milestones in 2012 have been the improvement to the Corporate Volunteering Program and the internal communication channels. These and other important projects are described in more detail throughout this chapter.



To successfully deal with future challenges, the management of human resources at **Atresmedia** is based on a policy which applies equally to all employees and which, during 2012, has strengthened aspects as important as the retention of talent, dialogue and equality.



Our challenges

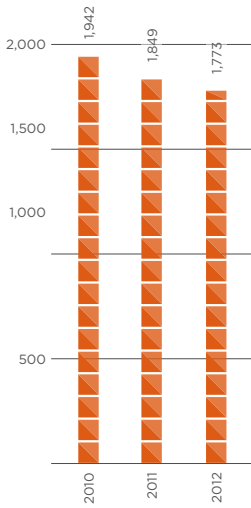
During 2012, specific objectives and initiatives were defined that focus on improving internal communication, the retention of talent, equality and the prevention of health problems.

The following sets out the degree of compliance with each of these.

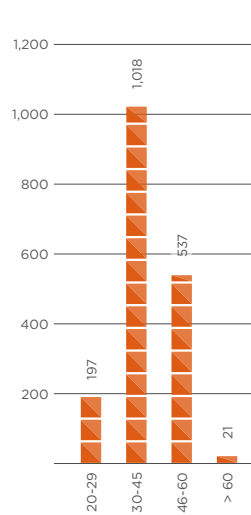
CHALLENGE FOR 2012	DEGREE OF COMPLIANCE	COMMENTS
Continue with the Communication Plan: launch of the Digital Magazine providing information to all the employees and the implementation of the Welcome Plan for new employees with the creation of the Welcome Manual, to help them fit into the workplace.		Successful launch of the Digital Magazine and regular updating of the company's Welcome Plan.
Improve the tools for People Management and Motivation: Talent Management, Work Environment Study, Performance Assessment, Plan for Executives in languages and skills.		Consolidation of the HR development tools and launch of the Plan for Executives in languages and skills
Approval and implementation of the Equality Plan		Inclusion of the Equality Plan at the negotiating table for the collective bargaining agreement. Pending agreement with the Company's Committee.
Start a hearing check-up campaign aimed at all of the Group's employees.		406 employees have had a hearing test.
Give several educational talks about occupational health and safety (survey result)		A campaign to prevent and control hypocholesterolemia in the 53 affected employees has been developed and training has been provided to 65 interns to improve their safety in the workplace.



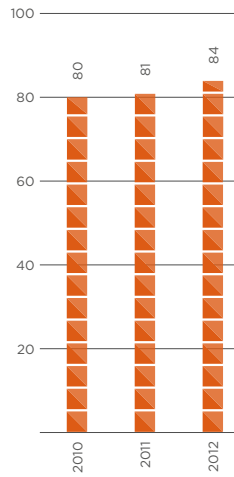
Number of employees



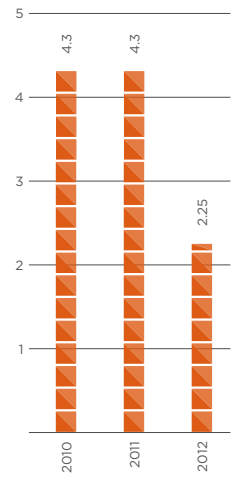
Age range of the employees



Percentage permanent contracts



Turnover



Atresmedia in figures

Atresmedia is made up of a large team of **1,784 people ready to take on new professional challenges**.

The reduction in the workforce in 2012 is mainly due to organisational changes, which have made it necessary to outsource some services in order to adapt to the demands of the audiovisual sector.

The workforce at **Atresmedia** is young, with the largest age group being between 30 and 45, and an average age of 40.6.

The geographic distribution is mainly concentrated in the **Madrid region (1,475)**, followed by **Andalusia (110)**, **Catalonia (75)**, and **Galicia (69)**. It also has employees across the rest of the country and where possible supports employees who want internal transfers to a new city.

The percentage of the workforce with a long-term contract has increased in 2012 to **84%** (1,490), a very positive figure taking into account the current socio-economic climate, and **the average seniority of the staff is 11.5 years**.

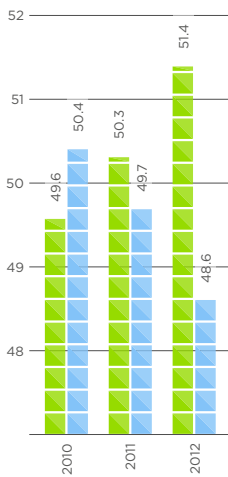
The turnover considered as voluntary resignations from the company stands at a very low level (2.25%), almost two percent lower than in previous years.

Equality and diversity

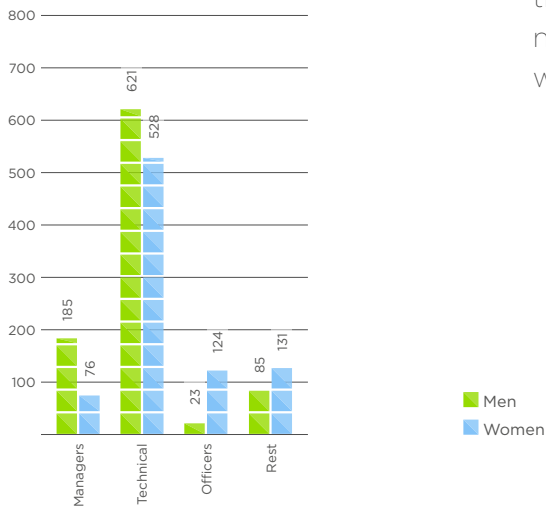
Equality and diversity are values that form part of **Atresmedia's** spirit and can be found in all the organisation's activities, including the processes for selecting personnel and professional development.

To consolidate these values, efforts have been increased during 2012 to finish writing the **Company Equality Plan**, with specific measures to guarantee equality and encourage a healthy work-life balance. The Equality Plan has been completed and is pending approval by the Company's Committee.

Percentage Evolution of the Workforce by gender



Distribution in 2012 by gender and professional category



[In 2012 more than 55% of new staff were women.]

Clear evidence of the effectiveness of these principles and plans is the equal numbers of each gender working in the company, with 48.6% of the workforce being women.

Our workforce currently includes **39 disabled workers**, all of whom have been fully integrated into **Atresmedia's** operations. Most of these disabled workers occupy technical positions. We should point out that Spanish law requires all companies with over 50 workers to have 2% of the total workforce accounted for by disabled people, a percentage exceeded by **Atresmedia**. In addition, **Antena 3** complies with the Law on the Social Integration of the Disabled through alternative measures in the **PRO Project**, a workplace integration programme for the disabled, run by the **Antena 3 Foundation**.

Another figure that shows the diversity of the workforce is that **eight foreigners** currently work in the Group's different companies.

Integration of the staff from laSexta

During 2012, 62 new employees from **laSexta** have joined **Atresmedia's** workforce, and this has been a significant challenge for the Human Resources Team and for all the staff. From the very start the main objective has been to fully integrate all of these people, offering them the same conditions enjoyed by the rest of the workforce.

Various different measures have been implemented to help with this integration:

- A positive attitude and personal approach so that each new member feels as comfortable as possible.
- Development of a detailed study of each person to identify the job that best suits each profile.
- A Welcome Manual, with all the useful information about the company, available to employees through the corporate intranet.

"After months of uncertainty I arrived here almost overnight. New procedures, new projects, a single set of guidelines and colleagues who from the very first day made everything very easy for me. Seven months later we are a very united team, it feels like I have been here for years. Many things have changed, but the best thing is that laSexta has retained its identity, and has even been strengthened in terms of the features that differentiate it from the rest, and remains part of this increasingly strong group."



Inmaculada Romero
Marketing, Atresmedia
Televisión

Career development

The people who work for **Atresmedia** form the core of the organisation and guarantee its successful results. As a result, the company has an active commitment to all the employees, developing specific initiatives focussing on **career development and growth**.



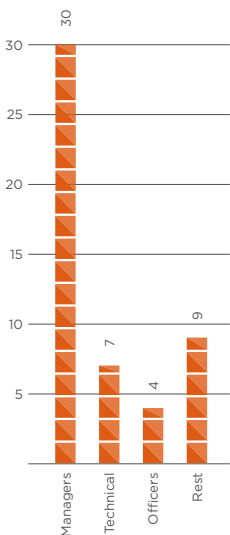
Training Plan

Ongoing training is a fundamental requirement for career development and must be designed specifically for each person, since each employee has their own specific training needs.

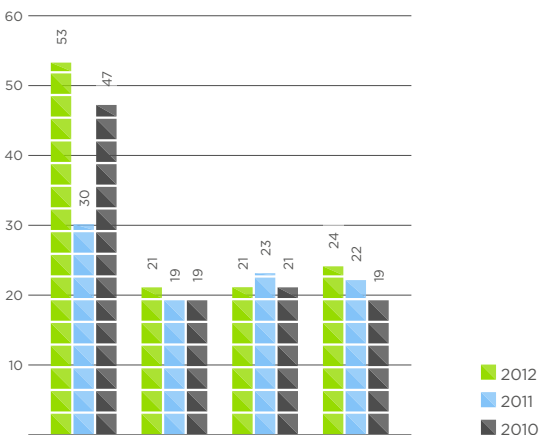
Each year **Atresmedia** draws up a Training Plan, which gradually over more than fourteen years has been substantially improved, adding initiatives such as the inclusion of new courses or other methods of imparting training. The aim of the plan is for all the employees to receive the training they need, not only for excellence in their job, but also to help with their personal development.

The Training Plan starts by detecting the cross-cutting needs (languages, skills, values, health and safety, etc.) and functional needs of the unit or position (finance, HR management, etc.) held by each employee. This analysis leads to the approval each year of the schedule and the calendar of courses for the Group's employees.

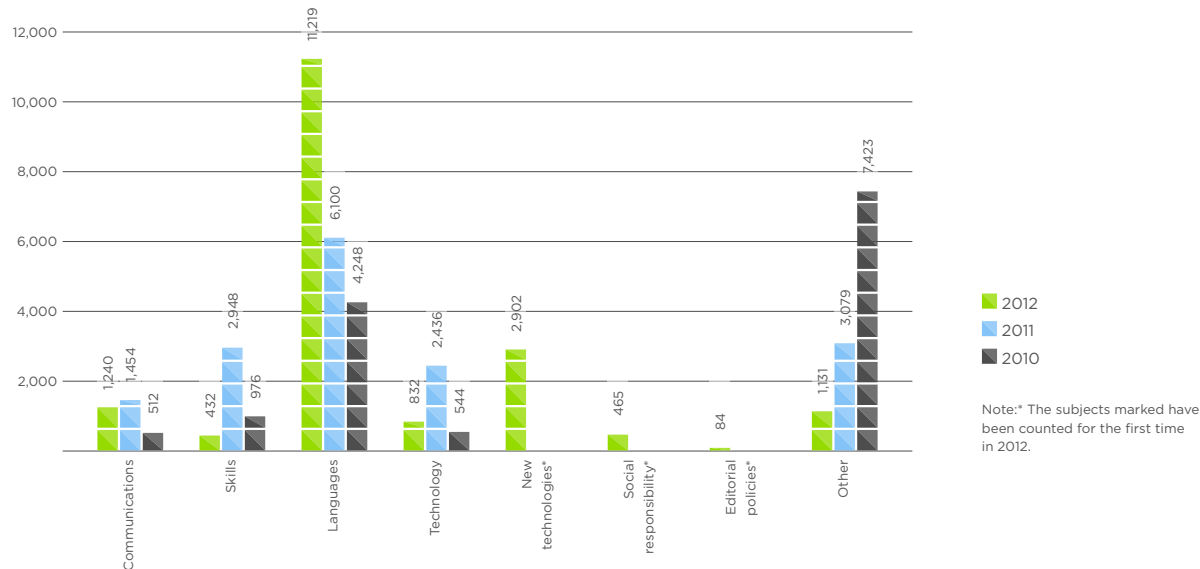
Average hours of training by job category for all employees



Average hours of training by job category for all those attending training courses



Hours of training by type of course



Currently, the Group offers over **340 courses**, which are given either in person or via e-learning (online or virtual training), addressing areas such as skills development, communication, new technologies and languages.

During 2012, **477 employees have taken part in training programmes**, receiving a total of **18,306 hours of training, 12% more than in the previous year**, with an **average of 30 hours per attendee and an average of 10.3 hours per employee**.

Among the new training initiatives implemented we can highlight **a specific course** on Corporate Responsibility to improve the awareness and involvement of the **employees** in this area.

The total **investment** in staff training and development was **€395,700**.

Talent Management Program

The Talent Management Program is designed to develop and reinforce the skills and capacities of the personnel at **Atresmedia** who have great professional potential, establishing four categories:

- Personnel with strong **executive potential**.
- Personnel with notable **creative talent**.
- Employees who are important for the organisation due to their high-degree of **professional versatility**.
- Personnel with **professional talent** throughout the organisation (analysis of executive structure).

This programme encourages **internal promotion within the organisation**. This is a deeply rooted strategy in **Atresmedia** because it shows clear support for the employees as well as saving time and money.

The main new development in this programme in 2012 has been the addition of new training courses such as language training.

These are currently included in the Executives and Senior Management programme, but will be gradually rolled out to the entire workforce.

Work Experience for young people

Atresmedia, aware of the current problem of youth unemployment, has once again this year run its Work Experience Program designed for young students. In 2012 the programme involved 40 professional training students, 458 undergraduate students and 22 postgraduate students.

Those taking part in this program do their work experience in **Atresmedia** with the help of a personal tutor, so that they can take full advantage and learn as much as possible about areas as specific as speech, production or tools for journalists (DALET) or skills courses.

The Work Experience Programme has been created not only to give the students the opportunity for their first **contact with the business world**, but to also provide a very valuable source of **future employees** for **Atresmedia**, given that some of them are given the chance to join the company after their work experience has been completed and all of them are added to the company's database for future selection processes.

As a complement to this programme, other initiatives to encourage the training of future professionals are also carried out:

- **Mañana Project:** promoted by **Atresmedia** since 2010, several universities send in projects on how the news should be presented in the future on television and the radio. The organisations chosen as finalists receive a cash prize. In addition, the group of students presenting the best project is given a scholarship in television or radio.
- **First Job Program:** in collaboration with the Madrid Press Association (APM), through its Work Experience Programme and First Job Programme, this initiative allows a graduate (registered with the APM) to form part of the Group for a year.

Furthermore, **and in order to reinforce specialised training in the audiovisual sector, many of the Group's professionals participate as teachers in various Masters courses and Universities.** Some of the most important are:

- Universidad Carlos III de Madrid. **Masters in Audiovisual Business Management (MEDEA).**
- Universidad Antonio de Nebrija. **Masters in Television Journalism.**
- Universidad San Pablo CEU y TRACOR. **Masters in Reporting and Journalistic Investigation in Television.**

Social benefits

Atresmedia has established a complete Social Benefits Programme for all the employees with a double objective:

Encourage a good Work-life balance

Increase the non-salary compensation for employees

The Social Benefits Programme includes the following measures:

Benefit		Beneficiaries
Company cafeteria	The central offices of Atresmedia have a company cafeteria for use by all the employees. The company subsidises 58% of the cost of the food. Employees working away from the office are given food vouchers.	All the employees
Parking at the Office	The company's facilities have free parking for employees	All the employees
Life Insurance	All the employees have personal life insurance.	All the employees
Medical insurance	Management personnel receive free medical insurance.	All the management personnel
Flexitime	There is an unwritten policy in the HR department and their trust in the employees means that there is certain flexibility in working hours according to the needs of each employee and job.	All the employees
Temporary incapacity supplement	In the event of the temporary incapacity of an employee, the company supplements the benefits to reach 100% of salary.	Everyone
Maternity and Paternity Supplement	In the event of maternity or paternity leave for an employee, the company supplements the benefits to reach 100% of salary.	Everyone*
Flexible Compensation Plan	Antena 3 offers a Compensation Plan to its directors that includes car rental and specific training.	14 employees in 2012
Transport bonus	The employees at Onda Cero have a transport bonus due to the relocation of their offices.	Onda Cero collective bargaining employees
Special perks in buying products and services.	Atresmedia has established agreements with different external companies, which allow workers to enjoy certain products and services at special prices : special rates on health and fitness services, special conditions for training programs (agreement with the ESIC), the use of sports facilities (the Dehesa Boyal municipal sports centre in San Sebastián de los Reyes) and discounts on the purchase of books, trips and on eating out, among others.	All the employees
Special perks in GROUP activities	Working in a Media company also has its own advantages. As an added perk, Atresmedia's employees can take their children to film shoots, sit in the audience of their favourite shows or obtain tickets for previews of the company's releases.	All the employees

*Note: during 2012, 52 women took maternity leave and 30 men took paternity leave.

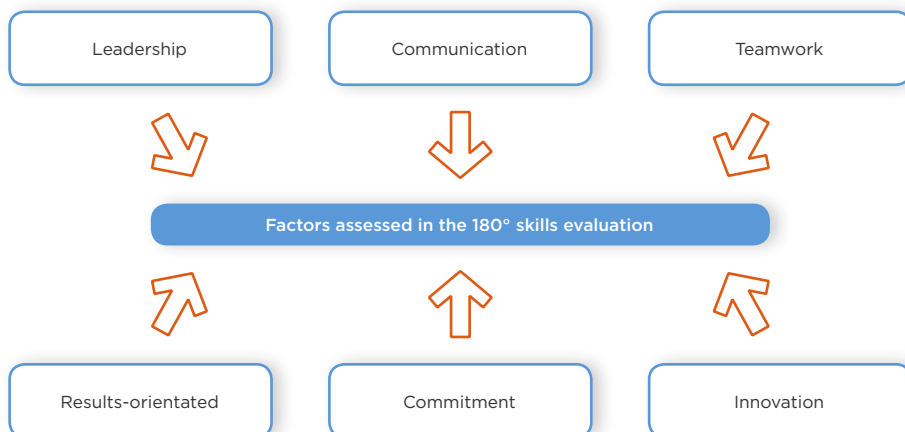
Remuneration policy

One of the main factors that sets **Atresmedia** apart is its **salary policy**. This is characterised by having employee **salaries** that are **higher than those set by collective bargaining agreements and, in most cases, significantly above the sector average**.

The minimum employee remuneration is set by collective bargaining agreements and varies according to the particular features of each worker's position, functions and responsibilities in the company. Increases are established on the basis of personal performance and seniority in the company.

On the other hand, Executive salaries (**Directors, Assistant Directors and Managers**) consist of a **base salary and a variable remuneration** linked to individual targets, overall company results and the result of the **180° performance assessment**.

The **180° performance assessment** is a clearly defined and transparent procedure, which in 2012 was applied to 160 members of the management in the Group.



At the moment, a **new Collective Bargaining Agreement** is being negotiated through regular meetings with the Company’s Committee. Among the main new features that this could include are a flexible wage system for all employees which is more closely connected to the company’s financial performance.

Internal communication

Internal communication is one of the key aspects in any organisation, and especially in those organisations, such as **Atresmedia**, that involve companies and people with very different roles and responsibilities. Transparent and effective communication at all levels helps with carrying out the work and promotes employee confidence. In this regard, the Group has as one of its objectives the implementation of specific measures to improve internal communication. One example is:

- **Corporate Intranet:** the main point of information, consultation and access to all the information of interest to **Atresmedia**’s employees.
- **“Más de Tres” Digital Magazine:** 2012 saw the launch of the internal magazine “Más de Tres”, with the aim of reporting internally on all matters that may be of interest. The magazine has been very well received among employees, who can actively collaborate in its content.
- **Welcome Manual:** the Group’s intranet contains the “Welcome Manual” which provides very useful information about joining the company and about the company itself. The Manual is particularly designed for new members of staff, but is also of use to the rest of the employees in the company as it contains information such as the Code of Conduct, services, protocols, and security policies, rules for travel, etc. which are useful for everyone.

[In 2012, an average of 1,500 unique users connected to the Group’s intranet each month, with an average of 13,100 connections a month.]

We listen to the employees

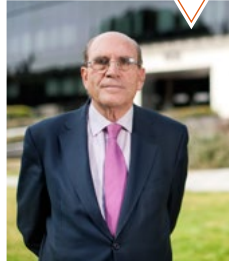
For internal communication to be as effective as possible it is necessary to listen. One of the most useful tools for this is Focus Groups, meetings where employees exchange views, demands and expectations about a particular issue.

Therefore, in December 2012 a session was held involving 14 randomly selected employees belonging to different **Atresmedia** companies. They talked and shared their views on matters that affect them directly, such as the company’s policy on human resources, occupational health and safety, and professional development within the organisation.

They also discussed more general issues such as the perception of **Atresmedia** and its television model and its involvement in society through its various corporate responsibility initiatives. After this debate, the important conclusions were gathered for consideration when developing future actions to improve the working environment:

STRONG POINTS	AREAS TO IMPROVE
Team work, professionalism, degree of camaraderie	Knowledge of Corporate Policies
Mandatory and optional training options	Language training
Occupational Health and Safety Measures	Internal communication
Corporate Volunteering Programme	

“Our society needs to be aware of exemplary actions that go beyond self-interest, that help the most needy, offering them support and solidarity. The media has a key role to play in showing the generosity of volunteers demonstrating values such as love and social justice.”



Sandalio Gómez
Emeritus Professor
Personnel Management
Directorate at IESE

Volunteers: corporate pride

Atresmedia is very **proud** of its Corporate Volunteering Program, one of the elements that sets it apart from the rest and that also offers tangible benefits for its employees, the Group itself and society in general.

It is called “*volunteering*” because the employees do it freely, often during their own spare time (holidays, weekends, etc.) and “corporate” because it is an activity enhanced and supported by the company and one in which it has decided to invest.



The Group **has been gradually extending its Corporate Volunteering Programme since 2005**, offering associations and NGO’s the professional potential and skills of the company’s employees to help groups with different problems. During 2012, the company extended the Corporate Volunteering Programme to all the employees at **laSexta**, which increases its ability to take action in society.



In addition, the company uses its communication media to raise awareness in society about the importance of this volunteer work and actively takes part in forums and organisations that promote Corporate Volunteering.

Volunteers on “One Seed, One Life”

Since 2009 **Atresmedia** has been a member of the Advisory Board of the **Corporate Volunteering Observatory** which is designed to help companies to take decisions about corporate volunteering. In addition, in 2012 the group joined the **Voluntare platform**, the first international network of Third Sector companies and organisations to encourage corporate volunteering and help organisations to improve their programmes on this issue. As part of this collaboration, the group has participated in the “Study on the skills associated with corporate volunteering initiatives”, and in various Focus Groups on the challenges facing volunteering.

Moreover, reflecting the company’s commitment to volunteering, **Atresmedia** has signed a collaboration agreement with the **Volunteers for Madrid Foundation** to jointly run activities throughout 2013, and has joined the international initiative **“City of Services”** which will be launched in Madrid in 2013 with the aim of improving the social work in cities through volunteering. During 2012, employees have been involved in several corporate volunteer projects:



- **4th Corporate Volunteering Day for EVERYONE:** 40 Volunteers from **Atresmedia** took part in the 4th Corporate Volunteering Day for EVERYONE with the Balia Foundation. During this day, they accompanied 170 children at risk of being excluded from society on a trip to Rascafría (Madrid region). The volunteers, along with their families and friends, worked as monitors and enjoyed spending the day with the children.

- **6th Company Solidarity Day:** the 6th Company Solidarity Day was held in October, organised by **Atresmedia** and International Cooperation to simultaneously take place in Madrid, Seville, Valencia, Saragossa and Barcelona. More than 1,000 volunteers from 44 companies took part in this day to help more than 13,000 people from different groups, such as disabled people, people at risk of exclusion from society, etc.
Atresmedia took part with 20 volunteers who accompanied elderly people from the Amigos de los Mayores Foundation and the ASISPA Residential Home.
- **Volunteers on “One Seed, One Life”:** Three **Atresmedia** employees participated as volunteers in the project run by the **Antena 3 Foundation** “A Seed, A Life,” with the goal of alleviating malnutrition in more than 400 children. The volunteers travelled to Mozambique and visited the different villages south of Maputo where the project is being run. For three weeks, these employees worked with the local mother and child hospital, with the collection of crops, as well as training the members of the local NGO in administrative duties.
- **Volunteers with “Operation Kilo” run by the Food Bank:** 10 professionals from **Atresmedia**, along with their families and friends, have taken part as volunteers in “Operation Kilo” from the Food Bank. Thanks to their help, and that of hundreds of other people, the Food Banks collected 95 tons of food in the Madrid region.



[94% of Atresmedia employees supports the Corporate Volunteering Programme.]

Custom volunteering

In order to improve the **Corporate Volunteering Programme** and meet the needs and expectations of the employees, a study has been run using 130 opinion survey responses.

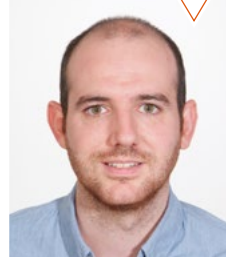
The study shows that the employees at Atresmedia are very proud of the programme and **94%** are in favour of the company organising these activities. They show particular interest in helping three groups: children, the elderly and the disabled. In addition, 41% of the employees say that they have taken part in a volunteering activity with a charity. The following are viewed as the main benefits from volunteering:

- **It improves personal and professional skills.**
- **It improves the working environment and encourages pride in belonging.**
- **It encourages relationships between employees.**
- **It helps employees to become involved in social action initiatives.**

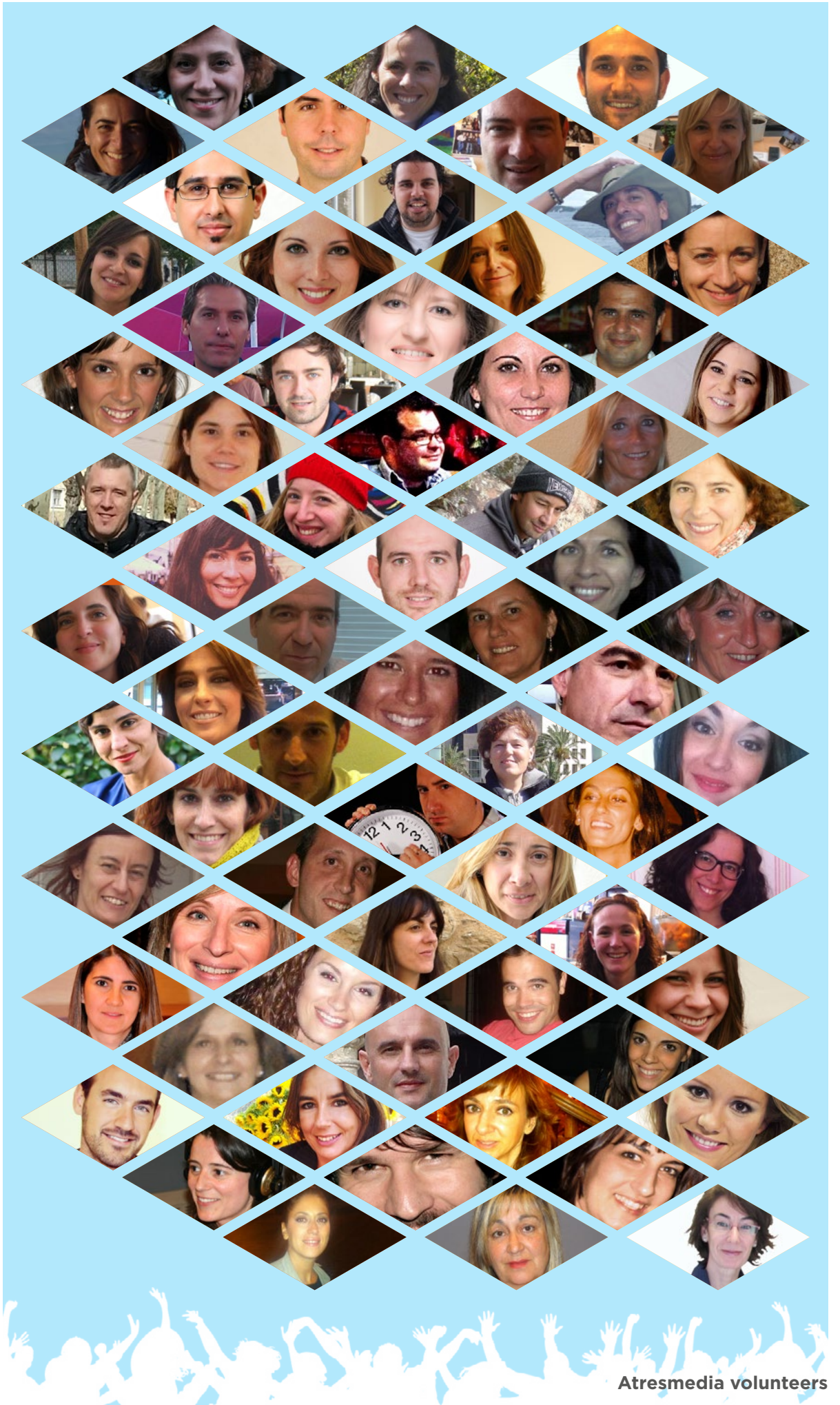
Lastly, the report identifies as the main area for improvement the need to **offer more activities for families** to foster among the children the benefits of volunteering and the extension of the volunteering activities to all the Group’s offices around Spain, not just in the central offices in Madrid.

As a result of this active listening to employees and responding to their requests, the voluntary activity chosen for the Business Solidarity Day consisted in accompanying elderly people and this day was also extended to employees of the Group in Valencia and Barcelona.

“The volunteer activities that have been carried out by the Company have given me the opportunity to meet and work with colleagues from very different areas or even from other group companies. During the time of volunteering new and strong relationships among the staff have been built and this matter is helps o create a good atmosphere at work.”



Jose Javier Baquedano
Voluntario Atresmedia



Atresmedia volunteers

Safe and healthy working environment

Atresmedia applies an **active occupational health and safety policy** that goes beyond the risks in the workplace, and includes voluntary actions to prevent health problems and improve the health of the employees and their families.

Throughout 2012 the personnel were diligently informed on matters concerning occupational safety and health. Proof of this are the **monthly meetings with the prevention delegates** from the two unions that represent employees in the company.

In addition, jointly with the delegates, information, consultation and participation activities were carried out in relation to the following issues:

- Report on 2011 activities and 2012 programming.
- Employee Welcome Manual.
- Plan to Prevent Occupational Risks.
- Campaign to Prevent and Control Cholesterol Problems.
- Training-informative activity for interns and work experience staff.
- Organisation and results of the medical checks in 2012.
- Communication of the changes to the membership of the Health and Safety Committee and company representatives.

Employee awareness and training

Proper prevention begins with raising awareness and training the workforce. Therefore, **Atresmedia** has during 2012 launched various initiatives designed to **train and raise the awareness of employees about the importance of health and safety and creating healthy and safe working conditions.**

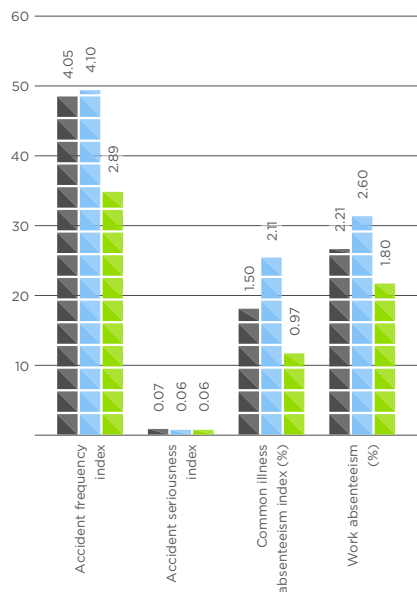
- **“Health and Safety affects everyone”**: an information tool placed on the Group’s intranet, presenting practical examples and detailed information to improve the health and physical condition of the employees and their families.
- **Training for work experience staff**: at the start of their time in the company, 65 summer work experience employees received specific training to improve their safety at work.
- **Ongoing advisory initiatives**: the professionals in the Department of Prevention and Health Services provide daily advice and guidance to employees who request it.

In addition, the **Department of Prevention and Health Services** has run several campaigns to promote a healthy lifestyle and prevent health problems:

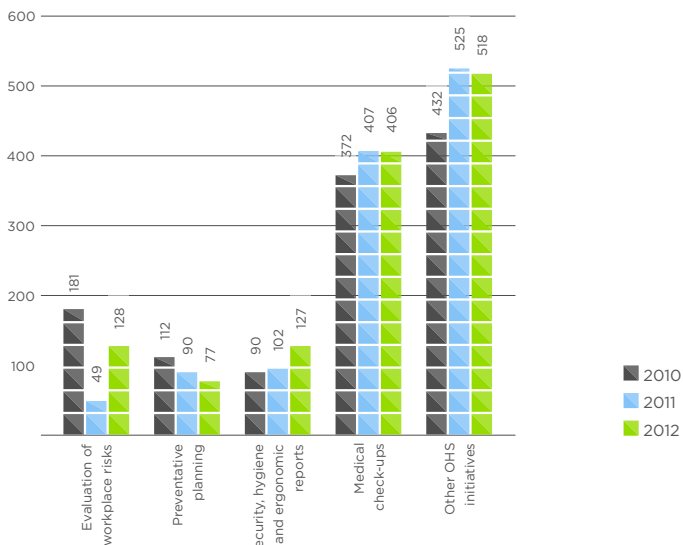
- **Hearing campaign**: a total of **406 employees** have volunteered for hearing tests.
- **Cholesterol campaign**: after carrying out the medical tests, a campaign to prevent and control hypocholesterolemia in the 53 affected employees has been developed

To increase the dialogue with employees and identify new health and safety initiatives that meet the needs of the workforce, **Atresmedia** has launched initiatives such as the suggestions and ideas box so that they can, on a voluntary basis, reports issues or comment on any topic related to occupational health and safety.

Accident and absenteeism rate



Preventative activities



Work accidents and absenteeism

During 2012 accidents that do not result in sick leave have improved considerably compared to the previous year, partly thanks to awareness initiatives and training courses. 50% of the accidents have been caused by commuting, i.e. during journeys to or from the workplace.

In addition, all the absenteeism indices have fallen considerably, recording a total of 473 days lost. There have been far fewer cases of sick leave due to common and professional illnesses. This reduction is due to the preventative initiatives run and the unfavourable socio-economic climate.

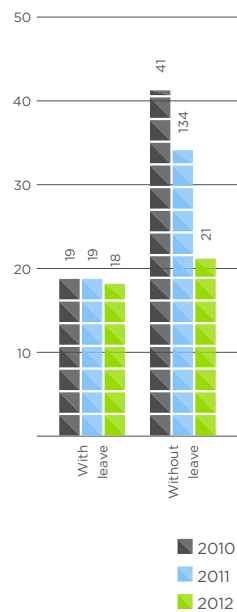
Note: the rates for 2010 have changed with respect to the data provided in previous reports, given that previously not all of Atresmedia’s employees were taken into account.

- **Accident frequency index:** number of work accidents for every million hours worked.
- **Accident seriousness index:** number of work days lost due to work accident for every thousand hours worked.
- **Common illness absenteeism index:** the number of work hours lost due to common illness for every thousand hours worked.
- **Work absenteeism:** total hours lost compared to total hours worked.

Lastly, it is worth noting that during 2012 there was a **general increase in all preventative activities**. As evidence of this we can highlight the more than 400 medical check-ups and the more than 4,400 medical appointments, including advice, emergencies, tests and injections.

Note: the calculations of preventive activities have changed with respect to previous years, to adjust them to the breakdown of tasks for a Joint Prevention Service (Order TIN/2504/2010 implementing RD 39/1997 Prevention Services Regulations).

Number of accidents





Awards and recognitions

Randstad, the company for work solutions and Human Resource services, has named **Atresmedia** as the second most attractive company to work for, within a ranking of organisations that best convey their appeal to the general public.

This position has been obtained on the basis of the response of 7,000 people surveyed for the report "Employer Branding: when perception becomes a reality," which was used to identify the most important factors for employees when seeking a company to work for.

Future challenges

In 2013 **Atresmedia** will continue strengthening and promoting the values included in its human resources and health and safety policies:

CHALLENGES FOR 2013

Integration of the personnel from laSexta into the corporate programs.

Organizational restructuring to ensure the greatest possible efficiency and profitability of the company.

Launch of the Equality Plan.

Maintenance and consolidation of all the human resource development tools.

Running health campaigns to control blood pressure and skin problems.

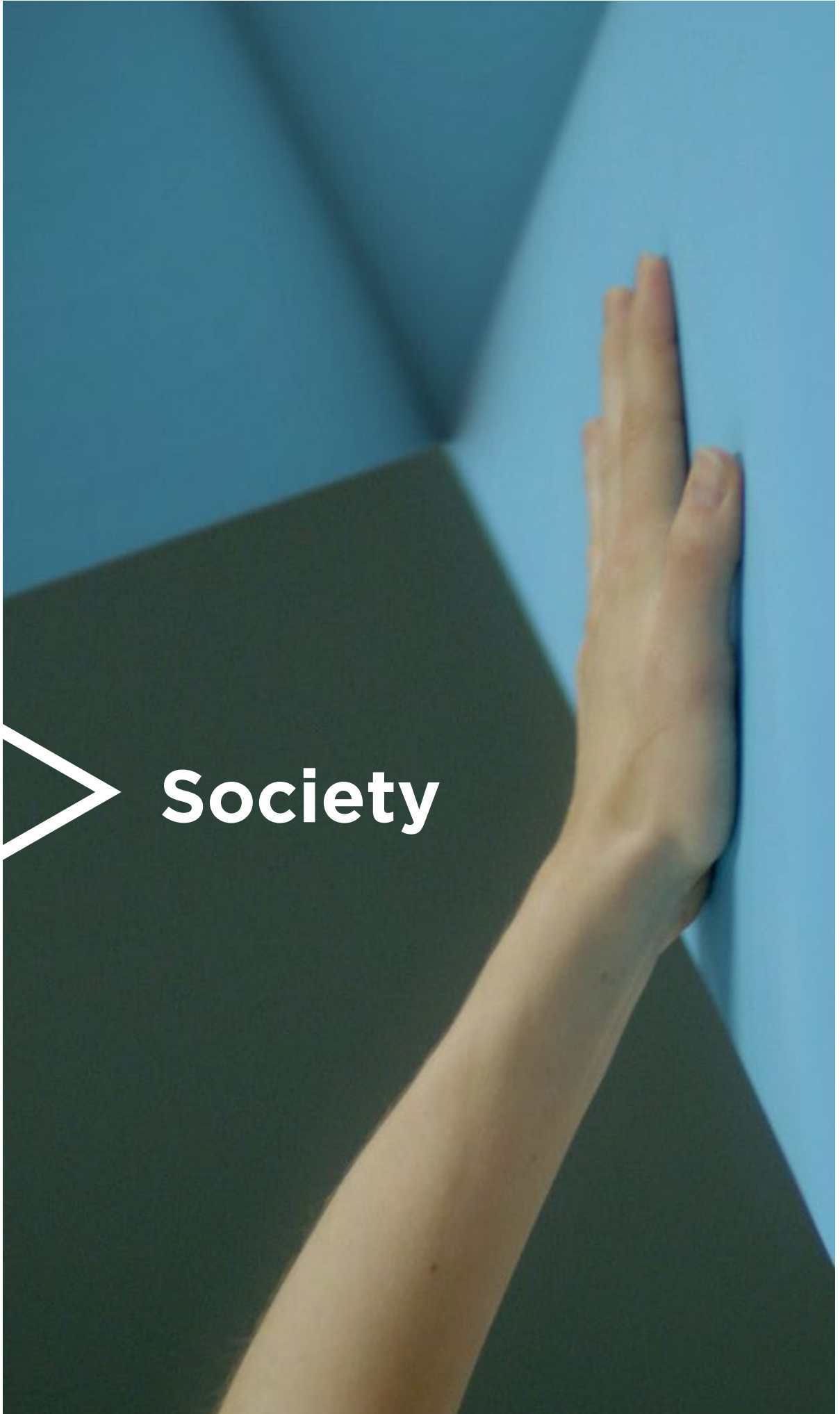
Running training and awareness campaigns on:

- Nutrition and diets.
- Workplace health.
- Health and safety for work experience staff.

Specific studies on social psychology and ergonomics:

- Jobs with visual display of data.
- Temperature and humidity conditions.

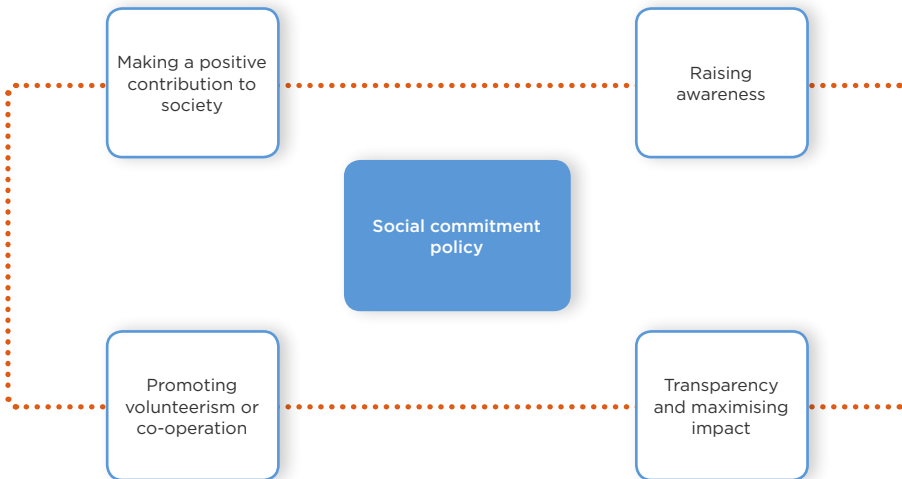




Society

Society: making a positive contribution

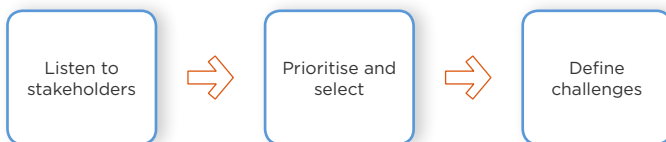
Atresmedia believes that corporate responsibility is the best way to encourage communication, dialogue and action, and build confidence among different stakeholders. By actively listening, the group has developed a **policy which encompasses its main lines of social action**, focusing on four key areas:



Making a positive contribution to society is one of the commitments included in this policy. To this end, the company uses the ability to disseminate information through its different media outlets to serve society and implements a variety of social initiatives and campaigns.

Our challenges

The actions which the group carries out for the benefit of society are defined through a process of **active listening** which makes it possible to prioritise lines of action based on current needs:



The challenges undertaken in 2012 gave priority to the following areas of social interest:

- Improving safety on our roads and motorways through the **Ponle Freno** campaign.
- Combating childhood obesity in Spain through an initiative known as **El Estirón**.
- Raising social awareness, particularly among young people, of the need to respect the environment through **Hazte Eco**.

En ATRESMEDIA
nos comprometemos



- Through the **Antena 3 Foundation**, implementing **actions aimed at** ensuring that **children and young people** have the necessary support for their wellbeing and education.
- Working with NGOs and other organisations to provide a response to the needs of society (UNICEF, food banks, WWF-Adena, Greenpeace).

All **Atresmedia** media outlets have actively supported the social action campaigns undertaken by acting as a mouthpiece or providing air time and airing PSAs, spots or messages.




Air time devoted to corporate responsibility campaigns




CSR CAMPAIGNS 2012									
2012	RUNS			TOTAL TIME			COVER-AGE %	GRP's	OTS
	A3 PROMOS	LaSexta PROMOS	DTT PROMOS	SECONDS	MINUTES	HOURS			
Ponle Freno	837	72	2,444	68,900	1,148.3	19.1	94*	2,309.1	24.6*
Hazte Eco	80	0	296	752	12.5	0.2	58.1	241.8	4.2
El Estirón	1,793	0	6,479	165,440	2,757.3	46.0	96*	5,896.5	61.4*
Food Banks	165	414	845	35,600	593.3	9.9	88.10	971.7	11.0




*Estimated data based on the number of runs and GRPs.

Our challenges

In order to meet these challenges, the group undertook specific actions, whose level of completion is summarized in the table below.

PONLE FRENO 2012 CHALLENGES	LEVEL OF COMPLETION	REMARKS
Begin a citizen listening and participation campaign to gather information about concerns regarding road safety.		The Radares sólo para salvar vidas (Radars to Save Lives) campaign, begun in 2012, is a response to a survey carried out to identify our society's main concerns regarding road safety. This campaign received the most votes.
Hold the 4th Ponle Freno Race . 25 November		The event was held on 25 November.
Organise the 3rd 3.0. Road Safety Conference .		The conference on cyclists was held on 14 December.
Campaigns to raise awareness of the need to protect cyclists and motorcyclists.		A summer campaign was carried out for motorcyclists and signs were placed along stretches of road frequented by large numbers of cyclists.

EL ESTIRÓN 2012 CHALLENGES	LEVEL OF COMPLETION	REMARKS
Continue producing and broadcasting the programme El Estirón and create new sections with the aim of encouraging healthy habits among audience members and increasing family participation in the programme.		The programme El Estirón remained on the air, reaching a total of 50 shows broadcast.
Organise events that promote physical exercise among children.		A race for the entire family was held under the name De marcha con El Estirón (On the Road with EL ESTIRÓN).
Associate the campaign with and provide support for other events held by organisations that work to reduce childhood obesity in Spain.		A book and minidisc to promote physical exercise and good eating habits was published. The Coles Activos campaign was organised to get schools involved in the campaign.

Antena 3 FOUNDATION 2012 CHALLENGES	LEVEL OF COMPLETION	REMARKS
Adopt a systematic approach to obtaining support for NGOs and foundations through public calls to participate.		A public announcement was made inviting people to help select the partner NGO for the Campaña por los Derechos de la Infancia (Campaign for Children's Rights). The no-cost spots procedure has been updated and a consensus has been reached with the Programming Department regarding benefit programmes.
Create a job board for students taking part in the PRO Project .		The job board was created to promote access to employment for students in the PRO Project .
Expand the reach of the Programa de Asistencia Hospitalaria (Hospital Assistance Programme).		This programme's reach was expanded to the Autonomous Community of Aragón, as well as various private hospitals in different geographical areas.





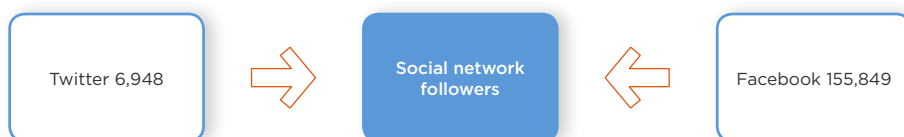
Ponle Freno: together we can save lives

Ponle Freno is the commitment to social action undertaken by **Atresmedia** to help save lives on the road. This programme was begun in 2008 with the aim of moving beyond the television screen and airwaves to undertake a long-term active and determined commitment to initiatives and measures which contribute to improving and fighting accident rates on the road.

‘**Juntos sí Podemos**’ (‘Together We Can Do It’) is the slogan championed by this social action. It represents an ongoing dialogue with citizens, government bodies, victims’ groups, automobile and cycling associations, road safety experts and all other groups involved in this issue which support the initiative.

In 2012, following the merger with **laSexta**, the social commitments undertaken by **Atresmedia** were extended to the new family of channels. Evidence of this can be seen in the coverage which programmes and reports give to subjects related to road safety, and especially the **Ponle Freno** initiative, encouraging citizen participation.

Ponle Freno informs and maintains an ongoing dialogue with citizens through the www.ponlefreno.com website, social networks and periodic newsletters. Almost 100,000 people are already part of the **Ponle Freno Citizen Platform**, a large and powerful group that passes on and shares a responsible attitude behind the wheel and collaborates actively on **Ponle Freno** initiatives. The platform also has a lot of support on social networks, with 155,849 followers on Facebook and 6,948 on Twitter.

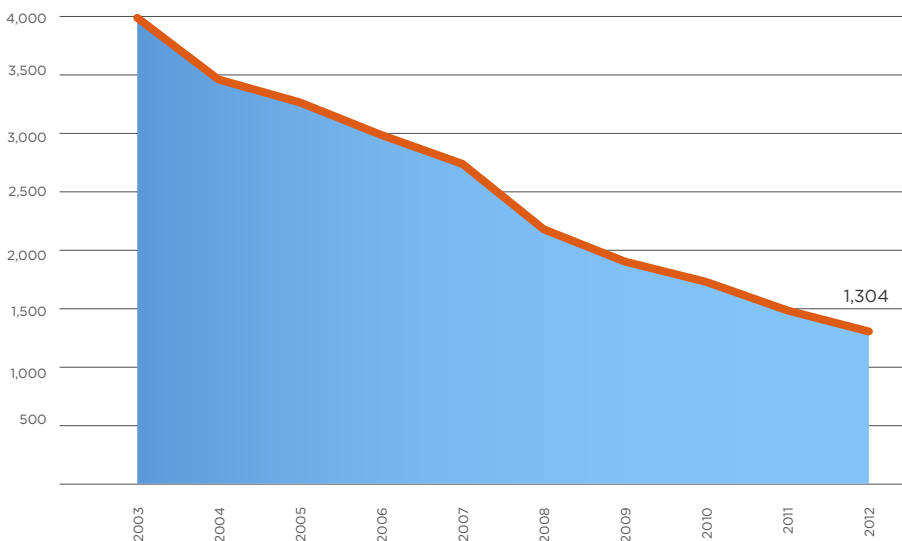


Through this support and dialogue, **Ponle Freno** identifies concerns and puts forward solutions. Erecting signs along accident black spots on the roads; reporting signs and roads in poor condition; reports on road safety by journalists; awareness-raising campaigns on safe following distances and protecting at-risk groups; road safety education for children and young people; and the **PONLE FRENO FUN RUN** to save lives are just a few examples.



With each passing year, statistics are the best reward for Ponle Freno, as road accident rates have gone down for nine consecutive years. In 2012, 1,034 people died in accidents on inter-city roads, 180 fewer than the previous year. However, the numbers are still too high and we must continue to work so that together we can achieve the goal of 0 VICTIMS.

STEADY DROP IN MORTALITY RATES ON INTER-CITY ROADS



Source: DGT (General Directorate of Traffic).

Radars yes, but not for fines

Radars para salvar vidas (Radars to Save Lives) was created as a result of the dialogue between Ponle Freno and its stakeholders. In a survey conducted by the platform to identify the main concerns in our society on the issue of road safety, citizens rated the installation of radars in order to collect money as their number one concern. Ponle Freno has provided a direct response to this social concern, implementing the **Radars para salvar vidas** campaign in 2012.

This initiative demands that the General Directorate of Traffic (DGT) and the government bodies which own the roads commit to installing new radars in locations that truly contribute to reducing accidents, giving priority to accident black spots or stretches of road with a high concentration of accidents, because saving lives should be the only aim.

[Radars to save lifes gathers more than 100,000 supportive signatures.]



More than 100,000 signatures representing citizen support for this proposal were gathered through the www.ponlefreno.com website and as a result, the government has already taken several steps. Examples include submitting a non-binding resolution to Parliament, the announcement by the DGT that it would be relocating 50% of radars to dangerous spots on secondary roads, and the removal of one radar that was no longer saving lives in the Basque Country.

4th Edition of the Ponle Freno Awards

The 4th Ponle Freno Awards were presented on 21 March 2012, coinciding with the fourth anniversary of Ponle Freno. These awards recognise people, actions, organisations and public bodies for their efforts and contribution to improving road safety in our country.

The winners at the 4th Edition of the Ponle Freno Awards were:

- **Ponle Freno Citizen Award:** Ramón Delgado
- **Most Active Institution Award:** Cidaut Foundation
- **Innovation and Development Award:** ANFAC (Spanish Association of Automobile and Truck Manufacturers)
- **Ponle Freno Junior Award:** PONS Foundation
- **Best Road Safety Action Award:** Local police of the City of Castellón

As at previous editions, the winner of the award for Best Road Safety Action of the year was chosen by citizens from among the three finalists, via the Ponle Freno website.

Atresmedia and AXA join forces for road safety with Ponle Freno

In 2012, **Atresmedia** and **AXA** signed an agreement making the insurance company a strategic partner in the **Ponle Freno** platform with the aim of strengthening its corporate responsibility strategy, which is based on preventing accidents through research and education.

AXA, **Antena 3** and **Ponle Freno** will work to increase awareness of dangers on the road through studies, awareness-raising campaigns, institutional action and the traditional fun run, among other projects. The insurance company will also attend the periodic meetings of the **Ponle Freno** expert committee and participate in the road safety awards presented each year.

Special summer campaign targeting motorcyclists

For the fifth consecutive year, **Ponle Freno** launched a special campaign for the **summer travel season**, one of the periods with the highest numbers of cars on the road.

In 2012, the campaign focused on **motorcyclists** because of their vulnerability on the road. The General Directorate of Traffic (DGT) estimates the total number of motorcycles at close to five million. Although accident rates for two-wheeled vehicles have dropped significantly and steadily for years, more than 400 lives lost each year are still too many.

This awareness-raising campaign has received a great deal of coverage on the **Atresmedia** family of television channels and radio stations, with spots and public service announcements with messages and advice directly targeting motorcyclists and car drivers.

The Ponle Freno Fun Run breaks records

Under the slogan 'Don't stop, today running can save a life', **Ponle Freno** held the **fourth edition of its fun run** on 25 November of last year, at Retiro Park in Madrid. This annual road safety run has become an exciting major event which beat all previous records for participation in 2012, with 15,000 runners and over €140,000 raised.

The run was attended by a number of personalities, including General Directorate of Traffic Director María Seguí and Public Prosecutor for Road Safety Bartolomé Vargas.

As a new feature at this edition, **AXA** and **Ponle Freno** created the **CORREMOS JUNTOS** (LET'S RUN TOGETHER) application, allowing users to participate in the run from anywhere in Spain.

As at previous editions, the money raised through registration fees for the run will be used entirely for an action related to road safety. In 2012, the action chosen was the '**Research project to improve medulla injuries using stem cells**' carried by Puerta de Hierro-Majadahonda University Hospital in Madrid.

Additionally, with the entire proceeds of the previous edition, in 2012 a new sign initiative was implemented along stretches of road frequented by large numbers of cyclists, one of the most at-risk groups on the road.

"The agreement with Ponle Freno allows us to progress in our work of improving road safety through a hugely important social initiative, with acclaimed successes."



Jean-Paul Rignault
CEO of AXA Spain

"The proceeds from the 2012 Ponle Freno race will allow us to retain for more than one year the technical personnel necessary to carry out the first cell therapy trials approved in Spain, with the aim of reducing the after-effects for paraplegic patients".



Doctor Jesús Vaquero
Professor of Neurosurgery, Puerta de Hierro-Majadahonda Hospital



This project reminds drivers of the need to take extreme caution and of the recommended speed.

In collaboration with cycling clubs and the different government bodies that own the roads, **Ponle Freno** has succeeded in having suitable signs erected at critical points along the following roads in the Community of Madrid: M-629 (Miraflores de la Sierra-Canencia); M-601 (ascent to Navacerrada Pass); M-305 (Aranjuez-Chinchón); M-513 (M-503-Boadilla del Monte) and the entrance to the town of Cobeña.

Working with future drivers

In 2012, **Ponle Freno** signed partnership agreements with Micropolix and Parque Polo to promote road safety among children.

Micropolix is an educational leisure centre for children which, thanks to **Ponle Freno**, also has a driving school for kids. The little ones learn the rules of the road and signs at the road safety education school. They have a great time using driving simulators and electric karts on a closed track with road signs, where they put their knowledge into practice.

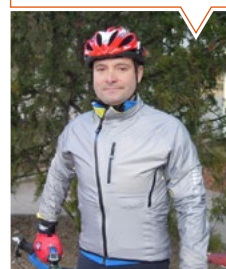
Parque Polo is a leading facility which develops road safety education programmes. Its main aim is to enable school children aged 5 to 15 to adopt suitable models for behaviour in the area of road safety.

3.0 Road Safety Conference

Ponle Freno has held its **3.0 Road Safety Conference** each year since 2010. At the 2012 edition, participants analysed the current situation with regard to cyclists, as Spain is the European country with the highest number of cyclist deaths on the road. In 2012 47 cyclists died, 14 more than in 2011.

The conference, which is broadcast live on the **Ponle Freno** website, featured the participation of experts on the subject from organisations such as RACC automobile club, AXA and the General Directorate of Traffic, as well as representatives from cycling associations. As a result of this conference, in 2013, **Ponle Freno** will implement new initiatives to raise awareness for the protection of cyclists.

“The Association of Professional Cyclists, representing all the cycling organisations in the Road Safety Council at the Department of Traffic, congratulates Ponle Freno for its selfless involvement in improving the road safety of cyclists by placing warning signs around Spain on stretches of road used by cyclists. Thanks to this initiative, there is greater driver awareness and an effective reduction in speed in these marked sections, which reduces the number of accidents and allows cyclists to live in peaceful coexistence with cars.”



Alfonso Triviño
Secretary General of the Association of Professional Cyclists



"Healthy habits, like other habits in life, are established and become entrenched at a very young age and are difficult to change. It is therefore very useful to promote healthy eating habits in children and encourage them to take regular exercise, to prevent the onset of obesity and other diseases. Everyone must be involved in this task because health promotion takes place in different areas of life: the family, school, the community in which we live and also the media, with initiatives such as El Estirón which aims to improve health through nutritional education, promoting physical exercise and disseminating authoritative information in a way that is simple and understandable for all."



Ana María Troncoso
Professor of Nutrition
and Food Science at the
University of Seville

El Estirón, comprehensive plan against childhood obesity

Childhood obesity is one of the top public health problems worldwide and it affects Spanish society directly, to a worrying degree. According to Food Safety and Nutrition Agency (AESAN) figures, the problem of **excess weight among the child population of Spain** (overweight and obesity) affects **45.2% of boys and girls** aged 6-9.

Only 5% of cases of child obesity are due to endocrine or genetic causes. Therefore, establishing healthy habits starting early in life is essential to ensure that kids avoid developing excess weight and all of the associated pathologies.

El Estirón is the corporate responsibility initiative which **Atresmedia** created in May 2011 in response to this social concern and to combat childhood obesity. This is a long-term project, backed by a **committee of experts** that acts as a technical consulting body. It is made up of specialist in the fields of medicine, sport, nutrition, psychology and education.

Since its creation, El Estirón has been very active, broadcasting advice on a healthy diet and physical activity through all **Atresmedia** media outlets. This included airing a television programme on the **Nova** channel. Under the same name as the initiative, the programme sought to provide advice for families and help them lead healthier lives.

2012 brought new projects, in addition to those which were already established.

El Estirón releases the book "El Estirón: The best advice to help your child grow up healthy" and the CD "El Estirón Minidisc"

El Estirón succeeded in moving beyond its television presence by publishing a book and CD with entertaining songs that encourage children to get exercise in a fun way.

Dr. David Mariscal, an expert in childhood nutrition and contributor to the programme El Estirón, and journalist Alejandra Rodríguez are the authors of El Estirón: The best advice to help your child grow up healthy. The book offers sim-



ple, easy-to-follow advice for parents and the rest of family. It aims to do away with the idea that eating healthy is boring and get rid of the concept that physical activity requires a great deal of effort or a lot of resources.

In addition, to continue promoting a healthy lifestyle among kids during the summer months, **El Estirón** released **El Estirón Minidisc**, a CD filled with fun, entertaining and modern songs for the whole family, encouraging them to do sport as they dance.

De marcha con El Estirón

In 2012, the Warner Bros. theme park in Madrid was the venue for **De marcha con El Estirón** (On the Road with El Estirón), a 2.3-kilometre race for the entire family, designed with the youngest members in mind. Parents and children take part to promote physical exercise and fight childhood obesity.

This family event combines health and fun, attracting almost **4,000 participants**.



Sesame Street: Monstruos Supersanos joins the initiative

In response to the increase in childhood obesity and the prevalence of cardiovascular disease, Dr. Valentín Fuster, chairman of the SHE Foundation (Science, Health & Education), implemented the **Sesame Street: Monstruos Supersanos** project. In 2012, this programme became part of **El Estirón**.

Through this children's series, the Muppets offer educational messages about diet, physical activity, handling emotions and how the body works. The project also featured the contributions of chef **Ferrán Adrià**, journalist **Susanna Griso**, footballer **Gerard Piqué** and singer **David Bustamante**, who presented health tips for the entire family.

In June, the series premiered on **Antena 3**, **Neox** and **Fan3**, the **Antena 3 Foundation** channel for hospitalised children.



50 shows aired

In November, the weekly television programme **El Estirón** reached its 50th show, with an average audience of 72,000 viewers (target, total individuals). Presented by **Roberto Leal**, with the assistance of specialists such as **David Mariscal**, expert in childhood obesity, and well-known family psychologist **María Luisa Ferrerós Tor**, the programme offers tips for families to help them prevent excess weight by having a healthier and more balanced diet and avoiding a sedentary lifestyle and other bad habits.

The show presents healthy recipes, promotes sport as a fun activity, offers nutrition tips and sheds light on diet myths, among other subjects. In addition, well-known experts present children with a number of messages about the importance of proper habits for a healthy life.

This initiative has a great deal of support online and on social networks, where audience members can exchange opinions and make suggestions. **El Estirón** has 3,065 Facebook followers and 5,393 on Twitter.

Coles Activos against childhood obesity

In collaboration with the publication *Padres y Colegios* and the website www.scholarum.es, the first school search and comparison site, **El Estirón** has implemented the **Coles Activos** initiative. The aim of this programme is to recognise the efforts of schools that take an interest in working actively to fight childhood obesity, as well as to disseminate information about the practices put in place by educational institutions that help children be healthier through physical activity and proper nutrition education.

All schools that meet certain requirements, such as providing nutrition information in their cafeterias, encouraging active break-time activities, and promoting hydration and the consumption of fresh fruit, among other things, are recognised as an **El Estirón Active School** and are highlighted on the website: www.antena3.com/eESTIRÓN/coles-activos. In 2012, 67 Coles Activos were recognised.



Eight requirements to be a Cole Activo

This school provides fresh fruit for pudding at least three times a week

This school issues a cafeteria menu schedule in advance and in writing

This school promotes physical activity during break-time

This school offers physical activity as part of its extracurricular classes

This school encourages hydration, providing facilities or habits for this purpose

This school organises initiatives aimed at improving nutrition education for students and/or teachers

This school offers recommendations for dinner preparation and creating a balanced lunch menu

This school provides recommendations about the foods that students should bring for the mid-morning break

The National Sport Facility Business Owners Federation (FNEID) awarded **El Estirón** the 2012 FNEID Award in the 'Promoting Healthy Habits' category.

Antena 3 Foundation

The company is aware of the enormous value which the media can contribute to training and educating citizens. For this reason, we consider it essential to undertake and play an active role in awareness-raising campaigns about certain social problems. It is not enough to be aware, you also have to get results.

The **Antena 3 Foundation** was created in 2005 with the aim of channelling the social action undertaken by **Atresmedia**. Its work focuses on two of society's most at-risk groups,

children and young people,

with the aim of ensuring that they receive the necessary support for their well-being and education, and to promote social awareness of their rights, needs and interests.

2012: A new path with the same aim, happier children

For the **Antena 3 Foundation**, 2012 represented the starting point and implementation of a major milestone, the new 2012–2015 Strategic Plan. This new plan focuses the foundation's activities on larger scale projects, with the aim of increasing the impact and presence of its actions, both within the organisation and among its audience.

In line with the new strategic plan, the **Antena 3 Foundation** has continued its work on the projects which have provided the greatest benefits to society in recent years (**Hospital Assistance Programme**, **PRO Project and Campaign for Children's Rights**). It has also added **Te Toca!** and **Te Toca! Junior**, projects aimed at listening to and involving children and young people in aspects of social entrepreneurship. In its first edition, the focus was on one of the main concerns among young people: the environment. In 2012, the **Antena 3 Foundation** invested **€1,117,049** in implementing its projects, of which **€500,000** were contributed by **Atresmedia**. All financial information for the **Antena 3 Foundation** is audited every year by an independent outside body and published in the transparency section of the website www.fundacionantena3.es. In 2012, the **Antena 3 Foundation** led the transparency rankings for corporate foundations, together with Gas Natural Fenosa and Telefónica, in the 2011 Confidence Report published by the Compromiso Empresarial Foundation.

[In 2012, the Antena 3 Foundation led the transparency rankings for corporate foundations in the 2011 Confidence Report.]

2012 Antena 3 Foundation Income		2012 Antena 3 Foundation Expenditure	
Atres Media Contribution	€500,000	"Una Gota, Una Vida" Project	€233,216
Donations	€85,000	PRO Project	€157,937
Grants	€23,121	Hospital Assistance	€474,334
Other income	€328,847	Te Toca Project	€139,555
		Te Toca Junior Project	€72,809
		Awards	€39,198
Total Income	€936,968	Total Expenditure	€1,117,049



World Book Day with the children.

International Day of Persons with Disabilities.

The Hospital Assistance Program now operates in 15 autonomous communities

Since 2006, the **Antena 3 Foundation** has focused especially on hospitalised children through the **Hospital Assistance Programme**. This initiative encompasses activities to help make a stay at a medical facility as pleasant as possible for children and their family members.

In 2012, the programme expanded to the Autonomous Community of Aragón with 11 new public hospitals, as well as Quirón Hospital in Zaragoza and four Ribera Salud Group facilities. In total, 15 autonomous communities are now part of the programme.

Highlights among the activities carried over the past year as part of the **Hospital Assistance Programme** include:

- Medical studies to aid children.
- Entertainment activities for hospitalised children through reading and games.
- Fan3 television channel.

Medical studies to aid children

In 2012, a study titled **Study on pain in hospitalised children** was carried out with the collaboration of the Grunenthal Foundation, various specialists in pain in children and 20 major hospitals throughout Spain. The document contains new thoughts on the most social aspects of pain in children in order to improve treatment.

The conclusions were published in useful brochures which were distributed on the occasion of the Global Day Against Pain to provide guidance for children, their parents and family members, as well as health care workers, and help them manage pain better.

Entertainment activities for hospitalised children through reading and games

For the **Antena 3 Foundation**, it is very important to entertain hospitalised children through reading and games. To this end, distributing books and educational materials and presenting play activities are other actions which the foundation has carried out at the hospitals with which it works.

"Leisure activity is one of the most useful tools for normalising the life of a sick child in hospital. The continuous and coordinated collaboration with the Antena 3 Foundation has provided us with new entertainment options for the patients, with the foundation taking care of all the management and implementation of these. The hospital appreciates the care with which each activity is organised, from its design to its implementation. Putting itself in our shoes, thinking about our needs and requirements, makes a difference and guarantees an excellent result. The Antena 3 Foundation operates through thinking about our patients."



Margarita González Grande
Managing Director of the Infantil Universitario Niños Jesús Children's Hospital



In 2012, more than 6,000 books were distributed to celebrate World Book Day with the children, along with more than 8,000 stories published especially for the International Day of Persons with Disabilities. There are also calendars featuring drawings made by the hospitalised children especially for the foundation.

In addition, the **Antena 3 Foundation** wanted to offer a special something to the parents and family members of these children, presenting a special edition of the book **Lary, el tesón de una sirena** (Lary, the Tenacity of a Mermaid) to those who might find the story helpful due to their child's illness or long hospitalisation.

Lastly, with the aim of bringing the magic of television and radio to children, in 2012, a number of famous people paid visits to different paediatrics departments at hospitals in Madrid, Barcelona, Murcia, Castile-Leon, Castile-La Mancha and Galicia and presented two radio workshops in Murcia and Valladolid, with the collaboration of **Onda Cero** employees.

Canal de televisión FAN 3

Fan3 is the first children's television channel created especially for children and young people who are in hospital. It is currently shown in more than 100 hospitals throughout Spain, reaching more than 100,000 children each year with content that includes series and cartoons.

In 2012, the programming was updated, increasing the entertainment portion with new episodes of Sesame Street and other material. But more than anything else, the programmes that get the hospitalised children involved in the channel have taken on greater importance. Highlights among this content include the third edition of **Te leo mi cuento** (I'll Read You My Story), where children in hospital read stories they wrote themselves to other hospitalised children, and the new programme **La cámara mágica de mi hospital** (My Hospital's Magic Camera), where the **Fan3** cameras visit various hospitals so that the children can share their experiences and concerns, offering advice and encouragement to other children. The aim of this show is to build empathy among the children, which will help them.

On **Fan3**, **Atresmedia** employees contribute their voices to animate a variety of content for the channel, as well as taking part in the new show **Quién es quién en la tele y en la radio** (Who's Who in Television and Radio). This show explains the different professions in radio and television in an entertaining way.

[Fan3 reaches more than 100,000 children each year at over 100 hospitals.]



2012 Randstad Award.

PRO Project: facilitating access to work for people with disabilities

The **Antena 3 Foundation** started the **PRO Project** in 2009, with the main aim of promoting and facilitating access to work in the audiovisual sector for people with disabilities.

This project also seeks to help companies in the audiovisual sector comply with existing regulations governing the integration of people with disabilities, given the clear difficulty this group has in finding suitable types of jobs in the audiovisual sector.

The activities included in this initiative focus on three core areas:



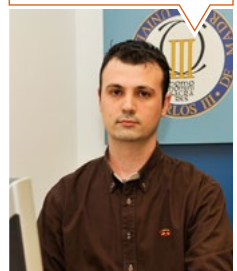
In 2012, the **PRO Project** expanded **its scope to Catalonia**, developing the first post-graduate course in Multimedia Communication, with the collaboration of the Polytechnic University of Catalonia. The first edition included 20 students selected from among the more than 100 candidates who applied.

In Madrid, a **new course in the Technical Degree in TV Accessibility program** was offered, with the collaboration of Carlos III de Madrid University. Students were trained on subtitling for the hearing impaired, sign language interpretation and audio description.

The **PRO Project** enjoys the support of the different television channels in our country, as well as production companies that allow students to supplement their theoretical education with **work placements**.

In recognition of its efforts, the **PRO Project** received the **2012 Randstad Award** for work on integration of people with disabilities into the work force.

“The PRO project has allowed me to extend my training, grow professionally and have the option to carry out my practical training with an employment contract in a company specialising in audio description and subtitling. Most importantly, it has allowed me to increase my chances of finding work.”.



Carlos Saiz Salso
Student on the PRO Project

[The PRO Project has expanded its scope to the Autonomous Community of Catalonia.]



Campaign for Children's Rights: Una Gota, Una Vida

As is now customary, in 2012 the **Antena 3 Foundation** continued its work on mobilising and raising social awareness of children's rights through the significant media potential of **Atresmedia**.

This year, the traditional campaign was known as **Una Gota, Una Vida** (One Drop, One Life), focusing on children's right to 'enjoy health and specifically, a supply of potable water'.

The project was created with the aim of raising social awareness of this problem and with the initial goal of raising funds to provide access to potable water and basic sanitation for 1,800 children in Senegal.

The **Una Gota, Una Vida** campaign was developed in collaboration with the AM-REF-Flying Doctors Foundation, with Paula Vázquez as the solidarity ambassador.

Through the support of all of the company's radio stations and television channels, together with citizen solidarity (especially the latter), the campaign surpassed all expectations and raised more than **€185,000**. These proceeds made it possible for over **2,000 children in Senegal to have access to their most basic rights**.

In recognition of this work and the results obtained, the Campaign for Children's Rights received the Psicofundación Award 'For the Benefit of Childhood', sponsored by the Association for Social Integration (GINSO).

The Antena 3 Foundation takes on new projects

Te Toca!

The **Antena 3 Foundation** has joined its forces to the group's media potential with the aim of becoming a spokesperson for the opinions of young people. With this aim, in 2012 the first edition of the **Te Toca!** (Your Turn!) competition was developed. This project aimed at listening to and involving young people, seeking to give them an idea of the reality of our society, as well as getting them involved in finding solutions to aspects that affect them.



The project is based on an online competition in which young people aged 12 to 16 have the opportunity to present their ideas on how to solve a given problem each year. In 2012, the subject was the environment and a response to the following question:

How can we produce less waste?

More than 700 young people registered for the competition in the two categories:

- Proposal for individual action: What would you do to produce less waste?
- Request to the adult world: What should adults do to produce less waste?

The three winners in the first category received an award in kind and the support of a group of experts to make their proposal reality, with the necessary capital (up to €500).

The winning proposals implemented were:

- Developing a **sustainable lunch** by replacing aluminium foil and tetrabricks with reusable materials at Jesús María School (Madrid).
- Promoting the production of organic fertilizer through composting with **communal compost bins** in the Carraixent neighbourhood of Valencia.
- Making natural **recycled soap** from used oil at Corazón Inmaculado School in Madrid.

The three winners in the second category, as well as receiving an award in kind, had the opportunity to present their video request to top authorities: HRH Letizia, Princess of Asturias and Minister of Agriculture and the Environment Miguel Ángel Arias Cañete.

As a result of this event, the ministry will be implementing **Jóvenes por el planeta** (Young People for the Planet), an ongoing programme to listen to young people on subjects related to the environment, through the website of the Biodiversidad Foundation.

Te Toca! Junior

2012 also featured the first edition of the national competition **Te Toca! Junior** (Your Turn! Junior), aimed at listening to and involving children ages 6 to 11, as well as mobilising family members around the following issue:

Caring for the environment

Under the slogan 'Wherever you go this summer, we want to know how you can care for the environment while having fun with your family', the children presented their ideas in the form of an advert.

The winning spot was aired as an environmental awareness-raising campaign on the channel **Neox**.

Support for other social campaigns

Food banks

In 2012, **Atresmedia** and the Spanish Federation of Food Banks (FESBAL), **recently awarded the Principe de Asturias Award for Concord**, signed a partnership agreement with the aim of **joining forces to ensure that the right to food extends to the groups hit hardest** by the current economic situation in our country. The two organisations will work together to carry out a number of projects aimed at providing a direct benefit for society.

The presenter of **Espejo Público**, **Susanna Griso**, and **Jordi Évole**, host of **Salvados**, were involved in the first of the initiatives aimed at transforming surplus agri-food produce into non-perishable products such as juice and jam for later donation to social organisations that work with food banks. Thanks to citizen support, in 2012 more than €60,000 was raised to transform 660,000 kilos of oranges into over 245,000 litres of juice.

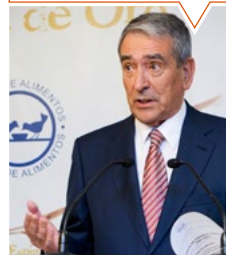
UNICEF

Children and young people are two top priority groups within **Atresmedia** social responsibility policies. As a result of this commitment to both, the company and **UNICEF España**, an international organisation that works to promote children's rights, have signed a co-operation agreement to develop **initiatives to benefit children and encourage citizen participation in improving living conditions for the most at-risk children and their families**.

By virtue of this agreement, shows such as **El Hormiguero**, **El Intermedio** and **iAhora Caigo!** have contributed their capacity to communicate and entertain to serve this cause. Additionally, the channel **xplora** celebrated the 66th anniversary of the creation of UNICEF by airing two documentaries 'Haití en reconstrucción' ('Haiti Under Reconstruction') and 'El proyecto de Pau' ('Pau's Project').

[In Spain alone, nine million tonnes of food go to waste each year.]

"This time of solidarity, more than sentimental, rational, long-lasting and effective, we thank Atresmedia for having put its communications media to work in support of the most needy and for doing this working with us in the best possible style. "



José Antonio Bustos
Chairman of FESBAL



Bottle Tops for a New Life campaign.

Creating culture

One of the main uses of the Internet is downloading multimedia content such as videos, music, books and television shows. To demonstrate its support for copyright and legal downloading of cultural content, in July 2011 **Antena 3** launched a campaign to raise awareness among viewers against Internet pirating.

In 2012, **Antena 3** reinforced this campaign with messages in support of copyrights to foment the generation of ideas and against piracy.

The group's support for this initiative is expressed in different ways, such as a message included in the copyright for all domestic fictional series, as well as corporate fades and a pre-roll on the www.antena3.com website and entertainment programmes.

Tapones para una Nueva Vida

The company works with the SEUR Foundation on the **Tapones para una Nueva Vida** (Bottle Tops for a New Life) campaign. The aim is to collect plastic bottle tops to defray the cost of medical expenses not covered by Social Security for children with serious illnesses, or to provide access to orthopaedic accessories.

SOMOS Day

In 2012, **laSexta** supported the celebration of SOMOS Day (WE ARE Day), on which 25 Spanish NGOs came together to give thanks to the three million Spaniards who support them with regular donations. The aim of the SOMOS campaign is to invite Spanish society to demonstrate its commitment to NGOs and promote a culture of solidarity. In total, 18% of Spain's adult population supports NGOs financially, a long way from levels in other European countries.

“Y tu sin enterarte” United Nations campaign

Onda Cero collaborated on the United Nations Millennium Campaign **Y tú sin enterarte** (And You Didn't Even Know), with the aim of communicating the successes achieved after a decade of fighting extreme poverty. Thanks to this campaign, in just one month, close to 11,000 people donated their Facebook and Twitter profile, generating more than 150,000 messages about everything that has been achieved in the fight against poverty, reaching more than 28 million people.

Challenges for the future

The organisation has set itself new social action goals for 2013, continuing its support for certain initiatives and implementing other new ones in response to the needs of today's society.

PONLE FRENO 2013 AIMS

Start up a television programme with information, reporting and opinions about issues related to road safety.

Launch an awareness-raising campaign to protect cyclists.

Create a study centre devoted entirely to road safety.

EL ESTIRÓN 2013 AIMS

Strengthen the Coles Activos Campaign and provide public recognition for outstanding schools in the fight against childhood obesity.

Carry out a physical activity project with the aim of studying the relationship between getting regular physical exercise and childhood obesity.

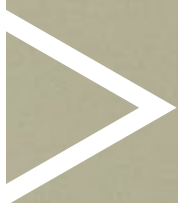
ANTENA 3 FOUNDATION 2013 AIMS

Improve project management efficiency by implementing a planning, monitoring and evaluation tool.

Increase and diversify the foundation's sources of income, intensifying fund raising activity.

Reinforce the Hospital Assistance Programme at the locations where it is already present through personalised visits to determine the needs of each site and improve the quality of the programme and how well it adapts to the different hospitals.



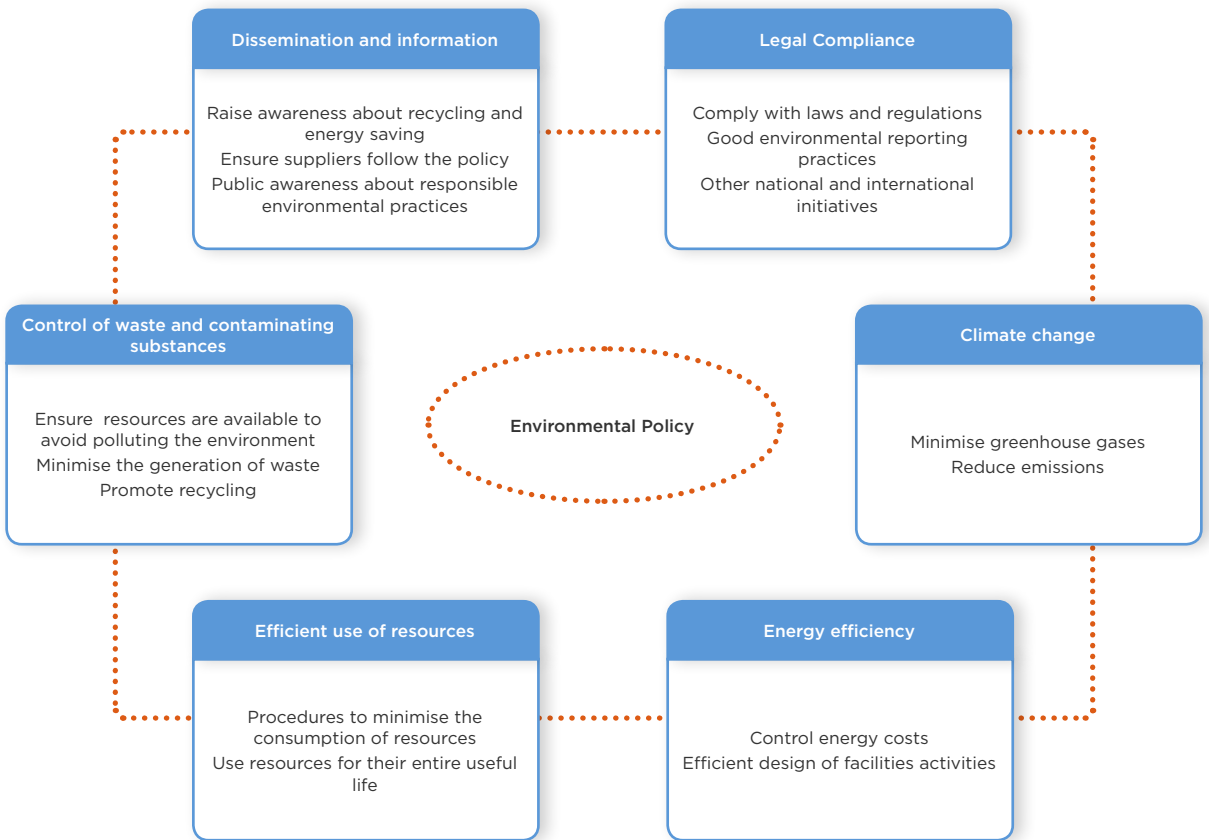


The Environment



Atresmedia, Sustainable Environmental Management

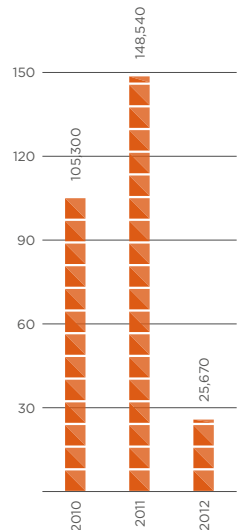
Atresmedia's environmental policy involves taking on a **real and ambitious** environmental commitment, which exceeds the legal requirements established by the current legislation in this area. This commitment is turned into specific action when establishing the annual targets aimed at **improving energy efficiency, minimising waste and raising awareness about the environment**.



Atresmedia is required to disseminate these values and commitments to the people working in the company and to society in general. In light of these considerations, two main areas of action have been established:

- **Minimise the environmental impact** of all the activities carried out by the group.
- **Raise awareness** about environmental protection and improvements.

Atresmedia's environmental investment in thousands of euros



Our challenges

Atresmedia established for **2012** some environmental challenges that are intended to create a **model for management**. The following table shows the degree to which each challenge has been fulfilled:

CHALLENGES FOR 2012	DEGREE OF COMPLIANCE	COMMENTS
Continuation of the five-year plan to replace refrigerant in air conditioning.		Since the plan runs for five years, we expect to recover the delivery gap in future years.
Completion of the technical study to implement LED lighting in public areas with fluorescence.		We performed a study on the economic feasibility of implementing this type of lighting in the San Sebastian de los Reyes (Madrid) facilities and the Audiovisual Building (Offices and Distribution Aisles).
Examination of the feasibility of installing an energy efficient lighting system in at least one study.		We performed a feasibility study that estimated a potential annual savings of 150,000 kW.
Possible change from printed press to digital press		There has been change to digital media allowing for a reduction in the number of print newspapers by 20.59%
Decrease toner consumption by 5% by installing multifunction copiers.		Several older machines have been replaced, representing a decrease of 6.19% in toner consumption.
Reduction of 1% in the volume of paper and cardboard that could be recycled.		Paper usage has been reduced by 7.27% through the use of multifunction copiers and a reduction in the number of newspapers in physical format.
Fortnightly production and publication of new Hazte Eco micro-spaces and news items.		The Hazte Eco micro-spaces and news items continue to be published.
Involvement in causes, such as Hazte Eco , which will require the involvement of the public through the social networks.		New initiatives have been supported and launched that have required the involvement of the public, such as the " Save the Arctic " and " The Antena 3 forest " campaigns.

Highlights 2012



The Antena 3 forest: 3,500 trees planted



"Save the Arctic" campaign



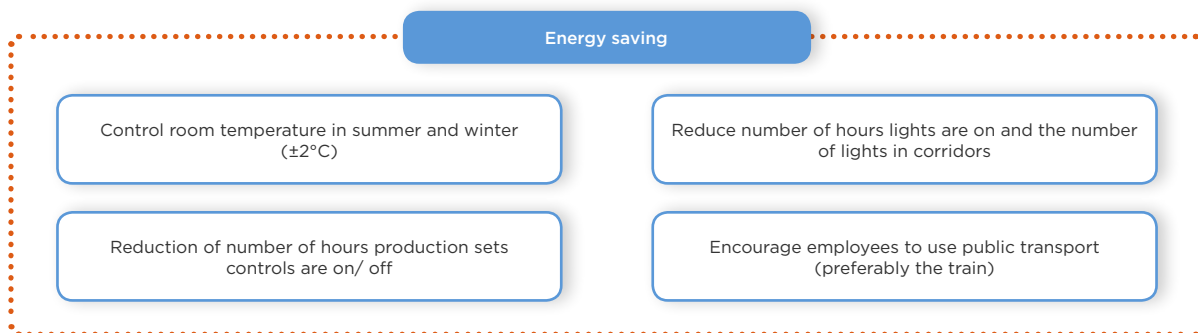
Atresmedia responds to the Carbon Disclosure Project



Energy efficiency

Year after year **Atresmedia** launches innovative projects and ideas that promote **energy efficiency** in all the company's activities. In this context, when purchasing new equipment, it ensures that only **the absolutely essential amount of energy** is used.

In 2012, new energy saving initiatives were implemented and initiatives already undertaken in previous years were continued, among which the following are worth noting:



It has also invested **€17,887** in HVAC systems in buildings and facilities, such as replacing aluminium windows with double glazing, incorporating sunscreens and waterproofing and insulating roofs.

Moreover, this year **Atresmedia** has implemented new projects to reduce energy expenditure:

- **Optimization of space by grouping staff:** this has freed-up a total of 4,750 m², which has resulted in an annual energy saving of 225,000 kWh/year through not using lighting and air conditioning equipment. The investment in this initiative amounted to €10,978.
- **Server Virtualisation:** this has grouped several servers into one, optimizing technical and environmental resources. Through this initiative, we have obtained higher utilization rates (up to 90% of the resources), reduced the total energy consumption and saved space.
- **Control and reduction of hours of use of outdoor lighting:** this has resulted in energy savings of 7.5 kWh/year.
- **Control of fuel consumption for transport:** in 2012, **Antena 3** and **Onda Cero**'s vehicles have consumed 1,757 fewer litres of fuel, compared to 2011.
- **Reduce CO₂ emissions.** In 2012 work continued to raise awareness among staff, so that their first preference is to take national journeys by rail rather than fly.

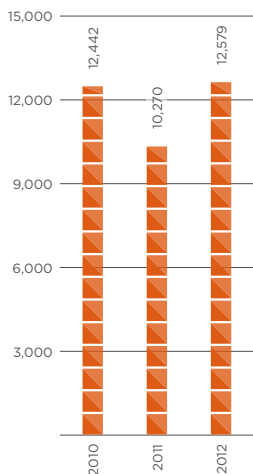
[In 2012 there were 646 fewer plane journeys.]

[In 2012 train journeys increased by 281.]

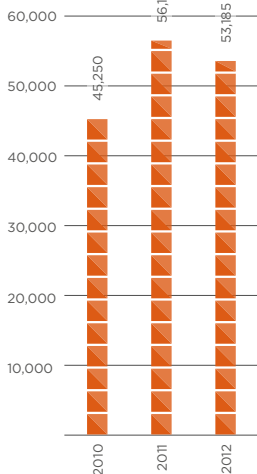
The following charts show the effectiveness of energy saving measures promoted from within the company:

Energy consumption in Atresmedia

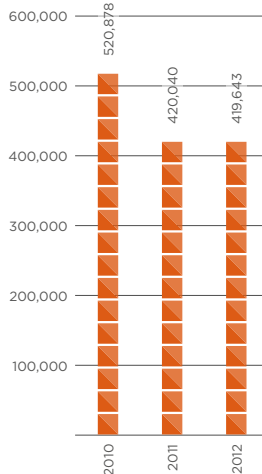
Gas (m³)¹



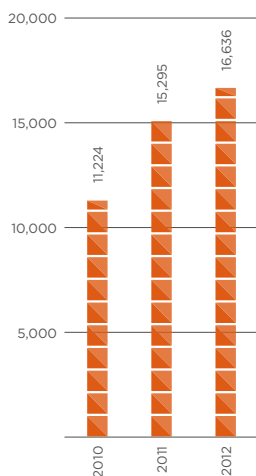
Transport Diesel (litres)²



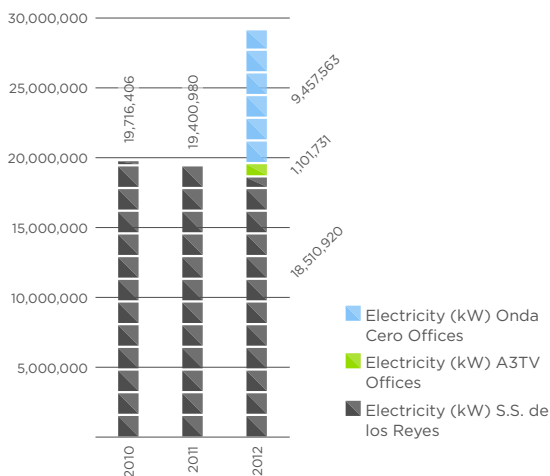
Heating diesel (litres)²



Transport gasoline (litres)³



Electricity (kW)⁴



Note 1: Gas: 1 m³ = 10,723 kWh (Source: Gas Natural Fenosa) // 1 kWh = 0.0036 GJ

The 2012 energy consumption of gas is equivalent to 437.51 GJ. (Table A8.1 Conversion factors GHG inventory report published by the Ministry of Agriculture, Food and the Environment and IDAE)

Note 2: Automotive Diesel: toe = 1,181 litres // 1.12 toe equals 13,020 kWh (Source IDEA) // 1 kWh = 0.0036 GJ

The 2012 energy consumption of transport diesel is equivalent to 1,884.67 GJ. (Table A8.1 Conversion factors GHG inventory report published by the Ministry of Agriculture, Food and the Environment and IDAE)

The 2012 energy consumption of heating oil is equivalent to 16,082.47 GJ (Table A8.1 Conversion factors GHG inventory report published by the Ministry of Agriculture, Food and the Environment and IDAE)

Note 3: Automotive gasoline: toe = 1,290 litres // 1.10 toe equals 12,790 kWh (Source IDEA) // 1 kWh = 0.0036 GJ

The 2012 energy consumption of transport gasoline is equivalent to 539.81 GJ. (Table A8.1 Conversion factors GHG inventory report published by the Ministry of Agriculture, Food and the Environment and IDAE)

Note 4: 1 kWh = 0.0036 GJ

In 2012, the data include the consumption of electricity in the Offices of ONDA CERO and Antena 3, not included previously.

The 2012 energy consumption of electricity is equivalent to 104,652.77 GJ



More than 7.000 units

In 2012, 7,250 fewer white envelopes were used.



445.000 units

In 2012, 445,000 fewer sheets of papers were used.

Efficient use of resources

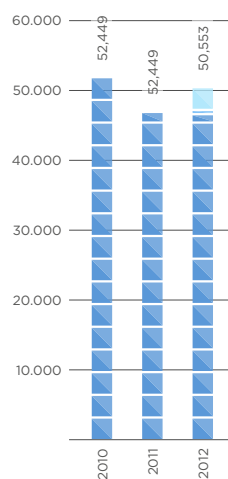
The global consumption of natural resources is growing exponentially, and so that future generations can enjoy them we need to use them responsibly and sustainably.

To this end, during 2012 **Atresmedia** continued with its commitment to efficiency in resources consumption and, therefore, has run a series of initiatives to control and reduce this:

- **Replacing the old water collector** with another more effective one. An investment of €980.
- **Improving the sewage network** through a sanitary well. This reduces possible leakage and makes it easier to take samples for analysis. The investment for this initiative was €5,862.
- **Preventive maintenance of facilities** to prevent water leakage and improve efficiency. The actions taken have included cleaning the water filters, testing water circuits and burners for the boilers and cleaning HVAC coils.
- **Measures taken to improve printing efficiency and reduce paper use.** In 2012, thanks to multifunction copiers (machines that scan, send and receive faxes, photocopy, etc.), we have managed to reduce white paper consumption by more than 7%. The amount of printing has been reduced through scanning documents for display on the screen or emailing.
- **Reduction in toner cartridges.** The aforementioned multifunction copiers have led to a reduction in 2012 in toner consumption of 6%, therefore reducing the amount to be recycled.

Atresmedia consumes water from the public network. After its use, it is correctly poured into the sewerage system to be treated and purified along with the rest of the public waste. At no time is there any uncontrolled dumping.

Water consumption (m³)



Water delegaciones Onda Cero: 3.900 m³
 Water (m³) delegaciones A3TV: 247 m³
 Water (m³) S.S. de los Reyes: 46.406 m³

Note: in 2012, consumption data are included for the ONDA CERO and ANTENA3 TV offices, not previously included.

The following table shows the evolution of consumption of the **other resources** used:

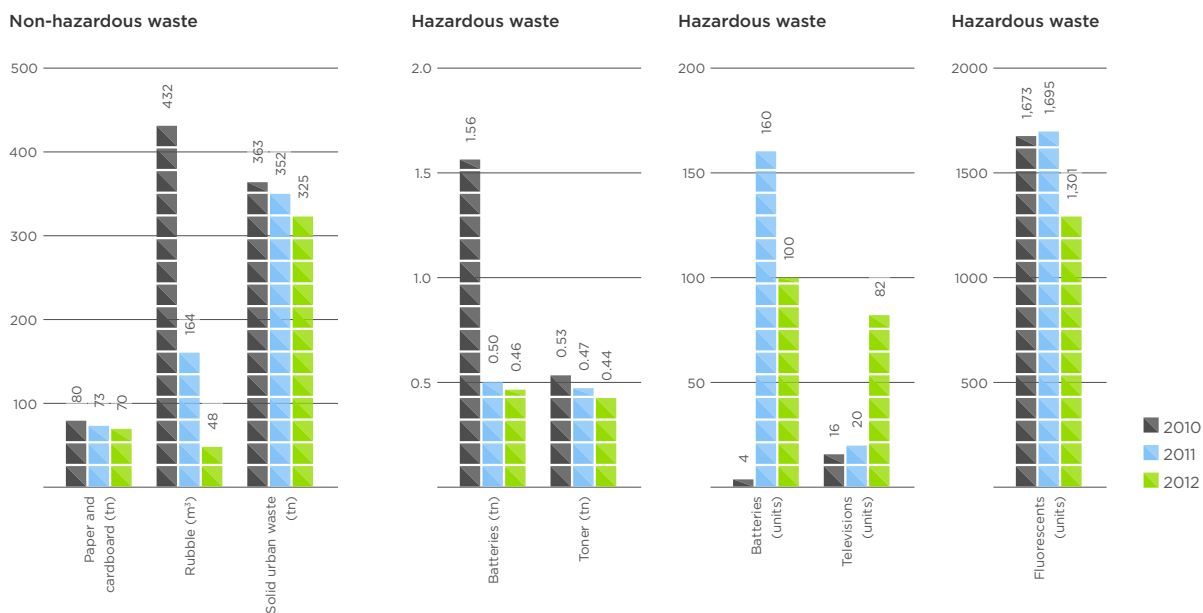
	2010	2011	2012
White paper (sheets)	6,595,000	6,117,500	5,672,500
Printing toners and cartridges (units)	886	791	742
White envelopes (units)	29,500	29,750	22,500
Fluorescent lights (units)	1,673	1,695	1,301
Drop ceilings (m ²)	1,495.41	387.28	100.42
Technical floors (m ²)	1,826.83	561.73	61.60
Partitions (m ²)	161.94	35.97	31.98 (S.S. de los Reyes) + 115.86 (Other offices)
Shelving (m)	0	0	0

In parallel with the minimisation of the resources consumed, **Atresmedia** recycles, where possible, those materials and products that can be reused to extend the life of its components. This type of measure includes examples such as:

- **Reuse of partitions and office furniture.** This measure has led to an increase, compared to 2011, of 176% in the reuse of screens.
- **Reduction of paper recycled** due to the format change from print to digital media.

Below you can see the progress made on the reuse of resources by **Atresmedia** that are still of value:

	2010		2011		2012	
	Total reused	% of total acquired.	Total reused	% of total acquired.	Total reused	% of total acquired.
Paper (units)	3,931,250	59.6	3,804,250	62.19	3,171,350	55.90%
Printing toners and cartridges (units)	886	100	791	100	742	100%
Electronic and IT material (units)	985	73.29	398	18.65	895	57.82%
Fluorescent lights (units)	1,673	100	1,695	100	1,301	100%
Drop ceilings (m ²)	557.7	38.85	63.83	16.48	67.82	67.53%
Technical floors (m ²)	544.39	29.79	42.00	7.61	29	47%
Partitions (m ²)	0	0	35.97	100	99.57	67.34%
Shelving (m)	0	0	0	0	0	-
Mobile telephones (units)	133	60.04	132	76.30	118	100%
Furniture	173	65	0	0	30	100%



Minimising waste

The gradual minimisation of the amount of waste generated is one of the main priorities for **Atresmedia** in environmental management.

Thanks to the acquisition of multifunction copiers, paper and cardboard waste has been reduced by 3.3 tonnes, a reduction of 4.5% compared to last year. Awareness raising activities have also been conducted to encourage **reuse policies** by the company’s suppliers to ensure that they comply with the group’s environmental policy.

The most notable landmark in waste management during 2012 was a **significant reduction in the number of building projects** with a direct impact on the existing spaces and the encouragement of the good use of existing partitioning and layouts. This initiative has led to a **70.74% reduction in the rubble** resulting from this type of activity.

Going beyond waste reduction, during 2012 the effectiveness of some measures aimed at improving **its efficient storage and management** was verified. These measures include:

- Using **official sheets** to control waste.
- **Reclassification of waste** through good internal management.

[Reduction of rubble by 70.74%.]

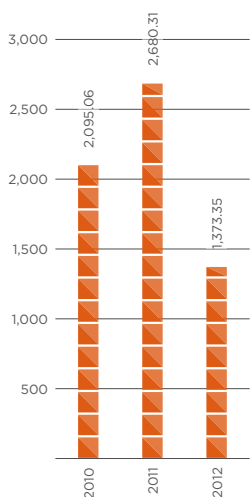
Stopping climate change

Stopping climate change is one of the greatest environmental challenges of the 21st century. The companies committed to this task should work towards more sustainable, low-carbon models.

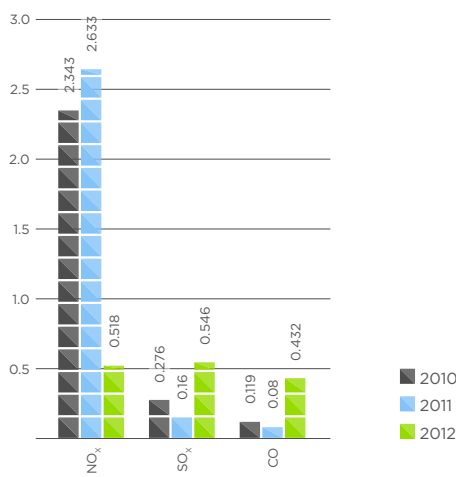
To this end, for the first time in 2012 **Atresmedia** has responded to the questionnaire from the **Carbon Disclosure Project (CDP)**, informing its stakeholders about the policies and actions carried out by the group in relation to climate change. The **CDP** means a greater commitment to tackling climate change since it is a voluntary initiative that encourages transparency and a shift towards sustainability in companies around the world.



Greenhouse gas emissions (tonnes of CO₂ equivalent)



Emissions of NO_x, SO_x and CO (Tn)



Note: the 2012 data include emissions from diesel consumption.

Additionally, Atresmedia's consumption of electricity produces an indirect emission of 4,942 tCO₂ (Source: IBERDROLA electricity mix 2011 data).

Similarly, in 2012 the company has run several initiatives aimed at reducing emissions levels, such as the replacement in 17 cooling systems of greenhouse gases (gases with a greenhouse effect if they leak) with ecological gas that has no impact on the ozone layer. This initiative, coordinated by the Operational Management Department, will be gradually rolled out until 2015.

Other initiatives aimed at minimising the harmful effects on the ozone layer of **Atresmedia's** activities are:

- Preventative maintenance of boilers.
- Control of boiler use schedules.
- Minimising studio use.

These and other measures have helped to significantly reduce NO_x emissions. On the other hand, although the increases in SO_x and CO compared to 2011 are significant, the absolute values are still very low, under the 99.8% required by law.

[Atresmedia takes part in the Carbon Disclosure Project.]

Hazte Eco: Atresmedia's Environmental initiative

Hazte Eco has become **Atresmedia's** leading campaign for the protection and defence of the environment. The **Neox** channel and Greenpeace work together closely to run initiatives that contribute to environmental sustainability.

Launched more than two years ago, the campaign **has involved important environmental CAUSES**, such as the collection and delivery of more than **10,300 signatures to the Ministry of Agriculture and the Environment** asking for a **reduction of CO₂ emissions**, and the creation of a **fortnightly news programme on environmental issues on the Neox Canal**. In 2012, 26 news programmes were broadcast with a combined audience of **3,655,000 viewers**. These have addressed issues



such as light pollution, renewable energy, reforestation, green buildings, recycling and plant biodiversity, among others.

In 2012, **Hazte Eco** has increased its efforts in environmental protection with important actions, such as the initiative for the **reforestation of forests with WWF**, one of the most important nature conservation organisations in the world, to repopulate the more than **180,000 Spanish hectares burned in 2012**. The aim of this initiative was to create **The Antena 3 and WWF forest**. To achieve this, both entities launched a fundraising campaign, supported by commercials and awareness raising messages across all of **Atresmedia's** media. The campaign ended with around **14,000 SMS messages of support** and the funds raised were used to plant **3,500 holm oaks, oak trees and cork oaks**.

Another of the new initiatives developed by **Hazte Eco** in 2012 is "**Save the Arctic**". The Arctic icecap, on which we all depend, is disappearing at an alarming rate. As a result, Greenpeace has promoted this campaign in more than 40 countries, and **Hazte Eco** has added its support through collecting signatures to ask for the uninhabited areas of the Arctic to be declared a World Heritage site. In 2012, **3,044 signatures** were collected on the **Hazte Eco** website.

Also during 2012, **Hazte Eco** was present at the FesTVal in Vitoria, European Green Capital 2012, holding an **environmental contest** asking internet users and everyone at the television festival to share ideas on how to '**Be Ecological**' and care for the environment, serving as an example for others.

Hazte Eco is also very popular on the social networks, with a total of **3,832 fans for its Facebook profile** and **3,548 followers on Twitter**.

"Thanks to Antena 3 and Hazte Eco, thousands of people from across Spain have come together to tackle the problem of forest fires, providing funds to plant the first 3,500 native trees that will grow to demonstrate that the whole of society condemns those who each summer set fire to our forests and to contribute to the recovery of the forest cover in our country".



Juan Carlos del Olmo
Secretary General
WWF-ADENA

Future commitments

As part of its model of continuous improvement in environmental management, each year **Atresmedia** establishes a series of **objectives aligned with its environmental policy**.

ENVIRONMENTAL OBJECTIVES 2013

Maintain the 5-year plan to replace refrigerant in air conditioning. In 2013 we will change equipment that produces no less than 300,000 BTU.

Improve the lighting in the offices using LED technology. A pilot test will be carried out in offices and there will be financial feasibility study of the project.

Analysis of the feasibility of installing a photovoltaic solar panel system.

Reduction, with respect to 2012, of 3% in the volume of solid urban waste and 5% in toner consumption.

2% reduction in the volume of paper and cardboard, allocating that amount to the recycling processes.

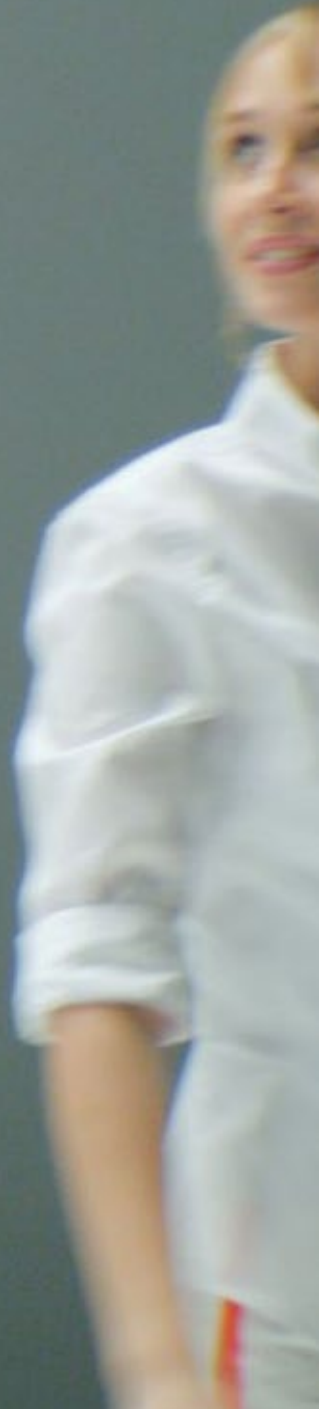
Extension of the WWF-ADENA reforestation and fire prevention campaign

Promotion of the "Save the Arctic" campaign with GREENPEACE, handing over the results to the Government.





Annexes



About the Corporate Responsibility Report

Coverage and Scope: This is the sixth year that **Atresmedia** has published its corporate Responsibility Report as part of its Annual Report, setting out details of its commitments to economic, social and environmental sustainability. Over the last five years the report has been published using the name **Atresmedia**.

It is also the fifth year that this report has been verified by a third party (AENOR), in order to ensure that the requirements set in the 3.1 Global Reporting Initiative Report are met with an A+ rating. This year has seen the addition of the criteria included in the new sector-specific supplement for the media.

The information disclosed in the report refers to the period from 1 January 2012 to 31 December of the same year and covers all the activities of **Atresmedia** (**Antena 3 Televisión, Neox, Nitro, Nova, laSexta, laSexta3, xplora, Onda Cero, Europa Fm, Antena 3 Films, Atres Advertising y Fundación Antena 3**), focusing on material information, without omitting any relevant details.

Any modifications in terms of the scope and coverage of the information have been indicated in this report. The main modifications are due to the new data included in the report after the merger of **laSexta** with **Atresmedia**. Furthermore, when any changes have been made to the way data are calculated compared to previous reports, this is noted next to the data in question.

Materiality: the materiality of the contents is based on the information received from the various stakeholders through the channels of communication available, and described throughout the report.

International Standards: this Corporate Social Responsibility Report has been prepared according to the following guidelines:

- "Sustainability Reporting Guidelines" version 3.1 of the Global Reporting Initiative, known as G3.1.
- G3.1 Global Reporting Initiative indicator protocols.
- Sector Supplement for the Media. Global Reporting Initiative.

In the event that the GRI protocols cannot be applied, we will indicate the metric used.

For any question related to the content and the definition process used in the Annual Report and the Corporate Responsibility Report, please contact:

Atresmedia

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Fax: (+ 34) 91 654 92 04

GRI Report



Statement GRI Application Level Check

GRI hereby states that **ATRESMEDIA** has presented its report “2012 Annual and CR Report” to GRI’s Report Services which have concluded that the report fulfills the requirement of Application Level A+.

GRI Application Levels communicate the extent to which the content of the G3.1 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 G3.1 Guidelines. For methodology, see www.globalreporting.org/SiteCollectionDocuments/ALC-Methodology.pdf

Application Levels do not provide an opinion on the sustainability performance of the reporter nor the quality of the information in the report.

Amsterdam, 15 March 2013

Nelmara Arbex
Deputy Chief Executive
Global Reporting Initiative



The “+” has been added to this Application Level because ATRESMEDIA has submitted (part of) this report for external assurance. GRI accepts the reporter’s own criteria for choosing the relevant assurance provider.

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 4 March 2013. GRI explicitly excludes the statement being applied to any later changes to such material.

Verification Report

AENOR Asociación Española de
Normalización y Certificación

SUSTAINABLE VERIFICATION REPORT

VMS-Nº 003/13

The Spanish Association for Standardisation and Certification (AENOR) has verified that the Report of the following firm:

ATRESMEDIA

Entitled **2012 ANNUAL AND CORPORATE RESPONSIBILITY REPORT**

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 G3.1 Guide developed by the Global Reporting Initiative (GRI) along with the Sectoral Supplement of Media. The verification has been fulfilled on 20th February, 2013 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 nº GRI-007/13 dated 18th January, 2013 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 ATRESMEDIA, in the "GRI Reports List" which is published in its Web <http://www.globalreporting.org/GRIReports/GRIReportsList/>.

Issued on: 25th February 2013

AENOR Asociación Española de
Normalización y Certificación

Avelino BRITO
Chief Executive Officer

GRI index

1	ORGANISATIONAL PROFILE	PAGE/ANSWER	1REPORTED	2PART NOT REPORTED	3REASON FOR OMIS-SION	4 YEAR PLANNED
1.1	Sustainability strategies adopted by the reporting organisation	4	TOTAL			
1.2	Description of key impacts, risks, and opportunities	4,8	TOTAL			

2	ORGANISATIONAL PROFILE	PAGE/ANSWER	1REPORTED	2PART NOT REPORTED	3REASON FOR OMIS-SION	4 YEAR PLANNED
2.1	Name of the organisation	2, 163	TOTAL			
2.2	Primary brands, products, and/or services	26, 29	TOTAL			
2.3	Operational structure of the organisation, including main divisions, operating companies, subsidiaries, and joint ventures.	29, 30	TOTAL			
2.4	Location of organisation's headquarters.	2, 163	TOTAL			
2.5	Number of countries where the organisation operates, and names of countries with either major operations or those specifically relevant to the sustainability issues covered in the report	Atresmedia broadcasts in Spain. However, some of its channels (Antena 3 Internacional) may be seen abroad.	TOTAL			
2.6	Nature of ownership and legal form	29	TOTAL			
2.7	Markets served (including geographic breakdown, sectors supplied, and types of customers/beneficiaries).	Atresmedia broadcasts in Spain. However, some of its channels (Antena 3 Internacional) may be seen abroad. 26, 29, 40	TOTAL			
2.8	Scale of the reporting organisation: <ul style="list-style-type: none"> • Number of employees • Breakdown by net business activities • Net sales (for private sector) or net revenues (public sector) • Total capitalization, broken down in terms of debt and net assets (private sector) • Amount of products or services rendered. 	13, 16, 20, 32 Of Atresmedia's net income, 93% comes from advertising. The rest of the income is distributed between minority activities such as copyright, film productions or special activities.	TOTAL			
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) 	4, 16	TOTAL			
2.10	Awards received in the reporting period	67, 83, 111, 128, 141, 146	TOTAL			

3	REPORT PARAMETERS	PAGE/ANSWER	1REPORTED	2PART NOT REPORTED	3REASON FOR OMIS-SION	4YEAR PLANNED
3.1	Reporting period (e.g., fiscal/calendar year) for information provided.	163	TOTAL			
3.2	Date of most recent previous report (if any).	163	TOTAL			
3.3	Reporting cycle (annual, biennial, etc.)	163	TOTAL			
3.4	Contact point for questions regarding the report or its contents.	2, 163	TOTAL			
3.5	Process for defining report content, including: <ul style="list-style-type: none"> • Determining materiality; • Prioritising topics within the report; and • Identifying stakeholders the organisation expects to use the report. 	40, 163	TOTAL			
3.6	Boundary of the report (e.g., countries, divisions, subsidiaries, leased facilities, joint ventures, suppliers).	163	TOTAL			
3.7	State any specific limitations on the scope or boundary of the report	163	TOTAL			
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 organisations.	No joint business ventures, subsidiaries, and no installations rented in 2012	TOTAL			
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.	All the data has been collected with corporate tools and using the GRI Guide as a basis for calculation	TOTAL			
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)	New data are included coming from the merger with La Sexta and set out in each section	TOTAL			
3.11	Significant changes from previous reporting periods in the scope, boundary, or measurement methods applied in the report.	4, 14, 163	TOTAL			
3.12	Table identifying the location of the Standard Disclosures in the report.	166	TOTAL			
3.13	Policy and current practice with regard to seeking external verification of the report.	This report has been verified by AENOR with level A+	TOTAL			

4	GOVERNANCE, COMMITMENTS AND STAKEHOLDER INVOLVEMENT	PAGE/ANSWER	1REPORTED	2PART NOT REPORTED	3REASON FOR OMISSION	4YEAR PLANNED
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.	27, 28, 30	TOTAL			
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).	27,28	TOTAL			
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.	27,28	TOTAL			
4.4	Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body.	33, 40, 43	TOTAL			
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).	120, Remuneration Report B1.14 and B1.16 (available in www.grupoantena3.com)	TOTAL			
4.6	Processes in place for the highest governance body to ensure conflicts of interest are avoided.	34, 43, 45, 50, 64, 68, 106, 108 Corporate Governance Report 2011, page 22 (Available in www.grupoantena3.com/accionistas-inversores)	TOTAL			
4.7	Process for determining the composition, qualifications and expertise required for the members of the highest governance body and its committees, including the consideration of gender and other diversity indicators.	Corporate Governance Report 2011 page 22 (Available in www.grupoantena3.com/accionistas-inversores)	TOTAL			
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.	39, 43, 50, 64, 68, 106, 108, 113, 131, 152 Annual and CR Report 2011 Page 24 www.grupoantena3.com/responsabilidad-corporativa)	TOTAL			
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.	34, 45 Corporate Governance Report 2011, page 22 (Available in www.grupoantena3.com/accionistas-inversores)	TOTAL			
4.10	Processes for evaluating the highest governance body's own performance, particularly with respect to economic, environmental, and social performance.	Corporate Governance Report 2011, page 22 (Available in www.grupoantena3.com/accionistas-inversores)	TOTAL			
4.11	Explanation of how the precautionary approach or principle is addressed by the organisation.	45	TOTAL			
4.12	Externally developed economic, environmental, and social charters, principles, or other initiatives to which the organization subscribes or endorses.	122/131/159	TOTAL			

4	GOVERNANCE, COMMITMENTS AND STAKEHOLDER INVOLVEMENT	PAGE/ANSWER	1REPORTED	2PART NOT REPORTED	3REASON FOR OMISSION	4YEAR PLANNED
4.13	Main 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 	42, 50	TOTAL			
4.14	List of stakeholder groups engaged by the organization.	40	TOTAL			
4.15	Basis for identification and selection of stakeholders with whom to engage.	40	TOTAL			
4.16	Approaches to stakeholder engagement, including frequency of engagement by stakeholder type and group.	40-42	TOTAL			
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.	40, 42, 131	TOTAL			

EC	ECONOMIC PERFORMANCE INDICATORS	PAGE	1REPORTED	2PART NOT REPORTED	3REASON FOR OMISSION	4YEAR PLANNED
MANAGEMENT FOCUS: ECONOMIC PERFORMANCE		5, 9				
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.	13/ Audited Annual Report (Available in www.grupoantena3.com/accionistas-inversores)	TOTAL			
EC2	Financial implications and other risks and opportunities for the organization's activities due to climate change.	152, 158	TOTAL			
EC3	Coverage of the organisation's defined benefit plan obligations.	There are no pension plans	TOTAL			
EC4	Ayudas financieras significativas recibidas de gobiernos.	13, 43 Informe de cuentas auditadas (Disponibles en www.grupoantena3.com/accionistas-inversores)	TOTAL			
M1	Significant funding and other support received from non-governmental sources	Audited Annual Report www.grupoantena3.com/accionistas-inversores 137, 142, 146				
MANAGEMENT FOCUS: MARKET PRESENCE		4				
EC5	Range of ratios of standard entry level wage compared to local minimum wage at significant locations of operation, by gender.	The entry level wage is agreed by each company in the group with no differences between gender and it exceeds the minimum salary.	TOTAL			
EC6	Policy, practices, and proportion of spending on locally-based suppliers at significant locations of operation.	There are no policies defined for this concept 48	TOTAL			
EC7	Procedures for local hiring and proportion of senior management hired from the local community at significant locations of operation.	There are no procedures defined for this concept	TOTAL			

EC	ECONOMIC PERFORMANCE INDICATORS	PAGE	1REPORTED	2PART NOT REPORTED	3REASON FOR OMISSION	4YEAR PLANNED
MANAGEMENT FOCUS: INDIRECT ECONOMIC IMPACTS		46, 132				
EC8	Development and impact of infrastructure investments and services provided primarily for public benefit through commercial, in kind, or pro bono engagement.	71, 110, 111, 122, 134, 139, 142	TOTAL			
EC9	Understanding and describing significant indirect economic impacts, including the extent of these impacts.	46	PARTIAL	The indirect economic impact generated, with the exception of the revenues generated by providers, is not analysed.	The information is not material for the organization and there are no procedures available for its analysis	

EN	ENVIRONMENTAL PERFORMANCE INDICATORS	PAGE	1REPORTED	2PART NOT REPORTED	3REASON FOR OMISSION	4YEAR PLANNED
MANAGEMENT FOCUS: MATERIALS		152	TOTAL			
EN1	Materials used by weight or volume.	156-157	PARTIAL	Kg paper used, kg CO2 equivalent per kg of paper, total volume of toner and adhesives used, total volume of packaging materials.	Atres-media is an organization that distributes its content in audio-visual (mostly) form, so materials such as toner or adhesives are not significant	
EN2	Percentage of materials used that are recycled input materials.	157	TOTAL			
MANAGEMENT FOCUS: ENERGY		154	TOTAL			
EN3	Direct energy consumption by primary energy source.	155	TOTAL			
EN4	Indirect energy consumption by primary energy source.	3,608.7162 tons of carbon equivalents. Equivalence used: 1Kwh= 3.6*106J 1 ton carbon eq.= 2.9*1010J Source: Ministry of Industry	TOTAL			
EN5	Energy saved due to conservation and efficiency improvements.	154-155	TOTAL			
EN6	Initiatives to provide energy-efficient or renewable energy based products and services, and reductions in energy requirements as a result of these initiatives.	154				
EN7	Initiatives to reduce indirect energy consumption and reductions achieved.	154	TOTAL			

EN	ENVIRONMENTAL PERFORMANCE INDICATORS	PAGE	1REPORTED	2PART NOT REPORTED	3REASON FOR OMISSION	4YEAR PLANNED
MANAGEMENT FOCUS: WATER		156	TOTAL			
EN8	Total water withdrawal by source.	173 All the water used comes from the public water supply	TOTAL			
EN9	Water sources significantly affected by withdrawal of water.	There are no cases of water sources that have been significantly affected.	TOTAL			
EN10	Percentage and total volume of water recycled and reused.	Atresmedia does not recycle water, due to its activity.	TOTAL			
MANAGEMENT FOCUS: BIODIVERSITY						
EN11	Description of land adjacent to or within protected areas or unprotected areas of high biodiversity. Location and size of land owned, leased or managed of high biodiversity value outside protected areas.	Atresmedia carries out its business in urban areas,	TOTAL			
EN12	Description of significant impacts in biodiversity in protected natural areas or in unprotected areas of high biodiversity, derived from activities, products, and services in protected areas and areas of high biodiversity value outside protected areas.	which do not affect natural spaces so they don't have any impact on biodiversity	TOTAL			
EN13	Habitats protected or restored.	No action to protect or restore habitats has been undertaken.	TOTAL			
EN14	Strategies, current actions, and future plans for managing impacts on biodiversity.	Atresmedia conducts its business in urban areas	TOTAL			
EN15	Number of IUCN Red List species and national conservation list species with habitats in areas affected by operations, by level of extinction risk.	so it has no impact on biodiversity.	TOTAL			
MANAGEMENT FOCUS: EMISSIONS, EFFLUENTS AND WASTE		158-159	TOTAL			
EN16	Total direct and indirect greenhouse gas emissions by weight.	159	TOTAL			
EN17	Other relevant indirect greenhouse gas emissions by weight.	13,484.38 Tons CO2 eq Equivalence used: 1Kwh = 0.495Kg CO2 eq. Source: Ministry of Industry	TOTAL			
EN18	Initiatives to reduce greenhouse gas emissions and reductions achieved.	158-159	TOTAL			
EN19	Emissions of ozone-depleting substances by weight.	159	TOTAL			
EN20	NOx, SOx, and other significant air emissions by type and weight.	159	TOTAL			
EN21	Total water discharge by quality and destination.	There have not been any significant discharges in the reporting period.	TOTAL			
EN22	Total weight of waste by type and disposal method.	158	TOTAL			
EN23	Total number and volume of significant spills.	No spills or environmental accidents have occurred	TOTAL			
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.	No hazardous waste has been transported	TOTAL			
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.	All the water that Atresmedia consumes comes from the public water system	TOTAL			

EN	ENVIRONMENTAL PERFORMANCE INDICATORS	PAGE	1REPORTED	2PART NOT REPORTED	3REASON FOR OMISSION	4YEAR PLANNED
MANAGEMENT FOCUS: PRODUCTS AND SERVICES		159-160				
EN26	Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation.	154, 156, 158-160	TOTAL			
EN27	Percentage of products sold and their packaging materials that are reclaimed by category.	Atresmedia only sells audiovisual content	TOTAL			
MANAGEMENT FOCUS: REGULATORY COMPLIANCE		152				
EN28	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations.	No environmental sanctions have been levied in 2012.	TOTAL			
MANAGEMENT FOCUS: TRANSPORT		154				
EN29	Significant environmental impacts of transporting products and other goods and materials used for the organization's operations, and transporting members of the workforce.	155	TOTAL			
MANAGEMENT FOCUS: GENERAL		152				
EN30	Total environmental protection expenditures and investments by type.	152-154	TOTAL			

LA	LABOUR PRACTICES	PAGE	1REPORTED	2PART NOT REPORTED	3REASON FOR OMISSION	4YEAR PLANNED
MANAGEMENT FOCUS: EMPLOYMENT		113				
LA1	Breakdown of total workforce by employment type, employment contract, and region, by gender.	115	TOTAL			
LA2	Total number of employee and rate of turnover by age group, gender, and region.	115	TOTAL			
LA3	Benefits provided to full-time employees that are not provided to temporary or part-time employees, by the major operational locations.	119-120	TOTAL			
MANAGEMENT FOCUS: EMPLOYEE/ MANAGEMENT RELATIONS		113, 121-122				
LA4	Percentage of employees covered by collective bargaining agreements.	100%	TOTAL			
LA5	Minimum notice period(s) regarding significant organisational changes, including whether this is specified in collective agreements.	Notification periods are defined in the pertinent collective bargaining agreements	TOTAL			
MANAGEMENT FOCUS: OCCUPATIONAL HEALTH AND SAFETY.		126	TOTAL			
LA6	Percentage of total workforce represented in formal joint management-worker health and safety committees that help monitor and provide advice on occupational health and safety programmes.	126	TOTAL			
LA7	Rates of absenteeism, occupational diseases, lost days, and number of work-related fatalities by region and gender.	127, No fatalities	TOTAL			
LA8	Education, training, counselling, prevention, and risk-control programmes in place to assist workforce members, their families, or community members regarding serious diseases.	126	TOTAL			
LA9	Health and safety topics covered in formal agreements with trade unions.	126	TOTAL			

LA	LABOUR PRACTICES	PAGE	1REPORTED	2PART NOT REPORTED	3REASON FOR OMISSION	4YEAR PLANNED
MANAGEMENT FOCUS: TRAINING AND EDUCATION		117, 118-119				
LA10	Average hours of training per year per employee by employee category and gender.	117-118. There are no differences in hours of training by gender.	TOTAL			
LA11	Programmes for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings.	117-119	TOTAL			
LA12	Percentage of employees receiving regular performance and career development reviews, by gender.	121	TOTAL			
MANAGEMENT FOCUS: DIVERSITY AND EQUAL OPPORTUNITIES		115-116				
LA13	Composition of governance bodies and workforce broken down according to gender, age group, minority group membership, and other indicators of diversity.	27-28 CV's of the members of the Board of Directors on the corporate website www.grupoantena3.com	TOTAL			
LA14	Ratio of basic salary for men to that for women by profession.	120-121. There are no differences between the basic salaries of men and women.	TOTAL			
LA 15	Return to work and retention rates after parental leave, by gender.	120. 100% of those taking maternity and paternity leave remain in their jobs after returning with no time limitation.	TOTAL			

HR	ORGANISATIONAL PROFILE	PAGE/ANSWER	1REPORTED	2PART NOT REPORTED	3REASON FOR OMISSION	4 YEAR PLANNED
MANAGEMENT FOCUS: INVESTMENT AND SUPPLY PRACTICES		46-47				
HR1	Percentage and total number of significant investment agreements that include human rights clauses or that have undergone human rights screening.	48-49, All the contracts meet laws in force that guarantee respect for human rights	TOTAL			
HR2	Percentage of significant suppliers, contractors and other partners that have undergone screening on human rights and actions taken.	48-49		TOTAL		
HR3	Total hours of employee training on policies and procedures concerning aspects of human rights that are relevant to its operations, including the percentage of employees trained.	118		TOTAL		
MANAGEMENT FOCUS: NON-DISCRIMINATION		115-116				
HR4	Total number of incidents of discrimination and corrective actions taken.	No incidents of discrimination	TOTAL			
MANAGEMENT FOCUS: FREEDOM OF ASSOCIATION AND COLLECTIVE BARGAINING		113				
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.	On operating in Spain, this type of risk does not exist.	TOTAL			
MANAGEMENT FOCUS: CHILD LABOUR		68				
HR6	Significant operations and suppliers identified as having a potential risk for incidents of child labour, and measures taken to contribute to the elimination of child labour.	On operating in Spain, this type of risk does not exist.	TOTAL			
MANAGEMENT FOCUS: FORCED AND COMPULSORY LABOUR		113				
HR7	Significant operations and suppliers identified as having significant risk for incidents of forced or compulsory labour, and measures to contribute to the elimination of forced or compulsory labour.	On operating in Spain, this type of risk does not exist.	TOTAL			
MANAGEMENT FOCUS: SECURITY PRACTICES		71				
HR8	Percentage of security personnel trained in the organisation's policies or procedures concerning aspects of human rights that are relevant to operations.	Atresmedia 3 does not have any security personnel on the payroll	TOTAL			
MANAGEMENT FOCUS: INDIGENOUS RIGHTS		NO APLICA				
HR9	Total number of incidents of violations involving rights of indigenous people and actions taken.	On operating in Spain, there are no risks of this nature and no related incidents have been reported	TOTAL			
HR10	Percentage and total number of operations that have been evaluated to verify compliance with human rights.	On operating in Spain, there are no risks of this nature and therefore assessments are not carried out	TOTAL			
HR11	Number of sanctions due to human rights violations and that have been resolved through formal mechanisms.	No violations.	TOTAL			

SO	SOCIETY INDICATORS	PAGE	1REPORTED	2PART NOT REPORTED	3REASON FOR OMISSION	4YEAR PLANNED
MANAGEMENT FOCUS: COMMUNITY		131				
SO1	Number of operations that have implemented programmes to determine the impact on local communities, manage these risks and establish development initiatives.	134, 139, 142, 148	TOTAL			
SO2	Percentage and total number of business units analysed for risks related to corruption.	45-46	TOTAL			
SO3	Percentage of employees trained in the organisation's anti-corruption policies and procedures.	43. In 2012 the internal code of conduct has been disseminated to all staff	TOTAL			
SO4	Actions taken in response to incidents of corruption.	No incidents of this type	TOTAL			
SO5	Public policy positions and participation in public policy development and lobbying activities.	50-51	TOTAL			
SO6	Total value of financial and in-kind contributions to political parties, politicians, and related institutions by country.	Atresmedia does not make this kind of contribution	TOTAL			
SO7	Total number of legal actions for anti-competitive behaviour, anti-trust, and monopoly practices and their outcomes.	No legal action nor sanctions for these reasons have been produced	TOTAL			
MANAGEMENT FOCUS: REGULATORY COMPLIANCE		34-35, 50-51				
SO8	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations.	109	TOTAL			
MANAGEMENT FOCUS: COMMUNITY		62-63, 80, 106, 131	TOTAL			
SO9	Operations that have potential or actual negative impact on local communities.	Taking into account Atresmedia's activity, its operations do not cause any significant negative impact outside of business risks	TOTAL			
SO10	Actions taken to prevent and mitigate negative impacts (potential or actual) on local communities.					
PR	PRODUCT RESPONSIBILITY INDICATORS	PAGE	1REPORTED	2PART NOT REPORTED	3REASON FOR OMISSION	4YEAR PLANNED
MANAGEMENT FOCUS: CREATING CONTENT		44, 50, 68, 106, 108				
M2	Methodology for assessing and monitoring adherence to content creation values	44, 50, 68, 70, 108				
M3	Actions taken to improve adherence to content creation values and results obtained.	45, 64, 70, 108				
MANAGEMENT FOCUS: CONTENT DISSEMINATION 47, 55		44, 50, 64, 68, 106				
M4	Actions taken to improve performance in relation to content dissemination issues (access and protection of vulnerable public and taking informed decisions) and results obtained.	45, 64, 62, 70, 71, 109				
M5	Number and nature of responses (feedback/complaints) related to content dissemination, including protection of vulnerable public, taking informed decisions and access, and processes to respond to complaints.	61-62, 68-69				
MANAGEMENT FOCUS: INTERACTION WITH THE PUBLIC		40-41, 93-94				
M6	Methods to interact with audiences and results	40-41, 61-62, 93-94				

PR	PRODUCT RESPONSIBILITY INDICATORS	PAGE	1REPORTED	2PART NOT REPORTED	3REASON FOR OMISSION	4YEAR PLANNED
MANAGEMENT FOCUS: CONSUMER HEALTH AND SAFETY		44, 50, 68, 106				
PR1	Life cycle stages in which health and safety impacts of products and services are assessed for improvement, and percentage of significant product and service categories subject to such procedures.	44, 50, 68, 70, 108				
PR2	Total number of incidents of non-compliance with regulations and voluntary codes concerning the health and safety impacts of products and services during their life cycle, by type of outcomes.	No incidents of this type				
MANAGEMENT FOCUS: PRODUCT AND SERVICE LABELLING		50, 68-69				
PR3	Type of product and service information required by procedures in force, and percentage of products and services subject to such information requirements.	50, 68-69				
PR4	Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labelling, by type of outcomes	109				
PR5	Practices related to customer satisfaction, including results of surveys measuring customer satisfaction.	61-62				
MANAGEMENT FOCUS: MARKETING COMMUNICATIONS		106-107				
PR6	Programs for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship.	50, 108				
PR7	Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship by type of outcomes.	108-109				
MANAGEMENT FOCUS: MEDIA LITERACY		72				
M7	Actions taken to empower audiences through media literacy skills development and results obtained	72-73				
MANAGEMENT FOCUS: CUSTOMER PRIVACY						
PR8	Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data.	No breaches of this type have taken place				
MANAGEMENT FOCUS: REGULATORY COMPLIANCE						
PR9	Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services.	108-109				

ATRESMEDIA



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