



25 YEARS
FULL OF EMOTIONS



ATRESMEDIA

Annual and Corporate Responsibility Report 2014



Atresmedia

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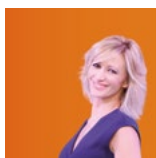
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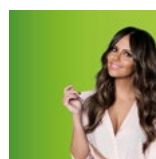
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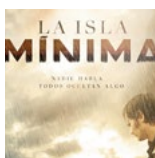
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Continuing with the trend initiated in 2009, this report combines the financial and non financial (social, environmental and Good Governance) aspects of Atresmedia. This is another example of the commitment made by the company with the complete integration of Corporate Responsibility in its business model.

In addition Atresmedia produces its report according to the “comprehensive” level criteria established by the new GRI G.4 guide, which guarantees that its content covers aspects that are most relevant to its stakeholders. All relevant issues have been highlighted with the label “**MATERIAL ISSUE**” throughout the report, which has been externally verified by AENOR, the Spanish Association for Standardisation and Certification.

Furthermore and based on this line of information transparency and accessibility, Atresmedia has created a specific microsite for the Annual and Corporate Responsibility Reports, hosted on the corporate website www.atresmediacorporacion.com, to consult and download all the information included in this document. This communications channel has enabled us to eliminate the printed version of the Annual and CR Reports and strengthen the commitment of the Company with an efficient use of natural resources.

LETTER FROM THE Chairman



“ José Manuel Lara’s appointment as Chairman of Antena 3 heralded the start of one of the greatest periods of success and growth in the company’s history. Today, 12 years on, Antena 3 has become Atresmedia, the largest communications group in our country.

“ I take on the challenge with humility, aware that it will not be easy, but with the confidence and pride of knowing that I can count on the best possible team of professionals and the invaluable support of the Board of Directors.

José Manuel Lara's appointment as Chairman of **Antena 3** heralded the start of one of the greatest periods of success and growth in the company's history. Today, 12 years on, **Antena 3** has become **Atresmedia**, the largest communications group in our country and a leading global operator in the most important business areas within the audiovisual sector: television, radio, cinema and the digital environment. This is his legacy: a bright present and a future full of opportunities.

He knew how to make us not only bigger, but also stronger and more efficient. He turned **Atresmedia** into an organisation capable of dealing with any obstacles and with him at the helm we have been able to overcome, like few others, the greatest economic crisis ever known without ever taking our eye off the need for profitability. He taught us that innovation, the ability to adapt and non-conformity were the ways to achieve our objectives.

Now, the challenge for all of us who form part of this company, and the commitment that I personally adopted on 25 February when I was appointed Chairman of **Atresmedia**, is to carry on this great legacy. I take on the challenge with humility, aware that it will not be easy, but with the confidence and pride of knowing that I can count on the best possible team of professionals and the invaluable support of the Board of Directors. I have the responsibility of continuing with a management approach based on excellence and the energy and ambition to maintain and consolidate **Atresmedia's** key role in the Spanish audiovisual sector.

The results for 2014 contained in this report speak for themselves in terms of the strength of our company and this privileged position in the market to which I have just referred. Similarly, they highlight our great ability to take advantage of each and every growth opportunity that arises, even in the most adverse of circumstances and, ultimately, they confirm that the strategy established in recent years has been the right one.

Our overall approach as a Group has been to commit to plurality and diversity as a differentiating value and to become an important and necessary part of a society, which we are here to serve, which is also plural and diverse. At the same time, all of our media channels and each of the business areas where we operate share attributes (commitment to quality, talent, creativity and supporting the industry) that make **Atresmedia** a recognisable and well-respected operator. This is the balance that has allowed us to distance ourselves from our competitors, providing us with personality, and that has earned the respect of the market, the advertisers, the audience and the audiovisual sector itself. It is undoubtedly a fundamental factor in the constant improvement in our financial results, which in 2014, as in recent years, can only be described as extraordinary.

By division, our television department is celebrating its anniversary. On 25 December 1989, **Antena 3** began its test broadcasts and became the first private television network in the history of our country. Twenty five years later we can proudly say that our way of understanding and making television has allowed us to combine, like no other, reputation, large audiences and profitability. The sum of these three factors, which are not easy to combine in such a competitive market, make not only **Antena 3** but also its family of channels, **Atresmedia TV**, the favourite TV operator with audiences, the one with the best professionals according to the Spanish people, an absolute leader in genres as important as news and drama, the one showing most commitment to the development of the sector and technological progress and the one with most awards and the best image. In short, a truly leading organisation in society and the industry as a whole.

“ For 2015 we trust that the legal and administrative uncertainties that are still affecting the TV sector will begin to fade and we can finally run our business in the stable environment that is so desired and necessary.

Despite ending 2014 with three fewer channels than at the start of the year and two fewer than our main competitor, as a result of the well-known judgement from the Supreme Court, **Atresmedia Televisión** has closed the year with a 27.7% audience share, has managed to lead in the evening timeslot, one the most important, with 30.4%, and has the highest rate of hits in the market. By network, **Antena 3** achieved its highest figures over the last five years, after three consecutive years of growth, and is the absolute leader in the commercial target. **laSexta**, meanwhile, has closed its best ever year and the second generation networks, **Neox** and **Nova**, have been the most viewed in their genre and audience, also breaking audience records.

For 2015 we trust that the legal and administrative uncertainties that are still affecting the TV sector will begin to fade and we can finally run our business in the stable environment that is so desired and necessary.

Atresmedia Radio has once again demonstrated the strength of its offering as a whole. **Onda Cero** remains the station with the best rate of profitability per listener and **Europa FM** does not seem to have found its limit yet and continues to gain positions in the ranking of radio formulas. Both have once again been the fastest growing in 2014. Far from being satisfied with these figures, we have been able to successfully expand our family of stations through **Melodía FM**.

With **Atresplayer** established as the absolute market leader for consuming audiovisual products across all the new media supports, **Atresmedia Digital** has accumulated more than 530 million playbacks across all its channels, double that in 2013, and has created **Atrestube**, the **Atresmedia** multi-channel platform on Youtube with more than 30 offers of self-produced news and entertainment. Similarly it has boosted its growth strategy with new verticals that have doubled the audience throughout the year and have placed, among other milestones, **Antena 3** as the private network with the most fans on Facebook and the first national television network to exceed one million followers on this social network.

Atresmedia Cine, meanwhile, has been a notable leader and driving force in what has been considered one of the best years in the history of Spanish cinema. All of the productions from our film division were among the 25 most viewed and three of them were among the five with the most viewers: **Torrente 5**, **Exodus: dioses y reyes** and **La isla mínima**, the latter having been hugely popular with audiences and critics alike and having won recognition as the film of the year.

Atresmedia Diversificación has strengthened its expansion policy during 2014. The **Atres Series** channels, launched last year, **iHola! TV** and **Antena 3 Internacional** together now exceed 25 million subscribed households throughout the world, turning our Group into the European private television operator with the most signals outside its borders. Similarly, the media for equity area has been strengthened and at year end we had a portfolio of seven participating companies with a high growth potential.

The success of all these activities and business areas is largely possible thanks to the efficiency of **Atresmedia Publicidad** which has again been the largest seller of multimedia advertising on the Spanish market with a share of 23% of the total investment in conventional media. The creation of **AtresmediaLab**, a laboratory for innovation and technology applied to advertising, and the Advertisers' Office, are the result of its constant desire to improve.

“ For many years corporate responsibility has been a strategic and cross-cutting feature at Atresmedia and in all that time it has constantly provided us with value.

However, **Atresmedia** is not a leader just because of its business success. Its position is also due to its commitment to society. For many years corporate responsibility has been a strategic and cross-cutting feature at **Atresmedia** and in all that time it has constantly provided us with value. We are aware of the transforming ability that we have as a transmedia group and the positive impact that our messages can have on society. As a result, we do not hesitate to use our power to raise awareness and mobilise people to help deal with the problems that affect and concern the public. Examples include road safety, healthcare, protecting intellectual property rights, promoting medical research and the education of children and young people. Initiatives such as **Ponle Freno** and the constant activity of **Fundación Atresmedia** have been helping society for almost ten years, and new initiatives like **Objetivo Bienestar**, **Constantes y Vitales** and **Crea Cultura** were created in 2014 to follow in their footsteps.

The accessibility of our content, advertising self-regulation, and a commitment to the future of the profession through training young people are also found among our strongest commitments. Being a member of the main corporate responsibility forums such as the Global Compact, the Media CSR Forum and most recently the Asociación Española para la Calidad (Spanish Association for Quality), has helped us to consolidate our global corporate responsibility strategy, which we work on with dedication and conviction and which has allowed us to differentiate ourselves in the industry, stand out among listed companies and receive several awards.

José Manuel Lara ended his letter last year by looking towards the future, which he described as promising. Especially, he said, given what we had been able to achieve when the wind was blowing against us. As always, he was right. Those of us who now take up the baton from him have a wind that, although only slightly, is now blowing in our favour and we also have the benefit of the professional heritage left to us by one of the best businessmen that our country has ever seen. It will not be easy, but we have the responsibility, commitment and willingness to work to ensure that **Atresmedia** remains the leading Spanish communications group and I am sure that we will achieve this.



José Creuheras

LETTER FROM THE Chief Executive Officer

“ José Manuel Lara had successfully held the reins of this company over the last 11 years and we are in his debt for much of the philosophy and many of the achievements of this company, which has just celebrated its first 25 years of history.



“**Atresmedia has overcome this advertising and economic recession thanks to its ability to adapt to a constantly changing socio-economic and legislative environment, to create new business areas, to improve its management and also thanks to a huge dose of innovation.**”

I could not start my summary of the year without expressing my admiration and affection for the late José Manuel Lara Bosch. He was an exceptional man and an extraordinary businessman, with a great capacity for dialogue, who helped to strengthen the role of free and diverse information in Spain and to modernise the cultural sector.

Without his leadership and love of innovation, **Atresmedia** would not be the great communications group that it is today. José Manuel Lara had successfully held the reins of this company over the last 11 years and we are in his debt for much of the philosophy and many of the achievements of this company, which has just celebrated its first 25 years of history.

Over this time, **Antena 3**, the first private television network in our country, has turned into **Atresmedia**, the leading audiovisual communications group in Spain, which creates, manages, distributes and markets content across all the communications platforms.

2014 has been an excellent year. The market has finally shown the first signs of recovery after seven years of crisis that saw a fall of almost 50% in advertising investment. **Atresmedia** has overcome this advertising and economic recession thanks to its ability to adapt to a constantly changing socio-economic and legislative environment, to create new business areas, to improve its management and also thanks to a huge dose of innovation.

The crisis has made us stronger and more flexible, and now that the recovery is taking its first steps, we are in the best possible position to take advantage of a future full of opportunities. According to Infoadex, 2014 saw a 10% growth in advertising investment. We will probably see a continuation of this trend in 2015, which means that, although there is still a long way to go, the coming years should bring us new opportunities for growth.

In 2014 we had what was called the “digital switch-over”, which forced **Atresmedia Televisión** to stop broadcasting **xplora**, **Nitro** and **laSexta3**, three leading channels among their genre and audience. Their closure broke the balance with our main competitor. Despite all this, we did not have time for regrets and have continued working to minimise the consequences and reinforce our commercial strategy.

Today **Atresmedia Televisión**, with four leading channels in their segments, is a well-known brand, with an innovative, high quality business model, respectful of its viewers and advertisers and highly valued by the audiovisual sector, of which it is very supportive.

This model has allowed our channels to increase their audiences month after month thanks to programming that is varied in genres and offers an extremely high proportion of hits. It is a television network that also stands as the favourite of society and the most appealing from an advertising point of view.

Antena 3 has grown 0.2 points compared to 2013 and is the new absolute leader in the commercial target (13.8%), the audience of most interest to the advertisers. In 2014, **Atresmedia** won various awards, including six Ondas Awards, 17 awards from the Academy of Television, and four MIM awards, which made us the audio-visual group with the most awards.

The merger with **laSexta** was a great business and editorial success and has brought us diversity and richness. Since this channel was added to the Group, its audience has not stopped growing, to the point that it has so far seen 30 months of uninterrupted growth. With an increase of 1.2



Today

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points compared to last year, it is a solid media channel that has more than enough ability to become the third largest channel in the country.

As a media group, we are very well aware of our important role within the system of checks and balances in a democratic society and we know very well that diverse and free information is essential to ensure that the public is well-informed. We strive to achieve the largest audience possible, but there are limits because we are committed to a society that we hope will develop and become more open and tolerant.

Our thematic offering is also popular with audiences. Both **Neox** and **Nova** have improved their results. **Neox** has grown by 0.3 points and has become the second thematic channel in the market; and **Nova** has achieved its best ever result with a new annual record: a 2.5% audience share, 0.4 points more than in 2013.

Atresmedia Radio, the second largest radio group in Spain with five million listeners, has also achieved very good results thanks to excellent figures for **Onda Cero** and **Europa FM**, and also due to the successful re-launch of **Melodía FM**, which released new programming in 2014.

We feel proud to be a leader at the forefront of technology and to be present where the audience is, whether on television, radio or the new digital supports. In 2014, **Atresmedia Digital** managed to move the group up to thirteenth place, from 28th, in the multi-platform ranking by com-Score. In addition, in its first year, **Atresplayer** achieved a monthly average of 4.4 million users, exceeding the traffic for its predecessor, **Modo Salón**, by 21%.

2014 was the year that saw Spanish cinema take off. A year which saw the highest ever box office takings and during which **Atresmedia Cine** contributed eight feature films. Television is currently the main driving force behind the film industry, not only because of the quality of the films produced, but also because of its great promotional work. The highlight among our releases was **La isla mínima** which became the film of the year for both critics and audiences alike and won ten Goyas out of the eleven awarded to **Atresmedia Cine**.

Over recent years, **Atresmedia** has developed an active diversification strategy in order to provide the company with growth options that do not rely on advertising revenue. As a result of this initiative we created a new division, **Atresmedia Diversificación**, which brings together all of our activity in this area into five main categories, among which we can highlight the International area which this year has launched **Atres Series**, the only 100% series channel in Spanish and HD. Together with **Antena 3 Internacional** and **iHOLA! TV**, the three channels exceed 25 million subscriber households worldwide and make **Atresmedia** the European private television operator with the most signals outside of its borders.

For 2015, **Atresmedia Publicidad**, through **Atresbusiness**, has organised the Management & Business Summit, designed to become the leading meeting for directors and executives. This initiative aims to strengthen professional development and to become a key date in the diary for all those seeking innovation in business and in managing teams. It will feature important speakers such as Mikhail Gorbachov, Pau Gasol and Ram Charan, among others.

“ The hospital assistance programme run by the Atresmedia Foundation has now reached the whole of Spain. In total, 130 hospitals benefit from it and more than 170,000 children enjoy the television channel for hospitalised children called FAN3.

Atresmedia Publicidad is one of the main reasons why the group has managed to survive the advertising crisis and the withdrawal of the licences from three of our channels. **Atresmedia Publicidad** has again demonstrated that it is the most efficient organisation in the market, obtaining the greatest profit across all our products and brands and, therefore, strong financial results.

Net revenues reached 883.2 million euros (compared to 829.8 in 2013), which represents a 6.4% increase. The EBITDA was 127.7 million euros (+59.3%), achieving a sales margin of 14.5%, almost five points above the margin achieved in 2013. Net profit reached 46.7 million euros, 1.6% more than in 2013.

Atresmedia as a company is committed not only to profitability and its shareholders, but also to society. Throughout 2014, **Antena 3** has continued with its corporate campaign, **Ponle Freno**, and has added **Crea Cultura**, a movement to raise awareness and defend the value of intellectual property, which has been very well received by society and the cultural sector.

Additionally, under the name **Constantes y Vitales**, **laSexta** has launched its first social responsibility campaign, in this case to enhance medical and scientific research. Its main cause has been the recent request from the Spanish Research Council.

In addition, the Federación de Mujeres Directivas, Profesionales y Empresarias (Federation of Women Managers, Professionals and Entrepreneurs, FEDEPE) has given **Atresmedia** an award for its commitment to equality between men and women.

With the aim of boosting Corporate Responsibility (CR), both internally and externally, in 2014 **Atresmedia** joined the Asociación Española para la Calidad (Spanish Quality Association, AEC) and is an active member of its CSR Committee. We also participate in the Corporate Responsibility Network run by RTL, in order to share knowledge and experience with other companies in the RTL group.

The hospital assistance programme run by the **Atresmedia Foundation** has now reached the whole of Spain. In total, 130 hospitals benefit from it and more than 170,000 children enjoy the television channel for hospitalised children called **FAN3**. In 2014, the **Foundation** has continued to have education as the central focus of its activities. One of its most notable initiatives was the meeting between young people and education advisers in Congress. This allowed students to have their say and reflect on how education could be improved.

In 2015, now that the worst of the crisis has passed, we will be faced with a stimulating future full of new challenges that we will address with the same spirit of hard work and innovation that José Manuel Lara, our Chairman, always demonstrated so well. We will continue to work tirelessly to make his enormous legacy even greater.



Silvio González

KEY
figures
OF ATRESMEDIA



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

Economic dimension	2012	2013	2014
Total net income (millions of €)	741.2	829.8	883.2
Gross operating profit (millions of €)	39.5	80.2	127.7
Net profit (millions of €)	29.5	46.1	46.7
Distributed economic value (millions of €)	618.3	585.9	635.3
Financial support received from Public Administrations (millions of €)	2.5	1.0	7.4
Ratio of advertising efficiency (adults)	1.71	1.52	1.51
Ratio of advertising efficiency (individuals)	1.72	1.49	1.55
Number of advertisers	18,105	16,877	16,077
Number of suppliers of goods and services	1,084	1,040	1,088
Number of producers	9	17	22
Average audience share of Antena 3 Televisión (%)	12.50	13.40	13.60
Average audience share of laSexta3 (%)	5.45*	6.0	7.20
Average audience share of Neox (%)	2.60	2.30	2.60
Average audience share of Nova (%)	1.60	2.10	2.49
Share of Onda Cero (%)	20.3	19.5	20.4
Share of Europa FM (%)	10.5	10.0	10.1
Share of Melodía FM (%)	0.7	1.0	1.6
Number of listeners of Onda Cero	2,615,000	2,598,000	2,650,000
Number of listeners of Europa FM	2,121,000	2,045,000	2,078,000
Number of listeners of Melodía FM	106,000	169,000	255,000
Number of unique users of Atresmedia websites (mil.)	9.1	12.0	17.0

Note: the economic figures include the results of laSexta since October 2012.

* These figures have changed with respect to those published last year, when the number of listeners in the last wave of the year was included. This year, as the most relevant figure, the average number of listeners from each year has been included.

Social Dimension	2012	2013	2014
Hours of children's programming broadcast	3,337	2,347	1,690
Cumulative hours of subtitling	29,940	35,881	27,537
Number of employees	1,773	1,829	1,806
% of women in the workforce	48.6	48.1	49.9
Investment in training (€)	395,700	372,487	348,661
Hours of training per employee	30	19	22
Hours of corporate volunteering donated to the community	1,360	1,429	1,772
Foundation Income contributed by Atresmedia (€)	500,000	300,000	300,000
Donations to NGOs through Atresmedia programmes	288,000	656,354	171,809
Complaints under the Self-Regulation Code	0	0	8
Opportunity cost of broadcasting advertising slots on TV, for NLEs** (€)	8,300,820	5,542,630	3,044,000
Opportunity cost of broadcasting advertising slots on radio, for NLEs** (€)	1,652,155	4,697,455	3,494,228

* NLEs: Non lucrative Entities.

Environmental dimension	2012	2013	2014
Consumption of white paper (kg)	28,136	26,908	26,844
Consumption of printer toner and cartridges (kg)	594	563	534
Consumption of fluorescent lights (units)	1,301	1,635	976
Solid urban waste (tonnes)	325	314	308
Gas consumption (m ³)	12,579	12,517	15,308
Consumption of heating oil (litres)	419,643	458,148	469,696
Consumption of electricity (KWh)	29,070,214	28,276,898	27,399,791
Consumption of water (m ³)	50,553	44,297	56,863
Direct GHG emissions (equivalent tonnes of CO ₂)	1,373	2,463	3,282
Environmental investment (thousands of €)	25,670	14,363	89,490

HIGHLIGHTS of the year

Antena 3 is leader
in the morning slot
with Espejo Público,
achieving the highest
viewing figure in its
history.





Atresmedia Televisión. The audience has responded positively to a diverse, high quality model

Atresmedia Televisión, with four channels, two fewer than its main competitor, has closed 2014 with a 27.7% audience share. The group leads in the evening slot with 30.4%. In Prime Time, the slot with the highest viewing figures, its audience share has increased to 28.1%.

The **Atresmedia Televisión** professionals **Jordi Évole**, **Matías Prats**, **Arturo Valls**, **Karlos Arguiñano**, **Sandra Sabatés** and **Ana Pastor** are the most popular within the Spanish public according to a study by Personality Media.

This successful model has given the **Atresmedia Televisión** channels a strong personality, and has given them **a very high percentage of successful programmes, surpassing all their competitors.**

Antena 3 began its test broadcasting on 25 December 1989 and in 2015 has held several commemorative events involving institutions, employees, advertisers and viewers.





In 2014, **Antena 3** achieved a 13.6% audience share, **its best figure in the last five years**. It has grown +0.2 points compared to 2013, resulting in **three consecutive years of growth**. It is the leading channel in the target audience with 13.8% (+0.4 compared to the previous year), its best result since 2009. In Prime Time it achieved 12.9% (+0.5 points higher than in 2013).

- **Antena 3 Noticias 1** (Mon-Fri) is the **leader in its timeslot and has been the leader over the year for the first time since 2007**. **Antena 3 Noticias** weekend is the absolute afternoon leader over the year.
- The channel **leads the morning slot** (14.6%) with **Espejo Público**, achieving the **highest viewing figures in its history** (482,000 and 16.8%), **Karlos Arguiñano en tu cocina** which, with a 14.9% share, has had its **best year** on Antena 3 and **La ruleta de la suerte** which has been the **unbeatable leader in its timeslot for 50 consecutive months**. It is also the **afternoon slot leader** with 13.1% thanks to the leadership over the year of the first edition of **Antena 3 Noticias**.
- **Antena 3** grew by **0.5 points in prime time** over the year thanks to **El hormiguero 3.0**, which achieved its annual record high, and a wide range of proposals that excite and entertain the viewers every night: **El tiempo entre costuras**, **Top Chef**, **Tu cara me suena**, **Sin identidad**, **Velvet** and **El peliculón** are some examples.



- **Series Atresmedia** was created in January as the brand that encompasses all the production of domestic drama for the group's television and it has become a **benchmark for quality** in the industry. Included among the series released in 2014 are **Velvet**, **leader in its slot** with over 4 million viewers, **Sin identidad**, which became the **most watched premiere of the year** with almost 5 million viewers and a 25.7% share, and the latest episodes of **El tiempo entre costuras**, a drama series that was a turning point in the production of this genre.
- **Amar es para siempre** and **El secreto de Puente Viejo** achieved their highest ever audience shares with 14.1% and 18.3% respectively, and contributed to the leadership of **Atresmedia Televisión** in the evening slot (30.4%) despite having two channels less than Mediaset España.
- **It is the most followed network among young people (13.3%) and viewers in the 45 to 54 age range (14.9%).** It also remains a clear favourite among the upper and upper middle classes and has once again increased its following among the middle class.



laSexta, with a 7.2% audience share, **has had the best year in its history. It is the channel that has grown most this year**, increasing its share by 1.2 points compared to 2013. The Atresmedia TV channel has had 27 months of consecutive growth since the merger. In prime time it recorded 8.4%, one percent higher than in 2013. The **responsiveness to the news** of **Más vale tarde**, **El objetivo de Ana Pastor**, **La sexta noche** and **Salvados** and the **entertainment** of **Zapeando**, **Pesadilla en la cocina**, **En el aire** and **El jefe infiltrado**, are the key factors.

- In 2014 **laSexta Noticias** achieved **three annual records** with its first and second editions and the first weekend edition.
- **El intermedio**, with growth of 1.5 points over a year, recorded its **best ever result** with 12.2% and 2,331,000 viewers.
- In the evening, **Zapeando** continues its **upward trend** and **Más vale tarde** achieved its **best ever figures** with 6.7% and 670,000 viewers. **Al rojo vivo** also **achieved an annual record** with 10.1%.
- **Salvados** has the **highest viewing figures in the network in 2014**. The programme is the **leader in its time slot** and the most watched programme on a Sunday with an average of almost 3 million viewers.
- **El jefe infiltrado** is the **best entertainment première in the history of laSexta** with 16.5% and 2,882,000 viewers.

The thematic leaders in their genre and audience. Neox equaled its second best annual figure (2.6%). It is the thematic channel leader in the evening (9.9%) and in the Prime Time (8.1%) among young people. **Nova** had its best year ever (2.5%). It is the most viewed female themed channel, leader in the evenings, from Monday to Friday (4.4%). **xplora** (1.6%), **laSexta3** (1.7%) and **Nitro** (1.7%) said goodbye as leaders in their genre and target audience.



Atresmedia Radio successfully expands its family of stations

Atresmedia Radio obtained some excellent audience results across its three stations: **Onda Cero**, **Europa FM** (the ones that have grown most) and **Melodía FM** (relaunched in January 2014). The radio division of the group has managed to increase its number of listeners by 500,000.

Onda Cero, which once again had the best profitability per listener index, closed last year with more than 2.6 million listeners and its market share was 20.2%.

- **Herrera en la Onda**, with more than 2 million followers, was the morning programme that attracted the most new listeners during 2014.
- In the evenings, the programme presented by **Julia Otero**, **Julia en la Onda**, despite being one hour shorter than the competing programmes, managed to gain sixty thousand new listeners and consolidate its position in second place in the ranking of evening radio shows with 542,000 listeners.
- **La brújula** has continued its upward trend and is the fastest growing news programme over the last year.

Levántate y Cárdenas was the music programme that gained the most audience in the year.

Un lugar llamado mundo, on **Europa FM**, won a Ondas 2014 Award for its innovative commitment to live music.

The new programming on **Melodía FM** and the launch of the morning show **Lo mejor que te puede pasar**, directed and presented by **Nuria Roca** and **Juan del Val**, have managed to double the audience in their timeslot during their first year on air.

Atresmedia Publicidad, effectiveness to continue being the best

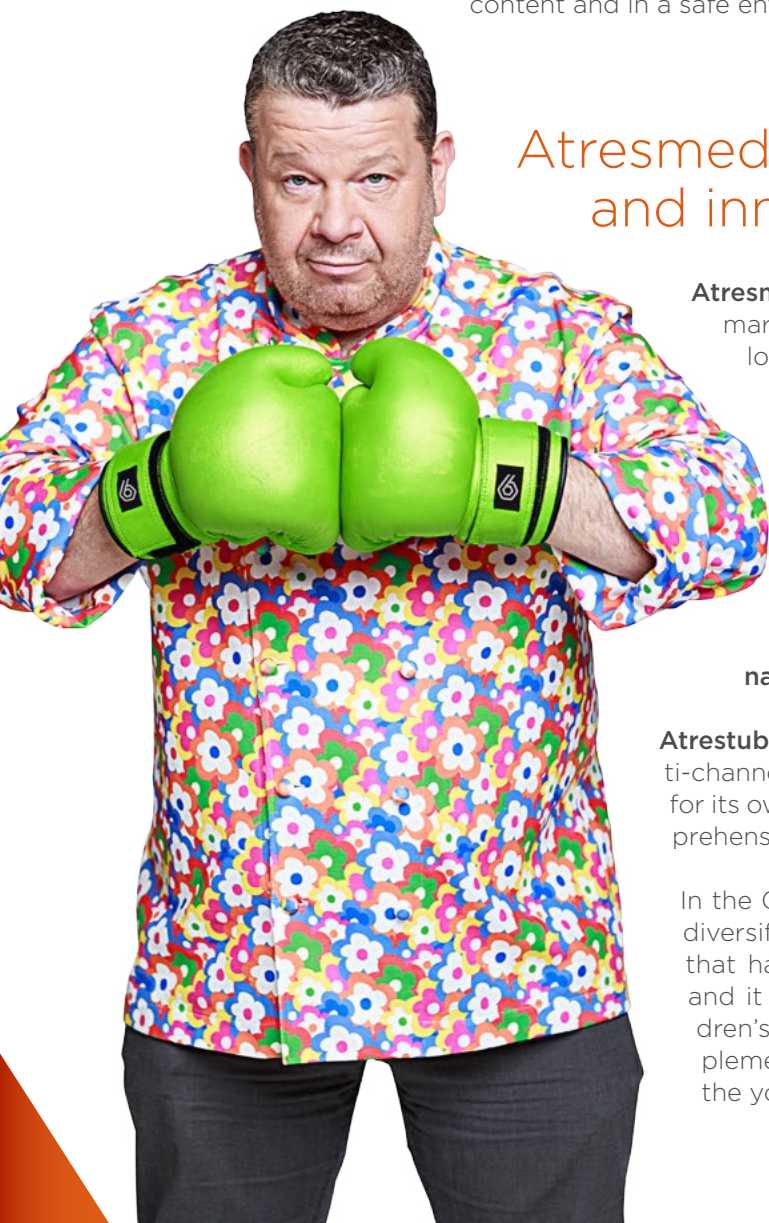
Atresmedia Publicidad has consolidated its position as the largest seller of multimedia advertising in the Spanish market, with a share of 23% of the total investment in conventional media.

60% of the advertising investment for the **Atresmedia TV** channels has been generated from advertisers present across the group's three formats: television, radio and internet.

Atresmedia LAB has been created as the innovation and technology laboratory applied to advertising. Its objective is to optimise the new multi-screen advertising opportunities and therefore increase the effectiveness of the spots.

Atresmedia Publicidad has created the Oficina del Anunciante (Advertisers' Office) in order to deal with to and resolve any incidents or complaints from its customers.

Atresmedia Publicidad has supported the creation of AUNIA, the first platform that brings together the online media content and guarantees its customers the presence of their brand in professional, high quality content and in a safe environment.



Atresmedia Digital, leadership and innovation

Atresmedia has once again excelled in the digital market with excellent results and new technological milestones. **According to the official analytics company comScore, Atresmedia is in 13th place** in the multi-platform ranking, rising fifteen positions in the table compared to the previous year.

Atresmedia Digital has accumulated, with all its channels, **more than 530 million reproductions, doubling the figure with which it closed the 2013 financial year.**

Atrestube has been created as the **Atresmedia** multi-channel on Youtube, with more than 30 channels for its own productions that together create a comprehensive entertainment and information offering.

In the Group's digital area, it has strengthened its diversification strategy with the vertical channels that have doubled their audience over the year and it has created, among others, the new children's content portal neoxkidz.com which complements the **Atresmedia Televisión** offering for the younger audience.



Atresmedia Diversificación is expanding

This year the international area has launched **Atres Series**, the only 100% series channel in Spanish and HD. Together with **Antena 3 Internacional** and **iHOLA! TV**, the three channels exceed 25 million subscriber households worldwide. **Atresmedia** has therefore become the European private television operator with the most subscribers outside its borders.

The activity of media for equity has been consolidated in 2014 and it closes the year with a portfolio of seven investees, all characterised by their strong growth potential.

The New Business area has kept up the pace of launching innovative products, highlights including the **Atrapa un Millón** brand that, following the completion of a deal with ONCE to develop **Rasca Atrapa un Millón**, has become the highest selling lottery product in its category.



LA ISLA MÍNIMA

NADIE HABLA...
TODOS OCULTAN ALGO

Atresmedia Cine, box office and awards

Atresmedia Cine has been the main player and the driving force behind one of the best years in the history of Spanish cinema. The Group's cinematographic division produced eight feature films that, together with those released at the end of 2013 and were still shown in cinemas during 2014, recorded a revenue of 34.9 million euros. **This figure represents 27% of the box office takings for all Spanish films.**

All the **Atresmedia Cine** productions released this year **have been among the 25 top films and three of them are among the five most watched** (**Torrente 5**, **Exodus: dioses y reyes** and **La isla mínima**)

La isla mínima has clearly been the film of the year for both audiences and critics. The film won ten of the total of eleven "Goyas" received by **Atresmedia**, to which were added five Feroz Awards, two Forqué Awards, eight CEC Medals (Cinema Writers Circle) and ten Asecan awards, among others.

The highest grossing **Atresmedia Cine** film of the year was **Torrente 5**, which took in more than 10 million euros in the box office. The fifth **Torrente** film is in third position in the ranking of Spanish films. During the weekend of its release it was seen by more than half a million spectators, bringing in more than 3,700,000 euros on its première.



Corporate Responsibility

In 2014, **Atresmedia** has undertaken various initiatives that have contributed to strengthening its Corporate Responsibility (CR) and increasing the value contributed to its stakeholders. These are some of the highlights:

The first communications group in Europe to publish an Annual and CR Report following the G.4 Global Reporting Initiative guidelines, in their most comprehensive version.

Atresmedia was the first company in the communications industry in Europe to draft and verify its Annual and Corporate Responsibility Report following the new standard in the G4 Global Reporting Initiative (GRI) guidelines in their most comprehensive version. To apply these new guidelines, **Atresmedia** has strengthened the analysis of forecasts and relevant issues for its stakeholders, adding new studies and methodologies. Both the 2013 and 2014 reports follow this G4 standard.

Atresmedia, leader in the consumption services and media sectors, according to the 2014 Informe Reporta

In 2014, **Atresmedia** rose to 24th place in the Reporta Ranking, up from 38th in 2013, and occupies fourth place in the ranking of the top 10 non-lbex, up from 9th in 2013. For the third consecutive year **Atresmedia** is the best media organisation in the ranking. Informe Reporta is a study of the quality of information provided to the market by the companies who comprise the Madrid Stock Exchange general index (IGBM).

Joining the Asociación Española para la Calidad (Spanish Quality Association) and RTL Corporate Responsibility Network

With the aim of boosting CR, both internally and externally, **Atresmedia** has joined the Spanish Quality Association (AEC) and is an active member of its CSR Committee. **Atresmedia** has also participated in the Corporate Responsibility Network forum promoted by the European communications group RTL, in order for participating businesses to share their knowledge and experiences in matters of Corporate Responsibility.



Almost 200,000 euros donated to social causes thanks to the entertainment programmes on Atresmedia Televisión

In 2014 **Atresmedia** donated a total of 171,809 euros to social organisations, including Fundación Pequeño Deseo, Fundación Aladina and Fundación Balia, through broadcasting special charitable programmes such as **Atrapa un millón**, **iBoom!**, **A bailar** and **Tu cara me suena**.

Improved subtitling in the Atresplayer audio-visual content platform

In 2014, improvements were made to the subtitling system for the **Atresplayer** platform so that all content not broadcast live and shown on television can be enjoyed with subtitles.

FEDEPE rewards Atresmedia's work on equality and work-life balance

The Federación de Mujeres Directivas, Profesionales y Empresarias (Spanish Federation of Women Managers, Executives, Professionals and Entrepreneurs, FEDEPE) has rewarded Atresmedia's work on equality between men and women, as set out in the recent Equality Plan approved by the Company, and the new work-life balance measures also included in that plan.



More than 20,000 people and 700 organisations have signed up to the Ponle Freno manifesto “2020 Cero Víctimas” (2020 Zero Victims)

In order to eradicate deaths and serious injuries on the roads, in 2014 **Ponle Freno** launched its most ambitious initiative yet: “2020 Cero Víctimas”. The “2020 Cero Víctimas” manifesto already has the support of 700 organisations who will promote road safety measures among their employees and associates, and more than 200,000 people have committed themselves to being responsible pedestrians and drivers.



New record participation and funds raised for the Ponle Freno fun-run

The **Ponle Freno** fun-run has broken its own attendance records in its sixth year with 20,000 runners and 200,000 euros in revenue collected and allocated to the research and welfare projects into road safety being carried out by the Instituto Guttmann Foundation and the Step by Step Foundation.



“Objetivo Bienestar” and “Constantes y Vitales”: new health awareness campaigns

During 2014, **Antena 3** and **laSexta** launched new awareness campaigns that focus attention on the importance of looking after your health. Among the highlights are “Objetivo Bienestar”, which invites all members of the public to adopt healthy lifestyles, and “Constantes y Vitales”, the first CR campaign by **laSexta** that, together with the AXA Foundation, aims to promote high quality medical and scientific prevention and research.

“Crea Cultura” is launched, a movement to defend intellectual property

Atresmedia has launched Crea Cultura, a movement created to defend and recognise the value of Intellectual Property and raise awareness of the consequences of its violation. The initiative seeks to offer an opportunity to meet and debate in order to find solutions through dialogue. Crea Cultura was launched with the broadcast of the “Nada es gratis” (Nothing is free) spot on television and in cinemas, and with the organisation of the first “Crea Cultura” Forum, in which various issues around intellectual property and illegal downloading were discussed.

Fundación Atresmedia: leader in the ranking for the transparency of business foundations.

Fundación Atresmedia once again leads, for the third consecutive year, the transparency ranking for business foundations. This can be seen from the 5th edition of the “Construir confianza 2013. Informe de transparencia y buen gobierno en la web de las fundaciones españolas” report (Building trust 2013. Transparency and good governance on the websites of Spanish foundations), published by the Fundación Compromiso y Transparencia (Commitment and Transparency Foundation).



The Fundación Atresmedia Hospital Assistance Programme now covers the whole of Spain

In 2014, the Hospital Assistance Programme, created in 2006 in order to make the stay of hospitalised children and their families more pleasant, has consolidated its presence across Spain with the signing of a partnership agreement with the Ministry of the Basque Country. In total, 130 hospitals have already benefited from the Programme and more than 170,000 children enjoy the benefits of its main initiative, the **FAN3 Channel**.

Atresmedia acknowledges and is grateful for the work of the volunteers in the 'Activa tu voluntad' campaign

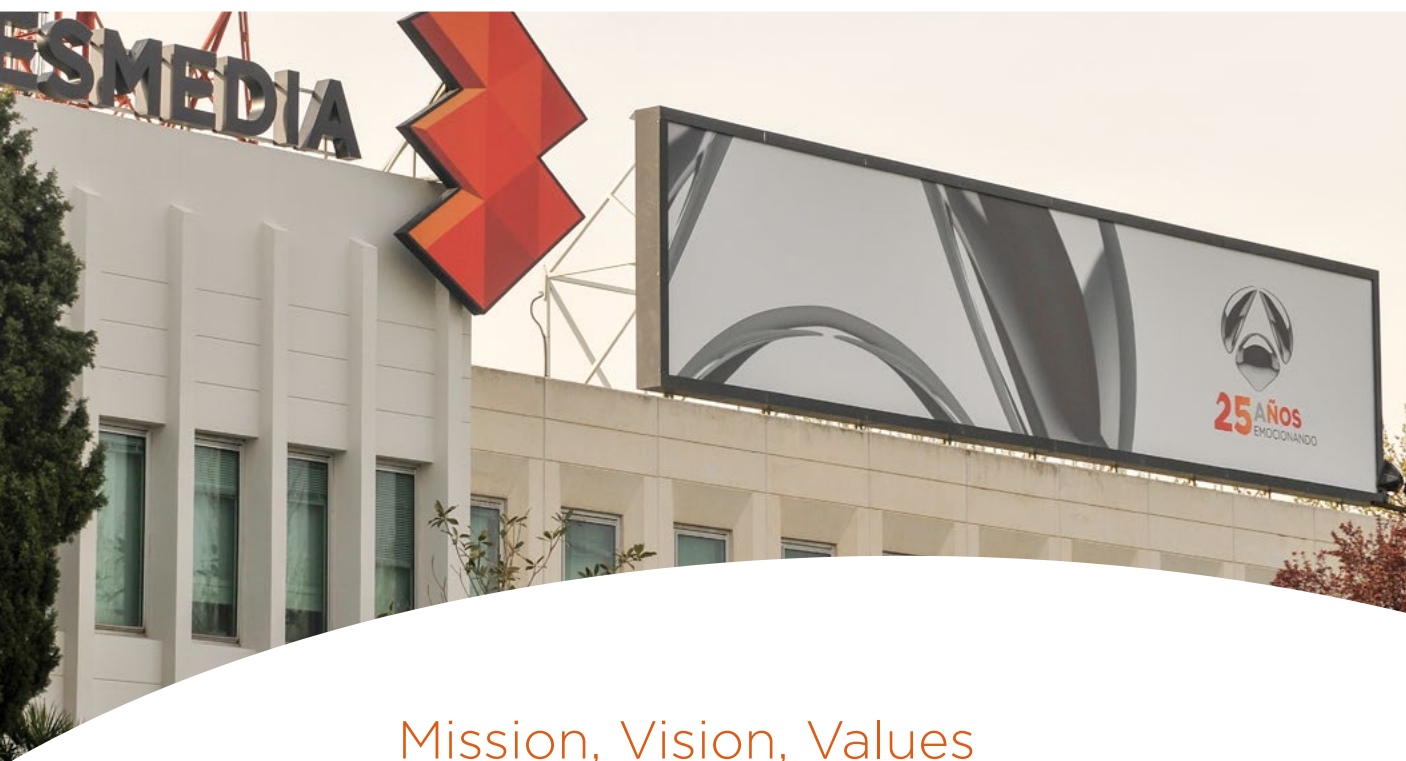
In order to promote volunteering, in 2014 **Atresmedia** launched the **Activa tu voluntad** campaign to recognise the work of millions of volunteers who each day collaborate with different social organisations and to encourage voluntary participation. The campaign has seen the involvement of the Hazloposible Foundation, Asociación de Voluntariado de España (Spanish Volunteering Association), the Volutare network and the NGO Cooperación Internacional (International Cooperation).

Environmental awareness together with the WWF and Ecoembes

In 2014 the first **Bosque Hazte Eco** (Hazte Echo Wood) was created, the result of an initiative launched jointly with the environmental NGO WWF-ADENA, through which the public have made donations to pay for the planting of 3,000 trees. In the area of awareness, we can highlight the **Hazte Eco y Recicla** campaign, run jointly with Ecoembes, to promote recycling, and the third edition of the forest fire prevention campaign, also launched in partnership with WWF-ADENA.

Atresmedia





Mission, Vision, Values

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

Vision: To be the leading multimedia communications group with a valuable and positive contribution to the society in which we operate.

Values:

- **Commitment:** We strive to make a valuable contribution to society, creating social awareness campaigns that resolve problems and generate a positive change.
- **Quality:** We work on continuously improving our activities, developing excellent products in both form and content, aimed at meeting the needs and expectations of our audiences.
- **Creativity:** We encourage the creative development of employees, promoting artistic freedom and freedom of thought and respecting the democratic and cultural values of society.
- **Long-term vision:** We work to create a corporate project that is the leader in the audio-visual industry and endeavours to move closer to the future by creating it.
- **Innovation:** We promote the creation of new ideas, products, services and practices that provide value to the company and society.
- **Leadership:** We motivate and communicate with our collaborators to encourage their development and that of the organisation, transmitting energy and inspiring confidence and a desire to help the company achieve its business objectives.
- **Teamwork:** We promote a culture based on establishing 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.

Financial results

After several years of generalised decline, the advertising market has begun to grow and is doing so at a time when **Atresmedia** is in the best possible position: an editorial line that is on the up, creative, highly appreciated by the public and advertisers, and an efficient, professional and flexible business model, which has successfully overcome the crisis with some exceptional financial results. This is without doubt a good starting point, at a time when the organisation has just celebrated the first 25 years of its history.

Advertising investment in the different media formats has experienced significant growth, especially in the media formats where **Atresmedia** is present: television and radio. At this turning point, the Company's results have been exceptional.

- Its Net Revenue reached 883.2 million euros (compared to 829.8 in 2013), which represents an increase of 6.4%.
- Its EBITDA was 127.7 million euros (+59.3%), achieving a margin of 14.5% which is almost five points above the margin achieved in 2013.
- Its Net Profit reached 46.7 million euros, 1.6% more than in 2013.
- Its distributed economic value was 635.3 million euros.

Atresmedia Televisión

The **Atresmedia** television division, despite losing three channels in the month of May, has managed to notably increase its revenue, supported by a market that is on the up, but also by the Group's ability to react and adapt to any environment by seeking new formulas.

- Its Net Revenue was 784.5 million euros, compared to 728.5 in the previous year, which is a growth of 7.7%.
- Its EBITDA amounted to 103.3 million euros, which represented a margin of 13.2%, and a growth of 98.4% compared to 2013.

Atresmedia Radio

Atresmedia has also obtained some magnificent results in the radio segment. This is primarily the result of attractive, balanced and diverse programming which has gained the trust of the public and advertisers, to such an extent that its revenue has grown by more than the market (+4%).

- Its Turnover was 83.9 million euros, compared to 79.7 million euros in the previous year, an increase of 5.2%.
- Its EBITDA amounted to 17.6 million euros, compared to 16.9 million in 2013.

Shareholder Structure

Grupo Planeta de Agostini

This is the result of the strategic alliance between Grupo Planeta and De Agostini. Its objective is to strengthen its leadership in the publishing world, in new sectors of the economy and, especially, in the area of audio-visual media.

Grupo Planeta: is the largest family-owned Spanish publishing and communications group providing a wide range of services in the areas of culture, training, information and audio-visual entertainment. Since the foundation of Editorial Planeta in Barcelona in 1949, the Group, chaired by José Manuel Lara until January 2015, and currently by José Creuheras, has combined a solid business background with a great capacity for innovation and a clear multinational vocation.

Grupo Planeta leads the publishing market in Spain and Latin America, it is in second position in France and is among the top eight in the world. It has more than one hundred publishing companies that cover all the literary genres, and a catalogue of more than 15,000 Spanish and foreign authors, both classic and contemporary.

Internationally, Grupo Planeta is present in 25 Spanish and French speaking countries, which represents a universe of more than 760 million people.

Grupo De Agostini: Multinational Italian group operating in different industrial sectors (publishing, gaming, media and communications) and in the financial market. De Agostini Editore has a presence in thirty countries, largely in the collectables and mail order segments.

Through IGT it operates as the leading company in the international market for gaming and lotteries, and in the market for derived services and technologies.

De Agostini Communications participates in the sector for the production of content for media organisations through Zodiak Media, present in seventeen countries, mostly European, and in the broadcasting of content through Atresmedia, controlled jointly with its Spanish partner Planeta.

DeA Capital is present in the alternative investments sector, both with direct and indirect private equity investments and with controlling stakes in alternative asset management platforms. The group also has a total holding of 2.43% in Assicurazioni Generali.

RTL Group

With 49 television channels and 29 radio stations in twelve countries, it is the European leader in the entertainment market. The Company, which has its headquarters in Luxembourg, has interests in radio and television stations in Germany, France, Belgium, Holland, Luxembourg, Spain, Hungary, Croatia and South-East Asia.

It is also one of the main producers of content for television offering talent shows, game shows, dramas and soap operas.

Television: RTL Group is the largest television company in Europe. Each day, millions of viewers across the continent watch something on an RTL channel, such as RTL in Germany, M6 in France, RTL 4 in Holland and RTL-TVI in Belgium. The multinational company also has subsidiaries in markets such as Hungary (RTL Klub, RTL II plus six cable channels), Croatia (RTL Televizija, RTL 2 and RTL Kockica), and Spain through **Atresmedia**. In August 2013, RTL and CBS Studios International announced a Joint Venture, RTL CBS Asia Entertainment Network, to launch two pay TV channels in South-East Asia.

Content: FremantleMedia, the content production division at RTL, is one of the largest international producers outside the United States. Each year it produces more than 8,500 hours of programming in 62 countries. It is also one of the most important managers of audio-visual rights in the world, with more than 20,000 hours sold in a total of 200 countries.

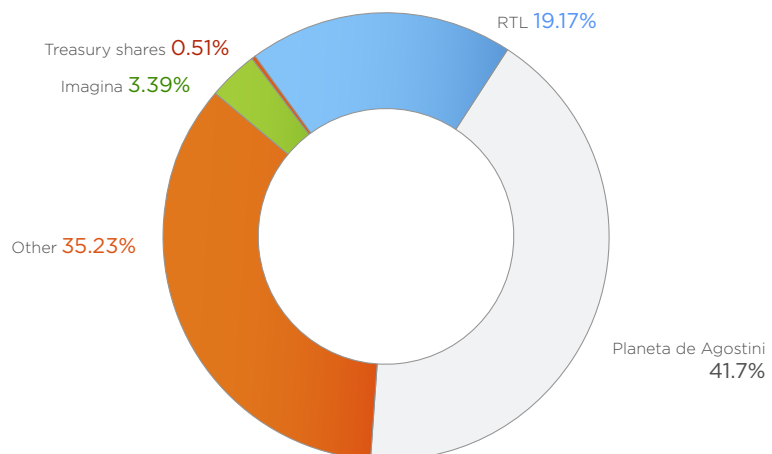
Radio: RTL radio stations reach millions of people each day. The leading brands in radio are RTL in France; and it also has interests in Germany (Antenne Bayern), Belgium (Bel RTL, Radio Contact), Spain (**Onda Cero**, **Europa FM** and **Melodía FM**) and Luxembourg (RTL Radio Lëtzebuerg).

Bertelsmann has been the majority shareholder of RTL since July 2001. RTL shares are traded on the stock markets of Frankfurt, Brussels and Luxembourg.

Imagina Media Audiovisual

Imagina Media Audiovisual, S.L. is the parent company of one of the most important audiovisual groups in Europe. Created in 2006 from the merger between Mediapro and Globalmedia, it is present worldwide. Imagina is a leading company in the creation and broadcasting of audiovisual products.

Imagina Media Audiovisual, S.L. has been a shareholder in **Atresmedia** Corporación since 31 October 2012, the date of its merger with **laSexta**. Its participation in the shareholding of **Atresmedia** Corporación is 3.39%.



Composition of the Board and its Committees



Mr. José Creuheras Margenat
Chairman



Mr. Maurizio Carlotti
Vice-Chairman



Mr. José Miguel Contreras Tejera
Vice-Chairman



Mr. Silvio González Moreno
Chief Executive Officer



Mr. Nicolás Abel Bellet de Tavernost
Member



Mr. Josep María Benet Ferrán
Member



Mr. Mauricio Casals Aldama
Member



Ms. Aurora Catá Sala
Member



Mr. Marco Drago
Member



Ms. María Entrecanales Franco
Member



Mr. Elmar Heggen
Member



Mr. José Lara García
Member



Mr. Pedro Ramón y Cajal Agüeras
Member



Mr. Manuel de la Viuda Fdez. de Heredia
Secretary



Ms. Margarita González Martín del Río
Vice-Secretary

Board of Directors

- **Chairman:** Mr. José Creuheras Margenat
- **Vice-Chairman:** Mr. Maurizio Carlotti
- **Vice-Chairman:** IMAGINA MEDIA AUDIOVISUAL, S.A., represented by Mr. José Miguel Contreras Tejera
- **Chief Executive Officer:** Mr. Silvio González Moreno
- **Members:**
 - Mr. Nicolás Abel Bellet de Tavernost
 - Mr. Mauricio Casals Aldama
 - Ms. Aurora Catá Sala
 - Mr. Marco Drago
 - Ms. María Entrecanales Franco
 - Mr. Elmar Heggen
 - Mr. José Lara García
 - Mr. Pedro Ramón y Cajal Agüeras
 - MEDIAPRODUCCIÓN, S.L.U., represented by Mr. Josep María Benet Ferrán
- **Secretary:** Mr. Manuel de la Viuda Fernández de Heredia
- **Vice-Secretary:** Ms. Margarita González Martín del Río

Executive Committee

- **Chairman:** Mr. José Creuheras Margenat
- **Members:**
 - Mr. Nicolás Abel Bellet de Tavernost
 - Mr. Maurizio Carlotti
 - Mr. Marco Drago
 - Mr. Silvio González Moreno
 - IMAGINA MEDIA AUDIOVISUAL, S.L., represented by Mr. José Miguel Contreras Tejera
- **Secretary:** Mr. Manuel de la Viuda
- **Vice-Secretary:** Ms. Margarita González Martín del Río

Audit and Control Committee

- **Chairman:** Ms. Aurora Catá Sala
- **Vice-Chairman:** Mr. Elmar Heggen
- **Member:** Mr. Pedro Ramón y Cajal Agüeras
- **Secretary:** Ms. Margarita González Martín del Río

Appointments and Remuneration Committee

- **Chairman:** Mr. Pedro Ramón y Cajal Agüeras
- **Vice-Chairman:** Mr. Nicolás Abel Bellet de Tavernost
- **Members:**
 - Mr. Mauricio Casals Aldama
 - Ms. María Entrecanales Franco
- **Secretary:** Mr. Manuel de la Viuda

Atresmedia companies: subsidiaries and associates



Management Structure

Corporate Organisation of Atresmedia

Chief Executive Officer

Mr. Silvio González

Corporate General Manager

Ms. Patricia Pérez

Chief Financial Officer

Mr. Antonio Manso

Legal Advice Manager

Mr. Manuel de la Viuda

Regulatory and Institutional Relationships General Manager

Ms. Carmen Rodríguez

Audit and Process Control Manager

Mr. Fernando Costi

Director of Communication

Mr. Ignacio Mata

Director of Strategy

Mr. Arturo Larraínzar

Atresmedia Televisión

General Director

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 Diversificación

General Manager

Mr. Javier Nuche

Atresmedia Cine

Chairman

Mr. Mikel Lejarza

Fundación Atresmedia

General Manager

Ms. Carmen Bieger



Economic situation and outlook

In 2014, the growth of the Spanish stock market has been more moderate than in the previous year. The **Ibex 35** rose 3.7%, closing the financial year at **10,279.5 points** (in 2013 it grew by 21.42%). The rest of the European markets have had a mixed performance, but without large increases or decreases: the Paris CAC 40 fell 0.54% (closing at 4,272.75 points); the German Dax reached 9,805.55, up 2.62% over the year; and the London FTSE fell 2.71%, closing on 6,566.09 points. The Eurostoxx 50 index, which includes the 50 most important companies in Europe, has remained practically unchanged, growing only 1.2% to close 2014 at 3,146.43 points.

In terms of the US market, the main indexes have performed better than the European indexes in 2014. The Dow Jones has increased by 7.52%; the S&P 500 by 11.39%; while the Nasdaq has increased its value by 17.94%.

In 2014 Spain experienced significant growth in its gross domestic product. The economy as a whole grew by 2.4%, compared to its 1.2% contraction in 2013. The good outlook is also maintained for the coming years. The latest panel of experts published by FUNCAS in January 2015 anticipated an acceleration in the economy during this financial year, the result, among other things, of the reduction in interest rates by the ECB and the fall in oil prices, which will increase the disposable income of households and, therefore, consumption. To this we can add the favourable effect of reducing personal income tax, which will leave more money available for the public. Therefore, this panel estimates that GDP will grow by 2.4% in 2015.

In turn, household consumption, which for the aforementioned reasons increased by 2.3% in 2014, will rise by up to 3% in 2015, according to the same source.

Other organisations, such as the Government and the IMF, are also optimistic and believe that 2015 will end with an over 2% increase in economic activity in Spain.

The advertising market has experienced notable growth after three years of decline, both in the media as a whole and in television. Analysts, quarter by quarter, have been adjusting their estimates upwards for the whole year as positive data has been confirmed.

For 2015, analysts expect the television advertising market to reach 2,048 million, which will represent a growth of 8.4%.

According to Infoadex, the total advertising market grew by 6.4% in 2014 compared to 2013, closing at € 4,532.9 million. Moreover, the TV advertising market reached € 1,890.4 million, which is 11% higher than in 2013.

Atresmedia shares and its share capital

Atresmedia shares closed at €11.64, 3.2% below the level seen in 2013. Television networks in Europe have had mixed results, with an average performance in 2014 of a fall of 0.32%.

At 31 December 2014, the Share Capital of **Atresmedia** Corporación amounts to 169.3 million euros, represented by 225,732,800 shares with a nominal value of €0.75.

Share details 2014	
Share Capital at year end (thousands of €)	169,299.6
Number of shares at year end	225,732,800
Capitalisation at year end (millions of €)	2,627.53
Price at 31/12 (€/share)	11.64
Maximum (€/share)	14.77
Minimum (€/share)	9.55
Average Weighted Price (€/share)	11.68
Average trading volume (shares)	694,373
Average trading volume (thousands of €)	8,110,277.6

Source: Fininfo.

Shareholder and investor services

Both the Investor Relations Department (IR) and the Shareholders' Office are responsible for disseminating the most important news and reporting on developments in the market and the financial outlook.

During 2014 the Investor Relations (IR) Department had an intense activity. It took part in more than 37 conferences and road shows in different cities around Europe and the US and directly addressed almost 560 investors and analysts. In total, around 800 contacts were established with the financial community throughout the year.

To provide easy access to quick and clear information, the corporate website www.atresmediacorporacion.com has a specific section where important events, financial results and other news items of interest are published.

However, the service goes much further: investors can contact the organisation by email at ir@atresmedia.com, while non-institutional investors are provided with another email address: oficinadelaccionista@atresmedia.com.



Strategy and business model

Atresmedia is one of the largest communications groups in Spain, a leader in the television and radio markets, with a growing presence in the digital market (internet) and in businesses that do not depend on the advertising market. All of these media channels are marketed through its sales organisation **Atresmedia Publicidad**.

Atresmedia Televisión is the main division, the driving force of the group: it generates 88% of the Group's income.

It has 4 channels that are leaders among their target audiences: **Antena 3**, **laSexta**, **Neox** and **Nova**. With an offer based on variety, **Atresmedia Televisión** is now an established brand that enjoys a good brand image, with differentiated, high quality, varied and diverse programming which respects the viewers and tries to offer them the best product, in both news and entertainment.

The television business is subject to cyclical income, strongly linked to the performance of the advertising market. Since 2007, the market for television advertising has shrunk by around 50%.

The income of the Television Division has therefore fallen over the years of recession. After the merger with **laSexta** in October 2012, great efforts have been made to optimise the Company's structure, trying to obtain strong synergies in order to increase income and, as a result, this grew above the market rate in 2014.

With the daily effort to optimise income, the right commercial strategy and attractive programming, in 2014 **Atresmedia** gained a market share of television advertising close to 42%, which turned it into the leading television company in Spain.

The objective of **Atresmedia** has been to offer the best content to its viewers. Focused on a family audience, the company schedules a very varied range of television genres, from national drama as the star content, to very specific programming such as series, soap operas and documentaries, and even sports events such as Formula 1. In 2014, the Group's audience was 27.7%.


 A photograph of a radio station interior. The wall is light purple and features three logos: a large 'M' logo with 'Melodía FM' written above it, a smaller 'EUROPA FM' logo, and a 'ONDA CERO' logo. The lighting is soft and modern.

Atresmedia Radio generates 9.5% of the Group's income. With three different stations, **Onda Cero**, **Europa FM** and the new music station **Melodía FM**, it maintains its strategy to inform and entertain all types of audiences with the same philosophy of balance and diversity. It is the second largest radio group in Spain and is a leading organisation within a market that is becoming increasingly demanding and competitive.

It is a plural, diverse, close, open and participatory radio organisation, whose success can be seen from its five million listeners and also from it having the highest profitability per listener in our country. **Onda Cero**, the second largest general radio station in Spain, with an audience of over two and a half million listeners each day (EGM, 3rd wave 2014), has retained its aim to report on the basis of seriousness and diversity but without forgetting that radio is also entertainment.

Europa FM, meanwhile, is the group's star music radio station. In just five years it has grown from a small radio station to occupy the third position in the ranking of music channels in Spain, with over two million listeners. It is a benchmark among the younger audience who follow, for example, the morning show **Levántate y Cárdenas**, one of the most listened to. Completing the Group's radio offer is **Melodía FM**, which is also a music station but for a more mature audience. With its new programming, launched in 2014, it has been growing month after month without interruption.

A few years ago **Atresmedia Digital** was created in order to define strategies and exploit online content. The department has the dual function of promotion and marketing for the traditional media channels and attracting new users, in both online and offline environments.

Taking advantage of the new technologies, and aware that viewers are already living in a multi-screen environment, **Atresmedia** offers its viewers all the content broadcast on television through all the media channels. The rapid development of the social networks also allows viewers to interact with and comment on their favourite programmes.



Since launching the 3.0 strategy in May 2009, **Atresmedia** has had a new focus, which continues today, based on generating specific products for the internet. Its success confirms, once again, that the television and radio businesses have a natural extension in this field.

In fact, the digital area has grown from the three websites, three thematic vertical portals and a short-video channel on Youtube seen in 2010, to the current nine websites, 12 thematic vertical portals and 22 short-video channels. As a result, the audience has increased from approximately five million unique monthly visitors in 2010 to the current nearly 20 million, with more than 400 million video viewings per year on the **Atresplayer** platform, and about 50 million monthly viewings for the short-video channels on Youtube.

The **Atresmedia Diversificación** division was created as part of **Atresmedia's** desire to grow. This brings together the businesses that are not directly linked to traditional advertising and allows them to create complementary revenue. It is, in short, providing the company with additional options for growth. **Atresmedia Diversificación** covers the areas of **New Business** (interactive formats with the audience), **International Expansion** (**Antena 3 Internacional**, **¡HOLA! TV** and **ATRES SERIES**, channels that reach more than 25 million households beyond our borders), **Project Incubator** (**Nubeox** and **Tualbum.es**), **Music Publishing** (catalogue and exploitation of music rights) and **Media Equity** to boost involvement in the capital of emerging companies in exchange for advertising, in line with the current international trend developed by the large groups in the media sector.

LA ISLA MÍNIMA

NADIE HABLA...
TODOS OCULTAN ALGO

The **Atresmedia Cine** division co-produces approximately 10 films a year. Over its history it has launched more than 100 drama titles. Cinema is content that, when well selected and produced, can be interesting both for the **Atresmedia** business and its brand. In fact, one of the films produced by **Atresmedia Cine** in 2014, *La isla mínima*, was the biggest prize-winner of the year and obtained 10 Goya awards, including best film and best director. This was recognition of the good work with much lower budgets than are available to large foreign productions.

Atresmedia has a professional and powerful sales force. **Atresmedia Publicidad** is the largest seller of multimedia advertising on the Spanish market, with a share of 23% of the total investment in the conventional media. The creation of this general department dates back to the time of an expanding market, one with increasing demand and where television had great bargaining power over the rates. Or in other words, it was an ideal moment to seek a unique positioning. The transition from analogue to DTT resulted in many additional channels and split the audience. Overcoming this obstacle has been an objective for the Advertising department, and this led to the creation of an innovative way of packaging advertising across all of the group's channels at the same time.

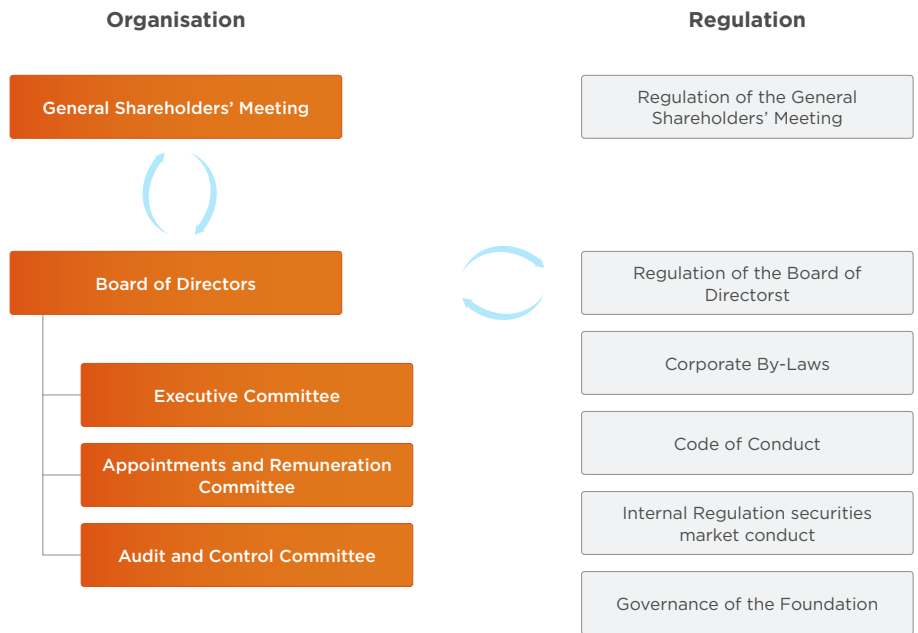
With the arrival of the recession, and in an era of falling demand, **Atresmedia Publicidad** opted for a philosophical and structural change, based on joint marketing and continuously seeking to make each media channel as profitable as possible.

On its 25th birthday, **Atresmedia** has grown from being a television channel to an audiovisual communications group that creates, generates, manages, distributes and markets content on all possible platforms.



Corporate Governance

Atresmedia has a set of bodies, control mechanisms and internal regulations that comprise its Corporate Governance system. Its objective is to be transparent and efficient in directing and running the organisation, which generates value for the shareholders and other stakeholders.



The most senior body in this system is the Board of Directors, which is responsible for the representation, administration, management, operation and control of the company. This is the element that, along with the Chairman, CEO and its Committees, ensures that the company operates smoothly and provides cohesion among directors, senior management and shareholders.

There is an annual assessment of the Board of Directors and its Committees, as well as of the Chairman and the CEO in terms of their role, activity, etc.

Moreover, in terms of the management, monitoring, coordination and integration of these corporate policies and regulations, which are necessarily convergent, **Atresmedia** has a unique and collegiate operating structure. This is made up of the managers responsible for all the affected areas and is called the Regulatory Compliance Committee (RCC).

The RCC keeps the Audit Committee informed of its activity through the Internal Audit Director. In 2014 it participated in the general supervision of the new risk control and financial information model being created by the Internal Audit Department, whose launch is forecast for 2015.

Adaptation to new legislation

The reform of the Capital Company Act has specified and defined in greater detail the duties of the directors, who have generic duties, which are to manage on the basis of good business judgement - the duty of judgement- and the duty of loyalty, understood as loyalty to the corporate interest and its defence.

In 2014 we can highlight the passing of Law 31/2004 which amends the Capital Company Act, the result of the work of the Committee of Experts. The Board of Directors, as the central body involved in the correct governance of a company, has obligations relating to leadership, defining the company's strategy, supervision of the management, etc. and is responsible to the shareholders, investors and third parties who may be affected by its actions for compliance with these obligations and for its own management.

As a result of the entry into force of the reform to the Law, the Board of Directors and the General Shareholders' Meeting will have to adopt agreements in 2015 to adapt the internal regulatory texts to the amendments of the Law.

In this context of reviewing and enhancing the Corporate Governance of listed companies, the Appointments and Remuneration Committee has launched some specific initiatives, for example:

- Approval by the Board in the first quarter of each year, after a report from the Appointments and Remuneration Committee, of a report assessing the Board of Directors, its Committees, the Chairman and the CEO, in relation to the previous financial year, compiled from responses from the directors to a questionnaire created for this purpose.
- Approval by the Board of Directors, in the first quarter of each year, of a report on its activities in the previous financial year.
- Approval by each of the Board's Committees, in the first quarter of every year, of a report containing their activities in the previous financial year and communication of these to the Board of Directors.

TRANSPARENCY

The Annual Corporate Governance Report (ACGR) forms part of the Company's management report and is disclosed to the market as a significant event through the Comisión Nacional del Mercado de Valores (National Securities Market Commission) website (www.cnmv.es) and the company's corporate website (www.atresmediacorporacion.com). The Directors' Remuneration Report (DRR) is also available on the website.



Socially Responsible Management

OUR VISION

1. To achieve a profitable and sustainable long-term business model.
2. To transmit the corporate policies and values to the entire value chain.
3. To listen and respond to the stakeholders.

Atresmedia Corporate Responsibility Scorecard

Economical sustainability	2012	2013	2014
Net income (millions of €)	741.2	829.8	883.23
Distributed economic value (millions of €)	618.3	585.9	635.3
Financial aid received from governments (millions of €)	2.5	1.0	7.4
Human Resources			
% Women in the workforce	48.6%	48.1%	49.9%
Permanent contracts	84%	81%	81%
Turnover index	2.25%	1.85%	3.16%
Hours of training per employee	30	19.10	22
Investment in training (€)	395,700	372,487	348,661
Accident severity index	0.06	0.1	0.12
Company			
Income provided by Atresmedia to the Fundación Atresmedia (€)	500,000	300,000	300,000
Free campaigns for NGOs and non-profit organisations (€)	9,952,975	10,240,085	6,538,228
Volunteering hours	1,360	1,429	1,722
Funds contributed to NGOs through Atresmedia programmes (€)	288,000	656,354	171,809
% of programming subtitled	57%	76%	85%
Environment			
Energy consumption	16,397 Kw/employee	15,460 Kw/employee	15,171 Kw/employee
Water consumption	28.5 m ³ /employee	24.2 m ³ /employee	31.5 m ³ /employee
Greenhouse gas emissions	0.75 tCO _{2eq} /employee	1.2 tCO _{2eq} /employee	1.82 tCO _{2eq} /employee
Environmental investment (€)	25,670	14,363	89,490

In 2014 Atresmedia joined the Asociación Española para la Calidad (Spanish Quality Association) and it is a member of its CSR Committee.

Atresmedia is committed to a responsible and sustainable business model, which in addition to the necessary profitability also generates trust between its stakeholders and provides value for the company and a positive impact for society. To achieve this, **Atresmedia** is guided by a long-term vision and some pillars of action based on transparency in management, exercising responsible communication, satisfying audiences and advertisers, focussing on innovation and digital development, attracting and retaining talent, and protecting the environment.

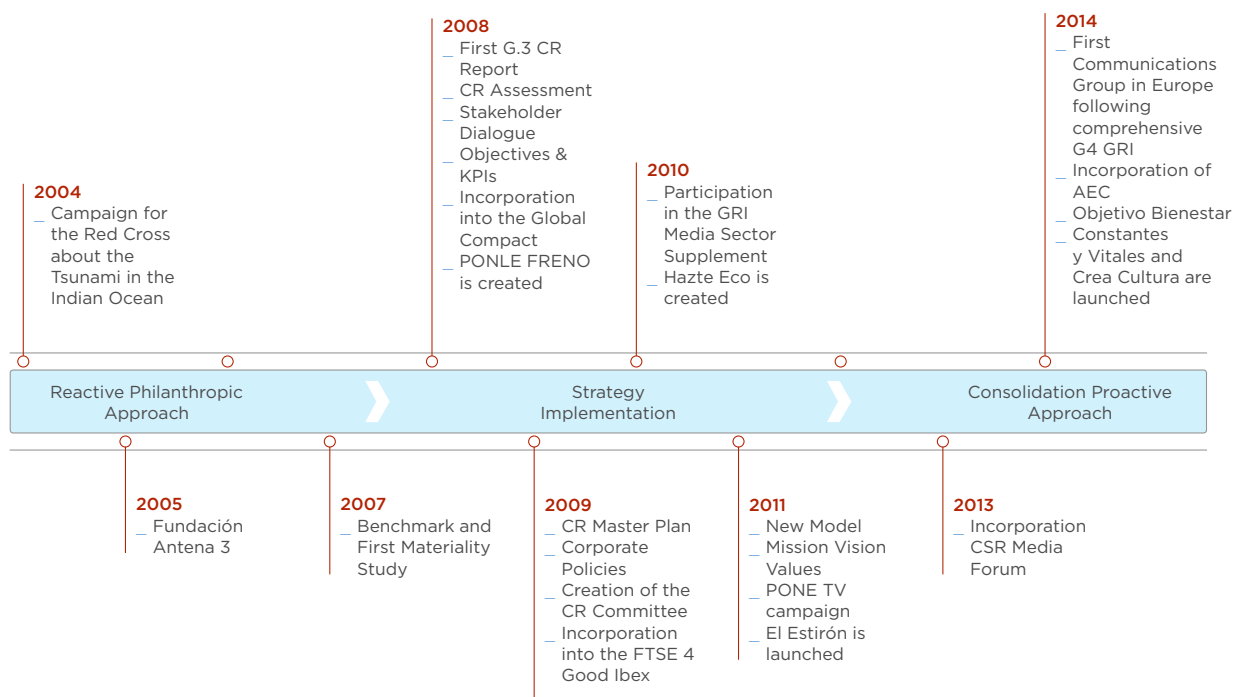
The CR focus at Atresmedia is achieving a profitable and committed business model that generates a positive impact for society, gaining the trust of the stakeholders and providing a differential value for the company.

This philosophy has resulted in it achieving the following commitments that guide all the actions of the group in terms of corporate responsibility.

- Produce and broadcast responsible content
- Promote high quality advertising
- Support our employees as the Company's main value
- Contribute to the progress and development of the company
- Minimise the environmental impact and raise awareness in society about caring for the environment
- Strengthen corporate governance

Corporate Responsibility at **Atresmedia** has been evolving since its introduction into the company in 2004 when it was of a more philanthropic nature and involved social initiatives such as the “Un Puente Solidario” campaign for the Red Cross which raised more than 8 million euros for those affected by the tsunami in the Indian Ocean. It currently has a more strategic and cross-cutting role in the Organisation, and a more proactive focus that has allowed the Group to become a leader in corporate responsibility in the sector and among the largest listed companies.

Evolution and milestones of the Atresmedia Corporate Responsibility strategy





"As a member of the Monitoring Committee for the Self-Regulation Code of Television and Infant Content since its creation, I have had an ongoing relationship with Atresmedia for 10 years and I have taken part in some initiatives relating to the Foundation and its corporate activity.

From this long relationship I can highlight its open attitude, keen to enter into dialogue and aware of its Corporate Responsibility, beyond the logical commercial interest in attracting the audience that defines the television business. In particular, we can see the effort of Antena 3 in offering general and family-oriented programming or, at least, programmes for all audiences".

Alejandro Perales

Chairman of the Asociación de Usuarios de la Comunicación (Association of Communication Users - AUC)

Corporate Responsibility Management System

Atresmedia has established a Corporate Responsibility Management System, whose main objective is to provide value for the company, while at the same time being more able to respond to the expectations of its stakeholders.

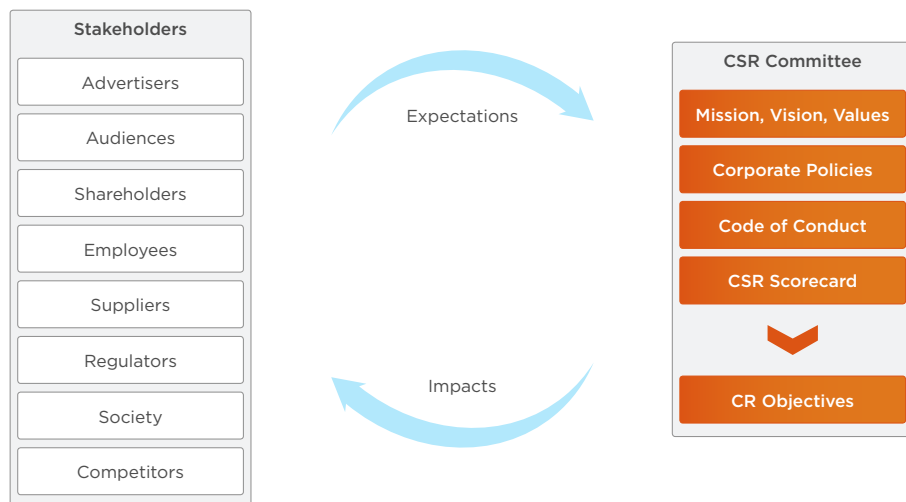
The system is structured around an Internal CR Committee that is responsible for ensuring compliance with the commitments defined in the Corporate Policies and Codes and for transmitting them to the entire organisation. The Committee also establishes the annual corporate responsibility objectives for each area and is responsible for implementing these and reporting on their monitoring.

The management of Corporate Responsibility at **Atresmedia** is aimed at continuous improvement, taking as its foundation the analysis of stakeholder expectations and the result of the initiatives launched for each of these.

Only through continuous interaction with stakeholders is it possible to implement initiatives that truly meet their needs and expectations and that produce the desired impact and results. Aware of this, **Atresmedia** has established several communication channels, adapted to each stakeholder, through which it collects their opinions. These include different corporate e-mail addresses, running surveys, organising face-to-face focus groups, qualitative studies and many social networking profiles. One of the main communication tools is the Corporate Responsibility Report which is published annually and contains the most relevant data and issues for **Atresmedia**.

As the main new development, the 2014 CR Report has taken a further step in both the quality of the content and transparency, and has followed the current trends in reporting, looking in more depth at some of the content recommended by the international framework for drafting IR reports (Integrated Reporting) created by the IIRC (International Integrated Reporting Council).

As a result of this objective the Group's strategic plans have been discussed in greater detail, greater importance has been placed on managing and controlling risks and there has been a particular focus on going into more depth on the development of the company, including a series of first-person accounts from representatives of the different stakeholders with which **Atresmedia** collaborates.



Note: Atresmedia understands stakeholders to be all persons, organisations or institutions that affect or are affected by the Group's decisions.

Study of matters relevant to the stakeholders

In order to identify the economic, social and environmental matters that most interest each stakeholder, **Atresmedia** regularly conducts studies in which representatives of each stakeholder group take part.

In 2014 it conducted a survey which was sent to 3,386 people belonging to stakeholders external to Grupo **Atresmedia** and it received 274 responses.

The study included a general section in which the general perception of **Atresmedia** was analysed, and a second block where the most important issues for managing the group were prioritised.

The adjectives "professional" and "socially committed" were those most used by respondents. They also highlighted attributes such as the quality of the content, responsibility and seriousness.

The aspects identified as priorities in the management of **Atresmedia** were those relating to the broadcasting of content, social action and advertising management. Environmental management was the least important aspect for the consulted stakeholders.

The matters identified were already among the areas included in the Group's Corporate Responsibility strategy, but in keeping with the results produced from the study these will be further strengthened in the coming years.

G4-18, G4-19, G4-20, G4-21, G4-26, G4-27

The results from the study have been compared with the important aspects for Grupo **Atresmedia** itself, giving rise to the following matrix:

MATERIAL ASPECTS FOR STAKEHOLDERS		
PRIORITY	General aspect	Specific aspect
VERY HIGH	Broadcasting of content	1 Satisfaction of the advertisers
		2 Quality of the content
		3 Editorial independence
		4 Freedom of expression
		5 Protection of minors
HIGH	Advertising management	6 Responsible advertising
		7 Quality of the advertising services
		8 Independence between advertisers and content
HIGH	Social action	9 Social action campaigns
AVERAGE	Economic management	10 Shareholder composition
		11 Strategic areas and objectives
		12 Cost management
	Corporate Governance	13 Governance bodies
		14 Control mechanisms
		15 Transparency
		16 Regulatory compliance
	Internal organisation	17 Human capital development
18 Degree of fulfilment of the strategy		

Matrix of important aspects





Outstanding initiatives in 2014

In 2014, initiatives were implemented aimed at improving the Group's Corporate Responsibility management model and its relationship with stakeholders.

Incorporation into the Asociación Española para la Calidad (Spanish Quality Association) and its CSR Committee.

Atresmedia has joined the Spanish Quality Association and its CSR Committee, which works to integrate CR into the strategy of organisations. In 2014, the Group hosted one of the Committee's meetings.

Participation in the RTL Group's CR Network.

The communications group RTL, one of the leading international companies, has created CR Network, a discussion forum involving Social Responsibility representatives from the different companies in the group in order to share knowledge and best practice, and work to define a common strategy and implement this in the future. **Atresmedia** was invited to take part in this committee, which met for the first time last March.

Atresmedia rises to 24th place in the Reporta ranking and 4th in the ranking of the top 10 non-IBEX.

Atresmedia: leader in the consumption services and media sectors, according to the 2014 Informe Reporta. In 2014, **Atresmedia** rose to **24th place** in the Reporta Ranking, up from 38th in 2013, and occupies **fourth place in the ranking of the top 10 non-IBEX**, up from 9th in 2013. For the third consecutive year **Atresmedia** is the best media organisation in the ranking. Informe Reporta is a study of the quality of information provided to the market by the companies who comprise the Madrid Stock Exchange general index (IGBM).

Media partner in Spain of the largest global conference on sustainability applied to brands.

Atresmedia is a media partner of Sustainable Brands® Barcelona, the largest global conference on sustainability applied to brands which will take place in Barcelona on 27 and 28 April 2015. The event is taking place in our country for the first time and its objective is to contribute to raising awareness about the problems and opportunities posed by social and environmental challenges, and to searching for joint solutions. Sustainable Brands® is a global community with more than 500,000 specialists from innovative companies and brands.

Active participation in the Media CSR Forum to promote CR in the media.

In 2014, **Atresmedia** continued participating in the Media Corporate Social Responsibility Forum (Media CSR Forum), a forum specialising in Corporate Responsibility (CR) for the media, comprised of some of the largest international communications companies such as the BBC, The Guardian, BSkyB and RTL Group. Created in 2001, the main objectives of the Media CSR Forum are to study the implications of CR in the media, share best practice among companies in the sector and develop specific research on CR and the media, among others.

The first communications group in Europe to publish an Annual and CR Report following the G.4 Global Reporting Initiative guidelines, in their most comprehensive version.

Atresmedia was the first company in the communications industry in Europe to draft and verify its Annual and Corporate Responsibility Report following the new standard in the G4 Global Reporting Initiative (GRI) guidelines in their most comprehensive version. To apply these new guidelines, Atresmedia has strengthened the analysis of forecasts and relevant issues for its stakeholders, adding new studies and methodologies. Both the 2013 and 2014 reports follow this G4 standard.

Quality management: continuous improvement

Atresmedia strives to achieve the highest levels of quality, focusing its internal management processes on continuous improvement.

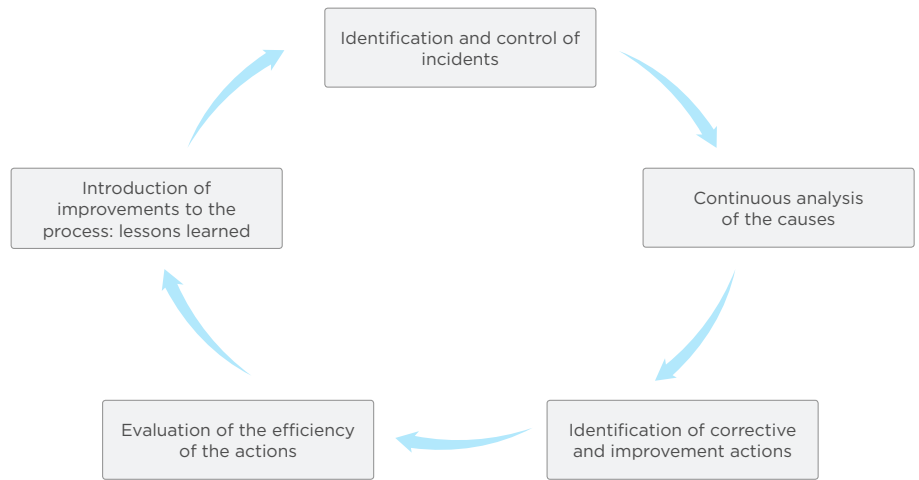
For this reason, in 2014 the Group incorporated new improvements, among which the following are the main highlights:

- Improving the control process for systems, specifically in the re-broadcasting of programmes in order to reduce as far as possible the breaches caused by potential advertising saturation situations.
- Improving operational procedures in studios
- **Improving the “back up” systems** to deal with possible problems in critical equipment
- Improving the process for the production and development of news graphics.
- Investing in equipment for all the studios and sets in HD (High Definition).

During 2014 the Group's quality management system was extended to the processes for the production and publication of multimedia content. This has meant that the distribution of content through different multimedia platforms (website, atresplayer, mobility, etc.) is also subject to an internal quality system, so it can identify any incidents taking place and establish improvement plans for their reduction/elimination.

In 2014, incidents were 31% lower than in the previous year.

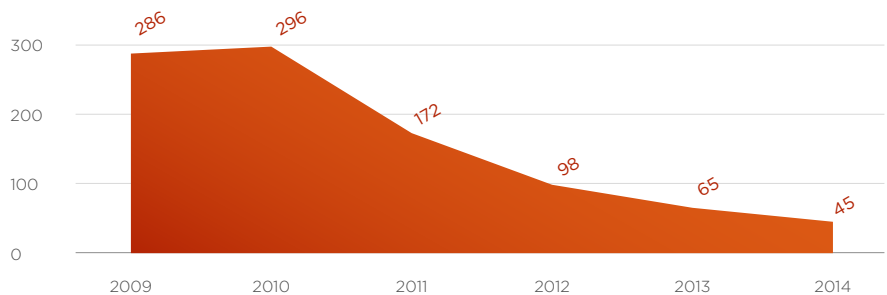
Atresmedia currently applies a continuous improvement cycle as part of its Quality Management System, which follows the following organisation:



The Quality Committee is responsible for analysing the detected incidents, classifying them according to the area responsible for them, evaluating their monitoring and communicating them to the management team to try and resolve them.

Thanks to the efficiency of this Quality Management System and the improvement plans implemented, the incidents recorded in the processes for the production, recording and broadcasting of content have maintained a downward trend for several years.

Evolution of the average number of incidents



Control and Management of Risks

Several years ago **Atresmedia** implemented a Risk and Control Management System that can identify, evaluate and mitigate any potential risks through implementing specific controls and action plans.

In order to continuously improve the process, this model is revised and updated regularly depending on the evolution of the Group's businesses, the materialisation of risks, new regulations and the evolution of the organisation itself.

All of the Group's businesses and activities are covered by this risk and control management model, and since it is a corporate system in the Group, management and responsibility for it falls to the Board of Directors with the support of the functions entrusted to the Audit Committee and with the participation and coordination of the Internal Audit and Process Control Department. In addition to the risks that affect the company as a whole, there are some specific risks that only affect certain units within the organisation.

Objectives

The main objectives of the **Atresmedia** Risk and Control Management System are as follows:

- **Consistency and uniformity**, ensuring uniformity in the definition, identification and measurement of risks in all of the Group's businesses.
- **Internal control environment**, through updating the existing controls and continuously measuring their degree of effectiveness.
- **Assessment and continuous improvement** of the model through tools and indicators that facilitate evaluation, identifying new potential risks and introducing the controls necessary for those risks.
- **Policies, standards and procedures** for action as a form of communication and management tool for the business areas of the Group's different divisions, assigning the instructions and guidelines on internal behaviour.
- **Compliance with the rules and regulations**, given that it must ensure constant compliance with all regulations and legislation applicable to all of the Group's businesses.

Responsibilities

The main responsibilities related to the Risk and Control Management System are summarised in the following section

<p>BUSINESS UNITS AND CORPORATE UNITS</p>	<p>Responsible for the controls, evaluation and supervision. Compliance with regulations: external and internal (policies, standards and procedures).</p>
<p>FINANCE DEPARTMENT</p>	<p>Responsible for most of the financial controls and the Internal Control System for Financial Reporting (ICFR). Compliance with policies and standards related to budgets, accounts and financial statements, and financial reporting.</p>
<p>LEGAL AFFAIRS DEPARTMENT/ BOARD SECRETARY</p>	<p>Responsible for most of the compliance and corporate governance controls.</p>
<p>REGULATORY COMPLIANCE COMMITTEE (RCC)</p>	<p>The body that monitors the Group's regulatory compliance. Responsible for monitoring the Code of Conduct and Complaints Channel.</p>
<p>INTERNAL AUDIT</p>	<p>Coordinates and administers the Risk and Control Management System. Designs policies and procedures and identifies new controls. Tests controls and reports to the Audit Committee.</p>

The Audit and Control Committee is responsible for supervising the System's operation and reporting to the Board of Directors so the plans of action or new measures to be implemented can be approved or amended, as appropriate.

Key components of the Risk and Control Management Model

The Risk and Control Management System at Grupo **Atresmedia** has various key components:

Definition of the objectives: New objectives for the Group and for each of its business units are revised and set each year, along with the acceptable level of risk given the Group's global strategy and the identified internal and external events.

Internal control environment: An assessment of the model is regularly conducted in order to verify, on the one hand, how the staff in the company perceive the risks, the establishment of controls that mitigate the risks

and the development of the action plans and, on the other, the environment in which it acts. In turn, an assessment is conducted of the effectiveness and design of the controls implemented in order to implement new ones or mitigate any impact. The risks are regularly re-assessed in order to check that their control is effective.

Regulatory Compliance: **Atresmedia** has established a regulatory compliance model that ensures compliance with all the regulations, both those specific to the sectors in which it operates and generic ones that may affect it due to being a listed company or just generally (labour, tax, environmental, etc.). There are also a series of internal policies and protocols that are equally binding on the areas and businesses affected by them. The system supervises this compliance through specific controls.

Processes: In order to be able to identify the risks that impact to a greater extent on one business process or another, the existing controls and the improvement needs, a detailed process map has been developed where the Group's risks and controls are linked to each process.

The main processes within the Risk and Control Management Model are as follows:

- _ Defining and preparing the corporate strategy.
- _ Acquiring content and buying rights.
- _ Producing content.
- _ Designing the schedule and defining the programming strategy.
- _ Purchasing goods, services and technology.
- _ Marketing and selling advertising.
- _ Attracting other income streams.
- _ Information technology systems.
- _ Managing the technical infrastructure.
- _ Operationally managing assets and general infrastructures.
- _ Human Resources and occupational health and safety.
- _ Legislation and regulation.
- _ Administration and finance.

Organisation: Risks and controls have been defined that affect the whole of the **Atresmedia** Group; as well as risks and controls that only affect certain organisational units within the Group. Those responsible for each organisational unit monitor the risks and controls associated with their organisation.

Risk map

Atresmedia has designed a risk map that identifies and classifies the different types of risk into the following categories and operational areas:

- I. **STRATEGIC**
- II. **OPERATIONAL**
 - Sale of advertising space
 - Production of programmes
 - Acquisition of broadcasting rights
 - Purchases and contracting in general
 - Other
- III. **FINANCIAL**
- IV. **TECHNOLOGICAL**
- V. **COMPLIANCE**
- VI. **REPUTATIONAL**
- VII. **INFORMATION**

The system regularly assesses the level of exposure to the risks identified in this map, considering both inherent risks (in the absence of actions to modify their probability and impact) and residual ones (once the responses are adopted and implemented). Subsequently, all the risks are assessed on the basis of their impact and probability. There is an ongoing re-assessment of the existing risks and of new potential risks that may appear, for the purposes of evaluating whether it is necessary to implement new mitigation controls.

Internal control tools

The **Atresmedia** Risk Management System has various tools that improve internal control and facilitate management:

- **SAP GRC System:** During 2014 the Atresmedia Group implemented a new application that supports its entire risk and control management system known as SAP "GRC" (Governance, Risks and Compliance). It is a corporate system, developed within its transactional SAP system and allows the company to structure, order and document the monitoring of all the Group's risks, the existing controls to mitigate the identified risks and establish workflows that speed up and order the flows of information in the risk and control system. In addition, the effectiveness and design of the model can be continuously assessed within the same tool.
- **Internal Control System for the preparation and issuance of Financial Reporting (ICFR):** Grupo **Atresmedia**, in its commitment to providing reliable, comprehensive, accurate and consistent information to investors and the market, has implemented an Internal Control System relating to the process for the issuance and publication of Financial Reporting (ICFR) which ensures the reliability of the financial information issued.
- **Procedures and Protocols**, among which the following can be highlighted:
 - Notifications management
 - Criminal risk proceedings
 - Use of Information and Communication Technology (ICT) resources
 - Management of powers of attorney
 - Hiring of managers

- New contractual clauses
- Guide on the use of cookies
- Domain management
- Personal data objection procedure
- Flow of foreclosures
- Due diligence measures in gambling activity
- Purchases of goods and services
- Customer billing objections
- Blocking and unblocking of customers
- Insolvency risks
- Acting in emergencies
- Media-for-Equity Investments
- Other

— **Internal Code of Conduct in matters relating to the Securities Market.**

— **Other IT control tools**, among which the following can be highlighted:

- Purchase management system
- Contracting proposal management system
- Quality System

— **Code of Conduct:** Its objective is to establish the policies, principles, objectives and values that should guide behaviour within Atresmedia and in its relationships with third parties and society, creating a culture and structure of responsible action that is shared, accepted and respected by everyone to whom it applies.

The Code of Conduct forms part of the Atresmedia Good Governance and Corporate Responsibility policies. The Board of Directors is responsible for directing and supervising all matters relating to its effective compliance, as well as the obligation to adopt and implement the measures required for the necessary coordination of the Code with the other regulatory and procedural elements of corporate governance.

The Code of Conduct mainly regulates the following aspects:

- Regulatory compliance and respect for ethical values.
- Relationship with and between employees.
- Respect between people.
- Professional development, equal opportunities and non-discrimination.
- Teamwork, collaboration and dedication.
- The health and safety of people.
- Processing of information.
- Use and protection of assets.
- Corruption and bribery.
- Money laundering and irregularities in payments.
- Respecting free competition.
- Conflict of interests and loyalty to Atresmedia.
- Relationships with customers, contractors and suppliers.
- Corporate image and reputation.
- Respecting the environment.
- Social commitment.

- **Complaints channel:** This allows all employees to communicate, simply and confidentially, anything that constitutes inappropriate conduct or actions in light of the Code of Conduct or any other applicable regulation.
- **Regulatory Compliance Committee (RCC):** The body responsible for managing, monitoring, coordinating and integrating the corporate policies and actions necessary to comply with the legislation and Code of Conduct.
- **Head of Criminal Compliance:** The person responsible for providing the necessary advice to managers and directors of Atresmedia when making decisions that could have criminal consequences.

They are also responsible for the operational coordination of the measures necessary to apply the Code of Conduct and execute the decisions adopted by the RCC. Finally, they are responsible for implementing a crime prevention programme within **Atresmedia**.

Data security

Atresmedia has a corporate security model that ensures compliance with the legislation in matters of personal data protection, both within the organisation and by all its collaborators.

The model has a Security Committee responsible for ensuring that all the activities performed by the Group conform to the legal standards.

In 2014, the control and improvement actions specified in previous years continued to be worked on:

- Information on the websites about the use of cookies, in accordance with the criteria of the Agencia Española de Protección de Datos (Spanish Data Protection Agency).
- Review of the procedures applicable to the different legal risks in the IT area.
- Launch of a Communications Plan aimed at the users of computer equipment and ICT resources at **Atresmedia** to remind them of its usage policies.
- Disclaimer on computers that informs the user of the need to responsibly use them and comply with the applicable regulations.

All the legal compliance audits conducted in 2014 obtained favourable results.

During 2014 there were no disciplinary proceedings or incidents relating to a breach of privacy, data loss or unavailability.

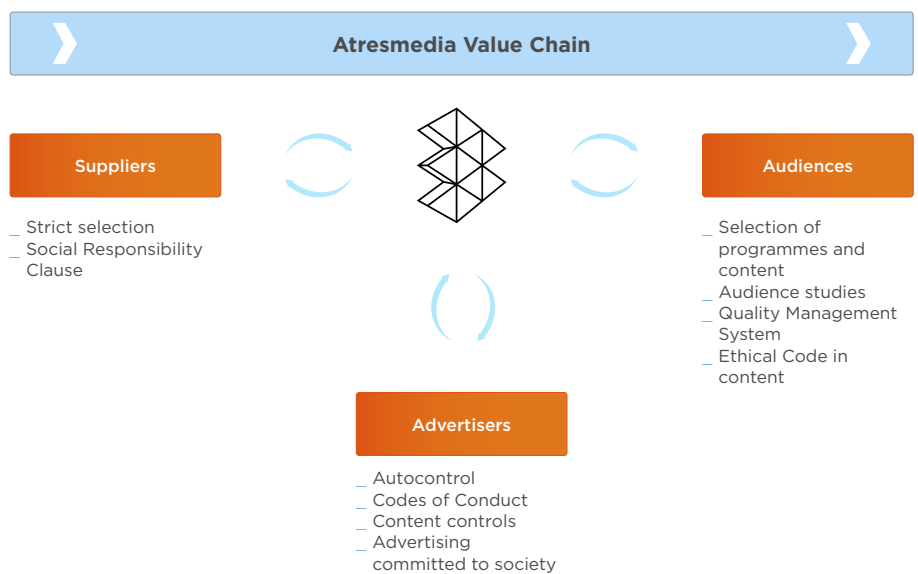
Sustainability in the value chain

The selection of suppliers is carried out through a transparent and demanding process, which guarantees the quality of their services and products.

In 2014, 1,960 programmes and 595 series episodes were produced.

Atresmedia cares about extending its Corporate Responsibility management model to its value chain, involving its suppliers in the Group's mission, vision and values, as well as its ethical principles and Corporate Responsibility policies.

This desire can be seen from the strict supplier selection process which also considers economic requirements and social and environmental aspects. The Group also applies an exhaustive and rigorous control process to commercial content and communications in order to ensure that they conform to the legislative requirements and self-regulation codes the company has signed up to.



With regards to the suppliers, **Atresmedia** strives to convey to them its sustainable management model, based on the principles of quality and commitment. Due to the nature of the sector, **Atresmedia** distinguishes between two types of supplier:

- Producers and distributors who supply contents of drama, news, information and entertainment.
- Other suppliers of goods and services.

Producers and distributors

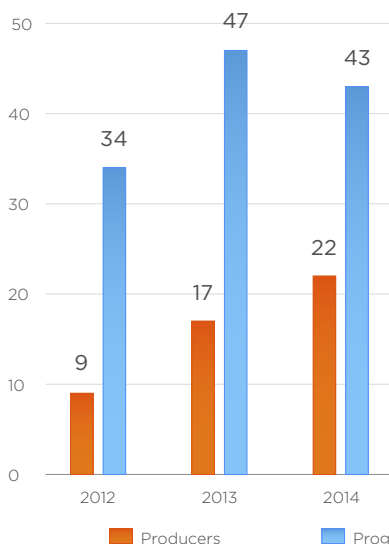
The Content Department and Production Department at **Atresmedia** operate a strict content and format selection process, which ensures that they comply with the internal standards defined and contribute to the responsible and high quality television model the Group is committed to providing.



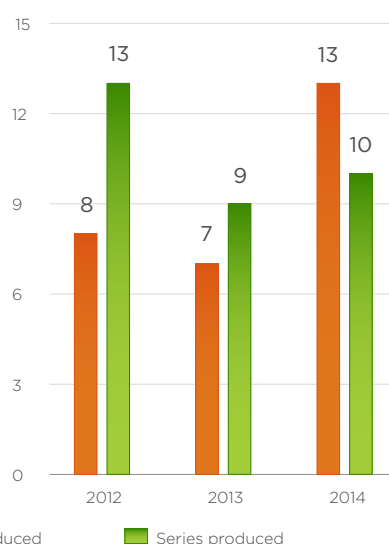
Among the requirements **Atresmedia** has of its producers we can highlight the obligation to sign a corporate responsibility clause that includes a commitment to apply measures that promote:

- Equality and non-discrimination for employees.
- Environmental management aimed at sustainability.
- The promotion of the values included in the **Atresmedia** corporate policies.
- The accessibility of content.

Number of producers who have collaborated with Atresmedia Televisión and the programmes produced



Number of producers who have collaborated with Atresmedia Televisión on drama series and the series produced



77.3% of the producers contracted by **Atresmedia** for its entertainment and drama programmes in 2014 were national

The Outside Production Department, an area responsible for managing the acquisition of broadcasting rights for those products not produced exclusively for **Atresmedia Televisión**, generated 187 purchase proposals in 2014, of which 51% corresponded to national distributors and 49% to foreign distributors.



"Martingala has been an Antena 3 supplier since 1998, so for almost 17 years. Over all that time the relationship has not been interrupted and dozens of successful programmes have been signed, such as "Sabor a ti", "¿Quién quiere ser millonario?" and the current "La ruleta de la suerte".

When Martingala began to work with Antena 3, it was simply a television network; now it is a multimedia corporation which is so modern that it is on a level with the best in the world. The interests of Atresmedia are much wider and involve a very high degree of social responsibility.

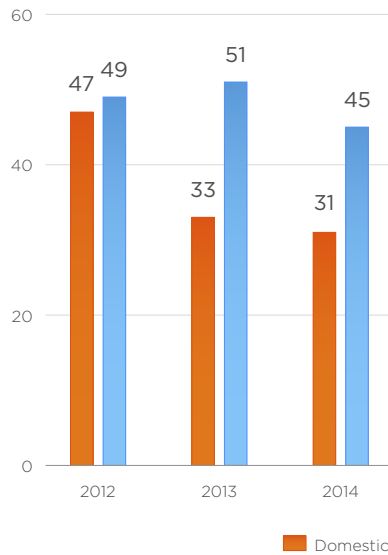
Atresmedia is a group that is good to work with and its social perception is positive, so this also feeds through to the companies who collaborate with it. Its concept of television for all audiences also coincides with our view of the media".

Enric Lloveras
General Manager of Martingala

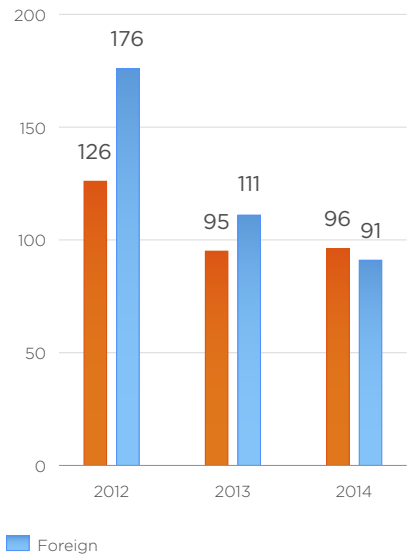
The number of purchase proposals generated in 2014 fell by 9% compared to 2013.

As a result of the closure of the channels **xplora**, **Nitro** and **laSexta3**, which took place on 6 May 2014, the specific content acquisition proposals for the **Atresmedia** specialist channels have been reduced.

Number of distributors who operate on Atresmedia Televisión



Number of external award proposals generated at Atresmedia Televisión



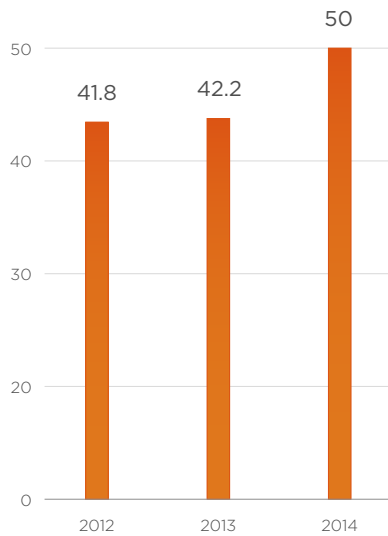
Other suppliers of products and services

90.8% of the expenditure on goods and services is with national suppliers.

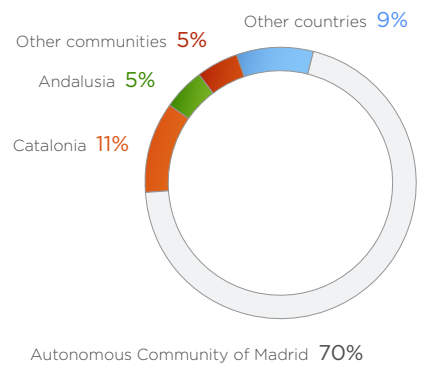
Atresmedia has established a unique contracting procedure for all of the Group's companies under which the following aspects are considered:

- Compliance with technical, social and environmental requirements.
- Compliance with the supplier's labour obligations in relation to the employees who access the Group's facilities, which much ensure their basic rights.

Spending on purchases
(millions of Euros)



Geographic distribution of purchase expenses (percentage)



The objective of this process is to ensure that all Group suppliers work with the same quality standards and the same social commitment as **Atresmedia**. Proof of this is the obligation of all suppliers before starting any activities, to sign a Corporate Responsibility clause, which commits them to comply with the Corporate Responsibility policies of **Atresmedia**.

Supplier selection process



Atresmedia runs the entire selection process in a transparent way, respecting the equality of conditions for all applicants and maintaining on-going communication with the suppliers through the purchase management tool.

Self-regulation and participation in developing the audiovisual sector

Sector forums to which Atresmedia belongs	
UTECA	Unión de Televisiones Comerciales Asociadas (Commercial Television Union)
ACT	(Association of Commercial Television in Europe)
CATSI	Consejo Asesor de Telecomunicaciones y para la Sociedad de la Información (Advisory Council on Telecommunications and the Information Society)
AERC	Asociación Española de Radiodifusión Comercial (Spanish Association of Commercial Broadcasting)
ACR	Asociación Catalana de Radio (Catalan Radio Association)

When it comes to legislative developments and the debates that take place in the sector, **Atresmedia** maintains an open attitude and one of entering into a dialogue. The Group is present in the major forums and associations, in which it participates actively and with a positive focus on developing public policies and resolving any possible disagreements that may arise.



Self-regulation commitment

Atresmedia Televisión is a member of **Autocontrol (Asociación para la Autorregulación de la Comunicación Comercial/Self-Regulatory Association for Communications Communications)**, an organisation that it helped to set up and through which it collaborates to improve compliance with the advertising and competition regulations, as well as the extension of the guarantees for the advertisers, television networks and, above all, the consumers. www.autocontrol.es.

It is also signed up to the **Código de Conducta sobre Comunicaciones Comerciales de las Actividades de Juego (Code of Conduct on Commercial Communications for Gambling Activities)**, which has been created as a result of the approval of the Gambling Regulation Act in Spain in 2011, and the company is a member of its Mixed Monitoring Committee together with other television operators and social organisations.

In the framework of its commitment to children, **Atresmedia Televisión** has signed up to the **Código de Autorregulación sobre Contenidos Televisivos e Infancia (Self-Regulation Code of Television and Infant Content)** which ensures that the television content is appropriate for children during the timeslots provided for this purpose. In 2014, Atresmedia collaborated in the re-modelling of the Code's website www.tvinfancia.es, in order to facilitate interaction with the viewers. It also actively collaborates in reviewing the rating criteria for television content, within the working group formed for this purpose by the Comisión Nacional de los Mercados y la Competencia (National Markets and Competition Commission).

In this same area, **Atresmedia Televisión** has signed up to the PAOS Code which, within the framework of the NAOS Strategy on nutrition, physical activity and the prevention of obesity, proposes guidelines for the advertising of food and drinks aimed at children under 12.

Public Policies

Throughout 2014, **Atresmedia** positioned itself and collaborated in the development of public policies in the audiovisual sector and in other relevant matters, among which the following can be highlighted:

Process of releasing spectrum for the digital dividend	Atresmedia Televisión has been participating, both directly as well as through UTECA, to ensure that during the process of releasing radio-electric spectrum to provide greater capacity to broadband, and on its completion, the public can continue enjoying the current television offer through their DTT receivers.
High Definition Television	Atresmedia Televisión promotes the implementation and development of High Definition Television, offering the public the programming on its major channels in this technology.
Supporting Spanish cinema	The television networks have come out against the mandatory "investment fee" to fund the production of films. The industry argues that its own activity already strengthens the country's film industry, without needing to impose this exclusive tax for this economic activity. As a consequence, Atresmedia trusts that the Constitutional Court will quickly rule in favour of the argument put forward by the private operators, after the Supreme Court has asked for its opinion on the constitutionality of this fee.
Public television funding	Atresmedia has always understood that public television should obtain its credibility and strength through offering a public service and not from selling commercial space, making television for the public and not for the advertisers. Therefore, it firmly supports Law 8/2009 regarding the funding of the RTVE Corporation, which prohibits it from obtaining income from broadcasting commercial communications. Atresmedia Televisión is working, both individually and through UTECA, to achieve a true rationalisation of the public television sector as a whole.
Reforms relating to the collective management of rights	In 2014, Atresmedia actively worked, inside the Group and through UTECA and AERC, on the process of modifying the Intellectual Property Law, whose entry into force on 1 January 2015 results in a need for transparency for the organisations involved in the collective management of intellectual property rights, and demands objective, fair and appropriate criteria for setting and applying the prices that these organisations may charge for using the rights that they manage.



Atresmedia has launched **Crea Cultura**, a movement with a long-term vision that was created to defend and recognise the value of intellectual property and raise awareness about the consequences associated with its violation. The campaign has an open focus and seeks to generate meeting and discussion opportunities that could help to find solutions through dialogue.

Antena 3 Noticias, laSexta Noticias and **Onda Cero** have been the main promoters of **Crea Cultura**. The Group has also broadcast, through various media channels (cinema, television, internet, etc.), the awareness campaign "Nada es gratis. Siempre hay alguien que lo paga". ("Nothing is free. Someone always has to pay").

Within the framework of this initiative, a working group has also been created with experts whose role is to develop audiovisual material about the importance of creativity, aimed at the world of education. In the same area, this issue was the topic of discussion in the **Grandes Profes** meeting organised by **Fundación Atresmedia**, as well as in the first **Crea Cultura** forum about intellectual property and illegal downloading held at the Espacio Bertelsmann.

ATRESMEDIA Televisión

Antena 3 has
grown for the third
consecutive year and
achieved its best
result in five years.





neox

nova

Quality, diversity, prestige and leadership

Since **Antena 3** was created 25 years ago, television in Spain has evolved very quickly. New channels have been launched, the internet has extended the television experience to a multitude of screens and the content has been evolving to satisfy both the traditional audience and the new "connected" public. These changes have not stopped television from continuing to be one of the central features of society, rather the opposite. One could say that "25 years is nothing", but in audiovisual communication terms it has been almost everything, although we know that, fortunately, there is still much to come.

Antena 3 began its test broadcasts on 25 December 1989 and during 2015 has held various commemorative events with institutions, employees, advertisers and viewers. **Antena 3**, our country's largest private television network, has become **Atresmedia Televisión**. With four leading channels in their segments, it has become a well-known television group, with an innovative and high quality business and editorial model, respecting both viewers and advertisers.

A success model that has provided all the **Atresmedia Televisión** channels with a strong personality, channels that continue winning audiences month after month thanks to their differentiated programming, with an extremely high success rate, and where not only drama has broken records since records have tumbled for news programmes, current affairs shows and game shows. A television network that also stands as the favourite of society and the most appealing from an advertising point of view.

In 2014, the Group was absolute leader in both the full day and during prime time in terms of the total number of viewers and in the commercial target until the disappearance, in May, of three leading brands. **xplora** (1.6%), **laSexta3** (1.7%) and **Nitro** (1.7%) said goodbye as leaders in their genre and target audience following a successful career that saw them become unique channels. Despite this, and the resulting disadvantage in terms of the fewer number of channels compared to its competitor Mediaset España, **Atresmedia** has reacted and adapted by creating new formulas for success.

Antena 3 has grown for the third consecutive year, at the height of the crisis, achieving its best result in five years with an audience share of 13.6%. In 2014 it was the leading channel in the commercial target, both over the entire day (13.8%) and in prime time (14.1%).

laSexta, meanwhile, is the fastest growing network (+1.2). Out of all the television networks it is the one that recorded that best annual figures in its history (7.2%) and once again beat Cuatro, this time by no less than 0.5 points.



Its thematic offer is also popular with the audience. Both **Neox** and **Nova** have improved their results from last year. Neox grew 0.3 points and was positioned as the second thematic channel on the market. **Nova**, meanwhile, achieved its best ever results with a new annual record: a 2.5% audience share, 0.4 points more than in 2013.

As for the networks that suffered from the "switch off", **xplora** is the one that stands out. It had been the leading network in its genre since its launch and in 2014 it closed its career with a 1.6% average and 2.4% in commercial target.

Nitro, meanwhile, was the channel with the most successful television début: it launched as the thematic channel with the best result in its first month of operation (1.3% in September 2010) and in its 2014 broadcasting months it repeated the annual maximum (1.7%) that it achieved in 2013.

laSexta3 managed to meet the viewers' demand for a thematic film channel. Despite the appearance of new offers, it continued growing and remained the thematic market's leader. In 2013 it averaged 1.6% before achieving its best ever year in 2014 with 1.7% and always outperformed its direct competitor, the Paramount Channel (1.6%).

One of the distinguishing features of the Group's television offer is having the best professionals. The presenters at **Atresmedia Televisión** are the most valued according to a study conducted by Personality Media, which analyses the preferences of Spanish consumers regarding the quality, image and relevance of programming and the professionals on the national television networks. **Jordi Évole**, **Sandra Sabatés**, **Arturo Valls**, **Matías Prats**, **Karlos Arguiñano**, **Berto Romero**, **Carlos Sobera** and **Ana Pastor** are the most valued faces on the audiovisual scene and occupy the top rankings.

Channels on the rise and gaining strength in prime time

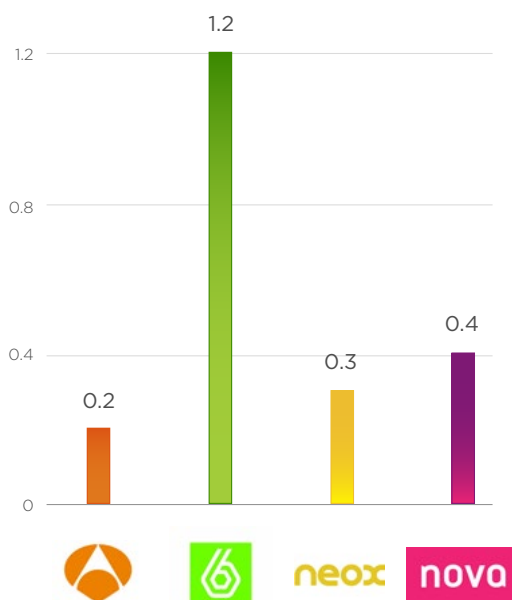
Antena 3 has grown 0.2 points compared to 2013 and is the new absolute leader in the commercial target (13.8%), the audience of most interest to

laSexta achieved the best year in its history and pulled away from its main competitor. Since the merger there have been 29 months of uninterrupted growth.

advertisers. It has grown in almost all of the timeslots during the day, is the most popular option in the mornings and afternoons and is the most viewed network during the weekends. It is also the most followed network among young people (13.3%) and viewers aged 45 to 54 (14.9%). It remains the favourite of the upper-middle and upper classes and has again expanded its following among the middle classes.

laSexta is the network that has grown the most compared to the previous year (1.2 points), achieving its best year so far in terms of distance from its main competitor, Cuatro, which it beat by 0.5 points. Since the merger it has shown growth every month compared to the same month in the previous year, therefore completing, at the end of 2014, 27 months of uninterrupted growth. It has risen in all the timeslots and audiences and ended October (8.0%) and November (8.2%) with record highs.

2014 vs. 2013 difference in share for Atresmedia Televisión channels



Source: Kantar Media. Spain. Total individuals

Antena 3 and laSexta, the channels with the most successful releases

The **Atresmedia** television model likes to receive and relies on the support of its viewers. Once again this year, the Group's two main channels have recorded the highest hit ratio for their releases, far ahead of their competitors. In 2014, **Antena 3** consolidated its leading position in drama with new self-produced programmes such as **Velvet** and **Sin identidad**; and externally produced programmes such as **Broadchurch** and **Transporter**. It also successfully released the children's version of one of its most successful brands, **Tu cara me suena mini**, and refreshed its game shows with the inclusion of **iBoom!**.

laSexta, meanwhile, continues to strengthen its own model of entertainment to which it has added, with positive results, local versions of various brands from US television such as **El jefe infiltrado** and **Millonario anónimo** both expanding the diversity of the network and reinforcing its personality.



Series atresmedia, a fashionable brand

“El tiempo entre costuras” was the most viewed non-sports programme in 2013 and ended with more than 5.5 million viewers.

Antena 3’s drama is synonymous with high quality and success, to the point that it has its own brand, Series **Atresmedia**. The year began with saying goodbye to **El tiempo entre costuras**, a real milestone in Spanish drama and the most watched non-sporting programme in 2013. It ended its run with more than 5.5 million viewers.

In February, **Velvet** was added to the schedule and quickly became a hit. It has been leader in its timeslot for all its broadcasts, ending its first series with 4,262,000 viewers and a 21.8% share, and retained its audience for its second series (22.1% and 4,099,000).

In May **Sin identidad** began, a thriller that was one of the most popular Spanish series releases in recent years (4,931,000 viewers), and ended as the preferred option in its timeslot with almost 3.6 million viewers and a 20.1% share. It was also recently selected as “best Spanish drama” at the Luchon festival (France) in its seventeenth edition.

Other important programmes during the year were **El corazón del océano** and **Bienvenidos al Lolita**. The first, an epic historic production, received more than 3.4 million viewers (17.3%) on its release. The second, a drama about a cabaret in crisis, was leader of its timeslot during its first four episodes, ending with an average of 14.0% and 2,640,000 followers.

In 2014 **Antena 3** also launched innovative proposals such as **Cuéntame un cuento**, in which every episode tells a classic story in an entirely new way. Its debut received more than 2.7 million viewers with the story of ‘The three little pigs’, also recognised as “best Spanish drama” in the sixteenth edition of the Luchon Festival (France).

The year also saw the ending of series such as **Con el culo al aire** and **Vive cantando**. The first ended after three successful series and the second, which became the revelation series of 2013, said goodbye after its second series.



However, without doubt one of the biggest hits for **Antena 3** in drama is its tandem of **Amar es para siempre** which beat its annual record share with 14.1% and 1,653,000 viewers, and **El secreto de Puente Viejo** (18.3% and 1.9 million viewers), broadcast in the afternoons and evenings from Monday to Friday. They both improved their results from the previous year and have managed to successfully establish the network's model in the evening

The most popular foreign drama

The success of **Atresmedia** in drama is not limited to self-production. The Group continues to broadcast some of the most viewed foreign drama series on the Spanish market.

In fact, of the four most viewed of the year, three are from **Atresmedia Televisión**. **Broadchurch** is the most popular series so far in the 2014-15 season, with more than 2.3 million followers on average and a 13.7% share. Also achieving very good results is **Transporter**, the revelation series of the summer which ended as leader in its timeslot with 14.6% and more than two million viewers.

Antena 3 is also offering the new seasons of **La cúpula**, **Arrow** and **Vikings** and has released one more: **Rehenes**.

laSexta also has its own successful series, which have considerably improved their audience figures compared to the previous year. **El mentalista** has become the fourth most viewed foreign drama of the year, ahead of any brand offered by Cuatro, with 8.9% and 1,683,000 viewers. **Bones** is another standard in foreign drama: it closed its ninth season with almost 1.5 million followers and an 8.4% share, 3.2 points more than in 2013.

The network also entered the world of the Italian Mafia with **Gomorra, la serie** (6.2% and 1,068,000) and continues to broadcast **Person of interest**, **The Following** and **Boardwalk Empire**.



The leading film brands

El películón (16.0% and 2,595,000) and **Multicine** (15.7% and 1,928,000) remain absolute leaders in their timeslots for another year and are two of the most viewed film brands. **El películón**, for the second consecutive year, is the film brand with the highest audience share, ahead of “La película de la semana” from La1, and El taquillazo from **laSexta**. It has gained positions and grown to 10% and 1,658,000 followers, compared to 8.8% and almost 1.5 million in 2013.

Not surprisingly, **Antena 3** is the absolute leader in terms of the year’s most watched films. Six of the ten films with the largest audience were broadcast by the channel. **Los juegos del hambre: en llamas** is the film with the greatest following and the second most viewed of the year with 4,678,000 and a 26% share. Meanwhile, **X Men Orígenes: Lobezno** is the most watched film of the year on **laSexta** (17.6% and 3,154,000) for over three years.

Atresmedia Televisión has also reinforced its film offer on its thematic channels. **Neox** has added **Neox y acción** to the classic **Cinematrix**; and **Nova** has added **Noche de película** to Thursday prime time with more commercial titles.



Success in entertainment

2014 was also a year of growth for the Group's entertainment offer. **El hormiguero 3.0** had its best every year (13.2% and 2,532,000) and remains the leader in its timeslot among the private television networks. On 20 January it achieved the most viewed broadcast in its history (more than 3.5 million followers and a 16.4% share) with the visit of **Peter Vives** and **Adriana Ugarte**, stars of **El tiempo entre costuras**.

Tu cara me suena, created on **Antena 3** and the format sold to more than 35 countries, repeated its success and was positioned as the network's most watched entertainment programme with a 19.9% share and more than 2.8 million viewers. This year it also has a children's version. **Tu cara me suena mini** which premièred as the leader, watched by almost 3 million viewers, and ended with 15.3% and 2,134,000 on average.

Top Chef also had positive results in its second series. It was the leader in November and December, and closed with a record of 3.3 million viewers and a 21.3% share. Another well-known programme from the network is **Me resbala** with 2,182,000 viewers.

The good results in entertainment are not only produced in prime time. The game shows combine with the series to create a solid block during the evenings from Monday to Friday. **Ahora caigo** closed the year with 14.6% and 1,409,000 viewers. September saw the arrival of **iBoom!** to the schedule as a replacement for **Atrapa un millón**, which said goodbye with 11.9% and 1,308,000. The new game show, with **Juanra Bonet**, averaged 12.5% and almost 1.6 million followers, improving on the previous results in the timeslot by 0.6 points.

The morning continues to be the territory of **La ruleta de la suerte** an unbeatable leader in its timeslot for more than 50 months with an average of 17.8% and 1,075,000 viewers in 2014. Meanwhile, **Karlos Arguiñano en tu cocina** continued improving its results and closed its best year with 14.9% and 581,000 followers.



laSexta expands and strengthens its entertainment

laSexta also strengthened its entertainment model in 2014. **Salvados** returned as the network's undisputed emblem and was again positioned as the most watched on laSexta. It is undisputed leader in its timeslot with 14.3% and almost 2.9 million followers on average.

A special mention should be made of **Operación Palace**, a mockumentary that inaugurated the genre in Spain and became the most viewed non-sports broadcast in the history of **laSexta** with no fewer than 5,229,000 viewers and a 23.9% share. It was also positioned among the most viewed non-sports broadcasts of 2014 across all the channels.

Pesadilla en la cocina is without doubt the other great hallmark of **laSexta**. With **Alberto Chicote** at the helm, it ended its third series with 11.7% and 2,375,000 viewers. Meanwhile, **El intermedio** broke records both in the number of viewers (2,331,000) and in share (12.2%), growing by 1.5 points compared to 2013. In November it was positioned as the leader in its timeslot for the first time in its history with 14.0%.

However, undoubtedly one of the major revelations of the year is **Zapeando**, which has served as a true wake-up call for afternoons and evenings on **laSexta**. The programme was incorporated into the programming in November 2013 and has been attracting new viewers each month. It ended the year with 6.4% and 801,000 viewers on average and achieved its best performance in November with 7.4% and 908,000.

El club de la comedia is another of the main elements of the network's entertainment offer. It started its new series with a record high (12.5% and 2,120,000).

In 2014 there were also new releases such as **El jefe infiltrado**. The two episodes at its debut averaged 16.5% and 2,882,000 viewers and it was the best debut of an entertainment programme in the history of laSexta. It ended its first series with 12.2% and 2,312,000 viewers.

The most diverse news offer

The news offer on **Antena 3** and **laSexta** continues achieving very positive results. The two main editions of the news on **Antena 3** closed the year with 13.1% and 1,783,000 viewers on average.

The Monday-Friday edition of **Antena 3 Noticias 1** (14.3% and 1,879,000, M-F) was leader in its timeslot, something that has not been seen since 2007; whilst **Antena 3 Noticias 2, M-F** achieved 11.4% and 1.6 million viewers on average, in December achieving its second best result of the year. Moreover, the 1st weekend edition, now with **Marías Prats** and **Mónica Carrillo**, strengthened its leadership and its position as the most watched news programme on Saturdays and Sundays with 15.5% and almost 2 million viewers.

Additionally, the analysis of the news on **Espejo Público** closed its second most watched year with 16.8% and 482,000 viewers.

The news programmes on **laSexta** again closed the best year in their history with growth of 0.8 compared to 2013. They averaged 9.9% and 1,075,000 viewers and were boosted again by the huge difference over the offerings from Cuatro (7.3% and 780,000). Both the two Monday to Friday editions as well as the one on weekend afternoons achieved annual record highs. **laSexta Noticias 14:00** achieved 12.7% and more than 1.3 million followers, whereas **laSexta Noticias 20:00** obtained 9.3% and 1,036,000 viewers. Lastly, **laSexta Noticias 14:00 fin de semana** recorded 9.3% with almost 900,000 followers.

However, the daily programmes on **laSexta** are not limited to just news bulletins. **Al rojo vivo**, with **Antonio García Ferreras**, and **Más vale tarde**, with **Mamen Mendizábal**, analyse the news headlines each day and have an audience that is growing constantly. **Al rojo vivo** again achieved the most viewed year of its history with 579,000 viewers (10.1%) and **Más vale tarde** also saw a maximum (6.7% and 670,000) with 2.1 more than in 2013.

Friday, Saturday and Sunday nights are also nights for analysis and news. On Fridays, **laSexta columna** consolidates its effective tandem with **Equipo de investigación** and both closed beating their own records. **laSexta columna** received 7.9% of the audience (1,346,000 followers) and **Equipo de investigación** received 8.1% (1,423,000 viewers), which represents its best ever result.

Moreover, **laSexta noche** (10.5% and 1,320,000) shines on Saturdays and is up no fewer than 3.2 points compared to 2013, its first year in the schedule. It closed the year as the leading news programme on Saturday nights.

Lastly, on Sundays, **El objetivo de Ana Pastor** improved on its results from 2013 with 9.0% and almost 1.8 million followers.





Formula 1, the second most watched sport on television

Formula 1 once again demonstrates its ability to gather huge audiences around the television, something that only large events can achieve. It was again positioned as the second most watched sport after football and the most popular motor racing competition with 29.3% and 3,073,000 viewers.

La Copa del Rey (King's Cup in football) arrived at **Atresmedia** in October 2013 and the competition improved the average recorded over the two previous years (20.1% and 4,055,000 on average across the 7 games broadcast on **Antena 3**). The two semi-finals exceeded 5 million viewers, becoming the first and third most watched broadcasts from the entire 2013-14 season on **Antena 3**.

laSexta has broadcast the 2nd division of La Liga (the Spanish football league) since September 2013. So far in this 2014-15 season, its broadcast has recorded the best figures for the 2nd division of La Liga in at least five years: 5.1% and 591,000 followers.

The channel has its own sports analysis brand: **Jugones**. The programme, with **Josep Pedrerol**, closed its best year with 4.6% and around 600,000 followers, 0.7 more than in 2013.



The great offer of the thematic channels

With a recognisable image and its own style, **Neox** (2.6%) grew by 0.3 points compared to 2013 and achieved its second best annual figure, expanding its following with its target audience, young people, which rose to 7.9% (+0.5). **Neox** remains the thematic leader for this type of audience on Monday to Friday evenings, thanks to its offer of American sitcoms, and during prime time, with its combination of films and series.

Neox leads in the most viewed thematic broadcasts each day with **Los Simpson** and broadcast the year's most followed non-children's film on this type of channel: **Los juegos del hambre: en llamas** (922,000 viewers and a 5.9% audience share).

Since September it has successfully incorporated **El chiringuito de jugones** into the late night schedule, a leading sports chat show with 4.2% and 239,000 viewers. It also continues to be the leading thematic network in the broadcast of sitcoms with **Modern Family**, **Cómo conocí a vuestra madre** and **The Big Bang Theory**. The network expanded its catalogue with the exclusive release of new seasons of **The Walking Dead**, **Sherlock** and **Juego de tronos** and reinforced its cinematographic offering with the new brand, **Neox y acción**.

Nova, the group's female thematic network has still not reached its ceiling. It rose +0.4 points compared to the previous year and once again exceeded, with a huge difference, Divinity (2.1%), the direct competitor from the Mediaset group. It is the absolute thematic leader on Monday to Friday evenings (4.4%), with figures higher than those for some general channels, due to the success of its soap operas. This year it also gained in diversity and expanded its target viewers with the release of the new season of **Downton Abbey** and the incorporation of a film brand with more commercial titles (**Nova Noche de película**).



High quality, friendly and accessible television

OUR VISION

The vision of Atresmedia Televisión is to broadcast a diverse, innovative and high quality mix of information and entertainment. The following principles are considered in both the creation and production and the broadcast of content:

1. To ensure the quality and interest of the content.
2. To respond to social concerns.
3. To protect the most vulnerable audiences, especially children.
4. To promote accessibility to audiovisual content.
5. To bring the media closer to society.

Responsible television model

Atresmedia runs its own television model based on quality, the diversity of genres, innovation and commitment.

Atresmedia assumes the responsibility, as one of the country's major communications groups, to offer high quality content, accessible to all audiences and meeting the needs and expectations of the viewers. All of this is done by incorporating the latest technological developments and promoting its own pioneering, innovative and committed television model.

Content control mechanisms

To ensure the quality of its content, **Atresmedia Televisión** has a demanding selection and control process that ensures that all broadcasts are in keeping with the values, ethical codes and policies of the Group.

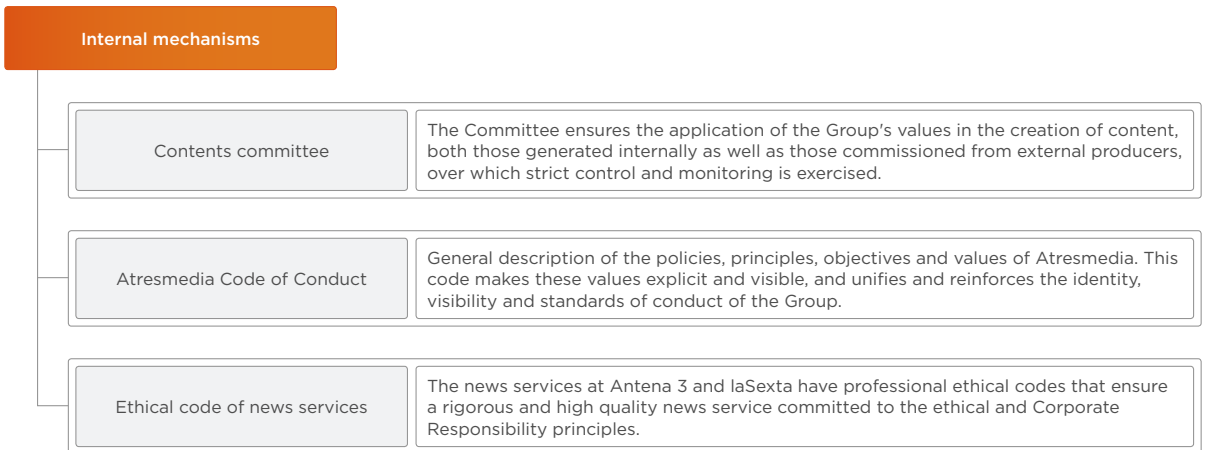


"During the seven year relationship between FesTVAl and Atresmedia, we have noticed a change in direction and a commitment to a new schedule, one that is more family orientated and with entertainment at its core. It is increasingly difficult to choose the series that will take part in the FesTVAl due to the high quality of them all.

The most notable thing about Atresmedia is the people who make up the team who share their work with us. Our relationship has changed over the years into something based on more than just work, into one of being great partners."

Joseba Fiestras
Director of the Vitoria Television Festival

This process consists of different mechanisms, both internal and external:

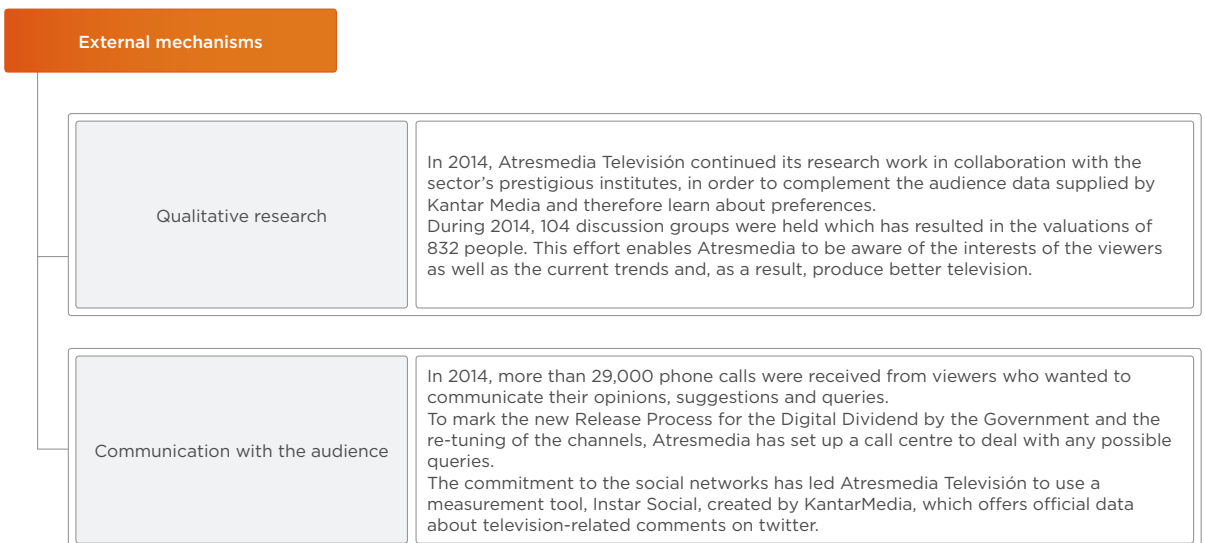


Principles of the Professional Ethical Code for news programmes

- **Reference framework:** The constitution and the legal framework that emanates from it.
- Respect for **the dignity of people**.
- **Language and visual resources** in the news carefully treated and monitored.
- Principle of **separating the activities** of all the journalists to avoid possible conflicts of interest.
- Explicit clear separation between **news and advertising**.
- Unambiguous differentiation between news content and that involving interpretation or critical commentary.
- Ban on accepting gifts.
- Legal principle of the presumption of innocence.
- Extreme rigour when there are minors involved.
- Participation of viewers through the social networks.

Principles of the Professional Ethical Code for news programmes

- **Reference framework:** Declaration of Human Rights and the Spanish Constitution.
- Giving a voice to organisations and groups fighting for the underprivileged and against inequality and injustice.
- NGOs and new social movements as a basic pillar when reporting.
- Equality, solidarity, coexistence, peace, freedom and knowledge





Social Content

Over 10% more signed hours in 2014 compared to 2013.

Reflecting social concerns

Atresmedia Televisión takes into account in its programming those things that are currently of concern to society and offers a diverse and analytical vision of the issues that concern the public to allow them to come to an informed opinion. Both **Antena 3** and **laSexta** have programmes in their schedules that contribute to generating critical thinking in the audience.

Some examples are **El objetivo**, with **Ana Pastor**; **Salvados**; **laSexta noche**; **laSexta columna**; **Al rojo vivo**; **Equipo de investigación** and **Espejo Público**. Through these current affairs programmes, as well as the news bulletins and other current affairs slots such as **A fondo (Antena 3 Noticias)**, in 2014 issues such as job insecurity, the sustainability of pensions, the situation of the victims of the property bubble, child poverty, volunteering and the effects of global warming were addressed, among others.

In 2014, Atresmedia donated the sum of 171,809 euros to social projects through entertainment programmes, the highlight being the programmes "Tu cara me suena" and "A bailar".

Charity specials

During 2014, various charity slots were broadcast during the different programmes on **Atresmedia** television channels and these have involved the Corporate Responsibility campaigns of **Atresmedia** and its **Foundation**, as well as the work of other NGOs and non-profit organisations for which it has helped to collect funds and raise awareness of their work and certain social issues:

- **iBoom!** broadcast a special New Year programme with the proceeds going to the Stop Ebola campaign from **Médicos Sin Fronteras** (Médecins Sans Frontières).
- **El club de la comedia** broadcast a New Years' Eve special in favour of Action Against Hunger to combat infant malnutrition.

- **El intermedio** travelled with UNRWA Spain to the Gaza Strip in order to understand the situation of Palestinian refugees and invite the audience to contribute through a text message campaign.
- The programme **Karlos Arguiñano en tu cocina** supported the 'Big Collection' for the Food Bank.
- **Ahora caigo** collaborated with the Children's Rights campaign from **Fundación Atresmedia** to reinforce the right to education for 2,500 children from the Amazon rainforest in Peru, through teacher training and improving their schools.
- **Ruleta de la suerte** held a charity edition aimed at collecting funds for the Hospital Assistance Programme from **Fundación Atresmedia** and a special programme to raise awareness about caring for your heart under the slogan "Objetivo Bienestar y Corazones Contentos" (Objective Wellbeing and Happy Hearts).



"Since 1990, the year in which our relationship with Atresmedia began, all of our complaints, congratulations and comments have been listened to and dealt with showing interest.

The Group has positively evolved, especially in its more personal and friendly treatment, its greater involvement with the users, a more appropriate brand identity, a focus across all the channels on gathering the family around the television and an increased sensitivity to what the viewers have to say.

Atresmedia offers creativity and dynamism in its schedule, without forgetting the responsibility of its directors to follow the policy that "not everything that can be broadcast, should be broadcast".

Luis Boza

General Director of the TAC Foundation (Consumers of Audiovisual Media in Catalonia/Consumidores de Medios Audiovisuales de Cataluña)

According to Kantar Media, in 2014 Atresmedia Televisión broadcast a total of 1,690 hours of programming dedicated to the younger audience. A highlight is Neox with 1,685 hours, of which 1,663 correspond to NeoxKidz.

Child protection

Atresmedia is committed to family programming that takes into account the tastes of children, whilst exercising strict control over the classification and broadcasting of its content and commercial communications within the children's timeslot.

Television that is also for the little ones

To **NeoxKidz**, the channel filling the morning timeslot on **Neox** which was created in 2013 as a commitment to high quality children's programming, in 2014 we can add the launch of neoxkidz.com, by **Atresmedia Digital**, a new children's website with a wide catalogue of online exclusive series with more than 1,500 titles to choose from, as well as educational and entertaining games. It also has a baby area, aimed at children between 0 and 4 years, which offers content suitable for these ages, such as a learning section containing educational videos, stories and songs. It is a safe environment, offering parental controls and a strict review of any content posted there.

In addition to the channels aimed at the little ones, during 2014 **Tu cara me suena Mini** was broadcast on **Antena 3**. This is the children's version of **Tu cara me suena**. There were also some special children's episodes of **La ruleta de la suerte**, **iBoom!** and **Ahora caigo**.



"Over the more than 10 years of my relationship with Atresmedia, I have always seen a desire to improve and consider not only the "audience" but also the "public". The notable effort made to comply with the child protection schedules and its excellent willingness to listen to the viewpoint of the users and promise to implement improvements have to be highlighted. However, the most important thing is its desire to fulfil its commitments".

Jose Luis Colás

Chairman of the Association of Agrupación de Telespectadores y Radioyentes (Television Viewers and Radio Listeners, ATR)

Atresmedia has undertaken measures to comply with the new interpretation of the rules arising from the assumption, by the National Markets and Competition Commission, of the responsibility to impose penalties in this field.

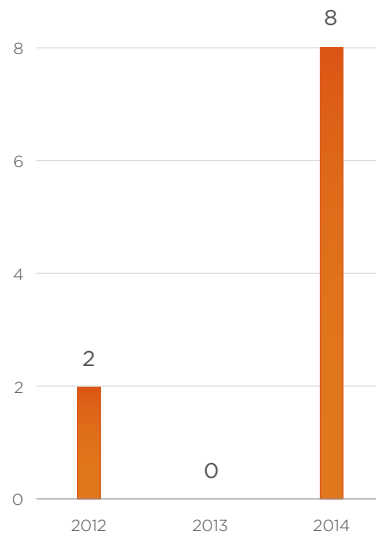
Control and self-regulation over content and infant contents

Since 2005, **Atresmedia** has adhered to the Self-regulation Code on Television and Infant Contents. This is a code of conduct for the sector, voluntarily applied by all the companies who subscribe to it, which ensures the protection of minors in television content. **Atresmedia** is also a member of its Mixed Monitoring Committee, responsible for ensuring the correct application of the Self-Regulation Code.

Eight complaints from viewers were accepted by the Self-Regulation Committee in relation to the content of broadcasts by **Atresmedia** during 2014. Changes to the criteria for analysing complaints implemented in 2014 by the CNMC is the main cause of the increase compared to previous years. However, **Atresmedia** wants to increasingly improve and adapt to the code.

In addition, the CNMC fined **Atresmedia** for 5 violations of the Self-Regulation Code, corresponding to 4 open cases, and the fines represented the sum of € 360,600.

Self-Regulation Code Complaints accepted by the Committee



In this regard, **Atresmedia** places special emphasis on reviewing the rating of contents before scheduling and broadcasting the different audiovisual products. This is in order to avoid access to content that is unsuitable for minors. This rating is transmitted to the audience through pictograms and symbols superimposed on the screen, which allow viewers to make informed decisions. During 2014, **Atresmedia** also worked with the CNMC on the new programme rating criteria, aimed at ensuring correct classification.

Increasing accessibility

"Los Simpson" has for the second time been named as best audio description in 2014 at the 2nd edition of the ATRAE Awards.

Atresmedia not only complies with its obligations in terms of accessibility laid down by the General Audiovisual Law, but also exceeds them and works to ensure that everyone, regardless of their visual or hearing limitations, has access to its audiovisual content. To do this, the Group uses the audio description, signing and subtitling tools for its content.

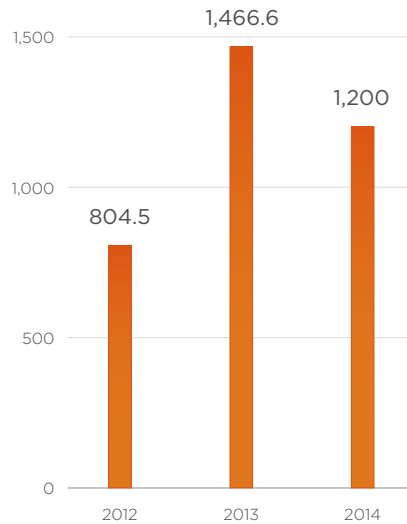
During 2014, **Atresmedia** worked on different projects aimed at increasing and improving the accessibility of its broadcasts, among which we can highlight the following:

- Collaborating with the pay channel **Nubeox** and with the **Atresplayer accessibility project**, providing subtitles for both initiatives.
- **SUBITO Project**: Collaborating to develop a new system that will have a shorter delay in the broadcasting of subtitles on live programmes.
- **EU Bridge Project**: Collaborating with the European project to research and develop voice technology systems applied to live subtitling.
- Presence at the **AMADIS Conference 2014**: A meeting that discussed television accessibility services for people with a sensory impairment, the systems for monitoring and controlling the quality of subtitling and audio description in all areas of the culture.

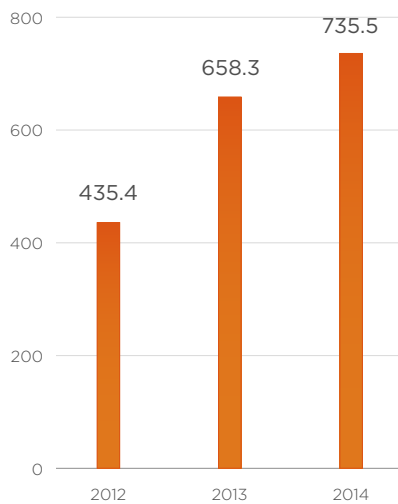
- Collaboration on and launch of the audio described broadcast of the series **Velvet**, accessible through the Audiodescmobile app, and developed by Fundación Vodafone, Fundación ONCE and Aristia.

The closure of the Nitro, xplora and laSexta3 channels explains the reduction in the number of audio-described and subtitled programming hours, despite investment in 2014 increasing by 0.1% compared to the previous year.

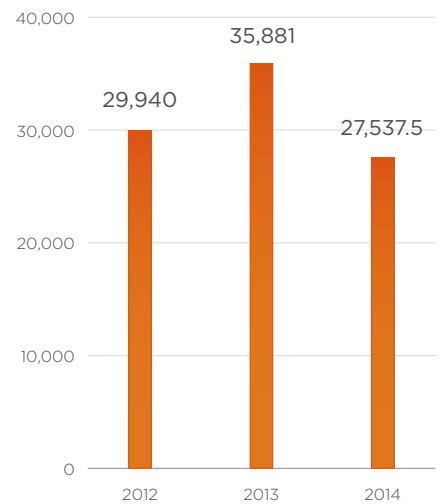
Number of hours of audio-described programming










Number of hours of signed programmes



Number of subtitled hours



The number of subtitled programming hours fell by 23% in 2014 as a result of the reduction in the number of channels. The subtitled programming offer was almost 100% for the major programmes in the commercial timeslot: **Noticias 6.15**, **Espejo Público**, **Al rojo vivo**, **El intermedio**, **Zapeando**, **Más vale tarde**, **laSexta columna**, **Jugones**, **Sports**, **Weather** and all the news programmes on **Antena 3** and **laSexta** from Monday to Sunday.

Canal	Subtitled hours		% of subtitling	
	2013	2014	2013	2014
	5,060.4	5,353.1	79.4	85
	4,587.8	4,943.2	73.9	81.6
	5,138.2	5,651	80.2	86.3
	4,722.2	5,390.8	72.7	84
	5,279.3	1,886.3	71.8	80.7
	4,846.6	1,886.3	70	78.4
	6,247.1	2,492.3	80.4	95.1

Building critical audiences

Atresmedia, aware of the important role played by the media in shaping public opinion, promotes education over the way it operates and trains professionals so that they are competent and capable of offering a high quality, free, independent and diverse media.

In this regard, and to continue enhancing society's knowledge about the media, **Atresmedia** runs the following initiatives:

Fourth edition of Proyecto Mañana (Tomorrow Project)

Students from the Universidad Rey Juan Carlos in Madrid were the winners of the new edition of Proyecto Mañana 2014, run by Grupo **Atresmedia**. The students worked throughout the year on the production of two thematic multi-channels for the internet, as a part of the **Atresmedia** multimedia strategy.

Students from the Universidad Pompeu Fabra in Barcelona were also winners and submitted a double proposal, a multichannel video games network and another aimed at runners. All the winning students received grants for internships at **Atresmedia**.

The Universidad de Sevilla, Universidad San Pablo CEU and the Universidad Politécnica de Valencia also participated in this edition of the initiative.

Social Networks, Community Manager and Interpretation, new training courses in the framework of Proyecto PRO

During 2014, **Proyecto PRO**, whose objective is to promote audiovisual training for people with a disability to help them join the industry, ran two new courses: "Specialist in the management of social networks", with the Universidad Rey Juan Carlos (Madrid); and "Postgraduate Diploma in Community Management", with the Universitat Politècnica de Catalunya (Barcelona). This year a third course, on acting, has also been organised with the Fundación Globomedia (Madrid), which allows people to work front-of-camera and increases normalisation.



Fundación Atresmedia runs radio workshops for children

In 2014, **Fundación Atresmedia** ran, together with professionals from **Onda Cero**, a radio workshop for children admitted to the Vinalopó hospital in Elche. The children, in addition to helping to create the makeshift studio, interviewed one of the paediatric nurses after receiving "wise advice" from the Elche journalist **Mayte Vilaseca**. This initiative, which aims to entertain and bring radio closer to children, has already been run successfully in other hospitals in other autonomous regions.

Onda Cero and the Universidad Nebrija launch their Masters in Radio

Onda Cero and the Universidad Nebrija have jointly launched the Onda Cero Masters in Radio, which lasts two semesters. The training allows graduates to specialise in any of the professional roles in the world of radio: editor/presenter, programme director, producer, head of web content and broadcasting manager, among others.

Almost 3,000 people learn about the day-to-day activity at Atresmedia

During 2014, more than 2,800 people, split into 114 groups (schools, universities, associations and advertisers), had the chance visit the facilities and see the day-to-day activities of the Group. There was a particularly large increase in requests for visits from university and masters students.

ATRESMEDIA Radio

Between December 2013 and December 2014,
Onda Cero, Europa FM and Melodía FM gained
close to five hundred thousand new listeners.



The fastest growing radio network

Onda Cero, Europa FM and Melodía FM have gained almost five hundred thousand new listeners.

Atresmedia Radio consolidated its position in 2014 through excellent audience results for **Onda Cero** and **Europa FM**, but also through the launch of its third radio station, **Melodía FM**, which began its new programming on 13th January 2014. The three stations have a total number of listeners of close to five million people and this makes **Atresmedia Radio** the second most important radio group in Spain. The most remarkable thing is the considerable increase in audience over the last twelve months. Between December 2013 and December 2014, according to data from the Estudio General de Medios (General Media Study), **Onda Cero**, **Europa FM** and **Melodía FM** gained close to five hundred thousand new listeners.

The growth of **Atresmedia Radio** is reflected in the survey conducted in early December 2014 by the EGM. **Onda Cero**, which in 2015 also celebrates its 25th anniversary, is the fastest growing general station with 172,000 new listeners. With a total audience of 2,632,000 listeners, it remains the second most listened to station in our country, increasing the gap between it and the third placed station, Cadena Cope, to 886,000 listeners, and exceeding the fourth placed Radio Nacional de España by almost one million four hundred thousand listeners. The market share of **Onda Cero** is around 20.2%, compared to 12.2% for Cadena Cope and 8.7% for Radio Nacional.

In the current environment of strong competition and with the generalisation of the online media, it is not easy to achieve these results. However, **Onda Cero** has managed to do this by creating very recognisable programming and seeking to gain the trust of its listeners with an editorial policy that seeks to provide balance. The participation of the listeners has also been intensified through the social media and this has allowed it to strengthen another of the objectives of **Onda Cero**: closeness and proximity to its audience.

Onda Cero has once again achieved the best profitability per listener index. This leadership has much to do with the loyalty and reliability that its content provokes. In fact, it holds the highest listener rate per person, at 154 minutes, compared to 148 for Cadena Ser, 140 for Cope and 137 for Radio Nacional.

Europa fm beats its best records

“Levántate y Cárdenas” was the music radio programme that gained the most audience in 2014.

2014 has been a record-breaking year for the music station **Europa FM**. With an increase of 160,000 listeners, it has managed to exceed the best figures in its entire history, securing third place in the ranking of music radio stations with 2,061,000 listeners in the December EGM, exceeding Cadena 100 for the third year running and moving even closer to second place, currently held by Cadena Dial.

The gradual growth of **Europa FM** has been greatly influenced by the success of the morning show **Levántate y Cárdenas**, with an annual increase of 146,000 listeners. The morning programme, directed and presented by **Javier Cárdenas**, is the music radio show that has gained the most audience in 2014, adding 1,130,000 followers, continuing the upward trend seen since its launch four years ago.



Melodía FM, a radio station to enjoy

However, **Onda Cero** and **Europa FM** are not alone. Since its re-launch in mid-January 2014 their little sister, **Melodía FM**, has achieved 68,000 listeners more than it had the first time round. **Melodía FM** is experiencing a clear upwards trend with 297,000 followers.

The launch of the new morning show on **Melodía FM**, with **Nuria Roca** and **Juan del Val**, surrounded by a large team of collaborators, has created a turning point in the history of the station. **Lo mejor que te puede pasar** has managed to double the audience in this timeslot during its first year on air.

Siente la buena música (Feel the good music) is the main message of the new music offering from Grupo **Atresmedia**, in which it offers, together with the morning programme presented by **Nuria Roca**, a selection of the best music from the 80s and 90s, aimed at an adult and contemporary audience. **Melodía FM** listeners can enjoy a wide range of musical styles, including national and international pop and rock, with songs that are still big hits.

Onda Cero, the open radio station

Onda Cero is an open and entertaining radio station, with regional and local connections that allow it to bring the news from each community or city to the public. It is the station that dedicates most time to local information, something that is perfectly compatible with its large news and entertainment programmes for the entire country.

For the more than two and a half million listeners of **Onda Cero**, **Carlos Herrera**, **Julia Otero**, **Carlos Alsina**, **Héctor Fernández**, **Isabel Gemio**, **Esther Eiros**, **Javier Ares** and **Javier Ruiz Taboada** are familiar voices, voices that transmit confidence and credibility.



Herrera en la Onda, with more than two million listeners, was the morning programme with the most new listeners in 2014. **Julia en la Onda** is the second most listened to programme in its timeslot with 542,000 listeners, and **La Brújula**, with **Carlos Alsina**, has once again grown its audience, having 547,000 listeners at the end of the year. **Te doy mi palabra**, with **Isabel Gemio**, has around one million listeners every Saturday and Sunday. Not forgetting the hundreds of thousands of listeners who tune in during the early hours for the analysis of current sporting events on **Al Primer Toque** with **Héctor Fernández**; or who travel over the radiowaves, without needing to pack a suitcase, with **Esther Eiros** and her **Gente Viajera**.

The morning programme with **Carlos Herrera** has once again exceeded the barrier of two million listeners for the third consecutive year. It has twice the audience received by the programmes broadcast every morning by Cope and Radio Nacional, and also exceeds the overall audience for these two stations. **Herrera en la Onda** is the second most listened to programme on Spanish radio and the strong leader in the mornings in our country.

The morning show on **Onda Cero**, without losing its usual dose of humour and complicity with the listeners, saw the addition of some new collaborators at the start of the 2014 season, such as **Julio César Iglesias**, **Román Cendoya**, **Nacho Cardero**, and an international group comprised of **Chencho Arias**, **Julián Cabrera** and **Ángel Gonzalo**.

Julia strengthens her position

There have also been remarkable developments with **Julia en la Onda** at the start of its eighth season on **Onda Cero**. The evening show, with **Julia Otero**, saw important additions such as the journalist **Raquel Martos** and the writer **Juan Gómez Jurado** who offer a humorous take on the news with **Personas Físicas**; Máximo Pradera joined **Territorio Comanche** and **Juan Adriansens** launched **Territorio Histórico** on Tuesdays. In the **Gabinete** the team has been strengthened with the signing of **Carmen Rigalt**, **Alejo Vidal-Quadras**, **Melchor Miralles**, **Fernando Iwasaki**, **Anna Grau** and **María José Tarancón**.

Julia en la Onda, which is one hour shorter than the competing programmes, managed to gain sixty thousand new listeners in 2014 and secure its position in second place in the ranking of radio evening shows with 542,000 listeners.

The challenge of accuracy in news reporting

“La Brújula” with Carlos Alsina has continued its upward trend and is the evening news programme that has grown most over the last year.

Unravelling the key points in the news and analysing the most notable information from the day is the aim every evening of the news programme **La Brújula**, with **Carlos Alsina** and his team. The opening monologue by the programme’s director and presenter serves as a preamble to four hours of different radio which enables listeners to end the day well-informed from different angles and perspectives.

La Brújula has continued its upward trend and is the fastest growing evening news programme over the last year: 85,000 new listeners, 18.4% more than in 2013. The programme, with 547,000 listeners, has become a benchmark for news radio.

Noticias Mediodía, with **Elena Gijón**, offers the news in its purest form, explaining what is going on in the world with rigour, seeking out the latest events taking place at that time in the afternoon. With an audience of 274,000 listeners and a year-on-year increase of 31,000 listeners, it has consolidated its position as the second option in its timeslot.

2014 was full of big news stories and a fair few surprises. The team led by **Ju-lian Cabrera** dealt with these news challenges with the utmost rigour and professionalism. Among these we can highlight the abdication of King Juan Carlos I in favour of his son Felipe VI, the death of the first president of the democracy, Adolfo Suárez, the European elections last spring and the emergence of the political party “Podemos” in Spanish political life.



At the forefront of sport

In the sporting arena, **Onda Cero** was also at the forefront with special programmes for both the World Cup in Brazil and the Basketball championship which took place in Spain. The sports broadcasts have been accompanied by summaries and interviews with the stars in the programme **Al Primer Toque**, with **Héctor Fernández** and a team of collaborators involving people of the status of **Santi Segurola**, **Ángel Capa** and **Fabio Capello**.

The best complement to the daily sports news is **Radioestadio** with its Saturday and Sunday programmes and its specials when international competitions are taking place. This sports programme, run for thirteen seasons by **Javier Ares** and **Javier Ruiz Taboada**, has ended the year with its highest ever audience figure. The Saturday edition obtained 813,000 listeners, whereas the one on Sunday had 801,000 followers. **Radioestadio** has consolidated its role as an excellent alternative for those who demand something more than commentary on a game.

The power of solidarity

Te doy mi palabra, with **Isabel Gemio**, began its tenth season with more energy than ever and ended the year with an unforgettable 16 hour charity "radiothon" (27 December 2014). **Isabel Gemio**, with support from the station and all of the **Atresmedia** group, managed to raise more than two hundred thousand euros, which was donated to organisations fighting rare diseases.

The programme's average audience throughout 2014 was close to one million listeners, on both Saturdays and Sundays. The voice of the public is represented each weekend in **Te doy mi palabra**, turning this show into a platform for testimonies and reports, with distinguished collaborators such as **Fernando Sánchez Dragó**, **María Jesús Álava Reyes** and **Ramón Miravittlas**.

The listeners of **Onda Cero** can also find thematic areas in the weekend programming that cover a wide range of content and interests. **Gente Viajera**, on air for 25 years, is the great benchmark for travel and tourism. To celebrate its silver wedding anniversary, **Esther Eiros** prepared special editions inside and outside Spain.





ESCUCHA A ANTÍLOPEZ
'ANALFANAUTA'

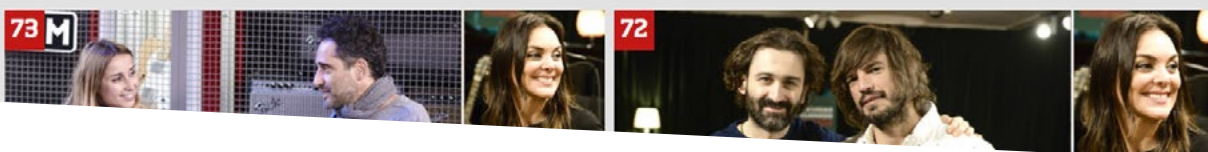
Buscar en ULLM



PROGRAMAS

Disfruta de los programas completos de radio de ULLM que se emiten en Europe FM todos los sábados a partir de las 17:00. Entrevistas y música en directo con Javier Limón.

VER TODOS



Adding audiences through the internet

Onda Cero, **Europa FM**, and now **Melodía FM**, have created new opportunities for listener information and participation through their respective websites. The two largest radio stations in Grupo **Atresmedia** continue to gain listeners through the internet and the social networks, expanding their content with surveys or blogs by their professionals. Listeners can retrieve audio sections, participate in chats and give their opinion about the different programmes and broadcasts.

Thanks to the new reenergised www.ondacero.es, to www.europafm.com and since January 2014 to www.melodia-fm.com in addition to being able to listen to the radio live, listeners can give their opinion about the content. The three stations have created applications that allow people to listen to their broadcasts through mobile devices and tablets.

Good reasons to continue growing

The credibility and good image of the radio stations at Grupo **Atresmedia** has been reflected in the many awards and recognitions received throughout 2014, starting with a Radio Academy Award for its chairman, **Javier González Ferrari**.

In 2013 the Ondas Award for the best professional career was awarded to **Julia Otero**, and this year the organisation has given an award to the **Europa FM** programme **Un lugar llamado mundo**, presented by **Javier Limón**. The jury awarded it "best music radio programme" and highlighted in its decision its "innovative commitment to live music".

Coinciding with the tenth season on air of **Te doy mi palabra**, **Isabel Gemio** has also seen her work and effort recognised with the Clara Campoamor Award, where "her role as a mother who has managed to reconcile work and family life" was emphasised among her merits.

Moreover, **Javier Ares**, director and presenter of **Radioestadio**, was awarded the 2014 Francisco de Cossío Award for his “professional career”. The jury, comprised of journalists from Castile and León, highlighted the “journalistic independence” of the veteran sports reporter, as well as his broadcasting from his Community of birth. To these awards we can add those received by **Esther Eiros** and her **Gente Viajera**, and the distinctions and tributes to **Carlos Herrera** in different areas around Spain.

The achievements of **Onda Cero**, **Europa FM** and **Melodía FM** are a result of the ability and commitment of those who make radio possible; radio that listens to the concerns of the Spanish people and that has managed to create new opportunities for listener participation.

Committed radio

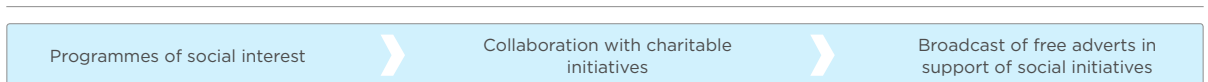
All **Atresmedia Radio** stations are a true outlet for the public, broadcasting content that interests them and raising the issues that affect them, trying to increase awareness and propose solutions by applying a positive and respectful approach. Issues relating to social support for the most disadvantaged, research and environmental protection have a regular place in the Group’s programming and news.

This social commitment is put into practice through the following lines of action:

- Support for the Group’s main Corporate Responsibility campaigns such as **Ponle Freno**, **Hazte Eco** and **El Estirón** (now Objetivo Bienestar Junior) and the initiatives launched through **Fundación Atresmedia**. Some examples include the charity bags designed by **Julia Otero** and **Gran Wyoming** in collaboration with the company La Casa del Libro to raise funds; and the radio workshop held in the Child Oncology ward at Albacete Hospital.
- Collaboration with non-profit and social interest organisations, raising awareness about their work through the different radio programmes and supporting their campaigns. Highlights include promoting the initiative ‘La Poción de Héroes’ in support of children with cancer, and the charity marathon in benefit of the Isabel Gemio Foundation as part of which various stories about overcoming adversity were broadcast.
- Broadcasting of more than 1,306 free adverts in support of social initiatives run by non-profit organisations, valued at 3,494,228 euros.

In 2014, 1,306 free adverts for the communication campaigns of NGOs were broadcast, valued at 3,494,228 euros.

Supporting Atresmedia’s Corporate Responsibility initiatives



The Atresmedia Radio marathon raised 200,000 euros that was donated in full to the Isabel Gemio Foundation.

Key social and charitable spaces

In 2014, sections with specific content of a social and charitable nature were maintained and added to the major programmes:

- The Change.org section in the programme **Julia en la Onda**, in which controversial social issues are addressed, and **Territorio Gallego**, where matters relating to ecology and respecting the environment are discussed.
- The **Agenda Cine** and **Teatro o Cultureta** sections in the **Onda Cero** news programmes promote culture as a key factor in creating a better society.

There are also programmes on air with a clear social component:

- **Gente Viajera**, which shares new cultures and ways of life with the listeners.
- **Como el perro y el gato**, whose objective is to improve and “celebrate” the understanding and harmony between humans and pets.
- **En buenas manos**, a section dedicated to health.
- **La Brújula, Levántate y cárdenas** and **Ponte a Prueba**, programmes that address matters of a social nature.



“The history of Atresmedia has run in parallel to that of PUBLIPUNTO, since we are also celebrating reaching 25. Over this time, the words that best summarise our relationship are:

FRIENDLINESS, EFFECTIVENESS AND POSITIVE RESULTS!

Over all these years, our companies have evolved together in terms of growth, volume and technology, always remaining one step ahead of the rest. However, the most notable fact is that Atresmedia has gone beyond the pure Customer/Media relationship, it has gone out of its way to lend us a hand in difficult times. When the wind was against us... They were there! Thank you friends!

I could go into more technical details but these words come from the bottom of my heart, as a summary of the 25 years shared together.

The companies that understand social networks are those who say with their message:

‘I can see you, I am listening to you and I care about you.’

Thanks!”.

Ramiro López Henares
General Manager PUBLIPUNTO

Connecting with listeners

The listener is an essential component in the programming of all the **Atresmedia** radio stations. This is why various opportunities for participation have been established so that the public can express their doubts, interests and preferences on both the programmes broadcast and on other topical content or debates.

Atresmedia Radio conducts regular focus groups and studies to identify the attitudes of the audience. Different programmes also contain sections that give a voice to the listeners and encourage them to participate. This is the case for **Te doy mi palabra** with **Isabel Gemio**, where anyone who wants to participate can do so both at the start of the programme and in the **RED-SISTENCIA** section, where the listeners themselves raise and discuss issues; and **Herrera en la Onda** with **Carlos Herrera**, which gives a voice to entrepreneurs whose words motivate the unemployed to start a new activity.

Commitment to the future of the profession

In 2014, the **Radio Onda Cero Masters** was launched in conjunction with the Universidad de Nebrija, with the collaboration of **Europa FM** and **Melodía FM**. This is a commitment to improving the training of future professionals in radio. Several journalists and other experts from **Atresmedia** participate as teachers.



“The initial period in the Group, for those of us who were at Onda Cero, was very tough and a fundamental aspect was the mental transformation everyone went through. We went from being a radio where the stars had the power to a company where the brand is more important than the stars. Over all this time the evolution in radio has been enormous, more than people think today, with many changes being made to the programming from the very first day. For everyone, the 25 years have involved overcoming hurdles and adapting to the times in which we live.

Nowadays, we are who we are thanks to the trust that the company had in us and there are two clear reasons for our success. First, we are a commercial radio station where we have to provide good radio in order to be a good advertising option. Second, it is vital to know that because of coverage reasons we are second, but we cannot think about coming second”.

José María de Rato Cancer

Regional Director of Onda Cero in Asturias





Work distinctions

As a reward for their work and effort, the programmes and professionals at **Atresmedia Radio** received different awards and distinctions throughout 2014:

<p>The "Ciutat of Onda Cero" Catalonia</p>	<p>The APEI (Spanish Professional Association of Press, Radio, Television and the Internet) has awarded the programme the "Micrófono de informadores", recognising its journalistic work during this season.</p>
<p>Onda Cero Cantabria</p>	<p>Award granted by ONCE for its "Onda Solidaria" programme.</p>
<p>Pepa Gea</p>	<p>'Profesor Juan Ramón Zaragoza' Award for best communicator.</p>
<p>Isabel Gemio</p>	<p>'Clara Campoamor' Award for her professional career and for being a mother who manages to reconcile her professional and personal life.</p>
<p>Clara Saavaedra</p>	<p>Awarded the 'Provincia de Valladolid' journalism award for her report "60 años de Fasa en Valladolid".</p>
<p>Javier Ares</p>	<p>'Francisco de Cossio' Award for his professional career.</p>
<p>Esther Eiros</p>	<p>Plaque from Elche council for her journalistic work.</p>

ATRESMEDIA Publicidad

innovation, efficiency
and profitability
continue to be the
pillars on which
Atresmedia Publicidad
is founded so that it
offers the best service
to its customers.



More efficient, interactive and innovative

In 2014, Atresmedia created AtresmediaLab in order to fully take advantage of the new multi-screen advertising opportunities and increase efficiency.

25 years after the creation of **Antena 3** and **Onda Cero**, innovation, efficiency and profitability continue to be the pillars on which **Atresmedia Publicidad** is founded so that it offers the best service to its customers. Innovation because advertising progresses quickly, as do new consumer habits, and because a hyper-connected society needs communication through the new media, whose scope and possibilities are still to be fully discovered. For this, and because innovating also means researching, in 2014 **Atresmedia** created **AtresmediaLab** in order to fully take advantage of the new multi-screen advertising opportunities and increase its effectiveness.

Atresmedia Publicidad has also managed to incorporate creativity into planning. It has good reasons to jointly market its television channels, radio stations, internet portals and new media whose complementarity increases their effectiveness, provided that there is reliable awareness of the effect of each media, the short and long-term performance of the different media channels and the maximum level of recognition that each can achieve. Only then is it possible to ensure the greatest profitability.

Investment in advertising has returned to television, which increased its share compared to the other conventional media (+1.7 points vs. 2013) and grew by 11% compared to the levels seen in the previous year. This trend is the result of the improvement in the macroeconomy, but fundamentally also because of the effort to contain prices, a decision that has allowed **Atresmedia** to strongly improve its efficiency.

2014 has been characterised by the growing improvement in advertising investment in television, which in the January-September period showed an increase of 2.3 market share points compared to the other conventional media. However, it has also been a year marked by the closure of three channels, **Nitro**, **xplora** and **laSexta3**. To address this situation, **Atresmedia** has strengthened the offer of **Neox** and **Nova**, and of course of the main channels, to make them even more attractive and cater for the audience coming from the closed channels. The company's advertising offer continues to be, despite everything, a leader in coverage and affinity.

As for radio, although this is a media channel characterised by stability in terms of investment, it has experienced significant growth and, in the case of the stations marketed by **Atresmedia**, these have grown above the average market rate thanks to an appealing and competitive offer. Additionally, **Onda Cero**, **Europa FM** and **Melodía FM** have again achieved great audience results, which consolidates **Atresmedia Radio** as the second largest radio group with more than five million listeners.

In the online area it is worth noting the deceleration in the growth of the Internet media channel, which is growing more slowly than television. The creation of **AUNIA** has been especially important for the industry. This guarantees customers the presence of their brand in professional, high quality content and in a safe environment.

Aside from the quantitative indicators, **Atresmedia** also has received recognition from the market. According to a recent study completed by Personality Media, **Antena 3** and **laSexta** are the most liked television channels in Spain; in fact, seven programmes from **Atresmedia Televisión** are among the top ten for quality.



The advertisers' office: a new service for customers

Atresmedia publicidad continues to have a vocation for providing a service. A clear example of this is the creation of the **Advertisers' Office** in January 2014, whose function is to deal with and resolve any customer incidents or complaints.

Another example of the desire to offer the best service is the **Spot de Oro**, created to identify the most effective adverts. **Atresmedia Publicidad** broadcasts the most viewed advert free of charge on its channels, accompanied by a banner which indicates the number of television viewers it has had.

A variant of the Spot de Oro is the **Spot MVP**, the one receiving most public votes. It is the first time in Spain that a communications group has allowed its viewers to vote for the best advert of the month. The winning spot is broadcast free on the **Atresmedia Televisión** channels.

Innovation, the key to success

Innovation requires research, and this is why in March **Atresmedia Publicidad** and **Atresmedia Digital** created **AtresmediaLab**, the innovation and technology laboratory applied to advertising that responds to the demands, needs and opportunities arising from the new multi-screen advertising opportunities (mobiles, online video, mobile marketing, social media and connected television).

AtresmediaLab emerges, therefore, to provide new communications solutions to advertisers and at the same time strengthen participation from the other side of the screen. Its launch represents a clear commitment to more attractive, interactive and innovative advertising.

There are several examples of initiatives arising from the creation of AtresmediaLab. In 2014 the Vodafone Spain Foundation, in collaboration with **Fundación Atresmedia**, launched **Pasa la Bola** (Pass the Ball), an innovative and fun charity campaign to support the Red Cross "Plan de Ayuda Escolar" school support plan. **Atresmedia**, through its main channels **Antena 3** and **laSexta**, and its radio stations **Onda Cero** and **Europa FM**, encouraged viewers to "pass the ball". A total of more than 365,000



people participated, the money raised exceeded 200,000 euros, more than 50,000 snacks were distributed and school support actions were organised with an estimated duration of 75,000 hours.

Other initiatives were run in addition to **Pasa la bola**. In June, for the third consecutive summer, Barceló Viajes launched the “El verano más viajero” campaign hand-in-hand with **Atresmedia**. On this occasion, in order to be able to participate in the prize draw for 10 holidays to the Caribbean and 5 to the Balearic or Canary Islands, the audience had to send a whatsapp indicating which destination they liked the most, the Caribbean or the Spanish islands. The use of this messaging system, instead of the traditional text message, represented a big innovation and allowed the number of contributions to increase exponentially. With almost 700,000 messages received via WhatsApp, this new and interactive initiative from Barceló Viajes and **Atresmedia** could not have had a better response.

The 3rd edition of the **Neox Fan Awards 2014**, organised by **Neox** and Fanta, was again a big success for branded content. The gala was followed on television via **Neox** by 422,000 viewers. The presentation ceremony for these awards, held on 8 October at the Compac Gran Vía theatre in Madrid, led to over 400,000 comments on Twitter and became the season’s most commented on broadcast (non-sports related) on the social networks. **Neox** also successfully broadcast a spin off to the gala, revealing all the secrets about what took place after the ceremony at the so-called Neox Fan Party.

Another success for multi-screen branded content was the initiative created by **Atresmedia Publicidad** and ODM for McDonald’s, naturally integrating the brand into the Top Chef competition. The winning recipe was included in the McDonald’s Grand McExtrem range and sold in all of the chain’s restaurants at a national level. This exclusive initiative with branded content was supported on television by a breakthrough plan that redirected to the programme and the spots. The campaign was completed with tele-promotions lead by **Arturo Valls** and **Carlos Sobera**, and accompanied by **Javier Peña**. It also had digital support through pre-roll and various initiatives in **Atresmedia Conecta** and in the social media.

In September, **Atresmedia** and Gas Natural Fenosa reached an agreement to disseminate and transmit, in cinemas, the importance of energy efficiency in order to encourage its rational use and the protection of the environment. As a result of this alliance, **Atresmedia** broadcast CINERGÍA, the energy company’s new project that unites the cinema and energy through the production of four short-films signed by prestigious directors, as well as other communication initiative.



AUNIA is created

Atresmedia Publicidad has joined the AUNIA platform, which guarantees the presence of the brands in professional, high quality content and in a safe environment.

In terms of the internet area, **AUNIA** was created in 2014 and is the first platform to bring together the online content of the media organisations, including **Atresmedia** and Mediaset España. Aunia guarantees its customers the presence of their brand in professional, high quality content and in a safe environment. In this way, **Atresmedia Publicidad** is present in the programmatic sale with guarantees.

Atresmedia signed an agreement with **Twitter Amplify** in March. Through this tool, videos with exclusive **Atresmedia** content (programmes, series, news and episode previews) were broadcast to develop the advertising campaigns of its customers. The first action on Twitter Amplify took place in prime time on **Antena 3** during the broadcast of an episode of **Velvet**, involving Hero Nanos. From the beginning, the initiative reached the 657,000 followers of @antena3com and enabled the impact to be increased and the campaign to be directed at the specific core target of the advertiser.

Additionally, at the start of the year Webseries & Co was launched, a window for digital branded content, with content that is highly visible and free of advertising, with the sole requirement being that the stories have narrative continuity.

Un lugar llamado mundo for San Miguel was awarded a bronze lion in the Branded Content & Entertainment category at the 2014 Cannes Lions Festival. The programme with **Javier Limón** was also awarded an Ondas award for the best music programme of 2014. Under the format of branded content, **Un lugar llamado mundo** was created as a window open to the public with high quality music content: interviews, concerts and the most unexpected mixes, moving away from labels and genres.

Within the Group's Corporate Responsibility initiatives, **Atresmedia Publicidad** has continued to support different projects such as **Ponle Freno** with AXA, **Hazte Eco** with ECOEMBES, **Constantes y Vitales** with the AXA Foundation and **El Movimiento Corazones Contentos** with the PULEVA Institute.

New studies to increase multimedia effectiveness

In order to continue researching and increasing our understanding of advertising effectiveness, **Atresmedia Publicidad** and Kantar World Panel joined forces to obtain better information about television consumption. Thanks to this data, brands belonging to four large sectors of the economy were able to plan their strategy based on the behaviour of the potential buyers of their products.

Atresmedia Publicidad and the consultancy firm Kantar Worldpanel also conducted a crossmedia survey to measure the impact on real purchases of the multimedia campaigns on television and the internet for the brand "Dinosaurus de Nutrexpá". The campaign managed to have an impact on almost the entire population, achieving 92% coverage on television and 5.3% on the internet, which demonstrated the complementary nature of the two media in achieving advertisers' objectives. The television campaign managed to increase the capture of new buyers by 35% and reinforced the purchase of Dinosaurus among older people. The Internet was the media that most related to the core target; the spending of people between 35 to 49 years was increased and the coverage of young people was reinforced. The online media also achieved 50% of its impact among those with little exposure to television.

Television, the most effective media

To demonstrate that advertising on television is the most profitable when it comes to generating brand recall, **Atresmedia Publicidad** conducted a study with **Tres14 Research**. In conclusion, 60% was identified as the minimum television share to maximise the effectiveness of the investment made. This research also made it possible to measure the influence of each media in multimedia advertising, the short and long-term performance of the different media channels and the maximum level of recognition that each can achieve. Lastly, the study was able to identify the key elements in optimising advertising investment and achieving the maximum brand recall.

The main result that emerges from this study is that television stands out as the most effective and profitable media when generating brand recognition. As we increase investment levels, each media achieves a maximum recognition limit, from which point on more investment no longer generates greater recall. In these circumstances, advertising on television is the one that offers the highest values and that takes longer to become saturated and reach its maximum limit. To maximise the levels of recognition, the television investment share should be above 60%. Additionally, 81% of multimedia recognition generated is due to television.

At the end of the year, **Atresmedia Publicidad** and the consultancy firm IRI conducted a study for the beer industry in order to measure the effectiveness and profitability of different media in generating a return on investment. This research allowed for the measurement of the influence of each media channel in the sale of beer and revealed that the ROI was highest in television at 0.82. In contrast, the online media only reached 0.42.



Synergy generates greater profitability

The synergies between the different media marketed by **Atresmedia Publicidad** are responsible for the positive evolution of the company. So much so that more than 60% of the advertising investment in the television channels is generated from "three-media" advertisers, or to put it another way, from customers present in all of the Group's media channels. This segment of "multimedia" advertisers also constitutes 84% of advertising revenue in the internet channel, as well as 56% of turnover in radio.

ATRESMEDIA EVENTOS

Specialists in sports and entertainment

During 2014, **Atresmedia Eventos** confirmed the success of its firm commitment to sports and entertainment. Its activity has mainly focused on two areas: running and live music festivals.

Around these two content areas, **Atresmedia** has managed to establish its own branded events and has also created new initiatives that are becoming major hits within the market specialising in creating and organising events.

Running addicts

Running is in fashion and **Atresmedia Eventos**, which has spent years being strongly committing to it, has increased its events portfolio for this sport.

At the forefront is once again the **Ponle Freno Fun Run**, which for the sixth consecutive year has broken its record for the number of people taking part, with 20,000 people running for the victims of traffic accidents.

Likewise, the third edition of the **Marcha del Estirón**, managed to bring together 9,000 people. Once again this year, parents and children walked the 2.3 km together, with the finish line being established at the entrance to the Warner Park in Madrid where the day ended with everyone enjoying the attractions.

Among the company's newest big commitments we can highlight the **Rexona Street Run**. It is the first 10 km running circuit to be approved by the Royal Spanish Athletics Federation, where Rexona, in accordance with its "HAZ:MÁS" (DO:MORE) philosophy, reinforced its commitment to running as an engine for achieving personal objectives and goals. Seville, Oviedo, Valladolid, Madrid, Mataró (Barcelona), Palma de Mallorca, Albacete and Valencia were the 8 cities to host this sporting event, in which more than 12,000 people took part.

In line with this growth and in order to meet the new demand from fans, after the third edition of **Bico** (the most popular duathlon that this year took place in Madrid and Alicante and saw more than 2,000 people take part) the **Land Warriors!** experience was organised, an exceptional obstacle course for all ages held on 5 October in Majadahonda (Madrid). Sponsored by Land Rover and organised by Runin together with **Atresmedia Eventos**, it featured a special area with obstacles such as sandboxes, stones, mud, water and ramps.

Atresmedia Eventos also organised the second edition of the **Sanse Runin**, a fun run that combined the best of this fashionable sport with bull running. With support from the Council of San Sebastián de los Reyes, in Madrid, and with the town's festival in full swing, this pioneering sporting event took to the streets and, of course, to the section set aside for the bull run.

In 2015 the company will continue strengthening this area of business by adding new competitions of the status of the famous **Seville Marathon**, in which **Atresmedia** will form part of the organisation and promotion of the event.

Halfway between sports and entertainment, **Atresmedia Eventos**, together with the Proactiv group, brought the only live wrestling show to Spain. The show, which formed part of the WWE Live tour, converted Madrid into the centre of action for the most spectacular wrestling show.

Big festivals and live music

The first edition of Neox Rocks, in San Sebastián de los Reyes, was the first major festival to be organised by Atresmedia Eventos.

The first edition of **Neox Rocks**, in San Sebastián de los Reyes, was the first major festival to be organised by **Atresmedia Eventos**. This involved two stages, groups such as Marky Ramone and Izal, and an auditorium full of people waiting to watch, as headliners, one of the most popular punk bands, The Offspring. The Californian group gave a wild concert in which they played all the songs from their album 'Smash' and went through the greatest hits of their career.

In July, together with Live Nation, **Atresmedia Eventos** brought the greatest electronic music show to Spain, under the name **Barcelona Beach Festival**. More than 25,000 people danced in a unique setting, the Platja de la Pau, to the sounds of Avicii, David Guetta and Steve Angello, the three most important DJ's of the moment, who shared a stage for the first time thanks to this festival.

In September, almost 8,000 people had the opportunity to enjoy the first edition of **Gran Noche en las Ventas**, a concert format that offers the presence on stage of established groups with a similar musical style, offering unique moments with joint performances in the unbeatable setting offered by "Las Ventas". Luz Casal, Los Secretos and De Pedro shared the stage on that night, combining their voices for the first time.

The 7,000 people who attended were able to enjoy more than six hours of live music in another of the major shows organised by **Atresmedia Eventos: Armin Only Intense**. Headlined by Armin Van Buuren, voted the world's No.1 DJ five times, the stage was completed with a multitude of singers, dancers, acrobats from Cirque du Soleil and even a rock band whose live music was mixed with that of the DJ.

Within the world of entertainment, **Atresmedia Eventos** once again organised the fourth edition of **Madrid Premiere Week**. From 1 to 4 December, the Callao and Kinépolis cinemas in Madrid rolled out the red carpet to receive the best from the seventh art at this film festival. National and international releases from all genres came together at this festival which also completed its programming with the screening of independent titles and other activities centred on film.

Looking beyond these examples that illustrate the company's activity, **Atresmedia Eventos** ends a year of good results and notable growth, which demonstrates the success of its commitment to own brand initiatives and specialisation.



Responsible and high quality advertising

OUR VISION	<ol style="list-style-type: none"> 1. To promote transparency, effectiveness and innovation in commercial communications. 2. To enhance the industry's self-regulation. 3. To improve the effectiveness of the quality controls. 4. To encourage social commitment from the advertisers.
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In figures	2013	2014
No. of legal consultations	153	139
No. of copy advices	677	772
No. of violations	16	7*
Fines for TV advertising	€ 780,233	€ 0
Fines for advertising on all other media	€ 1,000	€ 0
Opportunity cost of broadcasting advertising slots on TV, for NLEs**	€ 5,542,630	€ 3,044,000
Opportunity cost of broadcasting advertising slots on radio, for NLEs**	€ 4,697,455	€ 3,494,228

* Pending resolution
 ** NLEs: Non lucrative Entities

Atresmedia Publicidad, aware of its responsibility to society, has from the very start maintained solid ethical principles that it applies to its daily work and that result in responsible and high quality advertising.

Recognised work

Atresmedia Publicidad is the most highly valued brand in terms of the quality of its commercial service and programming, its implementation of agreements and its advertising effectiveness, according to the MediaScope study published by the consultancy group. According to this document, Atresmedia also has six of the ten most recognised professionals in the advertising market, and Antena 3 and laSexta are the most viewed private channels by professionals in the advertising industry.

This policy, of leading through the process of improving and innovating advertising activity and television as a media, was put into practice in the following areas of action in 2014:

To promote transparency, effectiveness and innovation in commercial communications

For this purpose, the following initiatives have been launched:

According to a study run by Atresmedia, advertising on television is the most profitable and effective at generating brand recall.

- **Atresmedia Publicidad** and Kantar World Panel have reached an agreement to **better understand the television behaviour of consumers** thanks to a new tool and thus improve advertising effectiveness.
- The **Virtual Advertisers' Office** (oficinadelanunciante@atresmedia.com) has been launched, whose function is to deal with and resolve customer incidents or complaints, involving all areas of the organisation and acting independently of the daily business management.
- **Atresmedia Publicidad** continues its commitment to innovation by offering **personalised advertising products** in keeping with the needs of the advertisers. In 2014, more than 40 proposals of this type were presented to different customers.
- In collaboration with Tres14research, in 2014 **Atresmedia Publicidad** published the **First Study on Multimedia Advertising Efficiency**, which measures the effectiveness and profitability of the different media when generating advertising recognition.
- **Atresmedia Publicidad** and **Atresmedia Digital** have created **AtresmediaLab**, a laboratory for innovation and technology applied to advertising, which was created to respond to the demands, needs and opportunities offered by the new multi-screen advertising opportunities (mobiles, online video, mobile marketing, social media, connected television, among others).
- In 2014, work began to promote **subtitling in advertising**. The objective is to complete the project in 2015.

To enhance the industry's self-regulation

The commitment of **Atresmedia** to responsible advertising goes beyond mere legislative compliance, as evidenced by the voluntary joining of different self-regulatory codes for the sector that establish guidelines and requirements for ethical commercial communication that protects the rights of individuals, especially children.

Self-regulation codes signed up to by **Atresmedia**:

- Código de Autorregulación de Radio/Radio Self-Regulation Code (January 2013)
- Código de Conducta sobre Comunicaciones Comerciales de las Actividades del Juego/Code of Conduct over the Commercial Communications of Gambling Activities (2012)
- Código de Autorregulación de la Publicidad de Alimentos Dirigida a Menores, Prevención de la Obesidad y la Salud/Self-Regulation Code for Food Advertising Aimed at Minors, Preventing Obesity and Health (PAOS) (2010)
- Código de Autorregulación de la Publicidad Infantil de Juguetes / Self-Regulation Code for the Advertising of Children's Toys (modified in 2010)
- Código de Autorregulación Publicitaria de Cerveceros de España/ Advertising Self-Regulation Code for Brewers in Spain (2009)
- Código de Autorregulación del Vino/Wine Self-Regulation Code (2009)
- Código de Autorregulación SMS/SMS Self-Regulation Code (2009)
- Código de Autorregulación de la Federación Española de Bebidas Espirituosas /Self-Regulation Code for the Spanish Spirits Federation (FEBE) (2006)

In 2014, 139 legal consultations and 772 copy advice requests were made to Autocontrol to prevent the broadcast of adverts that could violate the self-regulation codes (14% more than in 2013).

In 2014, the main change was the signing of an agreement between the Ministry of Health, Social Services and Equality (Ministerio de Sanidad, Servicios Sociales e Igualdad) and the Association for Self-Care in Health (Asociación para el Autocuidado de la Salud y Autocontrol) on **the advertising of medicines for human use** in order to ensure the truthfulness, clarity and objectivity of these commercial communications and ensure that all conditions imposed by the legislation in this matter are fulfilled.

Additionally, during the year there was an increase in the number of non-binding preliminary consultations (copy advice) to Autocontrol over adverts or projects for adverts about medicines or advertising for children, among other sectors, which could result in some risk in terms of compliance with the self-regulation codes.

Finally, a new virtual children's space (**Vertical Infantil Neox Kidz**) was launched, which offers advertisers an educational multi-platform environment with different content for children between 0 and 11, in which their adverts can be inserted without the risk of exposing minors to unsuitable advertising messages.

In the area of protecting children, the extended hours of enhanced protection remain on all **Atresmedia** channels.

Atres Cobertura schedule of enhanced protection for children

Weekday	From 8am to 9am and 5pm to 8pm
Weekend	From 9am to 12 noon

Atres Afinidad schedule of enhanced protection for children

Weekday	From 8am to 10am and 5pm to 8pm
Weekend	From 9am to 12 noon

Neox schedule of enhanced protection for children

Weekday	From 8am to 10am and 5pm to 8pm
Weekend	From 9am to 3pm

More effective quality control

All **Atresmedia** advertising content is subject to strict control prior to its broadcast, which ensures compliance with the law and the self-regulation codes it has signed up to.

On the one hand, there is control of the content by the Broadcasting and Commercial departments and by the Autocontrol organisation, successively. Added to this triple filter are another three time controls which ensure that the legal maximums are not exceeded.

Daily and weekly monitoring reports are also developed in order to reinforce these filters and ensure that the content is in keeping with the broadcast timeslot and complies with the permitted advertising times.

Currently, there is work on a new commercial management system that will include a "common container" for advertising times and improve the controls.

In the event of incidents, the Quality Control Committee is responsible for evaluating these and undertaking the actions necessary to solve them and prevent them from occurring again.

The effectiveness of this control system is evidenced by the considerable reduction in cases opened in 2014 (three) and in potential violations (seven). These are also pending resolution and have not entailed a financial penalty.

	2012	2013	2014
No. of cases	6	10	3
No. of violations	27	16	7

	2012	2013	2014
Fines due to violations in television advertising (euros)	222,657	780,233	0
Fines due to violations in advertising on other media (euros)	0	1,000	0
TOTAL	222,657	781,233	0



Encouraging social commitment from the advertisers

Atresmedia Publicidad encourages advertisers to exercise their social commitment by participating in the Group's different Corporate Responsibility campaigns, as well as in the initiatives from **Fundación Atresmedia**.

In 2014, many companies were involved in these actions:

El Estirón	<ul style="list-style-type: none"> COLGATE has participated in a school campaign to encourage good oral hygiene habits.
Ponle Freno	<ul style="list-style-type: none"> AXA and Atresmedia create the Ponle Freno - Axa Study Centre in order to prevent the causes of accidents. CONTINENTAL has joined the Ponle Freno platform in order to make drivers aware of the importance of driving with tyres in a good condition.
Objetivo Bienestar	<ul style="list-style-type: none"> PULEVA has joined the "Movimiento Corazones Contentos" campaign. ABBOT has participated in World Diabetes Day ORAL B has promoted the importance of prevention for healthy teeth
Constantes y Vitales	<ul style="list-style-type: none"> The AXA FOUNDATION has joined the "Constantes y Vitales" campaign to support and strengthen high quality medical research and health prevention.
Juntos por la Educación	<ul style="list-style-type: none"> The VODAFONE FOUNDATION has participated in the "Pasa la Bola" initiative, a charitable initiative to support the Red Cross' School Help Plan which looks after disadvantaged children.
Hazte Eco	<ul style="list-style-type: none"> ECOEMBES shares the philosophy of Hazte Eco and encourages recycling.

In addition, in 2014 **Atresmedia** made available more than 22,000 seconds of television advertising space to NGOs and non-profit organisations (valued at 3 million euros) and more than 1,300 adverts (valued at more than 3.5 million euros).



“The relationship between Central Lechera Asturiana and Atresmedia goes back many years. For us it is very important to be able to get our message across through a communications group that prioritises quality in both its content and its formats and that also has values that coincide with our brand.

The commitment of this communications group to CSR as a basic principle of the company is important. This is apparent in both the development of high quality and gender diverse content, and in the actions that it runs in parallel in different areas such as “Ponle Freno” and “El Estirón”.

Atresmedia is a communications group that, both before its merger with laSexta and afterwards, has been able to understand society and evolve quickly in order to adapt to new changes, to the new interest groups, and this has allowed it to become the leading communications group in our country”.

Jose Armando Tellado

General manager of CAPSA FOOD (Central Lechera Asturiana, Larsa y Ato)

ATRESMEDIA Digital

The technological improvements offered by Atresplayer, such as the HD image quality and offline mode, has led it to achieve 4 million downloads in just one year, a figure that has not been achieved by any other television network in so little time.





Growth and innovation

More than 17 million unique monthly users in 2014, 41% more than in 2013, is perhaps the best figure that can be quoted from a year in which the television and radio websites achieved strong growth and in which the creation of new vertical portals has been decisive in achieving new records. It is 25 years since the creation of **Antena 3** as the seed of what today is the leading communications group in Spain. Of all the changes that have occurred over this time, probably the most spectacular has been the digitisation of television and the extension of the televisual experience to new screens.

Atresmedia has gone from occupying 28th position in the comScore multi-platform ranking, the official measurement, to closing 2014 in 13th position.

As a result of the audience figures obtained during 2014, **Atresmedia** has gone from occupying 28th position in the comScore multi-platform ranking, the official measure, to closing 2014 in 13th position.

Antena 3 has increased its number of users by 17.7% compared to the previous year, exceeding 8 million monthly users. To the good performance of the portals specialising in the network's series and programmes, we must add the unstoppable growth of the **Antena 3 Noticias** website which has doubled its figures from 2013 and is now attracting around 3 million unique monthly users.

Moreover, **laSexta** has achieved another 3 million unique users a month, which represents a growth of 46.7% compared to 2013. In October 2014 it obtained its best ever figures with more than 3.7 million unique users.

The group's radio stations are not being left behind in terms of growth in the **Atresmedia** digital area. The **Europa FM** website ended 2014 with 1.2 million unique users a month, 45% more than in the previous year; **Onda Cero** recorded 10% growth and exceeded 950 thousand unique monthly users; and the addition of **Melodía FM** to the Group's websites has meant an average of 100,000 more unique users a month.



Atresplayer: unstoppable

In its first year, **Atresplayer** has achieved a monthly average of 4.4 million users, exceeding the traffic from the old "Modo Salón" by 21%. The technological improvements offered by **Atresplayer**, such as the HD image quality and offline mode, has led it to achieve 4 million downloads in just one year, a figure that has not been achieved by any other television network in so little time.

According to data from comsCore, **Atresplayer** served more than 650 million videos in 2014 and is positioned as the leader in the platforms for the consumption of television audio and video, as well as in multi-platform users, where it has outperformed its main competitor in more than half of the months of 2014.

Atresplayer was created with the idea of being accessible from all devices. In addition to being available for computers, tablets, smartphones, connected televisions and consoles, in 2014 **Atresplayer** for Chromecast was launched, the first audio and video platform from a private television network to adapt to this new technology.

Neoxkidz.com, the new children's portal

One of the most important projects in 2014 was the launch of the new children's content portal neoxkidz.com.

One of the most important projects in 2014 was the launch of the new child content portal neoxkidz.com, a video and entertainment website dedicated to the little ones in the house, with children's series, games, learning sections and much more.

In neoxkidz.com all the content from the Neox Kidz series can be found, but it also has more than 30 series, 1,500 exclusive episodes, as well as different sections dedicated to games and learning, and a section for children between 0 and 4.

The commitment to technology is also apparent at neoxkidz.com which, in addition to being available for PC, tablet and smartphone, also has its own application available for iOS and Android.



¿Unas monas de Pascua?

Bocados Divinos no dice el paso a paso para hacer este dulce tan típico de estas fechas. Deliciosas y sencillas de hacer.



TE LOS COMES COMO SI NADA

Estos alimentos tienen muchas calorías... ¡cuidado!

Tú, que no sabes por qué engordas si no comes apenas fritos ni productos procesados, tal vez deberías saber que hay muchos alimentos que engordan mucho más de lo que creemos y que forman parte de nuestra vida diaria. Estos son algunos de ellos.

Karlos Arguiñano en tu cocina



Quinoa con verduras

Estos son los ingredientes principales:

- 1 tomate
- 1 cabeza de ajos
- 1 huevo
- 1 puerro
- 1 zanahoria

Ver más recetas

PUBLICIDAD



Thematic channels: more than 500 million reproductions

The vertical channels have doubled their audience over the year.

The **Atresmedia** family of vertical portals grew notably in 2014. To the three classic ones the websites had in 2013 (seestrena.com, celebrities.es and objetivotv.com), another seven were added (cienciexplora.com, tecnoplora.com, viajestic.es and defconplay.com, among others). Another three were created in 2014: Correrfitness (specialising in sport), Cocinatis (with culinary content) and Objetivobienestar (dedicated to a healthy lifestyle and habits). With these additions, **Atresmedia Digital** brings together a total of 13 vertical portals, whose audience in 2014 doubled compared to 2013.

The **Atresmedia** multi-channel has also grown exponentially with the addition of 19 more portals in addition to the official ones for **Antena 3** and **laSexta**. With a strong position in exclusive content on YouTube, for example “Top Trending Vídeo” (humorous content) and “Top Style” (dedicated to lifestyle and beauty), these already represent 15% of the total for **Atresmedia**, compared to 1% in the previous year.

As a result, in 2014 the **Atresmedia Digital** channels accumulated more than 530 million reproductions, doubling the figure with which it closed 2013. This growth is due to the positive evolution of the thematic channels, which increased from 2.5 million reproductions in 2013 to 81 million in December 2014.

With regards to subscribers, in 2014 the figures also doubled to achieve more than 1.2 million users subscribed to the **Atresmedia** channels on Youtube, of which 15% have been achieved with the **Atrestube** channels.

Antena 3, the private network with the most fans on facebook

A commitment to innovation has always been present at **Atresmedia**. In 2013, **Atresmedia Conecta** was launched, a second screen to expand the user experience beyond conventional television, but it was in 2014 when it experienced a great development, as in the case of the broadcast of **Formula 1**. With this application, in addition to receiving exclusive content, one can, for example, check the qualification times or see the features of each circuit, as well as enjoying every minute of the race.

2014 has also been a very positive year for the **Atresmedia** social networks. **Antena 3**, the private network with the most fans on Facebook, has positioned itself as the first national television channel to exceed one million fans on this social network. On Twitter it has also taken the lead by increasing its number of followers by 37% compared to 2013.

The **Antena 3** news programmes also occupy the top spot on social networks, since **Antena 3 Noticias** is the leader in terms of followers on both Facebook and Twitter. On Twitter it has grown 66% compared to its number of followers in 2013.

laSexta meanwhile has strengthened its presence on the social networks and has increased its number of followers by 54% compared to the previous year.

The great work carried out on the Group's social network sites has been rewarded by the TNS Fan Page Awards, granted by the users of Facebook to the best pages on this social network. In the 2014 edition, **Levántate y Cárdenas** received the award for the best page for a Radio/Television Programme.

Accessibility and quality of the multimedia services

The Ponle Freno, El Estirón and Hazte Eco initiatives have recorded an increase in followers on their Facebook and Twitter profiles. In particular, the Twitter profile for Ponle Freno has 34% more followers compared to 2013.

In 2014, **Atresmedia** not only increased its presence in the internet and social networks, but also undertook various measures aimed at improving the quality of care provided to its followers and increasing the accessibility of its content.

In addition to having profiles on Twitter, Facebook, Tuenti, Youtube and Google+ for its entertainment programmes, drama series and news programmes, **Atresmedia** also has profiles and websites for all its social action campaigns, which attract a greater number of followers each year. In addition to this multimedia presence, 2014 saw the addition of portals for the new Corporate Responsibility campaigns **Constantes y Vitales** and **Crea Cultura**, which allowed access to all of the information linked to the initiative, created debate and generated interaction with society.

	PONLE FRENO		EL ESTIRÓN		HAZTE ECO	
	2013	2014	2013	2014	2013	2014
Followers on Twitter	12,093	16,300	7,641	7,904	4,967	5,156
Fans or 'Likes' on Facebook	240,651	280,623	6,288	6,782	5,381	5,932

Data from 3 February 2014

To improve the quality of the service to users of the social networks and websites, as well as the accessibility of the different portals, during last year **Atresmedia** launched the following measures:

- Reinforcement of the community managers' team to improve the service provided to the community through the new services and profiles created. Their work is complemented with the tasks performed by the editorial team itself on the social networks, trained for this task.
- Direct help and support service for the users of the **Atresmedia** channels on the Youtube platform, which reach 1.2 million people.
- Improvements to the **Atresplayer** subtitling system, so that currently all content that is not live and that is broadcast on television can be enjoyed with subtitles in VOD on the platform.
- The new **Neox Kidz** portal incorporates parental control that protects children whilst browsing its contents, and prevents them from ending up on unsuitable websites.
- Implementation of a quality control system for managing incidents that allows for the detection and resolution of errors in the video service, as well as an improved and faster review of and response to user comments received through the social networks, website or e-mails.

All content on Atresplayer that is broadcast on television and that is not live is subtitled thanks to the new improvements incorporated into the system.

In 2014 a message has been included in all **Atresplayer** reproductions that thanks the users for watching the content legally.

ATRESMEDIA Diversificación

Nuevos Negocios

Media for Equity

Incubadora de proyectos

Editorial Musical

Internacional



The value of our new business lines

The international area of Atresmedia Diversificación has reached more than 25 million subscribed households worldwide.

The Diversification department was created as a business unit in 2014 to concentrate all of **Atresmedia's** activity involving business models that do not live off advertising but that nevertheless have a high growth potential.

It therefore reinforces the Group's diversification strategy by concentrating all its activity outside of advertising into five large areas. These are: **International**, which covers three channels that reach more than 25 million households across the world; **Media for Equity**, to boost shareholdings in emerging companies in exchange for advertising campaigns; the **Project Incubator** (Nubeox and Tualbum.es), **New Businesses**, which covers competitions, online gaming, exploiting early morning time slots, licences and merchandising and **Music Publishing**, related to the catalogue and exploitation of musical content.

International area: more than 25 million households signed up around the world

The launch of a third international channel, **Atres Series**, in 2014 has turned the Group into the European private television operator with the most channels outside of its borders.

Atres Series joined the historic **Antena 3 Internacional** and **iHOLA! TV**, which began broadcasting in September 2013. Today the international signals of **Atresmedia** reach more than 25 million subscribers worldwide.



Atresmedia was created as the only 100% series channel in Spanish and HD. It began broadcasting at the end of July and in just a few months had signed agreements with large US operators such as Time Warner, Cablevision and Charter; and Mexican ones such as Grupo Televisa. In 2015 the channel will continue increasing its content offering and will release the new **Atresmedia** productions in Latin America and the American Hispanic market.

Antena 3 Internacional exceeds 15 million subscribers in America and Europe.

On air since 1996, **Antena 3 Internacional** has more than 15 million subscribers in America and Europe. During this year, the channel experienced strong growth in the US market, adding more than 1.5 million households thanks to agreements signed with Dish Latino, Cablevision and Charter.

iHOLA! TV, a result of the agreement between **Atresmedia** and the emblematic magazine **iHOLA!**, continues growing in the Hispanic market following the incorporation of its brand in the offer of important pan-regional operators (Televisa, Claro and Movistar) and other local companies.

Similarly, the channel has managed to enter the US market thanks to the signing of an agreement with DirectTV US, one of the largest pay-tv operators in the country. With little more than a year of broadcasting, **iHOLA! TV** has had one of the most successful launches ever, exceeding 8 million subscribed households.

Media for equity: the successful formula for start-ups

2014 saw a strong boost to the activities of media for equity. It involves operations that allow **Atresmedia** to invest in companies with a high growth capacity in exchange for advertising.

The media for equity strategy has a double objective. On the one hand, to obtain profitability through disinvestment when the project has grown and, on the other, from a strategic point of view, to be able to identify those projects with the potential to be incorporated into the Group and generate recurring medium and long-term income.



In the current context of the growth of electronic commerce and the mass use of smartphones, several innovative projects are starting up which are capable of generating value but that, in many cases, lack the financial capacity to invest in television advertising. The role of **Atresmedia** is to help these companies grow quickly whilst capturing, in turn, part of the value generated.

Atresmedia has managed to be present in the major national business networks, which helps it to rapidly identify the most attractive opportunities. During 2014, the portfolio of investee companies grew and work continued on campaigns started in previous years. Currently, **Atresmedia** is a shareholder in important players in the digital world such as **Groupalia**, **i-Neumáticos.es**, **e-Shop Ventures** and **Wallapop**.

The investment in Wallapop is a success story that shows the potential of this type of operation. This application for buying and selling second hand items, based on geo-localisation, has exceeded four million downloads and eight million items in just a few months. In short, the television campaigns conducted have served to support the company's growth and turn it into one of the country's leading start-ups.

Project incubator: tualbum.es and nubeox

Tualbum.es, the online portal for personalised printed photo products, has continued its integration into the activities of **Atresmedia** after completing its incorporation in November 2013.

From the point of view of the photobook market, this year has produced significant changes in the competitive environment. Fotoprix, the second largest operator according to the Consumer Photobook Market Track Report study by Futuresource Consulting, has entered into bankruptcy proceedings and Hoffmann has been taken over by the British leader Photobox.

Tualbum.es has maintained its commitment to advertising, but has also increased its ease of use, product quality and customer service. Thanks to this it has managed to achieve revenue growth much higher than the market average.

2014 has seen a qualitative leap for **Nubeox**, which has gone from operating as an online video club to being a complete OTT pay television platform. As a result, Nubeox Premium was launched in April 2014, a €10 per month subscription that gives access to a package of 12 television channels, catch up content and content through subscribing to a package which contains more than 1,000 series and films.

Nubeox has gone from operating as an online video club to becoming a complete OTT pay television platform.



Today **Nubeox** covers the entire audio-visual pay-TV spectrum without needing a decoder, installation or a specific internet access operator. In this way, the user can rent and purchase releases, follow the best series shortly after their release in the US and enjoy an extensive catalogue of films and series.

In the technical area, the launch of **Nubeox Premium** has been accompanied by a multitude of new applications for PC, Mac, tablets (iPad and Android) and Samsung Smart TVs, and it is anticipated that throughout 2015, televisions from LG, Sony Bravia and Philips will be added, as well as Playstation consoles.

New business: interactive formats with the audience

The New Business area commercially manages the brands of the network and generates interactive formats with the audience, using the communication capacity of **Atresmedia** as a support.

During 2014, the New Business area continued with the projects for exploiting brands in a way that is innovative and appealing to the market, as is the case with **La llamada millonaria**.

New business development includes several areas of exploitation, both offline and online. The main ones are:

Draws and competitions using premium rate telephone numbers

Once again, **La llamada millonaria** has focused the offer on SMS competitions with a simple, fun and safe operation. In using this subscription method, instead of the pull-push method, all participants have the same opportunity to win regardless of the number of messages sent. The service is offered taking greater care in all aspects relating to transparency and customer service.

In addition to the competitions, other interactive proposals using premium rate numbers are run such as castings to take part as a contestant on some of the network's most symbolic programmes like **La ruleta de la suerte** and **Ahora caigo**.

Online gaming

The Group's approach to this sector began with Law 13/2011, which marks the start of the industry's regulation of online gaming in Spain, and is implemented through two lines of action: the running of **in-house** projects and partnerships with third parties.

Within the area of its own projects are **Gaming Casino**, the first live roulette programme to begin broadcasting in Spain, and **Gaming TV**, the first and only online gaming show (sports betting and poker) on national television.

The existence of operators with a strong presence because they operated before the legal regulation came into effect, the creation of a 25% tax on gaming revenue, the existence of a market smaller than anticipated and the coexistence of illegal gaming websites has this year lead to the closure of both projects.

However, the agreements that we have successfully developed with operators such as Pokerstars, 888 and Gamesys have continued and been strengthened. In these, **Atresmedia** makes contributions in the areas of production, advertising, content promotion, planning and optimisation.

Early morning content

This line of business is based on the opportunity provided by the absence of demand for advertising slots in the early hours, when television consumption is so low that the broadcast of conventional content is not very profitable.

It is a question of developing innovative formats that, instead of creating a cost for the network, provide revenue. Currently the early morning content programming is stable and adapted to each channel, formed mainly of instrumentals, telesale programmes and online gaming.

Teletext

There is a single teletext service for all of the Group's channels in terms of the content and organisation of the information that, nevertheless, is independently managed commercially into the portfolio of commercial spaces on **Antena 3** and **Nova** on the one hand, and **laSexta** and **Neox** on the other. In this way, their performance is optimised.

Although analogue teletext is unidirectional and cannot reproduce images reliably, viewers continue to use it extensively which allows for direct response advertising, such as insurance or loan companies, as well as companies who provide leisure and entertainment services through the 806 lines.

Thanks to the broadcasting platforms for low demand content, HbbTV, **Atresmedia** will offer a Digital Teletext with advanced functions and greater ease of use which will boost this media and generate new opportunities in its marketing.



Other projects

Since 2013, englishhouse.tv has offered all audiences the chance to learn English through online multi-platform courses. With educational material accredited by the long-standing institution Cambridge University Press, englishhouse.tv, has its own daily television programme on Nova.

As a new feature, in 2014 "Aula Top Chef" was launched, another e-learning project that counts on the collaboration of the Universidad de Barcelona, Instituto de Formación Continua (Institute for Lifelong Learning) and Gastroactitud. This new site offers university courses in contemporary cooking, an extensive catalogue of other intensive courses and personalised diets with advice from chefs and food critics.

Finally, Antena3juegos.com, brings together the PC gaming offer into a freemium model. It offers a varied portfolio with successful games from the major developers and publishers on the market.

Licences and Merchandising

Top Chef has become one of the most important areas in this line of business with one of its products (the hamburger created especially for McDonald's) forming part of a 360º strategy in which the Group's different areas collaborate.

Moreover, the **Atrapa un millón** brand is once again out in the lead. Thanks to the agreement with ONCE to develop the **Rasca atrapa un millón** scratch card, the sales results have positioned it as the best-selling instant lottery product in its category.

Several initiatives with Grupo Planeta have been reinforced and other projects such as **Objetivo Bienestar** have been created, which has led to the launch of a magazine of the same name and several books. The book



En familia con Karlos Arguiñano deserves a special mention, being the best-selling book in the Christmas 2014 campaign according to official figures from Nielsen.

This year, [latienda.tv](#) and [Misterentradas](#) have been established as alternative lines of business and complement the revenue in this area, accounting for almost 20%.

Among other new features we can mention the theatre adaptation of **El secreto de Puente Viejo**, the longest running series on **Antena 3**, whose tour began in Valladolid in October to great public acclaim. In 2015 it will be staged in Madrid and will begin its journey through the main Spanish capitals.

Music publishers

The purpose of the Group's music publishing area is to produce and contract with their writers the original songs included in the programmes on **Atresmedia TV**, such as those used in the news, series, films and promotions.

In this way, rights are generated that are paid for through the management bodies. In addition, this is the area that exploits the early morning timeslot, broadcasting music items such as video clips and self-produced concerts, whose works belong to the publisher.

All of this has given rise to a catalogue of library music called IRRADIA, which is used both in the programmes and content on the channels and outside of them, allowing producers and advertisers to make use of this catalogue.

IRRADIA also allows for the exploitation of rights internationally, thanks to the agreement signed with EMI. The international success of the Group's series and programmes opens a new avenue for business through royalties. For this reason, it is reaching agreements with publishers in other countries.

ATRESMEDIA
Cine

LA ISLA MÍNIMA

NADIE HABLA...
TODOS OCULTAN ALGO



The engine of spanish cinema

2014 was the year that saw Spanish cinema take off. A year marked by success, with the best box office takings in its history, and one in which **Atresmedia** contributed to the production of eight feature films.

Various factors have facilitated the growing interest of the public in the national film industry. These include not only the undeniable draw of the films themselves, but also the enormous promotional work by the television channels for their productions, following in the wake of Hollywood's biggest releases.

The films produced by Atresmedia Cine represent 27% of the total box office takings for Spanish cinema, with 12 films released.

Atresmedia Cine has produced a total of eight feature films which together with the films released at the end of 2013 and still being shown in cinemas this year have earned revenue of 34.9 million euros, which represents 28.2% of the box office takings for Spanish cinema as a whole. They have all been among the 25 top films and three of them are among the five most seen.

Rk.	Title	Revenue
1	Ocho apellidos vascos	€ 55,098,554
2	El Niño	€ 16,001,950
(*) 3	Torrente	€ 10,749,310
(*) 4	Exodus: Dioses y Reyes	€ 7,779,387
(*) 5	La isla mínima	€ 6,090,818
6	Mortadelo y Filemón contra Jimmy el cachondo	€ 4,416,212
7	Relatos Salvajes	€ 4,329,738
8	Pancho, el perro millonario	€ 2,524,565
9	Perdona si te llamo amor	€ 2,153,730
10	Carmina y amén	€ 2,003,101
(**) 11	Tres bodas de más	€ 1,933,352
(**) 12	Fútbolín	€ 1,642,840
13	Kamikaze	€ 1,474,382
...		
18	Mindscape	€ 842,278
(**) 19	Ismael	€ 838,768
20	El club de los incomprendidos	€ 698,671
...		
24	Open Windows	€ 322,810
...		
89	Purgatorio	€ 672

(*) On screens now

(**) released in 2013

The interest of **Atresmedia** in producing films that are profitable and capable of attracting a large audience has also resulted in clear recognition from critics and professionals in the main national and international festivals, such as **Sundance** (*Zipi y Zape*), **Toronto** (*Open Windows*), **Austin** (*Open Windows*), **Sitges** (*Grand Piano*, *Mindscape*), **San Sebastián** (*La isla mínima*), and the **Miami Film Festival** (*La gran familia española*). A good example is *La isla mínima*, which won ten out of the total of eleven "Goyas" awarded to **Atresmedia Cine**, to which were added five Feroz Awards, two Forqué, eight CWC Medals (Cinema Writers Circle) and ten Asecan awards, among others.



Ten goyas for “La isla mínima”

“La isla mínima” won ten “Goyas”, including best film, five Feroz Awards, two Forqué, eight CWC Medals (Cinema Writers Circle) and ten Asecan awards, among many others.

The strategy of **Atresmedia Cine**, to reach all audiences, lies in knowing how to manage the different genres and styles. Its productions have triumphed in **comedy**, with **Torrente V** and **3 bodas de más**; in **drama**, with **Ismael** and **El club de los incomprensidos**; in **family and children’s cinema**, with **Pancho y Fútbolín**; and in **dramatic comedy** with **Kamikaze**. Not forgetting the blockbuster **Exodus**, the **international thrillers** **Open Windows** and **Mindscape**, and the multi award-winning **local thriller** **La isla mínima**.

Torrente V, the fifth instalment of the saga, was third in the ranking of Spanish films. Directed by and starring Santiago Segura and also featuring Alec Baldwin and Jesús Janeiro, in his film *début*, with more than half a million spectators and a revenue exceeding **3,700,000 euros on its release**, it became the highest grossing **Atresmedia** film of the year.

Exodus: Dioses y Reyes, the spectacular biblical blockbuster directed by Ridley Scott and starring Christian Bale, released on 5 December, occupies fourth position with a revenue exceeding seven million euros. The production recreates some of the best known passages from the biblical story of Moses in the Book of Exodus, with outdoor scenes shot in Almería and Fuerteventura.

The fifth position in the ranking is occupied by **La isla mínima**, directed by Alberto Rodríguez and starring Raúl Arévalo and Javier Gutiérrez. Premiered at the San Sebastián Festival, it won the coveted Silver Shell for best actor for Javier Gutiérrez, the jury award for best cinematography for Alex Catalán and the Feroz Zinemaldia Award for best film, voted for by the critics.



It went on to triumph at the 29th edition of the Goya Awards, winning ten awards. The film was considered by the Spanish Academy of Motion Picture Arts and Sciences as the best film of 2014, but it also took away the awards for best director, best original screenplay, best male performance, best female newcomer, best cinematography, best artistic direction, best costume design, best original music score and best editing.

Pancho: el perro millonario was also released in 2014. Directed and scripted by Tom Fernández, this is a family comedy starring the famous millionaire dog who became famous thanks to various advertisements for the Primitiva Lottery.

Atresmedia Cine is committed to new talent, providing new directors with the opportunity to triumph in their early films. This is the case for **Kamikaze**, directed by Alex Pina, with Alex García, Eduardo Blanco, Verónica Echegui and Carmen Machi in the cast. The film was presented at the Spanish Film Festival in Malaga, where it won the SIGNIS award.

Mindscape is directed by the award-winning short film-maker Jorge Dorado who was nominated for the Goya award for best new director in the 28th edition of the Goya awards. The film was presented at the Sitges Festival in 2013 with the appearance of its two stars, Mark Strong and Taissa Farmiga, and has been screened in countries such as Japan, France and America.

El club de los Incomprendidos, the first film from the producer "Bambú Producciones", and based on the best-selling Planeta production "Buenos Días Princesa" features a cast of promising young stars, among which are Alex Maruny, Ivana Baquero and Charlotte Castro. Directed by Carlos Sedes, it continued on the billboard during 2015.

2014 was also a year of awards and recognitions. **Fútbolín** won the Goya for the best animated film; while **La gran familia española** took away two more awards: one for best supporting actor for Roberto Álamo and the other for best original song for Josh Rouse. **Los últimos días** triumphed at the Gaudí Awards winning 7 awards; and **3 bodas de más**, one of the highest grossing films of last year, won the Feroz Award for best comedy and best poster, and the "Fotogramas de plata" award for its leading actress, Inma Cuesta.

The major titles of 2015

Atresmedia Cine continues to be committed to the range of genres that has given it so much success. Throughout 2015, titles such as **Perdiendo el Norte** will be released, the latest film from Nacho García Velilla with a cast full of well-known faces including Blanca Suárez, Carmen Machi and Yon González.

The international project **En el corazón del mar** will also be brought to fruition, based on the story that gave rise to the famous novel "Moby Dick"; along with **Ahora o nunca**, starring Daniel Rovira with María Valverde and directed by María Ripoll; **Cómo sobrevivir a una despedida**, from new directors Manuela Moreno and Dani de la Torre; and the thriller starring Luis Tosar, **El desconocido**.

Finally, at the end of 2015, the film adaptation of the best seller published by Temas de Hoy (Editorial Planeta), **Palmeras en la nieve**, will be released, directed by Fernando G. Molina and starring Mario Casas and Adriana Ugarte.



"The Malaga Spanish Film Festival has had a long and very positive relationship with Atresmedia that dates back to the year 2000. It has been marked by great service, by the generous understanding it has always shown for our desires and interests, by the quality of its audiovisual productions that greatly help the development of Spanish cinema and, finally, to summarise all of this, by the certainty that we are working with a large Communications Group that is sensitive to its viewers and solid in its approach to projects, such as the Malaga Festival, that inspire Spanish culture today.

During this time we have been witnesses to an important evolution in Atresmedia, with a clear consolidation of its corporate dimension in recent years, together with a new television offer that is more attractive, more inspired by the real needs and demands of its viewers, and offering intelligent creativity in its audiovisual products, which currently places it in a very remarkable position in its sector".

Juan Antonio Vigar
Director of the Malaga Film Festival

HUMAN Resources





Investing in people

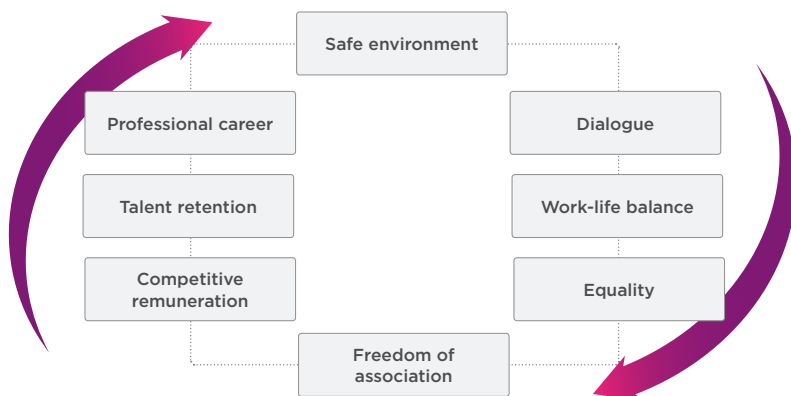
OUR VISION

1. To ensure that the employees of Atresmedia feel proud to work at the Group.
2. To promote equality, diversity and a work-life balance.
3. To train people and encourage their professional development.
4. To offer high quality employment.
5. To promote corporate volunteering.
6. To ensure the health and safety of employees.

In figures

	2013	2014
No. of employees	1,829	1,806
Average length of service	11.76 years	12.29 years
% of permanent contracts	81%	81%
Voluntary turnover	1.85%	3.16%
% of workforce in the union	86%	84.5%
% of women in the workforce:	48.1%	49.9%
Female new joiners:	55.7%	62.4%
Training/employee hours:	19	22
Investment in training:	€ 372,487	€ 348,661
Work placements offered:	355	669
Volunteering hours:	1,429 hrs	1,772 hrs
Accident frequency rate:	2.27	3.01
Accident severity rate:	0.10	0.12

The success of **Atresmedia** depends on its professionals. To ensure their satisfaction and well-being, as well as their professional development, the Group has a Human Resources policy that establishes the commitment of the organisation to its employees and ensures a safe and healthy working atmosphere, an environment that is open to dialogue, conciliatory and respectful of differences as well as offering competitive and motivating working conditions, which boost professional development, talent retention and a sense of pride in belonging.





2014 highlights include the approval of the Equality Plan, which establishes important measures to promote a work-life balance and avoid discrimination. There has also been work to respond to other employee demands such as defining a talent management programme and launching internal communication initiatives aimed at establishing a more effective dialogue among the team.

2014 Challenges

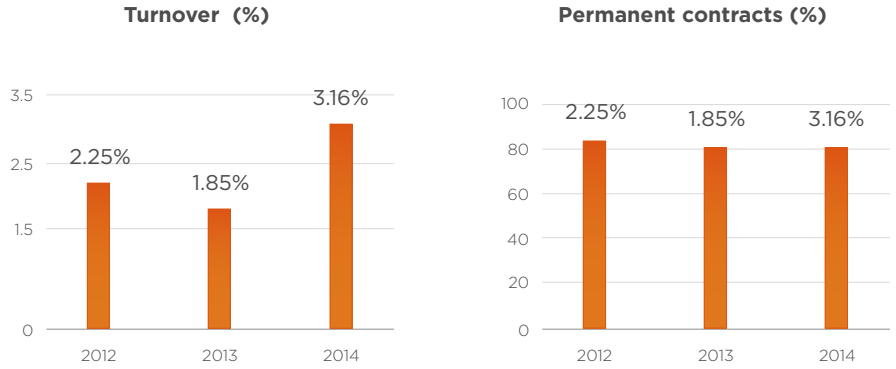
The action plan implemented by **Atresmedia** in 2014 has boosted the promotion of equality and a work-life balance, as well as talent retention and improvements in internal communication.

2014 Commitment	Level of compliance	Comments
Definition and launch of the Equality Plan and other work-life measures.	● ● ● ●	The company's Equality Plan has been approved and launched with broad social support. The Plan has been recognised externally by the Federación Española de Mujeres Directivas (Spanish Federation of Women Managers).
Updating the talent management programme.	● ● ○ ○	The programme has been defined, although the application of some of the points has still not been carried out. There has been specific training for people included in the project and its incorporation into the English programme has remained.
Launch of the Masters in Audiovisual Company Management.	● ● ● ●	The masters has been launched and is being successfully run in line with the intended programme.
Launch of the Atresmedia Avanza project.	● ● ○ ○	The project is defined but lacks its effective application.
Continuing to make an effort in internal communication initiatives.	● ● ● ●	The following actions have been performed: collaboration with the internal magazine and with the programme 'Compartir el éxito/ Share success', training in people management and communication skills for managers and development of the new Welcome Manual for Employees.

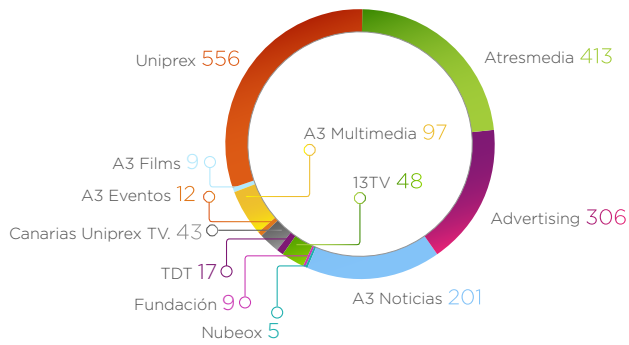
Youth and experience

The **Atresmedia** workforce is comprised of 1,806 people, of which 81.23% have a permanent contract. In 2014, voluntary turnover was 3.16%, higher than the equivalent figure for 2013, and the total workforce decreased by 1.26%, mainly caused by the closure of the channels **Nitro**, **laSexta3** and **xplora**.

47% of the permanent contracts are held by women.

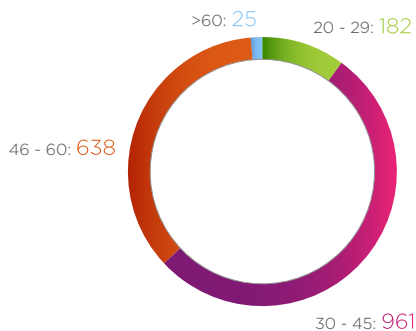


Number of employees by company



The majority of the employees, 53.21% of the total workforce, are young, aged between 30 and 45; but they also possess a high degree of experience, with an average length of service of 12.29 years.

Distribution of the workforce by age range





Geographically, the majority of the workforce work in the Community of Madrid (68.33%), followed at some distance by Andalusia (6.09%), Catalonia (4.06%) and the Canary Islands (2.08%). However, **Atresmedia** is present in all Spanish communities and the organisation offers workplace transfers at the request of the employees.

In 2014, Atresmedia and Adecco launched 'Plan Enfoca', a campaign to help the search for employment. The companies designed an action plan for this purpose, including the creation and broadcast of various programmes on laSexta and the broadcast of practical advice for job seeking on both laSexta and NEOX. All of these actions have benefited from advice from Adecco as one of the most well-known companies in the Human Resource sector. Details of the campaign can be found on the website: www.lasexta.com/planenfoca.

Commitment to equality

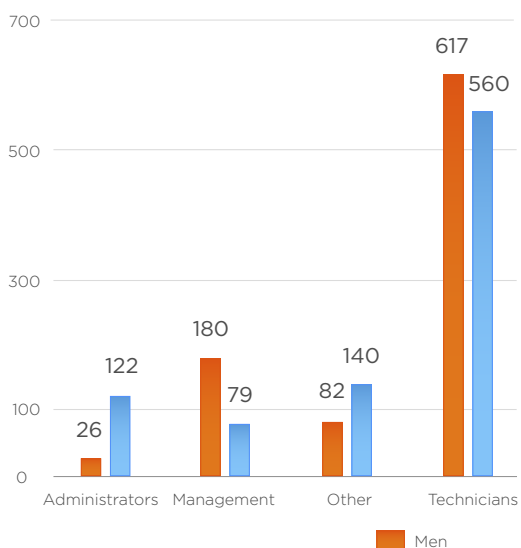
The commitment of **Atresmedia** to equality and a work-life balance was endorsed during 2014 with the approval of its Equality Plan, which establishes equal opportunities and diversity as the two basic principles of the Group's corporate culture. The Plan is the result of the work of the Work-Life Balance Committee, created in the framework of the Collective Agreement and the Equality Committee. The document establishes the following objectives:

- To ensure the equality of treatment and opportunities between men and women in the company.
- To integrate the measures aimed at establishing a work-life balance into the Plan.
- To establish a protocol to prevent sexual harassment.
- To adopt a maternity protection guide.

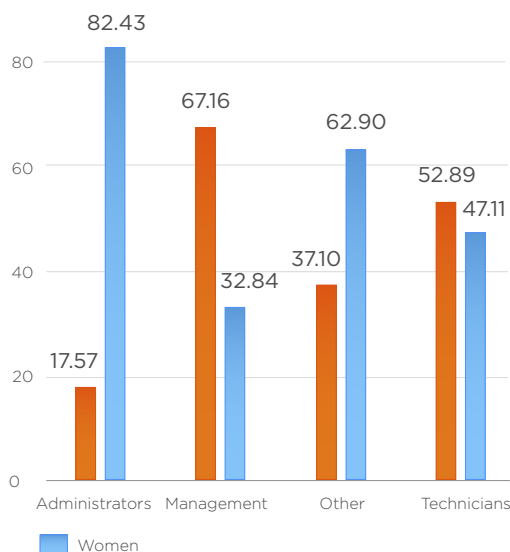
These objectives translate into specific measures for employees that improve and promote aspects such as work flexibility, maternity conditions, equality and professional development:

Equality Plan	
	Measures
Work Flexibility	<ul style="list-style-type: none"> Flexibility of up to 30 minutes in the timetable at the start and end of the working day. Reduction of meal times to a minimum of 45 minutes. Continuous workday on Fridays. Feasibility study for a teleworking system.
Supporting Maternity Leave	<ul style="list-style-type: none"> Extension of maternity leave beyond that established by the current regulations, up to 17 weeks. Expansion of 3 additional days of nursing leave if complete workdays have been accumulated. Approval of a maternity and nursing guide.
Professional Development	<ul style="list-style-type: none"> Courses will be offered that can optimise work performance and update and improve the professional capability of the workers
Equality and Gender Violence	<ul style="list-style-type: none"> A protocol for preventing sexual harassment has been approved that will create a working environment that is respectful of fundamental rights and ensures their protection. Reduction of the workday for victims of gender violence by court ruling and with young children in their care of up to one hour a day, without a proportional reduction of their salary, during a two month period.
Solidarity	<ul style="list-style-type: none"> Pay advances in cases where the employee may have financial and family needs that are special, extraordinary, justified and urgent. Expansion of paid leave due to the death or serious illness of relatives who are next of kin, spouse or domestic partner registered in the official registry, of up to 3 days (5 if travel is required).

Distribution of the workforce by professional category and gender 2014



Distribución porcentual (%) de plantilla por categoría profesional y sexo 2014



The special attention that **Atresmedia** pays to equality is reflected in the composition of its workforce, which has 49.89% women and 38 people with some kind of disability.

As recognition of the work of **Atresmedia** in favour of female leadership in the world of work, the Federación de Mujeres Directivas, Profesionales y Empresarias (Federation of Women Managers, Professionals and Entrepreneurs, FEDEPE) has granted an award to the organisation that especially highlights is Equality Plan and the work-life balance measures it has introduced.

To celebrate International Women’s Day on 8 March, throughout the day NOVA displayed on-screen messages recognising ‘Each and every woman’ through hash tags with different female names accompanied with #todasycadauna.



Professional development aimed at success

Atresmedia promotes the development of its employees, both personally and professionally, offering high quality training and appropriate talent management within the organisation.

Personalised training plans

The foundation of the **Atresmedia** training policy is the design of annual training plans, available to all workers and personalised according to their needs and interests.

In 2014, 324 courses were offered on various topics (46 of which were new), including a strong focus on languages, health and safety and editorial and content policies. Training was given both face-to-face and through e-learning.



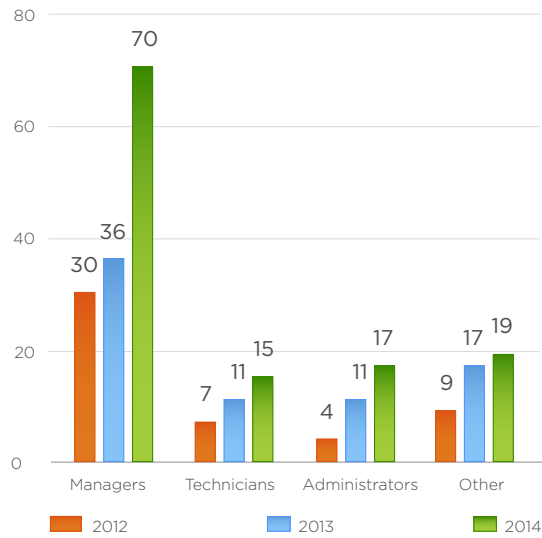
“I joined Antena 3 TV in 1989 as a trainee in editing and image, and I clearly remember the first months at Antena 3 TV as being pure madness. The launch date was fixed, so we were working against the clock and against ourselves. In short, I remember it as an exciting challenge, a moment when the need to ensure it ‘was on air’ was all that mattered.

Over all these years the changes have been tremendous, the aesthetics, the technology, the way of counting things. As a means of communication, we have reflected 25 years in the development of this country. Over these years we have created a great business, a great communications group. In all aspects ‘we have grown’.

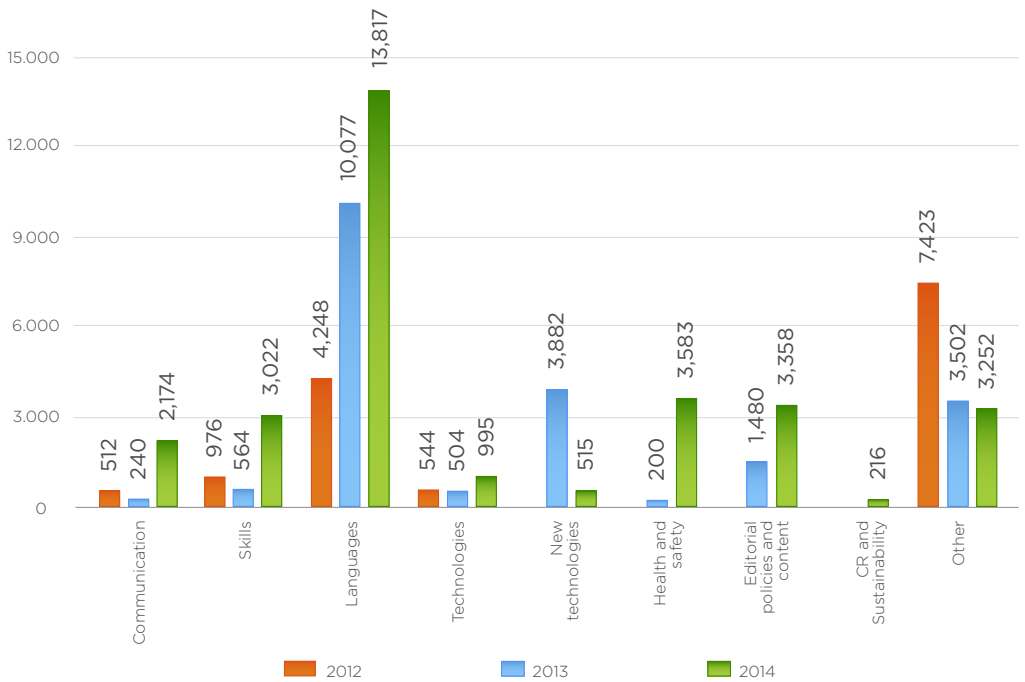
Now, 25 years on, I still remember the personal and professional development. For me, they have been the most important years of my life”.

Jesús Lozano Corchón
 Director of Image and Production at Antena 3 Noticias

Average hours of training by professional category



Training hours by course theme



Employees value the training received very highly, giving it a score of 9.3 out of 10.

In total, 30,931 training hours were given, 30% more than in 2013. As a result, the average training hours per employee increased by 15%, rising from 19.1 in 2013 to 22 in 2014.

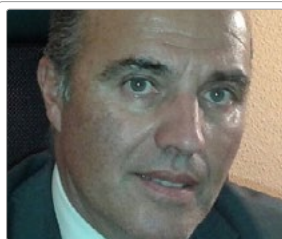
In 2014, the total investment in training plans amounted to 348,611 euros, which has enabled 1,405 employees (31% more than in the previous year) to benefit.



Promotion of own talent

Throughout 2015, a specific **Talent Management** programme will be implemented. Its objective is to encourage internal promotion within the organisation, identifying and promoting 'breeding grounds for professionals' without the need to resort to external recruitment and selection processes.

During 2014, various initial measures were implemented such as including managers in the language training programme and launching coaching training initiatives, in which 13 professionals from the organisation have participated.



"I remember that, 25 years ago, Antena 3 Radio was my favourite station. I listened to it all the time and the presenters were an important part of my life and the lives of the people close to me. One day, in November 1989, I was invited to join the Antena 3 television project. I still get excited just talking about it. Despite the long hours, the weekends we had to work, the huge effort needed as a result of the small budgets and, of course, our lack of experience, nothing can cloud the excitement and the wonderful memories of those days. Over the years, in each of the stages in which I have had the luck to be involved, which have been all of them, the main feelings have been a sense of belonging and identity".

Emilio Maestro
Chief Accounting Officer

Investment in the industry's future professionals

In 2014, Atresmedia offered 669 places on its Internship Programme.

In 2014, **Atresmedia** continued its Internship Programme, offering interested students the chance to gain experience to allow them to complete their training, facilitating their future entry into the world of work.

During the year, 669 places were offered (341 in summer and 328 during the school term) which were taken up by students from WT (professional module of Workplace Training), Proyecto Pro (a project from **Fundación Atresmedia** on the employment of young people with a disability in the media industry), graduates and post-graduate students.



"I remember the start of Antena 3 as a moment of working madness when a group of very young people with great excitement worked our fingers to the bone to ensure the success of this historic project. All of us helped out with any issues that arose.

Now Antena 3 is a brand that has grown and evolved into the Atresmedia Group, but it has never lost its own style. It is a company that leaves its mark on everyone who works there and its main asset is the workforce, marvellous people who continue to work with the same excitement, some who have been there for 25 years and others who have joined the project at a later stage. It should also be mentioned that Antena 3 has been and still is an authentic school, where I have learned a lot and continue to learn each day".

Koké Tejera
Director of Public Relations

Moreover, various professionals from **Atresmedia** take part as teachers for the masters and post-graduate degrees for the audiovisual industry, including:

- **Antena 3 Masters in Television Journalism** from the Universidad Antonio de Nebrija.
- **Antena 3 University Masters in Digital Journalism** from the Universidad Antonio de Nebrija.
- **Antena 3 Masters in Audiovisual Business Management** from the Universidad Antonio de Nebrija.
- **Onda Cero Masters in Radio** from the Universidad Antonio de Nebrija.
- **Masters in Journalism and Digital Communication** from the EAE Business School and Atresmedia.
- **Masters in Communications Business Management** from the EAE Business School and **Atresmedia**.



Atresmedia has been recognised as the most appealing company to work for in its sector, according to the 2014 Employer Branding report published by Randstad, the leading multinational company in the Human Resource management sector.

Internal communication

Flowing and efficient internal communication is one of the fundamental pillars of the smooth operation of **Atresmedia**. As a result, the Group has various channels through which to report on the performance, plans and milestones of the organisation. Among these we can highlight the following:

- Corporate intranet: this is the main point of information, consultation and access to information of interest to the employees of Atresmedia.
- Notifications from middle management.
- MASD3 digital magazine
- Welcome Manual: this is aimed at all recent joiners and includes information of general interest such as the Code of Conduct, services, protocols and safety regulations, etc. It was updated in 2014.
- 'Share success': an initiative based on presenting successful projects run by the Group's professionals so that they can be shared with the team. In 2014, the launch of Atresplayer and the Diversification Department were discussed.



"I remember the start of Antena 3 as a project offering a lot of excitement, involving young people who had the opportunity to launch the first private television network in Spain. After 25 years of huge expansion as a communications group, what comes to mind, of course, is the professionals who have made up and continue to make up Atresmedia. I think this is the most valuable part of this group".

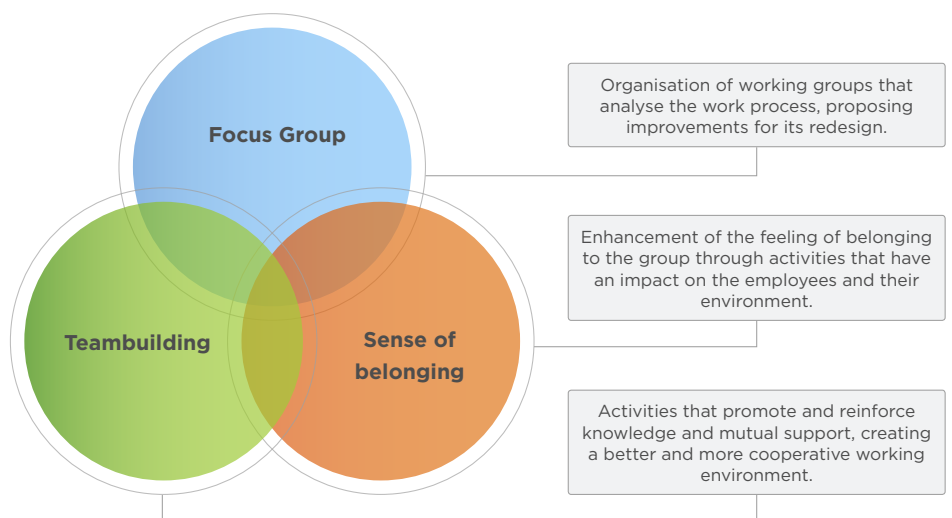
Olga Lerroux Soriano

Programme Producer. Chair of the Company Committee



Another of the projects worked on in order to improve internal communication is **Atresmedia Avanza**. This is a campaign with various lines of action that encourage excitement and optimism and seek to consolidate the pride of belonging to the group through initiatives that encourage the participation of the workers.

The project is structured into three main blocks:



Social benefits

In addition to those required by law, the employees of **Atresmedia** have a programme of social benefits that contributes to ensuring the quality and stability of their employment and promotes a work-life balance.

Benefit	Content	Beneficiaries
Life insurance	All employees have a personal life insurance policy.	All employees
Medical insurance	Management staff have free medical insurance.	All management staff
Support for temporary disability	In the event of an employee's temporary disability, the company supplements the benefits up to 100% of the salary.	All employees
Flexible remuneration plan	Antena 3 offers a Remuneration Plan to its managers that includes a leased car and specific training.	14 employees in 2014
Transport bonus	The workers at Onda Cero have a salary bonus for transport, caused by their change of workplace.	Workers covered by the Onda Cero Collective Agreement

The employees of **Atresmedia** also have another series of special advantages:

Special advantages	Content	Beneficiaries
Special advantages in purchasing products and services	Atresmedia has agreements established with different external companies, thanks to which the employees can enjoy products and services with special advantages: special rates for services relating to health and well-being, special conditions in training programmes (agreement with ESIC), use of the sports facilities (the Dehesa Boyal de San Sebastián de los Reyes municipal sports centre) and discounts on the purchases of books, travel and restaurants, among others.	All employees
Special advantages in the Group's activities	The employees of Atresmedia have the chance to bring their children to filmings, attend their favourite programmes as an audience member and obtain tickets to previews of the productions made by the Group.	All employees
Company canteen	The Atresmedia central office has a company canteen for all employees. The company funds 58% of the cost of the food.	Todos los empleados
Employees who travel are given food vouchers.	All employees	Todos los empleados
Parking at the workplace	The company's facilities have free parking for employees.	All employees



Boosting corporate volunteering

Since 2007 **Atresmedia** has had a **Corporate Volunteering Programme** which channels the charitable interests of its employees and allows them to participate in tasks such as looking after the elderly, helping in soup kitchens and participating in environmental activities or communication skill workshops for NGOs, among others.

Atresmedia also contributes to raising awareness in society about the benefits of volunteering, through specific campaigns on its media channels.

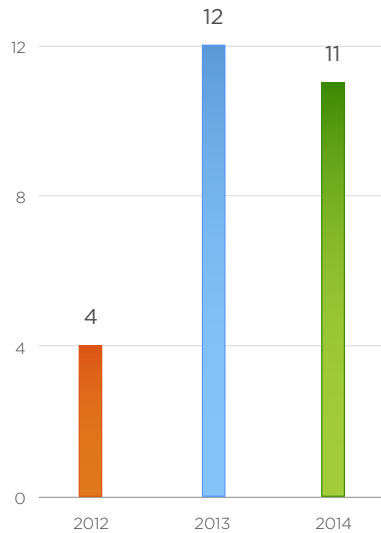


“I remember the start of Antena 3 TV with real excitement, long working hours and some uncertainty, wanting everything to go well. It was a unique opportunity to start working in television from the day it was created. Today, after 25 years I can highlight the great evolution in technology, my experience, my colleagues, and everything I have learned since then, and of course the pride that comes with working in a reputable company with an excellent image”.

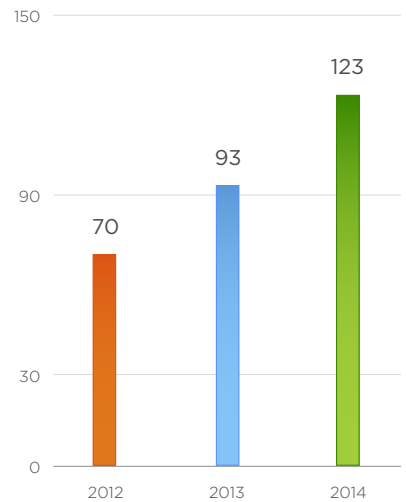
Raquel Armada Domínguez
Executive Assistant

One example is the broadcast of the **Activa tu voluntad** (Activate your willingness) spot to mark International Volunteering Day on 5 December. Through this initiative, Atresmedia, in collaboration with Plataforma del Voluntariado de España (Spanish Volunteering Programme), Fundación Hazlo Posible, Cooperación Internacional ONG (International Corporation NGO) and the Voluntare Platform, thanked and recognised the commitment of millions of volunteers who collaborate each day with different charitable organisations and encouraged the participation of those who are willing but don't know where to start. The spot was completed with the website www.atresmedia.com/voluntariado, where people could find national, international and online volunteering opportunities, as well as information about corporate, humanitarian and local volunteering and the organisations that promote them. The action was posted on the social networks, promoting participation through the hash tag [#activatuvoluntad](https://twitter.com/activatuvoluntad).

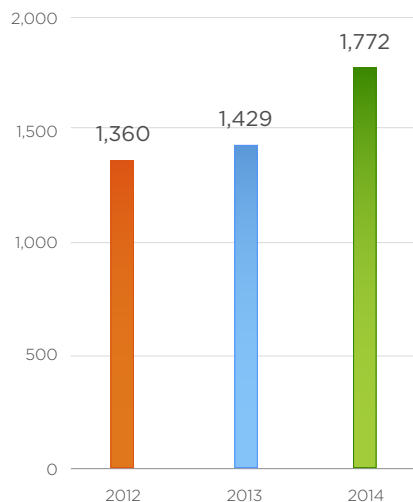
Volunteering Activities



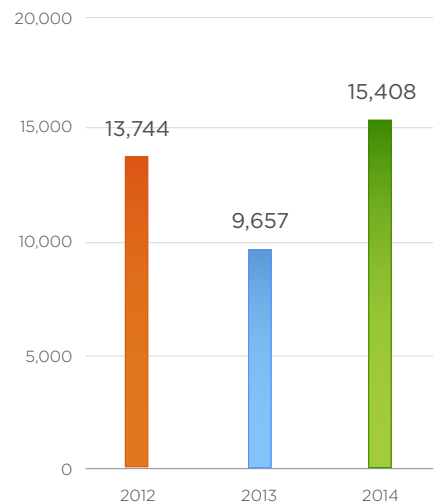
Volunteers from Atresmedia



Volunteering Hours



Investment in Euros



Among others, the **Atresmedia** volunteers have participated in the following projects:

<p>Supporting the Santa María Josefa soup kitchen</p> <p>30 volunteers have collaborated in the Santa María Josefa de Vallecas soup kitchen in Madrid, preparing the food, serving the people and participating in cleaning tasks. Their work has contributed to distributing food to more than 500 people each day.</p>	<p>With the volunteers at "Desarrollo y Asistencia" (Development and Assistance)</p> <p>In April, five Atresmedia employees, along with volunteers from "Desarrollo y Asistencia", accompanied a group of elderly people from the "Ayuda a Domicilio" (Home Help) programme on a day out at Madrid Río park. The day out, financed by Atresmedia, allowed volunteers to learn more about the lives of elderly and/or dependent people.</p>
<p>Volunteers from Atresmedia plant the Hazte Eco Forest</p> <p>On 8 March, 42 volunteers from Atresmedia, together with members of the WWF, gave life to the Hazte Eco Forest with the planting of 3,000 trees in the Cabañeros National Park in Ciudad Real, sourced from the Park's native plant nursery. The action was possible thanks to the funds raised through more than 14,000 text messages received in support.</p>	<p>International Volunteering in favour of the Entreculturas Foundation</p> <p>From 19 July to 10 August, three volunteers from Atresmedia flew to Guatemala to collaborate with the Entreculturas Foundation in its education programme for disadvantaged communities. Their main task was to produce reports about the work carried out by the Foundation in the schools in Ciudad de Guatemala, Huehuetenango and Totonicapán, and run communication workshops for the Foundation's professionals.</p>
<p>Company Solidarity Day</p> <p>25 October saw the eighth edition of Company Solidarity Day, which Atresmedia helps to organise. This involves more than 1,000 volunteers from different companies who collaborated on social projects run by 60 non-profit organisations (40% more than in 2013), directly and indirectly benefiting more than 12,000 people.</p>	<p>'Operation Kilo' for the Food Bank</p> <p>Volunteers from Atresmedia helped the Food Bank in its 2014 campaigns, both raising awareness among hypermarket customers about the importance of these campaigns, and sorting the food donated. In December Atresmedia also organised an "Operation Kilo" at the Company's facilities, in which the Group's volunteers helped to collect and sort the donations from employees. The campaign managed to collect more than 700 kilos of food.</p>
<p>Charity Christmas Dinner for 700 people at risk of exclusion</p> <p>21 volunteers from the Group helped in the kitchen and as waiters in the "Te invito a Cenar" (I invite you to dinner) project, an initiative promoted by different social associations that support socially excluded groups. It involved inviting more than 700 disadvantaged people to a Christmas dinner. Atresmedia also sponsored one of the guest tables.</p>	



A safe and healthy working environment

Atresmedia has an active Risk Prevention and Occupational Health policy that ensures the safety and well-being of all its workers and strongly emphasises their involvement. This is why the group holds regular meetings with all Prevention representatives, in which it reports on the accident data, the training provided and the results of medical assessments and examinations, among others.

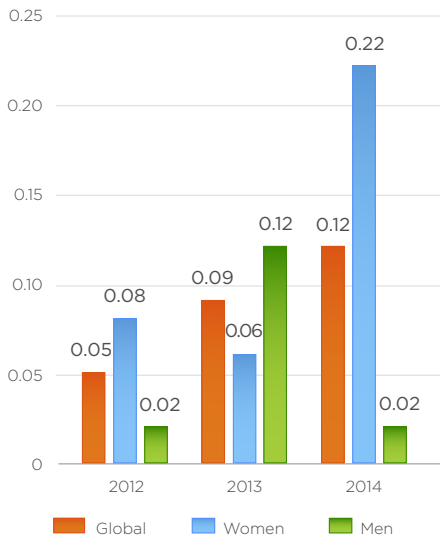
In order to involve the whole team in protecting health and safety at work, several initiatives were run in 2014:

- Review and updating of the Occupational Risk Prevention Plan.
- Training activities adapted to each job: courses for truck operators (6), training in electrical risk (101), training for working at height (17), training on emergency equipment(118), basic level course on the prevention of occupational risks (27), health and safety regulations for managers and executives (202) and for office staff (1,339).
- A one-off prevention campaign on oral hygiene was launched, aimed at raising awareness among workers about the importance of oral hygiene to their general health and sharing the most effective hygiene techniques. 50 workers were also invited to have a medical examination.

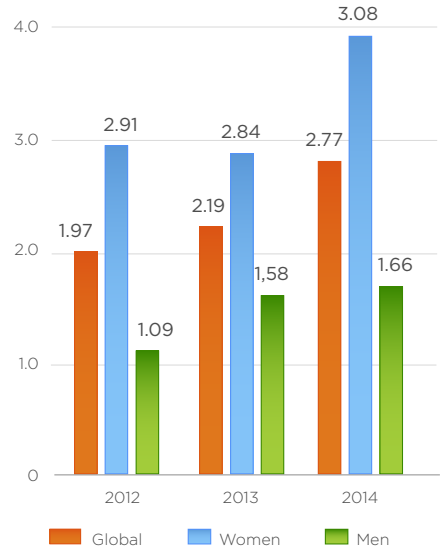
Accident rates

In 2014, there was a slight increase in the number of work accidents, which has resulted in an increase in the frequency and severity rates. Two thirds of these were recorded in the workplace, while one third took place during the commute. Despite this increase there have been no serious, very serious or fatal accidents or occupational diseases.

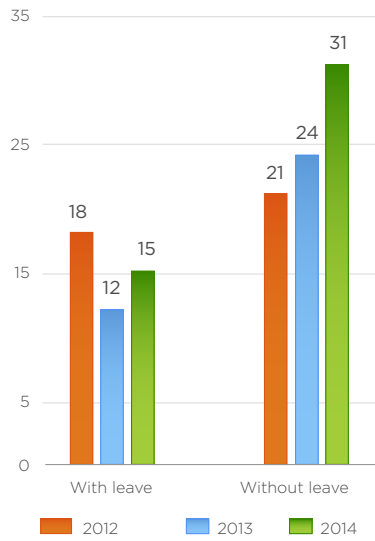
Severity Rate (SR)



Frequency Rate (FR)

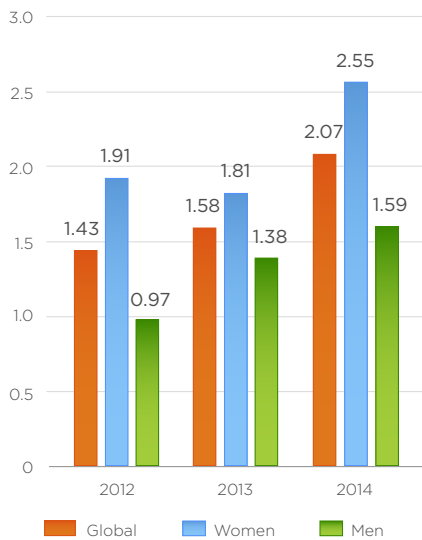


Number of accidents

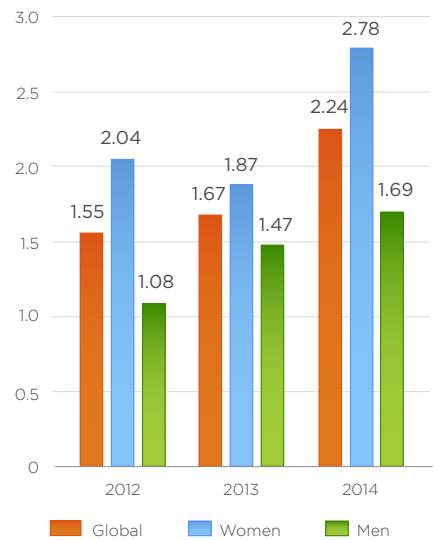


An increase in the rate of absenteeism due to common illness was also recorded, and a larger number of requests for sick leave were processed, due to both common and professional issues.

Rate of Absenteeism due to Common Illness



Work Absenteeism Rate



The increase in the absenteeism rates in 2014 is mainly caused by sick leave for common illness having a longer duration than in previous years, especially for women.

CHALLENGES

Atresmedia has established the following objectives for the coming year

1. Implementation of the Talent Management Programme.
2. Launch of the Atresmedia Academy.
3. Preparation for the launch of the second edition of the Masters in Audiovisual Company Management.

Society



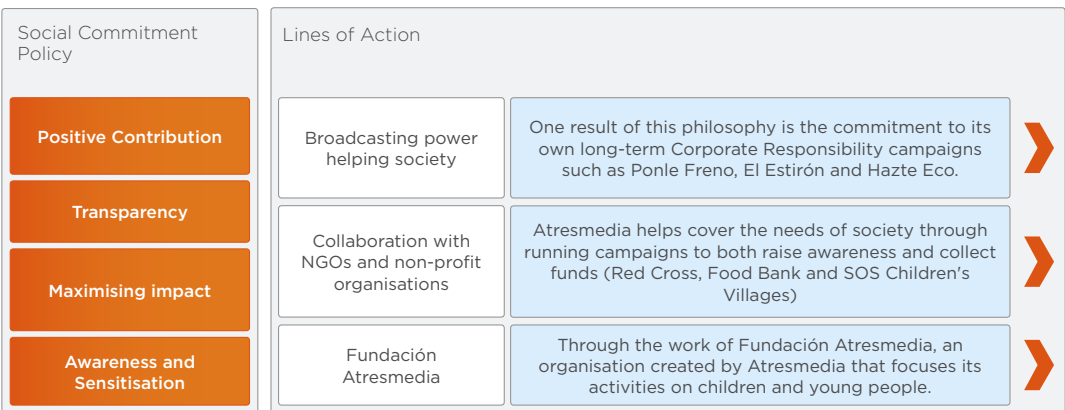


Here to help society

OUR VISION

1. To use the broadcasting strength of the Atresmedia media channels to help society.
2. To promote and achieve positive and tangible changes that contribute to the progress of society through long-term initiatives.
3. To ensure the well-being and education of children and young people through Fundación Atresmedia.

Atresmedia actively contributes to sustainable progress and development through a social commitment policy that seeks to generate a positive contribution and significant impact on people. This policy results in a strategy with three main lines of action: use of the broadcasting strength of the Group’s media channels to help society, collaboration with NGOs and supporting children and young people through the work of **Fundación Atresmedia**. This strategy aims to help address the needs of the most vulnerable groups and raise awareness about the most urgent social problems, seeking solutions.





Advertising campaigns in support of Corporate Responsibility actions in 2014

In 2014, **Antena 3**, **laSexta**, **Neox** and **Nova** dedicated more than 71 hours of advertising space to the Group’s corporate responsibility campaigns.

Space dedicated to corporate responsibility campaigns in 2014

	SHOWINGS			TOTAL TIME			COVERAGE		
	A3 PROMOS	laSexta PROMOS	DTT PROMOS	SECONDS	MINUTES	HOURS	%	GRPs	OTS
Ponle Freno									
Hazte Eco		483	644	24,300	405	6.8	84.8	897.6	10.6
El Estirón	318		595	18,960	316	5.3	79.2	887.9	11.2
Objetivo Bienestar	1,589		1310	64,440	1,074	17.9	92.2	3,718.4	40.3
Constantes y Vitales		312	207	12,960	216	3.6	67.0	430.2	6.4
Crea Cultura	194	188	297	24,660	411	6.9	84.0	848.7	10.1

Estimated data based on the number of showings and GRP.



Ponle Freno: '2020 Cero Víctimas'

www.antena3.com/ponlefreno

HIGHLIGHTS

1. 6th Edition of the Ponle Freno awards
2. New awareness campaigns
3. 3.0 Road Safety Conferences
4. 1st edition of the Ponle Freno fun-run in Vitoria and the 6th Edition in Madrid
5. Ponle Freno-Axa Road Safety Study on Driving habits in Spain

The work of Ponle Freno has been recognised by the ATR (media users in Madrid), as the best corporate responsibility initiative.

The **Ponle Freno** initiative was created at the beginning of 2008 as a result of **Atresmedia's** social commitment to combat the high accident rate on Spanish roads and help save lives.

In 2014, **Ponle Freno** took a decisive step in setting its most ambitious objective since the initiative was launched, one that is evident from the slogan chosen: '2020 Cero Víctimas' (2020 Zero Victims). To create publicity and involve as many organisations and people in the challenge as possible, the '2020 cero víctimas' manifesto was launched, which already has the support of more than 700 organisations and 20,000 people. The Group is also committed to raising awareness, through its media channels, about both the actions and companies who support its firm commitment in this area, which is to eradicate deaths and serious injuries from our roads.

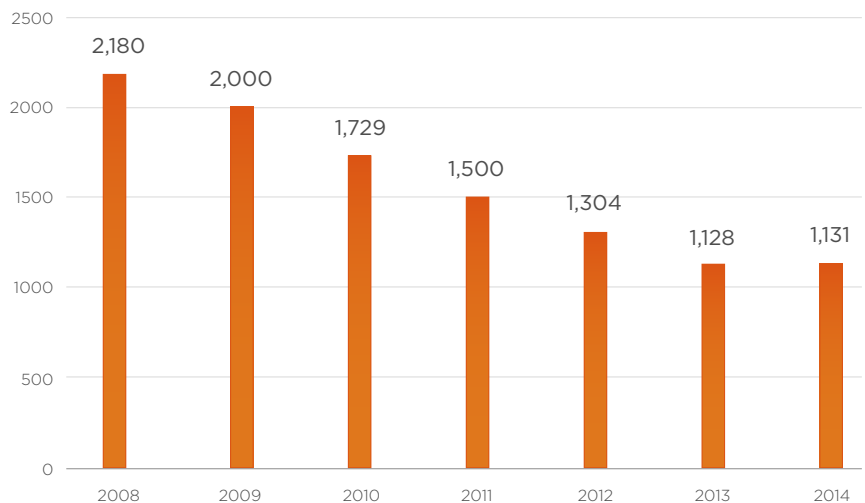


The '2020 Cero Víctimas' (2020 Zero Victims) objective has now been supported by more than 700 companies, which implement initiatives for their employees that promote road safety, and over 20,000 members of the public have undertaken to be responsible pedestrians and drivers.

Monitoring of the 2014 Ponle Freno Challenges

Challenges	Level of compliance	Comments
Launching of a campaign to achieve zero fatalities in 2020	● ● ● ●	In March 2014 the '2020 cero Víctimas' initiative was launched.
Promoting training in Road Safety	● ● ○ ○	Ponle Freno, together with the Pons Foundation, launched the 'How much do you know about Road Safety?' section on the campaign's website
New Road Safety Studies	● ● ● ●	The Ponle Freno-AXA Road Safety Study Centre has published various studies, the highlight being "Driving habits in Spain".

Fatalities on intercity roads



Source: DGT

2014 Ponle Freno Initiatives

6th edition of the Ponle Freno awards

The 6th edition of the Ponle Freno awards once again recognised the people, actions, organisations and public authorities that actively help to improve road safety in our country. The award ceremony took place in the Senate with the presence of the President of the Senate, Pío García-Escudero and the Interior Minister, Jorge Fernández Díaz, among others.

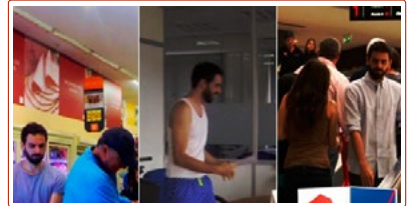


Winners

- AXA Award for innovation in matters of Road Safety: **CIDRO**.
- Ponle Freno Junior Award: **Linares Council (Jaén)**.
- Ponle Freno Citizens Award: **Bienvenido Nieto**, for its dedication over more than 25 years to traffic education and road safety.
- Award for the Best Road Safety Initiative: **Narón Council (A Coruña)**.

'Good road education saves lives'

As part of Ponle Freno, various awareness campaigns have been launched such as the usual ones for the peak traffic periods of Easter Week and summer. These ask people to be cautious and responsible when travelling on the roads. Additionally, together with its strategic partner Axa, Ponle Freno has launched the awareness campaign "Good education on the road saves lives", which consists in the broadcasting on the website and social networks of four videos recorded with a hidden camera which show absurd situations seen in everyday life but which also resemble habits that regularly take place on the roads. The campaign asked people to share the videos to help them go viral and spread the message.



3.0 Road Safety Conferences

In 2014, a new edition of the 3.0 Conference was held, aimed at reflecting on the key aspects of road safety. On this occasion, the meeting focused on the '2020 Cero Víctimas' objective and involved experts on the issue and representatives from various groups such as bikers, cyclists and drivers, who discussed the



most important measures to be adopted by each of them in order to achieve the proposed objective.

Ponle Freno Fun-Run: 1st edition in Vitoria and 6th edition in Madrid

In 2014, for the first time, Ponle Freno held a special edition of its traditional fun-run in Vitoria as part of the city's FesTVal.

The Antena 3 presenter Jorge Fernández fired the starting gun for the race which also saw the athlete Martín Fiz take part. The funds raised were donated in full to the Zuzenak Foundation, which aims to achieve the social integration and normalisation of disabled people in the Basque Country.

Madrid, meanwhile, hosted its sixth fun-run in November with a record participation of more than 20,000 runners, among which were many personalities from the worlds of television, politics and sport. All the funds raised, 200,000 euros, were donated



to two charity initiatives: the building of a therapeutic swimming pool for people with spinal cord injuries launched by the Step by Step Foundation, and a research project about customised neuro-driving in order to improve road safety by the Guttman Institute Foundation.

More than 1,000 people took part in the first Ponle Freno fun-run in Vitoria. In Madrid, the sixth edition of the sporting event attracted more than 20,000 runners.

Ponle Freno-Axa Road Safety Study Centre

In 2014, the Ponle Freno-Axa Road Safety Study Centre continued its research into the prevention of accidents with the publication of several studies, among which the highlight is Driving habits in Spain. The report includes perceptions about safety, behaviour on the road and preventative measures, based on more than 3,000 surveys completed by drivers, pedestrians, bikers and cyclists.

Another of the studies completed offers interesting conclusions on how



breakdowns caused by a lack of vehicle maintenance increased by 13% in 2013, and how 70% of drivers do not declare a mutual statement of facts in accidents.

According to the study, Driving habits in Spain, one in five drivers admit that they have driven after drinking alcohol, while 60% do not know the legal limits.

CHALLENGES

Ponle Freno 2015

1. Promote road awareness in schools.
2. Publish a study about awareness and training for cyclists.
3. Expand the educational road safety content on the Ponle Freno website.



El Estirón: ideas for healthy growth

El Estirón, now **Objetivo Bienestar Junior**, is the **Atresmedia** campaign aimed at the younger population in order to promote healthy eating habits and physical activity to prevent obesity and its associated illnesses.

HIGHLIGHTS

1. Almost 100 schools took part in the 2nd edition of the Coles Activos (Active Schools) awards.
2. More than 9,000 people attended 'De Marcha con el Estirón', a new record participation.
3. Atresmedia and the Ministry of Health, Social Affairs and Equality jointly launched three awareness campaigns.
4. The dance academy "Muévete con El Estirón" was launched at Micrópolis.
5. New initiatives received the 'El Estirón Recomendado' (Recommended by El Estirón) seal.
6. El Estirón has its own programme on Nova.

The work of El Estirón was recognised in 2014 with the Placa de Bronce de la Real Orden del Mérito Deportivo (Bronze Plaque from the Royal Order of Sports Merit), awarded by the Ministry of Education, Culture and Sport.

Monitoring of the 2014 El Estirón Challenges

Challenges	Level of compliance	Comments
Launching of the second edition of the Coles Activos awards	● ● ● ●	More than 100 schools took part in the second edition of the Coles Activos awards.
Launching of an awareness campaign about the need to perform one hour of physical activity every day.	● ● ● ●	Broadcasting of a spot in collaboration with the Ministry of Health, Social Affairs and Equality to raise awareness about the need for exercise.

2014 Initiatives

2nd edition of the Coles Activos awards

El Estirón held the second edition of the Coles Activos awards, with the intention of recognising the centres that promote original and fun initiatives among their students in order to help them grow up healthy.

Almost 100 schools across Spain took part in the event. A committee of experts was responsible for selecting the winning schools.

In order to make Coles Activos possible, El Estirón once again teamed up with the "Padres y Colegios/Parents and Schools" publication and the web-



site scholarum.es, the leading school comparison and search site in Spain.

Winners

- Best initiative in nutrition: Colegio Santo Domingo de Guzmán (Aranda de Duero, Burgos)
- Best initiative in physical activity: IES Ribera del Arga, de Peralta (Navarre)
- Best creative initiative: Colegio La Devesa (Carlet, Valencia)
- Best global initiative: Colegio Público San Xoa de Filgueira, Ferrol (A Coruña)



New initiatives receive the 'El Estirón Recomendado' (Recommended by El Estirón) seal

El Estirón continues its work to recognise the healthiest initiatives through its 'El Estirón recomendado' seal. In 2014, various projects were rewarded, such

as the story ¡Qué divertido es comer fruta! (What fun it is to eat fruit!) by Doctor María Teresa Barahona, and the Centro de Profesionales de Nutrición y Actividad Física (Professional Centre of Nutrition and Physical Activity, PRON-AF) for its work treating excess weight and obesity and the advice it offers to the El Estirón campaign.

All the projects receiving the 'El Estirón Recomendado' seal can be found on www.antena3.com/elestiron/sello/

La Asociación de Deportistas (The Athletes' Association) and El Estirón unite to promote sporting values

Atresmedia has joined the 'Sports&Trops' project from the Athletes' Association with the broadcasting of various audiovisual spots and reports in which professional athletes and ex-athletes share healthy habits such as a balanced diet, and values inherent to sport such as companionship, dedication, teamwork and the desire to excel.

De Marcha con El Estirón (On the move with El Estirón)

For the third consecutive year, parents and children attended 'De Marcha con El Estirón', and took part as a family in a non-competitive run that ended with a party at the Warner Park Madrid, where they enjoyed a day out on the attractions. This year there was a very special guest: the dog Pancho.



New record with more than 9,000 participants

Awareness campaigns run jointly with the Ministry of Health, Social Services and Equality

Three awareness campaigns were run in 2014, within the framework of the agreement signed in 2013 between Atresmedia and the Ministry of Health, Social Affairs and Equality, through Agencia Española de Consumo, Seguridad Alimentaria y Nutrición (Spanish Agency of Consumption, Food Safety and Nutrition, AECOSAN), to promote healthy habits. The messages broadcast were focused on the need to do a minimum number of hours of physical activity each day, dancing as a healthy and fun activity for children and best practice when handling food to ensure correct food safety.

New dance academy at Micrópolis

In 2014, El Estirón launched a new attraction in the educational leisure park Micrópolis in Madrid, where it has been present since 2012. This is the "Muévete con El Estirón" dance academy, where the little ones can have a good time dancing and having fun enjoying a healthy habit.



El Estirón has its own programme on Nova

El Estirón has its own programme on the television channel Nova. The space, presented by Ainhoa Arbizu, promotes healthy habits in children and their families through fun recipes, nutritional advice and original recommendations for staying in shape, among other content. It is broadcast every fortnight on a Sunday.



El Estirón has a website (antena3.com/elestiron) that offers information about all the activities conducted in the campaign, as well as recommendations about healthy habits and a specific section for resolving any doubts.

CHALLENGES

2015 El Estirón (Objetivo Bienestar Junior) Challenges

1. To reinforce collaboration with the government in promoting healthy habits.
2. To increase the number of schools participating in the Coles Activos Awards.

OBJETIVO BIENESTAR

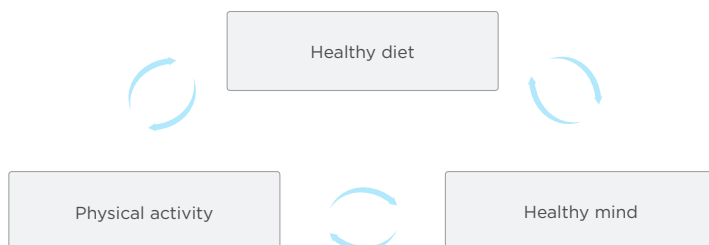
APRENDE A VIVIR MEJOR

VANESA
LORENZO
“Soy una mujer feliz”

¿POR QUÉ
LAS MUJERES
LLORAMOS MÁS
(que ellos)?

Objetivo Bienestar

Under the slogan **Objetivo Bienestar: Aprende a vivir mejor** (Learn to live better), **Antena 3** has launched its new big campaign that invites all members of the public to feel good and improve their quality of life through three main areas:



With Objetivo Bienestar, Antena 3 wants to raise awareness in society about the importance of living a healthy life in every way.

Objetivo Bienestar aims to help encourage healthier lifestyles through a global communications plan consisting of:

- A daily spot with advice on one of the different areas around which the campaign is structured: nutrition, physical and mental activity, personal care, relaxation, etc.
- A weekly section every Friday on the programme **Espejo Público** offering interviews with specialists on the relevant issue. The content broadcast has also been included in the book “Los diez hábitos de la gente saludable” (The ten habits of healthy people).
- A weekly section on **Tu Tiempo de Brasero** which involves proposing healthy leisure plans for the weekend.
- A bi-weekly programme on the channel **Nova**.
- The **Objetivo Bienestar** publication.
- The website www.objetivobienestar.com where the contents of the entire campaign can be found in more detail.



Constantes y Vitales, the first CR campaign by laSexta

laSexta, together with the AXA Foundation, has launched the first Corporate Responsibility campaign of its history: **Constantes y Vitales**. Its objective is to promote high quality medical research and health prevention through awareness initiatives and specific actions that boost advances in the medical and scientific fields. Hence its slogan is 'Trabajamos hoy por la salud del futuro/We are working today for the health of the future'.

The journalist **Mamen Mendizábal** is the ambassador for the campaign, which began with a spot in which she starred along with **Wyoming**, **Jordi Évole**, Ana Pastor and **Antonio García Ferreras**, who lamented the brain drain.

Constantes y Vitales counts on the collaboration of an expert committee with representatives from the fields of medicine and research, and allows the public to become involved through an online platform, the 3.0 Conferences and the holding of a charity event, among other proposals.

More information is available at
www.constantesyvital.es

CHALLENGES

2015 Constantes y Vitales Challenges

1. Creation of the Constantes y Vitales Awards for research.
2. Broadcasting prevention advice about illnesses with the greatest impact on health.



Education, the focus of Fundación Atresmedia in 2014

HIGHLIGHTS

1. The Hospital Assistance Programme consolidated its presence across the whole of Spain.
2. Proyecto PRO trained young people with a disability with the launch of three new courses and added disability training in front of camera areas.
3. Young people from "Te Toca!" talked to politicians about education.
4. More than 450 projects presented for the 'Iniciativas que Educan/Initiatives that Educate' awards.
5. The 'Derechos de la Infancia/Children's Rights' campaign improved schools in the Amazon rainforest.

Fundación Atresmedia was created in order to channel the Group's social action and from the very start has focused its projects on children, one of the most vulnerable groups around the world. As is expressed in its mission:

"Spreading knowledge and providing experiences that allow children to live happier lives and be better citizens"

Among the organisation's primary goals is improving and enhancing the relationship between children and the television, internet and new technologies, in such a way that the three channels constitute communication tools supporting their personal and civic development. Also among its purposes is working within the issue of disability, promoting the voice and participation of young people in issues that affect them and running hospital assistance initiatives that help make a child's stay in hospital more pleasant.

Together for education

In 2014, the Foundation organised the 2nd edition of the 'Initiatives that Educate' awards, and held a meeting between young people and education advisers at the Congress of Deputies.

In 2014, the **Foundation** chose **education** as the central focus of its activities. All the initiatives in the organisation's Strategic Plan were based on this issue during the year. Several activities were also launched aimed at highlighting the valuable work of professionals in education and generating enriching debates about the sector.

For the second consecutive year, the **Foundation** organised the 'Initiatives that Educate' awards, in collaboration with Santillana, aimed at recognising best educational practice. A meeting was also organised at the Congress of Deputies between more than 70 students, education advisers and chairmen of school boards from different autonomous communities, as well as different opinion leaders from the world of education to reflect on the question 'How can education be improved?'

Both actions, together with other meetings involving experts, have allowed experiences to be shared, knowledge to be generated and have positively impacted on the sector, as highlighted by various professionals and teachers.

Monitoring of the 2014 Fundación Atresmedia Challenges

Challenges	Level of compliance	Comments
Strengthen the indicator system.	● ● ● ●	Indicators have been created for each project, considering five criteria: impact, efficiency, awareness, ability to attract funding and visibility.
Continue with the educational initiatives supplementing the Strategic Plan, under the 'Together for Education' area.	● ● ● ●	Hold the 2nd edition of the 'Initiatives that Educate' awards; meeting at the Congress of Deputies between young people and education advisers, among other initiatives.
Continue with personalised visits to hospitals and ministries in other autonomous communities, which help to identify the needs of each centre and improve the quality and suitability of the Hospital Assistance Programme.	● ● ● ●	The presence of the Hospital Assistance Programme in all autonomous communities in Spain has been achieved.

'Children's Rights' Campaign

To mark the 25th anniversary of the Convention on the Rights of the Child, a communication campaign has been run consisting of 10 awareness spots with 10 different NGOs, who have each acted as ambassadors and representatives of a specific right.

The 'Un maestro una vida/One teacher, one life' campaign has also managed to raise 50,000 euros which will be donated to the NGO CESAL to strengthen the skills of more than 20 teachers from schools in the communities of the



Amazon rainforest, as well as provide 10 schools with educational materials in Spanish and their native language, a move which will benefit more than 2,500 children.

10 spots from 10 different NGOs, broadcast to mark the 25th anniversary of the Convention on the Rights of the Child, have led to an increase in the awareness of the Spanish population about children's rights.

Proyecto Pro: audiovisual training for people with a disability

Proyecto PRO provides audiovisual training to young people with a disability to help them join the world of work. In turn, it helps companies in the sector to employ this group.

During 2014, the Project launched two new courses: "Specialist in the management of social networks", with the Universidad Rey Juan Carlos (Madrid); and "Postgraduate Diploma in Community Management", with the Universitat Politècnica de Catalunya (Barcelona). This year a third course, on acting,



has also been organised with the Fundación Globomedia (Madrid), which allows people to work front-of-camera and increases normalisation.

For 2015, the Foundation hopes to be able to expand the number of collaborating organisations that offer internships.

The insurer AXA has recognised Proyecto PRO in 2014 with the 'Premio Solidario del Seguro/Insurance Solidarity Award'.

The Hospital Assistance Programme reaches the whole of Spain

In 2014, the Hospital Assistance Programme, created in 2006 in order to make the stay of hospitalised children and their families more pleasant, established its presence throughout Spain with the signing of a partnership agreement with the Ministry of the Basque Country. New centres have also been added in the autonomous communities where it was already present. In total, 130 hospitals have already benefited from the programme and more than 170,000 children have enjoyed its main initiative, the FAN3 Channel.

FAN3 is a free and advertising-free television channel, designed for hospitalised children and young people that aims to help them get better, offering them information relating to the illness and its treatment in a fun and informative way. In 2014, the Fan3 Channel expanded its programming to the weekends and had a total of 91 hours per week and more than 400 hours per month, and new sections were also created.

Within the framework of the Hospital Assistance Programme, the "La imagen de los niños hospitalizados en los medios de comunicación. Cómo informar respetando su intimidad." (The image of



hospitalised children in the media. How to report whilst respecting their privacy) report was also published. Created together with the Asociación de Informadores de Salud (Association of Health Reporters, ANIS), the document proposes guidelines to responsibly report on the health of children and hospitalised children.

The Programme has given continued with other initiatives such as celebrity visits to hospitals, radio workshops and various activities to promote reading. New initiatives such as 'Poción de Héroes/Heroes Potion' have been launched, to normalise the situation of children in oncology treatment and this is run in the autonomous communities of Madrid, Valencia, Catalonia and Andalusia; and the 'Transplant guide/Guía del trasplante' application to normalise and explain bone marrow transplants for the children.

130 hospitals have now benefited from the Programme and more than 170,000 children have enjoyed its main initiative, the FAN3 Channel.

2nd edition of the 'Iniciativas que Educan/Initiatives that Educate' awards

More than 450 projects were presented for the second edition of the 'Initiatives that educate' awards, which recognise best educational practice by schools, teachers, families, NGOs, public authorities and companies in six categories:

- • Educational success
- • School environment/diversity/integration
- • The environment
- • Creativity and innovation
- • Values and teamwork
- • Special Fundación Santillana Award for the best initiative implemented in Latin America.



This second edition has been an unprecedented success in terms of participation, with more than 450 projects presented.

"Te Toca!" continues appealing to the social commitment of young people

In 2014 the Te Toca! initiative continued with its commitment to bringing young people closer to certain social realities, promoting their awareness and their responsible behaviour. The initiative is aimed at young people aged between 12 and 17, who are encouraged to submit a solution to a specific problem based on their own proposals or through requests to the adult world.

In 2014, 174 participants submitted their proposals for the challenge 'How can education be improved?', with the overall quality being higher than in previous years.

A jury composed of an experienced group of experts selected the best en-



tries, which were awarded technological prizes and donations of 500 euros as seed capital to make the submitted ideas a reality.

Within the framework of the initiative, a meeting was organised between young people, education advisers and chairmen of school boards from different autonomous communities at the Congress of Deputies, in order to reflect on the world of education and incorporate the students' demands into future decisions about the sector.

The Te Toca! micro-site reached 16,476 visits in 2014. Its presence on the social networks also increased, with more than 1,144 fans on Facebook and 3,200 followers on Twitter.

Transparency in funding

In 2014, **Fundación Atresmedia** was able to conduct its activity thanks to its funding from **Atresmedia**, public subsidies and the more than 600,000 euros raised through various fundraising initiatives, among which the highlights are 'Pasa la bola' from the Vodafone Foundation and the Red Cross, the marketing of 'charity bags' by La Casa del Libro and the incorporation of partners such as Santillana and Ransdstad.



In a desire for transparency, all the financial figures relating to the Foundation's management, including its audited accounts, can be found on the website <http://www.antena3.com/fundacion/>

Fundación Atresmedia's Revenue

	2012	2013	2014
Amount from Atresmedia	€ 500,000	€ 300,000	€ 300,000
Donations	€ 85,000	€ 502,382	€ 573,000
Subsidies	€ 23,121	€ 30,036	€ 10,000
Other revenue	€ 328,847	€ 420,000	€ 725,194
Total revenue	€ 936,968	€ 1,252,418	€ 1,198,194

CHALLENGES

2015 Fundación Atresmedia Challenges

1. Assess the impact of each of the projects launched by following the methodologies used by the third sector.
2. Development of a new Master Plan, based on the results of measuring the impact of the different projects and on the current needs of society.
3. Run at least three initiatives to boost educational improvement.

Environment



OUR VISION

The vision of Atresmedia is to contribute to sustainable development through measures that minimise the environmental impact of its activities and promote respect for the environment. This vision translates into the following lines of action:

1. Improving energy efficiency.
2. The responsible management of resources.
3. Reducing the generation of waste.
4. Raising awareness in society about the need to care for the environment by making use of the broadcasting power of Atresmedia.

In figures

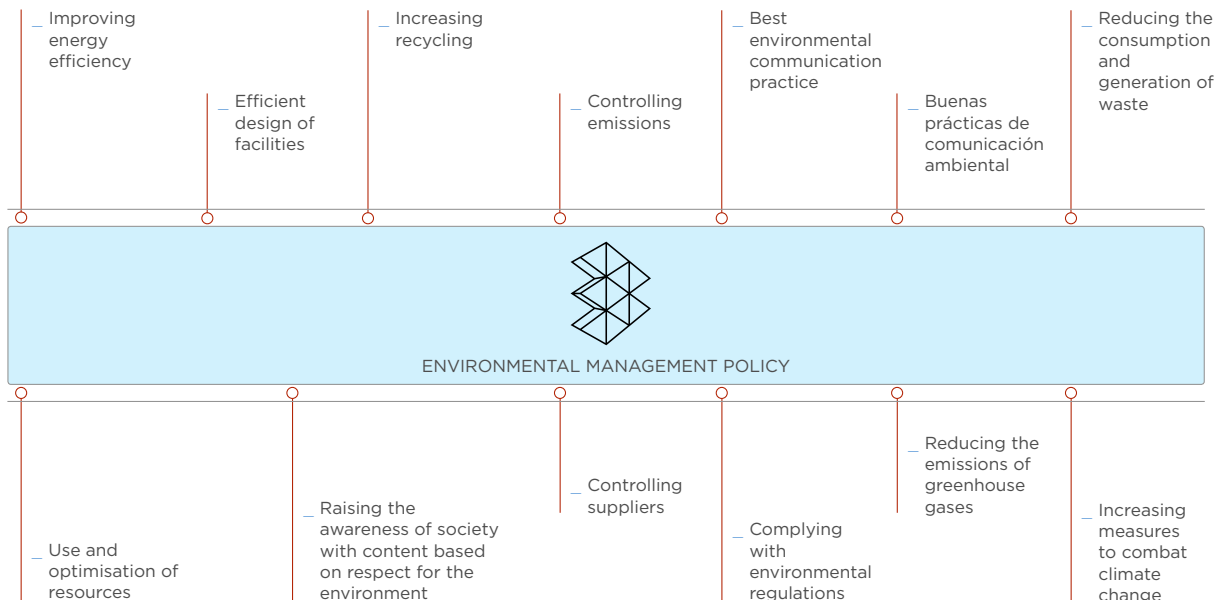
	2013	2014
Energy consumption		
Gas	12,517 m ³	15,308 m ³
Electricity	28,276,898 kw	27,399,791 kw
Heating oil	458,148 L	469,696 L
Consumption of resources		
Water	44,297 m ³	56,863 m ³
Paper	5,425,000 uds, (26,908 kg)	5,412,000 uds (26,844 kg)
Toner	703 uds (563 kg)	667 uds (534 kg)
Emissions		
Direct scope 1	2,463.42 t	3,281.78 t
Direct scope 2	6,969 t	4,383.96 t
Employee transportation scope 3	757.7 t	635.19 t
Non-hazardous waste		
Paper and cardboard	68 t	66 t
Debris	66 m ³	126 m ³
SUW	314 t	308 t
Hazardous waste		
Televisions	57 units	62 units
Fluorescent lights	1,635 units	976 units
Environmental Investment	€ 14,363	€ 89,490
CPD Classification	60 D	58 D

Contribution to sustainable development

Atresmedia's sustainability commitment is not limited only to complying with environmental legislation, but instead goes much further and includes minimising the impact of its activities on the environment. To do this, it promotes initiatives on energy efficiency, saving raw materials, reducing waste, the sustainable use of resources and raising the aware-

ness of society, making space for the environment in the content on the Group's media channels.

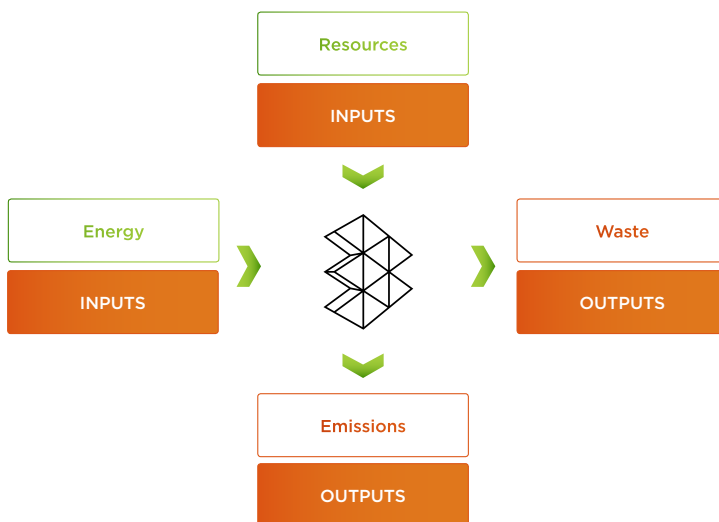
Atresmedia has an **Environmental Management Policy** aimed at controlling the impact of its activity on the environment.



Environmental challenges

At the start of 2014 **Atresmedia** established some annual commitments for environmental improvement whose degree of compliance is shown below:

2014 Commitment	Level of compliance	Comments
Completing the five-year plan to replace refrigerant gas in air conditioning systems, replacing this in all company equipment.	● ● ● ●	The replacement of gas in the 25 pieces of equipment that were outstanding has been performed.
Implementing LED lighting in a separate building of the company (Onda Cero, Atresmedia Publicidad and Atres Eventos).	● ● ● ●	The replacement of all the building's lighting with LED technology has been performed (a total of 1,331 fluorescent screens).
Conducting a study on energy efficiency.	● ● ● ●	The study has been performed in keeping with the agreed plan. The economic-financial analysis to assess the viability of the operation remains pending.
Reducing the volume of SUW by 1% compared to 2013.	● ● ● ●	The waste minimising policies have been maintained.
Reducing toner consumption by 2% compared to 2013.	● ● ● ●	A policy for using multifunction 'paperless' machines has been followed, to reduce the printing of documents.
Reducing the paper and cardboard volume destined for recycling by 1% compared to 2013.	● ● ● ●	Bins next to copying and multifunction machines have been used, destined for the recycling plant.
Commissioning of new environmental awareness campaigns through Hazte Eco.	● ● ● ●	New awareness campaigns have been launched such as the recycling initiatives with Ecoembes and that for preventing forest fires with WWF.



Energy efficiency

Atresmedia implements initiatives aimed at the better and more efficient use of energy sources, whose objective is to reduce the consumption of electricity and fuel while maintaining the quality standards of the services.

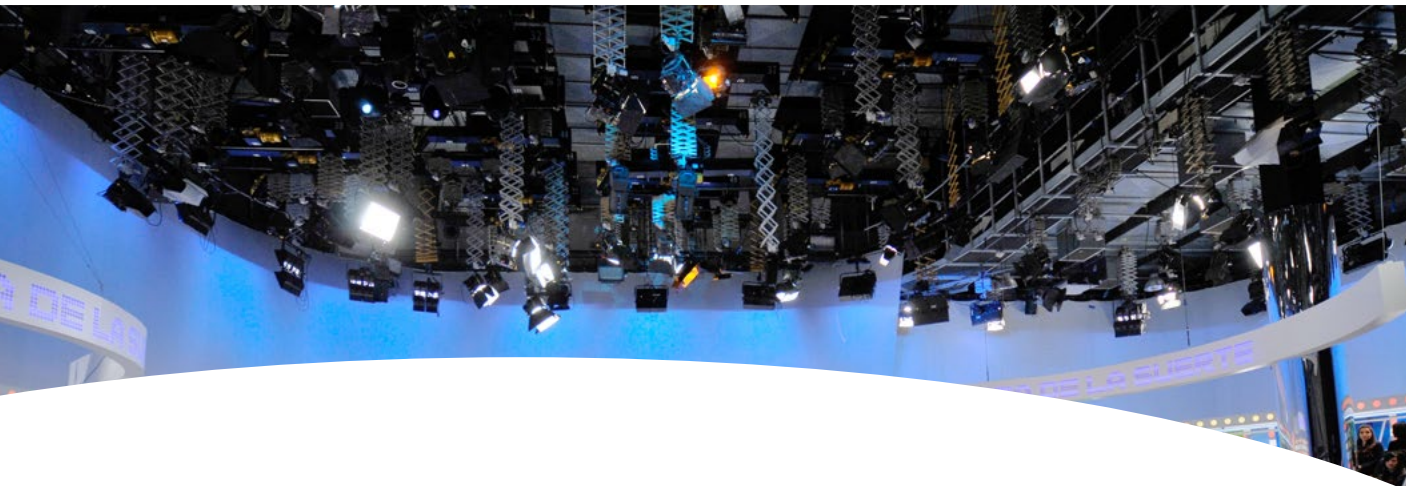
Among the **energy saving measures** carried out by **Atresmedia** during 2014, the following can be highlighted:

- Preventative maintenance of boilers and controlling their hours of use, in order to reduce the consumption of fuel.
- Changing fluorescent lighting for LED technology. This measure has led to an annual saving of 300,000 kW in electricity consumption.
- Replacing aluminium windows with "Climalit" double glazing, adding solar filters and waterproofing and insulating roofing.

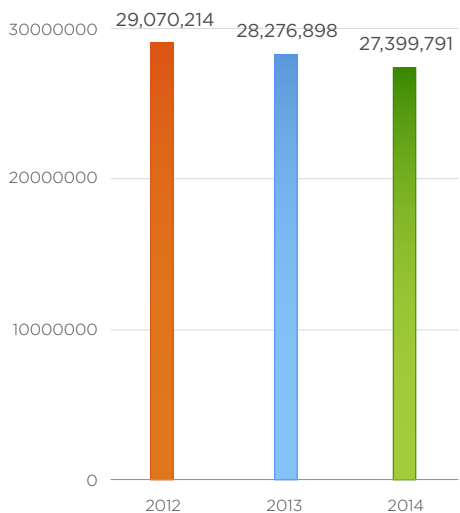
Awareness of the rational use of energy

Atresmedia takes advantage of its broadcasting strength to make society aware of the importance of energy efficiency. A clear example of this is the agreement reached with Gas Natural Fenosa to disseminate and transmit, in the world of cinema, the rational use of energy with the CINERGIA project.

In 2014, these measures led to a 3.1% reduction in electricity consumption, reaching a value of 27,399,791 kW. However, in the case of the San Sebastián de los Reyes office, an increase was recorded due to the large number of users, as well as the increase in the use of production spaces on sets and in technical areas. For these reasons, fuel consumption increased by 2.5% and gas consumption by 22%.

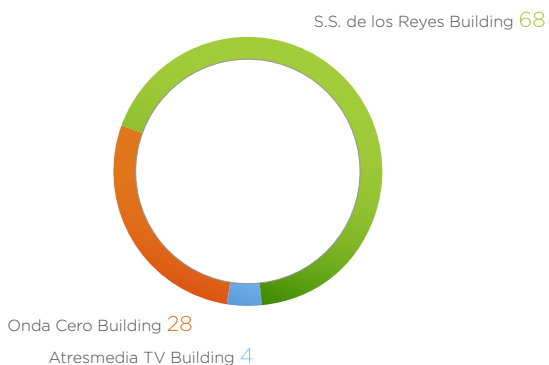


Electricity consumption (kW)

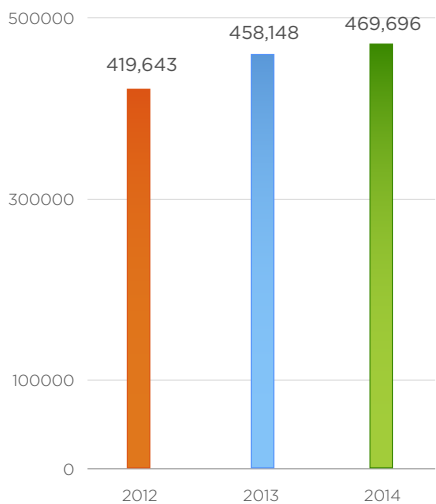


Note 1. 1kW/h = 0.0036 GJ. The energy consumption of electricity in 2014 was equivalent to 98,639.26 GJ.

Distribution of electricity consumption (%)



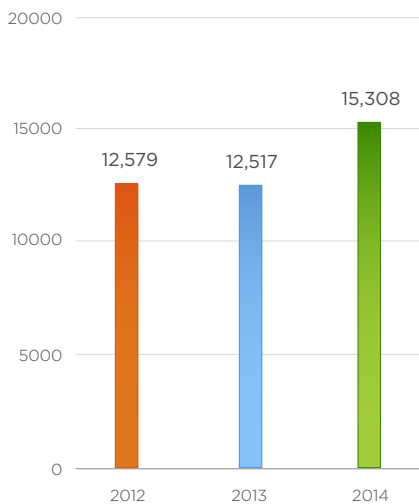
Heating oil consumption (L)



Note 2. In 2014 the energy consumption corresponding to heating oil was equivalent to 18,004.16 GJ.

Heating oil: tep = 1181 litres // 1.12 tep is equal to 13,020 kW/h (Source) IDAE// 1kW/h = 0.0036 GJ.

Gas Consumption (m³)

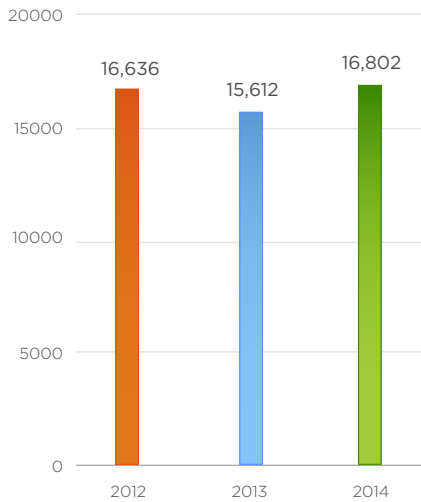


Note 3. The energy consumption corresponding to gas in 2014 was equivalent to 527.61 GJ.

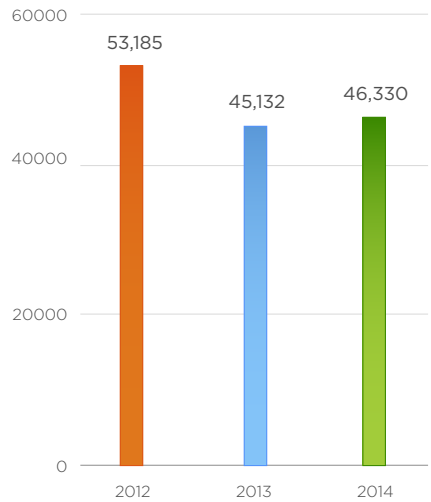
Data from the centre in San Sebastián de los Reyes.

Gas: 1 m³ = 10.723 kw/h (Source: Gas Natural Fenosa) // 1kW/h = 0.0036 GJ.

Transportation petrol consumption (L)



Transportation diesel consumption (L)



Note 4. The energy consumption corresponding to transportation petrol in 2014 was equivalent to 105.72 GJ.
Automotive petrol: tep = 1,290 litres // 1.10 tep is equal to 12,790 kW/h
(Source: IDAE // 1kW/h = 0.0036 GJ).

Note 5. The energy consumption corresponding to transportation diesel in 2014 was equivalent to 336.64 GJ
Automotive diesel: tep = 1,181 litres // 1.12 tep is equal to 13,020 kW/h
(Source: IDAE // 1kW/h = 0.0036 GJ).

Note 6. Diesel 100% non-renewable, Petrol 100% non-renewable, Gas 100% non-renewable, Electricity 35.60% non-renewable and 64.40% renewable (latest energy mix provided by Iberdrola).

Note 7. Conversion factors table A8.1 GHG inventory report published by the MAGRAMA and IDAE
IDAE: Instituto para la Diversificación y Ahorro de la Energía (Institute for Energy Diversification and Savings)

Controlling GHG emissions

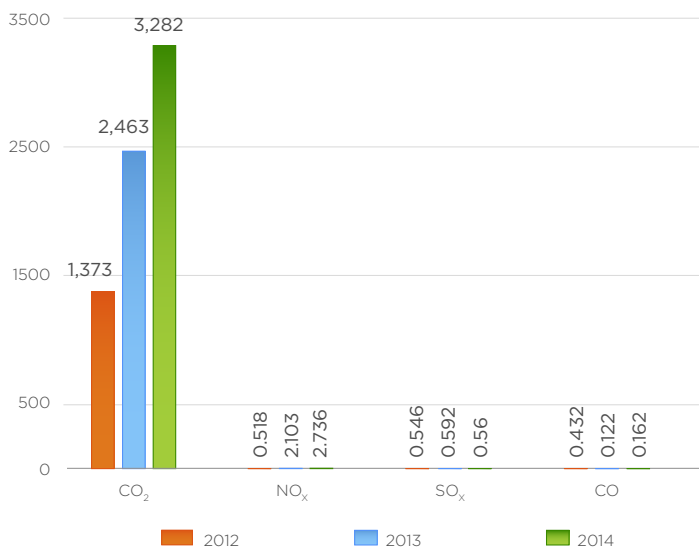
In 2014, there was a reduction in the indirect scope 2 emissions and the scope 3 emissions compared to 2013.

Halting climate change is one of the environmental challenges of **Atresmedia**. To do this, together with its energy efficiency measures, specific initiatives are run that are aimed at improving the control of emissions into the atmosphere and reducing them. Highlights in 2014:

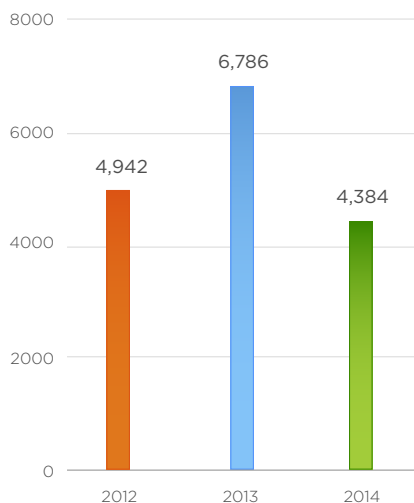
- Greater control of the CO₂, NO_x, SO_x and CO emissions from boilers.
- Promoting the priority use of trains instead of planes for domestic journeys.
- Completing the switch from refrigerant gas to wind powered gas in air conditioning units. To do this, 254 kg of R22 has been replaced with R438A ecological gas, and 213 kg of R22 with R424 ecological gas.

For the third consecutive year, Atresmedia participated in the Carbon Disclosure Project (CDP) report, a voluntary initiative that encourages transparency and a change towards sustainability in companies around the world. It obtained a rating of 58D.

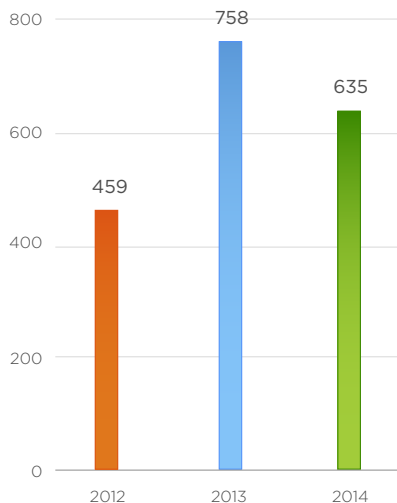
Direct emissions scope 1
GHG Emissions (t)



Indirect emissions scope 2
t CO₂



Employee transportation emissions scope 3
t CO₂



Note 8. The data relating to emissions have been obtained in accordance with the certification from the Entidades de Inspección y Control Reglamentario (Inspection and Regulatory Control Organisations, ENICRE) Inspector (ATISAE. The sources used to obtain the data are the conversion factors published by GHG and IDAF).

Note 9. Included within the direct CO₂ emissions (3,091 T) is 1,314.30 T corresponding to the consumption of heating oil. The data on direct CO₂ emissions refer to the work centre in San Sebastián de los Reyes.

Note 10. Given that there is no publication for 2014 that reflects the energy mix of our supplier (Iberdrola), the data used in this report are the result of applying, to all the electricity consumed in 2014, the latest energy mix published by IBERDROLA (from 2013), therefore are subject to the certification that the CNE (National Energy Commission) publishes for 2014.

Note 11. The data on NO_x, SO_x and CO emissions (direct emissions scope 1) refer to the work centre in San Sebastián de los Reyes.

The direct emissions of NO_x are equivalent to 370ppm.

The direct emissions of SO_x are equivalent to 155ppm.

The direct emissions of CO are equivalent to 36ppm.

Note 12. To obtain the data on emissions from air travel, the website www.carbon-calculator.org.uk was used.

The 228.08 T of CO₂ from domestic air travel corresponds to 894,446 miles

The 407.11 T of CO₂ from international air travel corresponds to 1,596,495 miles

The increase in scope 1 direct emissions of CO₂ and gas during 2014 is a result of the high user occupancy of the company's buildings, as well as increased production (Building/Studio 7) which has led to the boilers spending more time in operation.



Valuing resources

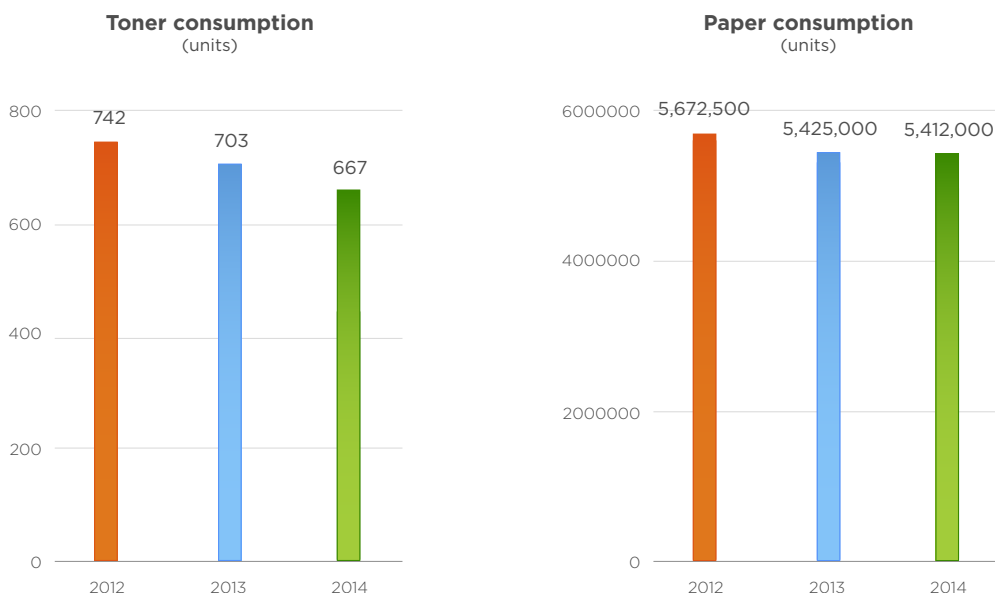
Aware of the importance of rationalising consumption to reduce its environmental impact, **Atresmedia** is committed to the responsible use of resources.

In this regard, several initiatives were undertaken in 2014 to reduce the use of paper and toner. One example is the use of multifunction 'paper-less' machines in the offices.

Another measure was purchasing paper with a PEFC certification, which guarantees that it comes from sustainably managed forests.

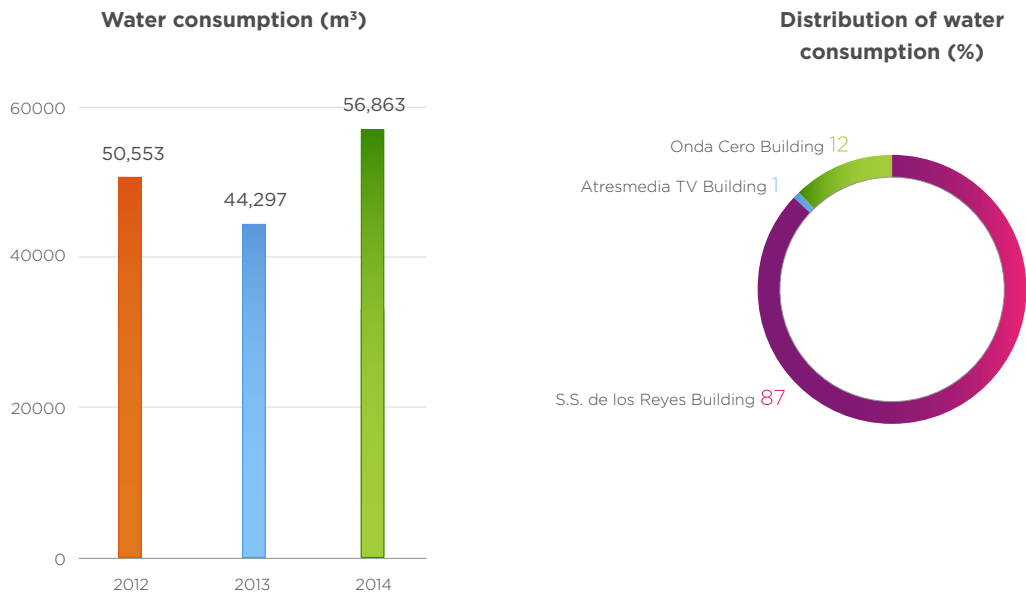
As a result of these initiatives it has achieved an 18% reduction in paper consumption and 36 fewer units of toner have been used.

In addition to reducing raw material consumption, the Group promotes the reuse of resources such as technological and computer equipment in order to prolong their useful life.



Note 6. The data on white paper and toner consumption in 2014 refer to the centre in San Sebastián de los Reyes.

With regards to the consumption of water, which comes entirely from the public network, an increase of 28% took place in 2014 which, as in the previous cases, was due to the increase in the number of users in the centre in San Sebastián de los Reyes. Consumption taking place in the other offices has also been included this year, while no precise information was available for this in previous years.



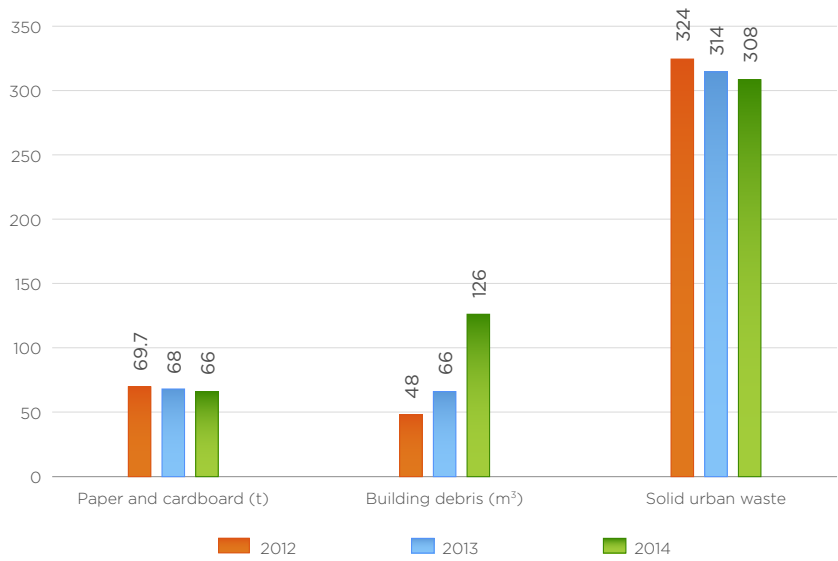
Minimising waste

Atresmedia strives to reduce the amount of waste to the minimum necessary and manage its essential waste in the most suitable way. To do this, the following actions are conducted:

- Asking suppliers to remove the packaging for the materials so that it can be reused or destined for other possible uses.
- Removal of waste generated from scrap and cabling in the facilities by authorised waste managers.
- Use of bins specifically for white paper next to copying and multi-function machines for subsequent transfer to the recycling plant.
- Maintaining the requirement to hand in used toner cartridges to obtain new ones.

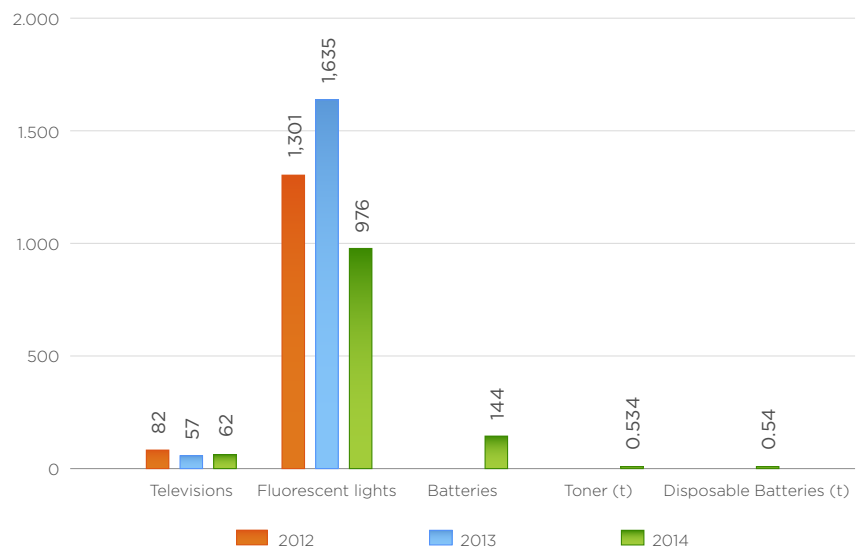
These measures have led to a 3% reduction in paper and cardboard destined for recycling and a 2% reduction in urban waste. The increase in building debris recorded in 2014 was a result of carrying out refurbishment work to the controls and studios.

Production of non-hazardous waste



Note 13: Data on non-hazardous waste production in 2014 was taken from the centre in San Sebastián de los Reyes.

Production of hazardous waste



Note 14: Data on hazardous waste production in 2014 corresponds to the centre in San Sebastián de los Reyes.

All hazardous waste generated has been recycled.



Hazte Eco: Together for the environment

HIGHLIGHTS

1. Atresmedia and Ecoembes unite to make 2014 'The Year of Recycling'.
2. 3,000 trees planted in the Hazte Eco Forest in the Cabañeros National Park.
3. More than 35,000 signatures collected in support of the Save the Arctic campaign.
4. 3rd forest fire prevention campaign with WWF.

Hazte Eco is the **Atresmedia** campaign led by the channel **Neox** whose objective is to raise awareness and carry out initiatives to defend and protect the environment. All of the Group's media channels are involved in the initiative and support it by broadcasting awareness messages to the public and asking them to take action to support the environment.

Since its creation in 2010, **Hazte Eco** has launched various initiatives with specific challenges to halt climate change, improve the quality of forests and save the Arctic. In 2014, it continued working on these and other new actions.

3,000 trees planted in the Hazte Eco Forest in the Cabañeros National Park (Ciudad Real).

Atresmedia and Ecoembes join together to make 2014 'The Year of Recycling'

Through the 'Hazte Eco y Recicla' initiative, Atresmedia and Ecoembes have united to encourage recycling in our country and make society aware of its importance for the environment. The partnership has resulted in the broadcasting of educational content about recycling and environmental awareness through the Neox Hazte Eco programme, its website hazteeco.es and news reports on Antena 3, laSexta, Onda Cero and Europa FM.

More than 35,000 signatures were collected in support of the Save the Arctic campaign

Delivery of signatures to Greenpeace for 'save the Arctic'

In April, Hazte Eco delivered more than 35,000 signatures to Greenpeace, collected in support of the Save the Arctic campaign which was launched in 2012 with the objective of obtaining Government support for the international request from the United Nations to declare the area a World Heritage Site.

Atresmedia joins Earth Hour

Group Atresmedia joined Earth Hour and switched off the lights in its main entrance and at the front of the building on Saturday 29 March from 20:30 to 21:30 as a symbolic act in the fight against climate change.

Bosque Hazte Eco

Atresmedia and WWF have given life to the Hazte Eco Forest by planting 3,000 trees in the Cabañeros National Park in Ciudad Real. These have come from the Park's native plant nursery, ensuring their better adaptation and survival.

This reforestation was possible thanks to involvement of the public. During the campaign launched by both organisations in 2012, after a year that was particularly hard-hit by fires, it received almost 14,000 SMS messages in support of nature. The funds were donated in full to the reforestation project.

Preventing forest fires with WWF

Atresmedia, through Hazte Eco, has worked with the WWF since 2012 in the reforestation of forests in Spain. Coinciding with the arrival of summer, there was a campaign to prevent forest fires through the broadcasting of a spot. Once the high risk period had finished, Hazte Eco made an assessment of the campaign which proved more positive than in other years due to the weather conditions. The results have been a starting point for a new spot about the importance of continuing to care for the forests during winter and working to regenerate any affected areas.

CHALLENGES

In 2015, Atresmedia has outlined new challenges in environmental management matters aimed at improving energy efficiency, resource and waste management and environmental awareness.

OBJECTIVES

2015

1. Conduct a study to continue implementing LED lighting technology in other company buildings.
2. Reduce the volume of Solid Urban Waste by 1% compared to 2014.
3. Conduct an economical-financial analysis of the application of the conclusions from the energy efficiency study.
4. Reduce the volume of paper and cardboard destined for recycling by 2% compared to 2014.
5. Reduce toner cartridge consumption by 2% compared to 2014.
6. Through Hazte Eco, continue to raise awareness about the importance of recycling by using new means of communication.

Annexes



About the Corporate Responsibility Report

This is the eighth time that **Atresmedia** has published its Corporate Responsibility Report as part of the Annual Report, detailing its commitments in matters of sustainability from an economic, social and environmental perspective.

This year the Report has gone one step further in the quality of the content and transparency and has followed the current trends in reporting, looking in more depth at some of the content recommended by the international framework for preparing Integrated Reports (Integrated Reporting, IR) developed by the IIRC (International Integrated Reporting Council).

With this objective, the Group's strategic areas have been dealt with in greater detail, greater importance has been given to the management and control of risks and there has been a particularly in-depth look at the evolution of the Company, including various first-person accounts from representatives of the different stakeholders with which **Atresmedia** collaborates.

Coverage and scope: For the second consecutive year, the report follows the criteria established by the G4 guide from the Global Reporting Initiative (GRI) in its comprehensive version, and has been verified by an external and independent organisation (Aenor). It has also taken into account the GRI Media Sector Supplement in its development.

The contents included in the report refer to the period between 1 January 2014 and 31 December of the same year and cover the activities of the different companies forming **Atresmedia** (**Atresmedia Televisión, Atresmedia Radio, Atresmedia Publicidad, Atresmedia Digital, Atresmedia Diversificación, Atresmedia Cine** and **Fundación Atresmedia**). The information disclosed takes into account the Group's analysis of materiality and under no circumstances are there any intentional omissions of relevant content.

Any variations in terms of the scope and coverage of the information are noted in the corresponding section of the report. Likewise, any changes to the formulas used for calculating the data provided are reported.

Materiality: The materiality of the content of this report has been determined from **Atresmedia's** own analysis and the information received from its stakeholders through the different communication channels established, such as the discussions held and a survey for this purpose, along with the other channels that are explained in the 'Corporate Responsibility' section of the report.

All relevant material aspects have been analysed to identify how they correspond to the specific content and indicators in the GRI G4 guide, selecting those sections that truly respond to the interests of the stakeholders and the strategy of **Atresmedia**. Other sections from G4 have also been voluntarily included since these, without being relevant to the organisation, contribute to increasing the transparency and understanding of the company's activity.

MATERIAL ASPECTS FOR STAKEHOLDERS				
PRIORITY	General aspect	Specific aspect	Correspondence with G4	
			Aspect	Section
VERY HIGH	Broadcasting of content	Satisfaction of the advertisers	PRODUCT: Product and Labelling	G4-PR5
		Quality of content Editorial independence Freedom of expression Protection of Minors		
	Advertising management	Responsible advertising Quality of advertising services Independence between advertisers and content	Media	M2-M5
HIGH	Social action	Social Action Campaigns	SOCIETY: Local Communities	G4 S01
			Indirect economic consequences	G4 EC7
AVERAGE	Financial management	Shareholder composition	Profile	G4-7
		Strategic areas and objectives Cost Management	Strategy and Analysis FINANCIAL: Financial performance/ Media	G4-1 G4 EC1, EC4 M1
	Corporate Governance	Government authorities, control mechanisms, clarity and regulatory compliance	Government	G4 34-48, 51,
			Ethics and integrity	G4 56-58
	Internal organisation	Human capital development Degree of fulfilment of the strategy	LABOUR: Training and education	G4 LA9-10
Strategy and analysis			G4-1	

The G4 indicators responded to are those appearing in orange in the report's GRI index.

Verification report

AENOR Asociación Española de Normalización y Certificación

SUSTAINABLE VERIFICATION REPORT

VMS-Nº 002/15

The Spanish Association for Standardisation and Certification (AENOR) has verified that the Report of the following firm:

GRUPO ATRESMEDIA

Entitled **2014 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.

This external assurance is in accordance with the **Exhaustive Option** of the G4 Guide developed by the Global Reporting Initiative (GRI) along with the Media Sector Supplement. The verification has been fulfilled on 19th February, 2015 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 2015/17797/GRI/01 dated 13th January, 2015 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: 6th March 2015



AENOR Asociación Española de Normalización y Certificación
 Avelino BRITO
 Chief Executive Officer



GRI Index

		Page / Answer	Reported	Part not reported	Reason for omission	External verification
Strategy and Analysis						
G4-1	Provide a statement from the most senior decision-maker of the organization (such as CEO, chair, or equivalent senior position) about the relevance of sustainability to the organization and the organization's strategy for addressing sustainability.	5, 7	TOTAL			Yes, 181
G4-2	Description of key impacts, risks, and opportunities	5-7, 39, 42, 51-58	TOTAL			Yes, 181
Organizational Profile						
G4-3	Report the name of the organization.	2, 31	TOTAL			Yes, 181
G4-4	Report the primary brands, products, and services.	31, 39-42	TOTAL			Yes, 181
G4-5	Report the location of the organization's headquarters.	2	TOTAL			Yes, 181
G4-6	Report the number of countries where the organization operates, and names of countries where either the organization has significant operations or that are specifically relevant to the sustainability topics covered in the report.	Atresmedia operates in Spain. However some of its channels (Antena 3 Internacional) can be watched abroad	TOTAL			Yes, 181
G4-7	Report the nature of ownership and legal form.	31, 35	TOTAL			Yes, 181
G4-8	Report the markets served (including geographic breakdown, sectors served, and types of customers and beneficiaries).	Atresmedia operates in Spain. However some of its channels (Antena 3 Internacional) can be watched abroad 31,32,35	TOTAL			Yes, 181
G4-9	Report the scale of the organization, including: _ Total number of employees _ Total number of operations _ Net sales (for private sector organizations) or net revenues (for public sector organizations) _ Total capitalization broken down in terms of debt and equity (for private sector organizations) _ Quantity of products or services provided	13 93% of Atresmedia's net income comes from advertising. The remaining income is split between minor activities such as copyright, film productions and special initiatives.	TOTAL			Yes, 181

		Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-10	<ul style="list-style-type: none"> – Report the total number of employees by employment contract and gender. – Report the total number of permanent employees by employment type and gender. – Report the total workforce by employees and supervised workers and by gender. – Report the total workforce by region and gender. – Report whether a substantial portion of the organization's work is performed by workers who are legally recognized as self-employed, or by individuals other than employees or supervised workers, including employees and supervised employees of contractors. – Report any significant variations in employment numbers (such as seasonal variations in employment in the tourism or agricultural industries)." 	131, 133, 135, 137	TOTAL		External and self-employed employees do not represent a significant part of the company, so no monitoring is established that allows a breakdown by gender.	Yes, 181
G4-11	Report the percentage of total employees covered by collective bargaining agreements.	131	TOTAL			Yes, 181
G4-12	Describe the organization's supply chain.	59-63	TOTAL			Yes, 181
G4-13	<p>Report any significant changes during the reporting period regarding the organization's size, structure, ownership, or its supply chain, including:</p> <ul style="list-style-type: none"> – Changes in the location of, or changes in, operations, including facility openings, closings, and expansions – Changes in the share capital structure and other capital formation, maintenance, and alteration operations (for private sector organizations) – Changes in the location of suppliers, the structure of the supply chain, or in relationships with suppliers, including selection and termination". 	5, 7, 178	TOTAL			Yes, 181
G4-14	Report whether and how the precautionary approach or principle is addressed by the organization.	53-58	TOTAL			Yes, 181
G4-15	List externally developed economic, environmental and social charters, principles, or other initiatives to which the organization subscribes or which it endorses.	43, 46, 62, 81, 107	TOTAL			Yes, 181
G4-16	<p>List memberships of associations (such as industry associations) and national or international advocacy organizations in which the organization:</p> <ul style="list-style-type: none"> – Holds a position on the governance body – Participates in projects or committees – Provides substantive funding beyond routine membership dues – Views membership as strategic 	50, 63	TOTAL			Yes, 181
Identified Material Aspects and Boundaries						
G4-17	<ul style="list-style-type: none"> – List all entities included in the organization's consolidated financial statements or equivalent documents. – Report whether any entity included in the organization's consolidated financial statements or equivalent documents is not covered by the report. 	35	TOTAL		All entities that are listed in the consolidated financial statements are also listed in the report.	Yes, 181

		Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-18	<ul style="list-style-type: none"> – Explain the process for defining the report content and the Aspect Boundaries. – Explain how the organization has implemented the Reporting Principles for Defining Report Content." 	48, 49, 179, 180	TOTAL			Yes, 181
G4-19	List all the material Aspects identified in the process for defining report content.	49, 180	TOTAL			Yes, 181
G4-20	<p>For each material Aspect, report the Aspect Boundary within the organization, as follows:</p> <ul style="list-style-type: none"> – Report whether the Aspect is material within the organization – If the Aspect is not material for all entities within the organization (as described in G4-17), select one of the following two approaches and report either: <ul style="list-style-type: none"> • The list of entities or groups of entities included in G4-17 for which the Aspect is not material or • The list of entities or groups of entities included in G4-17 for which the Aspects is material – Report any specific limitation regarding the Aspect Boundary within the organization" 	49, 180 The material aspects identified have been considered for the entire Atresmedia Group.	TOTAL			Yes, 181
G4-21	<p>For each material Aspect, report the Aspect Boundary outside the organization, as follows:</p> <ul style="list-style-type: none"> – Report whether the Aspect is material outside of the organization – If the Aspect is material outside of the organization, identify the entities, groups of entities or elements for which the Aspect is material. In addition, describe the geographical location where the Aspect is material for the entities identified – Report any specific limitation regarding the Aspect Boundary outside the organization" 	49, 180 The aspects identified as material have been considered for all of Atresmedia's external stakeholders.	TOTAL			Yes, 181
G4-22	Report the effect of any restatements of information provided in previous reports, and the reasons for such restatements.	179	TOTAL			Yes, 181
G4-23	Report significant changes from previous reporting periods in the Scope and Aspect Boundaries.	179, 180	TOTAL			Yes, 181
Stakeholder Engagement						
G4-24	Provide a list of stakeholder groups engaged by the organization.	48	TOTAL			Yes, 181
G4-25	Report the basis for identification and selection of stakeholders with whom to engage.	48	TOTAL			Yes, 181
G4-26	Report the organization's approach to stakeholder engagement, including frequency of engagement by type and by stakeholder group, and an indication of whether any of the engagement was undertaken specifically as part of the report preparation process.	38, 43, 48, 63, 64, 79, 95, 96, 116, 140	TOTAL			Yes, 181
G4-27	Report 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. Report the stakeholder groups that raised each of the key topics and concerns.	49, 180	TOTAL			Yes, 181

			Page / Answer	Reported	Part not reported	Reason for omission	External verification
Report Profile							
G4-28	Reporting period (such as fiscal or calendar year) for information provided.	179	TOTAL				Yes, 181
G4-29	Date of most recent previous report (if any).	179	TOTAL				Yes, 181
G4-30	Reporting cycle (such as annual, biennial).	179	TOTAL				Yes, 181
G4-31	Provide the contact point for questions regarding the report or its contents.	2	TOTAL				Yes, 181
G4-32	<ul style="list-style-type: none"> _ Report the 'in accordance' option the organization has chosen. _ Report the GRI Content Index for the chosen option. _ Report the reference to the External Assurance Report, if the report has been externally assured. GRI recommends the use of external assurance but it is not a requirement to be 'in accordance' with the Guidelines. 	179	TOTAL				Yes, 181
G4-33	<ul style="list-style-type: none"> _ Report the organization's policy and current practice with regard to seeking external assurance for the report. _ If not included in the assurance report accompanying the sustainability report, report the scope and basis of any external assurance provided. _ Report the relationship between the organization and the assurance providers. _ Report whether the highest governance body or senior executives are involved in seeking assurance for the organization's sustainability report. 	This report has been verified by AENOR with Comprehensive level. 179, 181	TOTAL				Yes, 181
Governance							
G4-34	Report the governance structure of the organization, including committees of the highest governance body. Identify any committees responsible for decision-making on economic, environmental and social impacts.	33, 34, 35, 36, 43, 78 IAGC: C.1. 1, C.1.2, C.1.3, C.2.4	TOTAL				Yes, 181
G4-35	Report the process for delegating authority for economic, environmental and social topics from the highest governance body to senior executives and other employees.	43-44 IAGC: C.1.10	TOTAL				Yes, 181
G4-36	Report whether the organization has appointed an executive-level position or positions with responsibility for economic, environmental and social topics, and whether post holders report directly to the highest governance body.	33, 34, 36 IAGC: C.1.10 R IAGC: G.7 (Recommendation 7)	TOTAL				Yes, 181
G4-37	Report processes for consultation between stakeholders and the highest governance body on economic, environmental and social topics. If consultation is delegated, describe to whom and any feedback processes to the highest governance body.	43 IAGC: meets requirement 7 on corporate governance (page 30 of the IAGC).	TOTAL				Yes, 181

		Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-38	<p>Report the composition of the highest governance body and its committees by:</p> <ul style="list-style-type: none"> _ Executive or non-executive _ Independence _ Tenure on the governance body _ Number of each individual's other significant positions and commitments, and the nature of the commitments _ Gender _ Membership of under-represented social groups _ Competences relating to economic, environmental and social impacts _ Stakeholder representation 	33, 34, 36 IAGC: C.1.2, C.1.3, C.2.1, C.2.2	TOTAL			Yes, 181
G4-39	<p>Report whether the Chair of the highest governance body is also an executive officer (and, if so, his or her function within the organization's management and the reasons for this arrangement).</p>	33, 43 IAGC: C.1.22	TOTAL			Yes, 181
G4-40	<p>Report the nomination and selection processes for the highest governance body and its committees, and the criteria used for nominating and selecting highest governance body members, including:</p> <ul style="list-style-type: none"> _ Whether and how diversity is considered _ Whether and how independence is considered _ Whether and how expertise and experience relating to economic, environmental and social topics are considered _ Whether and how stakeholders (including shareholders) are involved 	43 IAGC: C.1.5, C.1.6, C.1.19, C.2.4, C.1.34	TOTAL			Yes, 181
G4-41	<p>Report processes for the highest governance body to ensure conflicts of interest are avoided and managed. Report whether conflicts of interest are disclosed to stakeholders, including, as a minimum:</p> <ul style="list-style-type: none"> _ Cross-board membership _ Cross-shareholding with suppliers and other stakeholders _ Existence of controlling shareholder _ Related party disclosures 	43-44 IAGC: D.6, G.8 (Recommendation 8, section C)	TOTAL			Yes, 181
G4-42	<p>Report the highest governance body's and senior executives' roles in the development, approval, and updating of the organization's purpose, value or mission statements, strategies, policies, and goals related to economic, environmental and social impacts.</p>	43-44 IAGC: C.1.14, C.2.4 Recommendation 8 on Corporate Governance	TOTAL			Yes, 181
G4-43	<p>Report the measures taken to develop and enhance the highest governance body's collective knowledge of economic, environmental and social topics.</p>	43-44 IAGC: C.1.41 Standards of Good Governance Fundación Atresmedia www.antena3.com/fundación .	TOTAL			Yes, 181

		Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-44	<ul style="list-style-type: none"> Report the processes for evaluation of the highest governance body's performance with respect to governance of economic, environmental and social topics. Report whether such evaluation is independent or not, and its frequency. Report whether such evaluation is a self-assessment. Report actions taken in response to evaluation of the highest governance body's performance with respect to governance of economic, environmental and social topics, including, as a minimum, changes in membership and organizational practice. 	43 IAGC: C.1.20	TOTAL			Yes, 181
G4-45	<ul style="list-style-type: none"> Report the highest governance body's role in the identification and management of economic, environmental and social impacts, risks, and opportunities. Include the highest governance body's role in the implementation of due diligence processes. Report whether stakeholder consultation is used to support the highest governance body's identification and management of economic, environmental and social impacts, risks, and opportunities. 	43-44 IAGC: C.1.14, C.2.3, C.2.4, section E. Recommendations on Corporate Governance: 43 and 44.1 a)	TOTAL			Yes, 181
G4-46	Report the highest governance body's role in reviewing the effectiveness of the organization's risk management processes for economic, environmental and social topics.	43-44 IAGC: C.1.14, C.2.3, C.2.4, section E. Recommendations on Corporate Governance: 43 and 44.1 a) Standards of Good Governance Fundación Atresmedia www.antena3.com/fundación	TOTAL			Yes, 181
G4-47	Report the frequency of the highest governance body's review of economic, environmental and social impacts, risks, and opportunities.	42-43 IAGC: C.1.14, C.2.3, C.2.4, section E. Recommendations on Corporate Governance: 43 and 44.1 a)	TOTAL			Yes, 181
G4-48	Report the highest committee or position that formally reviews and approves the organization's sustainability report and ensures that all material Aspects are covered.	IAGC: CC.1.14 Recommendation 7 on Corporate Governance.	TOTAL			Yes, 181
G4-49	Report the process for communicating critical concerns to the highest governance body.	43-44 IAGC: C.1.14, C.2.3, C.2.4, section E. Recommendations on Corporate Governance: 43 and 44.1 a)	TOTAL			Yes, 181
G4-50	Report the nature and total number of critical concerns that were communicated to the highest governance body and the mechanism(s) used to address and resolve them.	5-7, 43, 44, 48, 49 IAGC: E.5, E.6	TOTAL			Yes, 181

		Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-51	<p>Report the remuneration policies for the highest governance body and senior executives for the below types of remuneration:</p> <ul style="list-style-type: none"> – Fixed pay and variable pay: <ul style="list-style-type: none"> • Performance-based pay • Equity-based pay • Bonuses • Deferred or vested shares – Sign-on bonuses or recruitment incentive payments – Termination payments – Clawbacks – Retirement benefits, including the difference between benefit schemes and contribution rates for the highest governance body, senior executives, and all other employees <p>Report how performance criteria in the remuneration policy relate to the highest governance body's and senior executives' economic, environmental and social objectives.</p>	<p>IAGC: Recommendation 36 on Corporate Governance.</p> <p>IRC: sections A, B and C</p>	TOTAL			Yes, 181
G4-52	<p>Report the process for determining remuneration. Report whether remuneration consultants are involved in determining remuneration and whether they are independent of management. Report any other relationships which the remuneration consultants have with the organization.</p>	IRC: A.2	TOTAL			Yes, 181
G4-53	<p>Report how stakeholders' views are sought and taken into account regarding remuneration, including the results of votes on remuneration policies and proposals, if applicable.</p>	48, 49 IRC: A.1, D.3	TOTAL			Yes, 181
G4-54	<p>Report the ratio of the annual total compensation for the organization's highest-paid individual in each country of significant operations to the median annual total compensation for all employees (excluding the highest-paid individual) in the same country.</p>	<p>Atresmedia CMC: 12.13%</p> <p>Advertising: 7.74%</p> <p>Antena 3 Noticias: 5.92%</p> <p>Cordina Planet: 3.07%</p> <p>Fundación: 5.24%</p> <p>I3TV: 2.53%</p> <p>Antena 3 TDT Canarias: 5.38%</p> <p>Uniprex TV: 4.22%</p> <p>Antena 3 Eventos: 5.59%</p> <p>Antena 3 Multimendia: 6.90%</p> <p>Antena 3 Films: 1.64%</p>	TOTAL			Yes, 181
G4-55	<p>Report the ratio of percentage increase in annual total compensation for the organization's highest-paid individual in each country of significant operations to the median percentage increase in annual total compensation for all employees (excluding the highest-paid individual) in the same country.</p>	In 2013 there have been no pay rises (0)	TOTAL			Yes, 181
Ethics and Integrity						
G4-56	<p>Describe the organization's values, principles, standards and norms of behavior such as codes of conduct and codes of ethics.</p>	43, 48, 56, 57, 58, 78, 107	TOTAL			Yes, 181

		Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-57	Report the internal and external mechanisms for seeking advice on ethical and lawful behavior, and matters related to organizational integrity, such as helplines or advice lines.	43	TOTAL			Yes, 181
G4-58	Report the internal and external mechanisms for reporting concerns about unethical or unlawful behavior, and matters related to organizational integrity, such as escalation through line management, whistleblowing mechanisms or hotlines.	43	TOTAL			Yes, 181

		Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-DMA	<p>Disclosures on Management Approach</p> <ul style="list-style-type: none"> _ Report why the Aspect is material. Report the impacts that make this Aspect material. _ Report how the organization manages the material Aspect or its impacts. _ Report the evaluation of the management approach, including: <ul style="list-style-type: none"> • The mechanisms for evaluating the effectiveness of the management approach • The results of the evaluation of the management approach • Any related adjustments to the management approach" 	48, 49	TOTAL			Yes, 181

Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ECONOMIC	37, 38				Yes, 181
ASPECT: ECONOMIC PERFORMANCE	37, 38				Yes, 181
<p>Report the direct economic value generated and distributed (EVG&D) on an accruals basis including the basic components for the organization's global operations as listed below. If data is presented on a cash basis, report the justification for this decision and report the basic components as listed below:</p> <ul style="list-style-type: none"> _ Direct economic value generated: <ul style="list-style-type: none"> • Revenues _ Economic value distributed: <ul style="list-style-type: none"> • Operating costs • Employee wages and benefits • Payments to providers of capital • Payments to government (by country) • Community investments _ Economic value retained (calculated as 'Direct economic value generated' less 'Economic value distributed') <p>To better assess local economic impacts, report EVG&D separately at country, regional, or market levels, where significant. Report the criteria used for defining significance.</p>	<p>13, 30 Report on audited accounts (Available at www.atresmediacorporacion.com)</p>	TOTAL			Yes, 181
<p>Report risks and opportunities posed by climate change that have the potential to generate substantive changes in operations, revenue or expenditure, including:</p> <ul style="list-style-type: none"> _ A description of the risk or opportunity and its classification as either physical, regulatory, or other _ A description of the impact associated with the risk or opportunity _ The financial implications of the risk or opportunity before action is taken _ The methods used to manage the risk or opportunity _ The costs of actions taken to manage the risk or opportunity 	167, 168	TOTAL			Yes, 181
<ul style="list-style-type: none"> _ Where the plan's liabilities are met by the organization's general resources, report the estimated value of those liabilities. _ Where a separate fund exists to pay the plan's pension liabilities, report: <ul style="list-style-type: none"> • The extent to which the scheme's liabilities are estimated to be covered by the assets that have been set aside to meet them • The basis on which that estimate has been arrived at • When that estimate was made _ Where a fund set up to pay the plan's pension liabilities is not fully covered, explain the strategy, if any, adopted by the employer to work towards full coverage, and the timescale, if any, by which the employer hopes to achieve full coverage. _ Report the percentage of salary contributed by employee or employer. _ Report the level of participation in retirement plans (such as participation in mandatory or voluntary schemes, regional or country-based schemes, or those with financial impact). 	There are no pension schemes	TOTAL			Yes, 181

Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
<p>G4-EC4</p> <ul style="list-style-type: none"> – Report the total monetary value of financial assistance received by the organization from governments during the reporting period, including, as a minimum: <ul style="list-style-type: none"> • Tax relief and tax credits • Subsidies • Investment grants, research and development grants, and other relevant types of grants • Awards • Royalty holidays • Financial assistance from Export Credit Agencies (ECAs) • Financial incentives • Other financial benefits received or receivable from any government for any operation – Report the information above by country. – Report whether, and the extent to which, the government is present in the shareholding structure. 	13 Report on audited accounts (Available at www.atresmediacorporacion.com)	TOTAL			Yes, 181
M1	Significant funding and other support received from non-governmental sources.	0 euros Report on audited accounts (Available at www.atresmediacorporacion.com).	TOTAL		Yes, 181
ASPECT: MARKET PRESENCE		39			Yes, 181
G4-EC5	<ul style="list-style-type: none"> – When a significant proportion of the workforce is compensated based on wages subject to minimum wage rules, report the ratio of the entry level wage by gender at significant locations of operation to the minimum wage. – Report whether a local minimum wage is absent or variable at significant locations of operation, by gender. In circumstances in which different minimums could be used as a reference, report which minimum wage is being used. – Report the definition used for 'significant locations of operation'. 	The starting wage is set through a collective agreement established for each of the group's businesses with no gender differences, and it is higher than the statutory minimum wage.	TOTAL		
G4-EC6	<ul style="list-style-type: none"> – Report the percentage of senior management at significant locations of operation that are hired from the local community. 	35, CV in http://www.atresmediacorporacion.com/	TOTAL		Yes, 181
ASPECT: INDIRECT ECONOMIC IMPACTS		149			Yes, 181
G4-EC7	<ul style="list-style-type: none"> – Report the extent of development of significant infrastructure investments and services supported. – Report the current or expected impacts on communities and local economies. Report positive and negative impacts where relevant. – Report whether these investments and services are commercial, in-kind, or pro bono engagements. 	7, 149-165 Report on audited accounts (Available at www.atresmediacorporacion.com)	TOTAL		Yes, 181
G4-EC8	<ul style="list-style-type: none"> – Report examples of the significant identified positive and negative indirect economic impacts the organization has. – Report the significance of the impacts in the context of external benchmarks and stakeholder priorities, such as national and international standards, protocols, and policy agendas. 	79, 80, 149-165	TOTAL		Yes, 181

Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: PROCUREMENT PRACTICES		59			Yes, 181
G4-EC9	Report the percentage of the procurement budget used for significant locations of operation spent on suppliers local to that operation (such as percentage of products and services purchased locally). 61 Proveedor Local: proveedor nacional	TOTAL			Yes, 181
CATEGORY: ENVIRONMENTAL		166			Yes, 181
ASPECT: MATERIALS		173			Yes, 181
G4-EN1	Report the total weight or volume of materials that are used to produce and package the organization's primary products and services during the reporting period, by: _ Non-renewable materials used _ Renewable materials used	173, 174	TOTAL		Yes, 181
G4-EN2	Report the percentage of recycled input materials used to manufacture the organization's primary products and services.	173, 174	TOTAL		Yes, 181
ASPECT: ENERGY		169			Yes, 181
G4-EN3	<ul style="list-style-type: none"> _ Report total fuel consumption from non-renewable sources in joules or multiples, including fuel types used. _ Report total fuel consumption from renewable fuel sources in joules or multiples, including fuel types used. _ Report in joules, watt-hours or multiples, the total: <ul style="list-style-type: none"> • Electricity consumption • Heating consumption • Cooling consumption • Steam consumption _ Report in joules, watt-hours or multiples, the total: <ul style="list-style-type: none"> • Electricity sold • Heating sold • Cooling sold • Steam sold _ Report total energy consumption in joules or multiples. _ Report standards, methodologies, and assumptions used. _ Report the source of the conversion factors used. 	169-171	TOTAL		Yes, 181
G4-EN4	Report energy consumed outside of the organization, in joules or multiples.	171 Consumption accounted for by business travel is included.	TOTAL		Yes, 181
G4-EN5	<ul style="list-style-type: none"> _ Report the energy intensity ratio. _ Report the organization-specific metric (the ratio denominator) chosen to calculate the ratio. _ Report the types of energy included in the intensity ratio: fuel, electricity, heating, cooling, steam, or all. _ Report whether the ratio uses energy consumed within the organization, outside of it or both. 	Energy intensity is determined by dividing internal consumption by the number of employees. Gas (m3/employee): 8,48 Electricity (kw/employee): 15.171.53 Automotive diesel (L./employee): 26,65 Heating oil (L/employee): 260.07, Automotive Petrol (L/Employee): 9,30	TOTAL		Yes, 181

Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-EN6	<ul style="list-style-type: none"> Report the amount of reductions in energy consumption achieved as a direct result of conservation and efficiency initiatives, in joules or multiples. Report the types of energy included in the reductions: fuel, electricity, heating, cooling, and steam. 	169	TOTAL		Yes, 181
G4-EN7	Report the reductions in the energy requirements of sold products and services achieved during the reporting period, in joules or multiples.	62, 169, 170	TOTAL		Yes, 181
ASPECT: WATER		174			Yes, 181
G4-EN8	<p>Report the total volume of water withdrawn from the following sources:</p> <ul style="list-style-type: none"> Surface water, including water from wetlands, rivers, lakes, and oceans Ground water Rainwater collected directly and stored by the organization Waste water from another organization Municipal water supplies or other water utilities 	174 All the water used comes from the public network.	TOTAL		Yes, 181
G4-EN9	<p>Report the total number of water sources significantly affected by withdrawal by type:</p> <ul style="list-style-type: none"> Size of water source Whether or not the source is designated as a protected area (nationally or internationally) Biodiversity value (such as species diversity and endemism, total number of protected species) Value or importance of water source to local communities and indigenous peoples 	All the water used comes from the public network.	TOTAL		Yes, 181
G4-EN10	<ul style="list-style-type: none"> Report the total volume of water recycled and reused by the organization. Report the total volume of water recycled and reused as a percentage of the total water withdrawal reported under Indicator G4-EN8. 	Atresmedia, due to its business, does not recycle or re-use water.	TOTAL		Yes, 181
ASPECT: BIODIVERSITY		173			Yes, 181
G4-EN11	<p>Report the following information for each operational site owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas:</p> <ul style="list-style-type: none"> Geographic location Subsurface and underground land that may be owned, leased, or managed by the organization Position in relation to the protected area (in the area, adjacent to, or containing portions of the protected area) or the high biodiversity value area outside protected areas Type of operation (office, manufacturing or production, or extractive) Size of operational site in km² Biodiversity value characterized by: <ul style="list-style-type: none"> The attribute of the protected area or high biodiversity value area outside the protected area (terrestrial, freshwater, or maritime ecosystem) Listing of protected status (such as IUCN Protected Area Management Categories, Ramsar Convention, national legislation) 	<p>Atresmedia operates in urban areas that do not affect natural areas, so it does not have an impact on biodiversity</p> <p>The workplace at San Sebastián de los Reyes does not generate a significant environmental impact, and nor do the rest of the workplaces.</p>	TOTAL		Yes, 181

Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
<p>G4-EN12</p> <ul style="list-style-type: none"> – Report the nature of significant direct and indirect impacts on biodiversity with reference to one or more of the following: <ul style="list-style-type: none"> • Construction or use of manufacturing plants, mines, and transport infrastructure • Pollution (introduction of substances that do not naturally occur in the habitat from point and non-point sources) • Introduction of invasive species, pests, and pathogens • Reduction of species • Habitat conversion • Changes in ecological processes outside the natural range of variation (such as salinity or changes in groundwater level) – Report significant direct and indirect positive and negative impacts with reference to the following: <ul style="list-style-type: none"> • Species affected • Extent of areas impacted • Duration of impacts • Reversibility or irreversibility of the impacts 	<p>Atresmedia operates in urban areas that do not affect natural areas, so it does not have an impact on biodiversity.</p>	<p>TOTAL</p>			<p>Yes, 181</p>
<p>G4-EN13</p> <ul style="list-style-type: none"> – Report the size and location of all habitat protected areas or restored areas, and whether the success of the restoration measure was or is approved by independent external professionals. – Report whether partnerships exist with third parties to protect or restore habitat areas distinct from where the organization has overseen and implemented restoration or protection measures. – Report on the status of each area based on its condition at the close of the reporting period. – Report standards, methodologies, and assumptions used. 	<p>173-176 Atresmedia operates in urban areas that do not affect natural areas, so it does not have an impact on biodiversity.</p>	<p>TOTAL</p>			<p>Yes, 181</p>
<p>G4-EN14</p> <p>Report the total number of IUCN Red List species and national conservation list species with habitats in areas affected by the operations of the organization, by level of extinction risk:</p> <ul style="list-style-type: none"> – Critically endangered – Endangered – Vulnerable – Near threatened – Least concern" 	<p>Atresmedia operates in urban areas that do not affect natural areas, so it does not have an impact on biodiversity.</p>	<p>TOTAL</p>			<p>Yes, 181</p>
ASPECT: EMISSIONS		171			Yes, 181
<p>G4-EN15</p> <ul style="list-style-type: none"> – Report gross direct (Scope 1) GHG emissions in metric tons of CO2 equivalent, independent of any GHG trades, such as purchases, sales, or transfers of offsets or allowances. – Report gases included in the calculation (whether CO2, CH4, N2O, HFCs, PFCs, SF6, NF3, or all). – Report biogenic CO2 emissions in metric tons of CO2 equivalent separately from the gross direct (Scope 1) GHG emissions. 	<p>172 The calculation includes CO2 gases.</p>	<p>TOTAL</p>			<p>Yes, 181</p>
<p>G4-EN16</p> <p>Report gross energy indirect (Scope 2) GHG emissions in metric tons of CO2 equivalent, independent of any GHG trades, such as purchases, sales, or transfers of offsets or allowances.</p>	<p>172 The calculation includes CO2 gases.</p>	<p>TOTAL</p>			<p>Yes, 181</p>

Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
<p>G4-EN17</p> <ul style="list-style-type: none"> – Report gross other indirect (Scope 3) GHG emissions in metric tons of CO2 equivalent, excluding indirect emissions from the generation of purchased or acquired electricity, heating, cooling, and steam consumed by the organization (these indirect emissions are reported in Indicator G4-EN16). Exclude any GHG trades, such as purchases, sales, or transfers of offsets or allowances. – Report gases included in the calculation, if available. – Report biogenic CO2 emissions in metric tons of CO2 equivalent separately from the gross other indirect (Scope 3) GHG emissions. – Report other indirect (Scope 3) emissions categories and activities included in the calculation. 	<p>172 The calculation includes CO2 gases.</p>	TOTAL			Yes, 181
<p>G4-EN18</p> <ul style="list-style-type: none"> – Report the GHG emissions intensity ratio. – Report the organization-specific metric (the ratio denominator) chosen to calculate the ratio. – Report the types of GHG emissions included in the intensity ratio: direct (Scope 1), energy indirect (Scope 2), other indirect (Scope 3). – Report gases included in the calculation. 	<p>The intensity of emissions is determined by dividing internal consumption by the number of employees. Scope 1: 1,82 tCO2/employee , Scope 2: 2,43 tCO2/employee, Scope 3: 0,35 tCO2/employee</p>				Yes, 181
<p>G4-EN19</p> <ul style="list-style-type: none"> – Report the amount of GHG emissions reductions achieved as a direct result of initiatives to reduce emissions, in metric tons of CO2 equivalent. – Report gases included in the calculation (whether CO2, CH4, N2O, HFCs, PFCs, SF6, NF3, or all). – Report the chosen base year or baseline and the rationale for choosing it. – Report standards, methodologies, and assumptions used. – Report whether the reductions in GHG emissions occurred in direct (Scope 1), energy indirect (Scope 2), other indirect (Scope 3) emissions. 	<p>171-172 The calculation includes CO2 gases.</p>	TOTAL			Yes, 181
<p>G4-EN20</p> <ul style="list-style-type: none"> – Report production, imports, and exports of ODS in metric tons of CFC-11 equivalent. – Report substances included in the calculation. – Report standards, methodologies, and assumptions used. – Report the source of the emission factors used. 	<p>Replacement of refrigerant gas (R22) with 190 Kg of ecological gas (R438A); replacement of refrigerant gas (R22) with 104 Kg of ecological gas R424.</p>	TOTAL			Yes, 181

Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
<p>G4-EN21</p> <ul style="list-style-type: none"> _ Report the amount of significant air emissions, in kilograms or multiples for each of the following: <ul style="list-style-type: none"> • NOX • SOX • Persistent organic pollutants (POP) • Volatile organic compounds (VOC) • Hazardous air pollutants (HAP) • Particulate matter (PM) • Other standard categories of air emissions identified in relevant regulations _ Report standards, methodologies, and assumptions used. _ Report the source of the emission factors used. 	172	TOTAL			Yes, 181
ASPECT: EFFLUENTS AND WASTE		174			Yes, 181
<p>G4-EN22</p> <ul style="list-style-type: none"> _ Report the total volume of planned and unplanned water discharges by: <ul style="list-style-type: none"> • Destination • Quality of the water including treatment method • Whether it was reused by another organization _ Report standards, methodologies, and assumptions used." 	175 Atresmedia sends this to the public sewage network.				Yes, 181
<p>G4-EN23</p> <ul style="list-style-type: none"> _ Report the total weight of hazardous and non-hazardous waste, by the following disposal methods: <ul style="list-style-type: none"> • Reuse • Recycling • Composting • Recovery, including energy recovery • Incineration (mass burn) • Deep well injection • Landfill • On-site storage • Other (to be specified by the organization) _ Report how the waste disposal method has been determined: <ul style="list-style-type: none"> • Disposed of directly by the organization or otherwise directly confirmed • Information provided by the waste disposal contractor • Organizational defaults of the waste disposal contractor" 	175 The number of units is specified, since given the type of waste generated, it is impossible to calculate the weight .	TOTAL			Yes, 181

Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-EN24 _ Report the total number and total volume of recorded significant spills. _ For spills that were reported in the organization's financial statements, report the additional following information for each such spill: • Location of spill • Volume of spill • Material of spill, categorized by: • Oil spills (soil or water surfaces) • Fuel spills (soil or water surfaces) • Spills of wastes (soil or water surfaces) • Spills of chemicals (mostly soil or water surfaces) • Other (to be specified by the organization) _ Report the impacts of significant spills.	There have been no discharges.	TOTAL			Yes, 181
G4-EN25 _ Report the total weight for each of the following: • Hazardous waste transported • Hazardous waste imported • Hazardous waste exported • Hazardous waste treated _ Report the percentage of hazardous waste shipped internationally.	175	TOTAL			Yes, 181
G4-EN26 Report water bodies and related habitats that are significantly affected by water discharges based on the criteria described in the Compilation section below, adding information on: _ Size of water body and related habitat _ Whether the water body and related habitat is designated as a protected area (nationally or internationally) _ Biodiversity value (such as total number of protected species)"	There have been no bodies of water or habitats affected by discharges.	TOTAL			Yes, 181
ASPECT: PRODUCTS AND SERVICES		167, 168			Yes, 181
G4-EN27 _ Report quantitatively the extent to which environmental impacts of products and services have been mitigated during the reporting period. _ If use-oriented figures are employed, report the underlying assumptions regarding consumption patterns or normalization factors.	169, 171, 173, 174	TOTAL			Yes, 181
G4-EN28 _ Report the percentage of reclaimed products and their packaging materials for each product category. _ Report how the data for this Indicator has been collected.	Atresmedia does not manage products.				Yes, 181

Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: COMPLIANCE	168				Yes, 181
G4-EN29	<ul style="list-style-type: none"> _ Report significant fines and non-monetary sanctions in terms of: <ul style="list-style-type: none"> • Total monetary value of significant fines • Total number of non-monetary sanctions • Cases brought through dispute resolution mechanisms _ Where organizations have not identified any non-compliance with laws or regulations, a brief statement of this fact is sufficient. 	There have not been any penalties of an environmental nature.	TOTAL		Yes, 181
ASPECT: TRANSPORT	167				Yes, 181
G4-EN30	<ul style="list-style-type: none"> _ Report the significant environmental impacts of transporting products and other goods and materials for the organization's operations, and transporting members of the workforce. Where quantitative data is not provided, report the reason. _ Report how the environmental impacts of transporting products, members of the organization's workforce, and other goods and materials are mitigated. _ Report the criteria and methodology used to determine which environmental impacts are significant. 	Atresmedia's business does not produce significant environmental impacts.	TOTAL		Yes, 181
ASPECT: OVERALL	167				Yes, 181
G4-EN31	<p>Report total environmental protection expenditures by:</p> <ul style="list-style-type: none"> _ Waste disposal, emissions treatment, and remediation costs _ Prevention and environmental management costs 	167 Los costes de tratamiento y restauración no son significativos	TOTAL		
ASPECT: SUPPLIER ENVIRONMENTAL ASSESSMENT	62				Yes, 181
G4-EN32	Report the percentage of new suppliers that were screened using environmental criteria.	100%	TOTAL		Yes, 181
G4-EN33	<ul style="list-style-type: none"> _ Report the number of suppliers subject to environmental impact assessments. _ Report the number of suppliers identified as having significant actual and potential negative environmental impacts. _ Report the significant actual and potential negative environmental impacts identified in the supply chain. _ Report the percentage of suppliers identified as having significant actual and potential negative environmental impacts with which improvements were agreed upon as a result of assessment. _ Report the percentage of suppliers identified as having significant actual and potential negative environmental impacts with which relationships were terminated as a result of assessment, and why. 	60-62 Atresmedia's suppliers, given their business, have no significant environmental impact. However, suppliers are required to comply 100% with environmental criteria, when applicable.	TOTAL		Yes, 181

Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: ENVIRONMENTAL GRIEVANCE MECHANISMS	168				Yes, 181
G4-EN34 <ul style="list-style-type: none"> – Report the total number of grievances about environmental impacts filed through formal grievance mechanisms during the reporting period. – Of the identified grievances, report how many were: <ul style="list-style-type: none"> • Addressed during the reporting period • Resolved during the reporting period – Report the total number of grievances about environmental impacts filed prior to the reporting period that were resolved during the reporting period." 	There have not been any complaints of an environmental nature.				Yes, 181

G4-LA	Indicators of Labor Practices	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: EMPLOYMENT		130-131				Yes, 181
G4-LA1	<ul style="list-style-type: none"> – Report the total number and rate of new employee hires during the reporting period, by age group, gender and region. – Report the total number and rate of employee turnover during the reporting period, by age group, gender and region. 	131, 133, 135 No significant differences exist in the turnover rate, in its breakdown by age and gender.	PARTIAL			Yes, 181
G4-LA2	<ul style="list-style-type: none"> – Report the benefits which are standard for full-time employees of the organization but are not provided to temporary or part-time employees, by significant locations of operation. These include, as a minimum: <ul style="list-style-type: none"> • Life insurance • Health care • Disability and invalidity coverage • Parental leave • Retirement provision • Stock ownership • Others – Report the definition used for 'significant locations of operation'. 	142	TOTAL			Yes, 181
G4-LA3	<ul style="list-style-type: none"> – Report the total number of employees that were entitled to parental leave, by gender. – Report the total number of employees that took parental leave, by gender. – Report the total number of employees who returned to work after parental leave ended, by gender. – Report the total number of employees who returned to work after parental leave ended who were still employed twelve months after their return to work, by gender. – Report the return to work and retention rates of employees who took parental leave, by gender. 	No. of employees on maternity leave: 6 No. of employees on paternity leave: 4 The number of returning staff and staff retaining their jobs is 100%.	TOTAL			Yes, 181
ASPECT: LABOR/MANAGEMENT RELATIONS		130-131				Yes, 181
G4-LA4	<ul style="list-style-type: none"> – Report the minimum number of weeks' notice typically provided to employees and their elected representatives prior to the implementation of significant operational changes that could substantially affect them. – For organizations with collective bargaining agreements, report whether the notice period and provisions for consultation and negotiation are specified in collective agreements. 	Notice periods are established in the collective agreement The existing collective agreements include the consultation and negotiation conditions.	TOTAL			Yes, 181
ASPECT: OCCUPATIONAL HEALTH AND SAFETY		146				Yes, 181
G4-LA5	<ul style="list-style-type: none"> – Report the level at which each formal joint management-worker health and safety committee typically operates within the organization. – Report the percentage of the total workforce represented in formal joint management-worker health and safety committees. 	146 100%	TOTAL			

G4-LA	Indicators of Labor Practices	Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-LA6	<ul style="list-style-type: none"> – Report types of injury, injury rate (IR), occupational diseases rate (ODR), lost day rate (LDR), absentee rate (AR) and work-related fatalities, for the total workforce (that is, total employees plus supervised workers), by: <ul style="list-style-type: none"> • Region • Gender – Report types of injury, injury rate (IR), occupational diseases rate (ODR), lost day rate (LDR), absentee rate (AR) and work-related fatalities for independent contractors working on-site to whom the organization is liable for the general safety of the working environment, by: <ul style="list-style-type: none"> • Region • Gender – Report the system of rules applied in recording and reporting accident statistics. 	147, 148 Law 31/1995 on the Prevention of Occupational Risks.	TOTAL			Yes, 181
G4-LA7	Report whether there are workers who are involved in occupational activities who have a high incidence or high risk of specific diseases.	There is no risk of occupational illnesses.	TOTAL			Yes, 181
G4-LA8	<ul style="list-style-type: none"> – Report whether formal agreements (either local or global) with trade unions cover health and safety. – If yes, report the extent, as a percentage, to which various health and safety topics are covered by these agreements. 	100%	TOTAL			Yes, 181
ASPECT: TRAINING AND EDUCATION		136				Yes, 181
G4-LA9	<p>Report the average hours of training that the organization's employees have undertaken during the reporting period, by:</p> <ul style="list-style-type: none"> – Gender – Employee category 	137 Attendance on training courses shows no significant differences by gender.	TOTAL			Yes, 181
G4-LA10	<ul style="list-style-type: none"> – Report on the type and scope of programs implemented and assistance provided to upgrade employee skills. – Report on the transition assistance programs provided to facilitate continued employability and the management of career endings resulting from retirement or termination of employment. 	136-137	TOTAL			Yes, 181
G4-LA11	Report the percentage of total employees by gender and by employee category who received a regular performance and career development review during the reporting period.	Performance evaluations are not periodically performed.	TOTAL			Yes, 181

G4-LA	Indicators of Labor Practices	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: DIVERSITY AND EQUAL OPPORTUNITY		134				Yes, 181
G4-LA12	<ul style="list-style-type: none"> _ Report the percentage of individuals within the organization's governance bodies in each of the following diversity categories: <ul style="list-style-type: none"> • Gender • Age group: under 30 years old, 30-50 years old, over 50 years old • Minority groups • Other indicators of diversity where relevant _ Report the percentage of employees per employee category in each of the following diversity categories: <ul style="list-style-type: none"> • Gender • Age group: under 30 years old, 30-50 years old, over 50 years old • Minority groups • Other indicators of diversity where relevant 	131, 135, 136 The CV's of the members of the board of directors are on the corporate website at www.atresmedia.es	TOTAL			Yes, 181
ASPECT: EQUAL REMUNERATION FOR WOMEN AND MEN		135				Yes, 181
G4-LA13	<ul style="list-style-type: none"> _ Report the ratio of the basic salary and remuneration of women to men for each employee category, by significant locations of operation. _ Report the definition used for 'significant locations of operation'. 		TOTAL			Yes, 181
ASPECT: SUPPLIER ASSESSMENT FOR LABOR PRACTICES		62				Yes, 181
G4-LA14	Report the percentage of new suppliers that were screened using labor practices criteria.	100%	TOTAL			Yes, 181
G4-LA 15	<ul style="list-style-type: none"> _ Report the number of suppliers subject to impact assessments for labor practices. _ Report the number of suppliers identified as having significant actual and potential negative impacts for labor practices. _ Report the significant actual and potential negative impacts for labor practices identified in the supply chain. _ Report the percentage of suppliers identified as having significant actual and potential negative impacts for labor practices with which improvements were agreed upon as a result of assessment. _ Report the percentage of suppliers identified as having significant actual and potential negative impacts for labor practices with which relationships were terminated as a result of assessment, and why. 	Atresmedia's suppliers, taking into account their business, have no existing or potential significant negative impact on work practices.	TOTAL			Yes, 181

G4-LA	Indicators of Labor Practices	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: LABOR PRACTICES GRIEVANCE MECHANISMS		43				Yes, 181
G4-LA16	<ul style="list-style-type: none"> _ Report the total number of grievances about labor practices filed through formal grievance mechanisms during the reporting period. _ Of the identified grievances, report how many were: <ul style="list-style-type: none"> • Addressed during the reporting period • Resolved during the reporting period _ Report the total number of grievances about labor practices filed prior to the reporting period that were resolved during the reporting period. 	There have been no complaints regarding work practices.				Yes, 181

G4-HR	Indicators of Human Rights	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: INVESTMENT		5, 6, 62				Yes, 181
G4-HR1	<ul style="list-style-type: none"> _ Report the total number and percentage of significant investment agreements and contracts that include human rights clauses or that underwent human rights screening. _ Report the definition of 'significant investment agreements' used by the organization. 	There have been no investment agreements requiring clauses on human rights.	TOTAL			Yes, 181
G4-HR2	<ul style="list-style-type: none"> _ Report the total number of hours in the reporting period devoted to training on human rights policies or procedures concerning aspects of human rights that are relevant to operations. _ Report the percentage of employees in the reporting period trained in human rights policies or procedures concerning aspects of human rights that are relevant to operations. 	No requirements for training have been detected in terms of human rights.	TOTAL			Yes, 181
ASPECT: NON-DISCRIMINATION		134				Yes, 181
G4-HR3	<ul style="list-style-type: none"> _ Report the total number of incidents of discrimination during the reporting period. _ Report the status of the incidents and the actions taken with reference to the following: <ul style="list-style-type: none"> • Incident reviewed by the organization • Remediation plans being implemented • Remediation plans have been implemented and results reviewed through routine internal management review processes • Incident no longer subject to action 	There have been no discrimination cases.	TOTAL			Yes, 181

G4-HR	Indicators of Human Rights	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: FREEDOM OF ASSOCIATION AND COLLECTIVE BARGAINING		131				Yes, 181
G4-HR4	<p>– Report operations and suppliers in which employee rights to exercise freedom of association or collective bargaining may be violated or at significant risk either in terms of:</p> <ul style="list-style-type: none"> • Type of operation (such as manufacturing plant) and supplier • Countries or geographical areas with operations and suppliers considered at risk <p>– Report measures taken by the organization in the reporting period intended to support rights to exercise freedom of association and collective bargaining.</p>	<p>59-62 Atresmedia and its suppliers, taking into account their business, have no risk that the employees' freedom of association or right to collective bargaining may be infringed or threatened.</p>	TOTAL			Yes, 181
ASPECT: CHILD LABOR		80				Yes, 181
G4-HR5	<p>Report operations and suppliers considered to have significant risk for incidents of: Child labor Young workers exposed to hazardous work Report operations and suppliers considered to have significant risk for incidents of child labor either in terms of: Type of operation (such as manufacturing plant) and supplier Countries or geographical areas with operations and suppliers considered at risk Report measures taken by the organization in the reporting period intended to contribute to the effective abolition of child labor.</p>	<p>80, 161 Atresmedia and its suppliers, taking into account their business areas, have no significant risk of cases of child labour and young employees exposed to dangerous jobs.</p>	TOTAL			Yes, 181
ASPECT: FORCED OR COMPULSORY LABOR		131				Yes, 181
G4-HR6	<p>Report operations and suppliers considered to have significant risk for incidents of forced or compulsory labor either in terms of: Type of operation (such as manufacturing plant) and supplier Countries or geographical areas with operations and suppliers considered at risk Report measures taken by the organization in the reporting period intended to contribute to the elimination of all forms of forced or compulsory labor."</p>	<p>Atresmedia and its suppliers, taking into account their business areas, have no risk of forced labour.</p>	TOTAL			
ASPECT: SECURITY PRACTICES		62				Yes, 181
G4-HR7	<p>Report the percentage of security personnel who have received formal training in the organization's human rights policies or specific procedures and their application to security. Report whether training requirements also apply to third party organizations providing security personnel.</p>	<p>62 Atresmedia do not have security personnel on the payroll. Subcontracted personnel must comply with the same Corporate Responsibility clauses as other suppliers.</p>	TOTAL			Yes, 181

G4-HR	Indicators of Human Rights	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: INDIGENOUS RIGHTS		149				Yes, 181
G4-HR8	<p>– Report the total number of identified incidents of violations involving the rights of indigenous peoples during the reporting period.</p> <p>– Report the status of the incidents and actions taken with reference to:</p> <ul style="list-style-type: none"> • Incident reviewed by the organization • Remediation plans being implemented • Remediation plans have been implemented and results reviewed through routine internal management review processes • Incident no longer subject to action 	Atresmedia operates in Spain and the indigenous population are not at risk.	TOTAL			Yes, 181
ASPECT: ASSESSMENT		53				Yes, 181
G4-HR9	Report the total number and percentage of operations that have been subject to human rights reviews or human rights impact assessments, by country.	Atresmedia operates in Spain and does not consider compliance with human rights as a risk, so no evaluations are made.	TOTAL			Yes, 181
ASPECT: SUPPLIER HUMAN RIGHTS ASSESSMENT		62				Yes, 181
G4-HR10	Report the percentage of new suppliers that were screened using human rights criteria.	Atresmedia does not consider its suppliers to be a risk for compliance with human rights, so no evaluations are made.	TOTAL			Yes, 181
G4-HR11	<p>Report the number of suppliers subject to human rights impact assessments.</p> <p>Report the number of suppliers identified as having significant actual and potential negative human rights impacts.</p> <p>Report the significant actual and potential negative human rights impacts identified in the supply chain.</p> <p>Report the percentage of suppliers identified as having significant actual and potential negative human rights impacts with which improvements were agreed upon as a result of assessment.</p> <p>Report the percentage of suppliers identified as having significant actual and potential negative human rights impacts with which relationships were terminated as a result of assessment, and why.</p>	Atresmedia does not consider its suppliers to be a risk for compliance with human rights, so no evaluations are made.	TOTAL			Yes, 181

G4-HR	Indicators of Human Rights	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: HUMAN RIGHTS GRIEVANCE MECHANISMS		43				Yes, 181
G4-HR12	<p>Report the total number of grievances about human rights impacts filed through formal grievance mechanisms during the reporting period.</p> <p>Of the identified grievances, report how many were:</p> <ul style="list-style-type: none"> Addressed during the reporting period Resolved during the reporting period <p>Report the total number of grievances about human rights impacts filed prior to the reporting period that were resolved during the reporting period.</p>	There have been no complaints in terms of human rights.	TOTAL			Yes, 181

G4-SO	Indicators of Society	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: LOCAL COMMUNITIES		149				Yes, 181
G4-SO1	<p>Report the percentage of operations with implemented local community engagement, impact assessments, and development programs, including the use of:</p> <ul style="list-style-type: none"> – Social impact assessments, including gender impact assessments, based on participatory processes – Environmental impact assessments and ongoing monitoring – Public disclosure of results of environmental and social impact assessments – Local community development programs based on local communities' needs – Stakeholder engagement plans based on stakeholder mapping – Broad based local community consultation committees and processes that include vulnerable groups – Works councils, occupational health and safety committees and other employee representation bodies to deal with impacts – Formal local community grievance processes 	149-166 Actions benefiting the community are a MATERIAL aspect for stakeholders	TOTAL			Yes, 181
G4-SO2	<p>Report operations with significant actual and potential negative impacts on local communities, including:</p> <ul style="list-style-type: none"> – The location of the operations – The significant actual and potential negative impacts of operations" 	There are no operation centres that have or could have a significant negative impact on local communities.	TOTAL			Yes, 181
ASPECT: ANTI-CORRUPTION		43				Yes, 181
G4-SO3	<ul style="list-style-type: none"> – Report the total number and percentage of operations assessed for risks related to corruption. – Report the significant risks related to corruption identified through the risk assessment. 	53, 56, 57	TOTAL			Yes, 181

G4-SO	Indicatos of Society	Page / Answer	Report- ed	Part not re- ported	Reason for omis- sion	External verifica- tion
	<ul style="list-style-type: none"> _ Report the total number and percentage of governance body members that the organization's anti-corruption policies and procedures have been communicated to, broken down by region. _ Report the total number and percentage of employees that the organization's anti-corruption policies and procedures have been communicated to, broken down by employee category and region. 	43				
G4-SO4	<ul style="list-style-type: none"> _ Report the total number and percentage of business partners that the organization's anti-corruption policies and procedures have been communicated to, broken down by type of business partner and region. _ Report the total number and percentage of governance body members that have received training on anti-corruption, broken down by region. _ Report the total number and percentage of employees that have received training on anti-corruption, broken down by employee category and region. 	100%	TOTAL			Yes, 181
G4-SO5	<p>Report the total number and nature of confirmed incidents of corruption. Report the total number of confirmed incidents in which employees were dismissed or disciplined for corruption. Report the total number of confirmed incidents when contracts with business partners were terminated or not renewed due to violations related to corruption. Report public legal cases regarding corruption brought against the organization or its employees during the reporting period and the outcomes of such cases.</p>	There have been no cases of corruption or lawsuits.	TOTAL			Yes, 181
ASPECT: PUBLIC POLICY		63				Yes, 181
G4-SO6	<ul style="list-style-type: none"> _ Report the total monetary value of financial and in-kind political contributions made directly and indirectly by the organization by country and recipient/beneficiary. _ Report how the monetary value of in-kind contributions was estimated, if applicable. 	Atresmedia does not make contributions of this type.	TOTAL			Yes, 181
ASPECT: ANTI-COMPETITIVE BEHAVIOR		43, 44, 46, 63				Yes, 181
G4-SO7	<ul style="list-style-type: none"> _ Report the total number of legal actions pending or completed during the reporting period regarding anti-competitive behavior and violations of anti-trust and monopoly legislation in which the organization has been identified as a participant. _ Report the main outcomes of completed legal actions, including any decisions or judgments. 	Atresmedia has not received complaints related to anti-competitive behaviour or similar.	TOTAL			Yes, 181

G4-SO	Indicatos of Society	Page / Answer	Report- ed	Part not re- ported	Reason for omis- sion	External verifica- tion
ASPECT: COMPLIANCE		43				Yes, 181
G4-SO8	<ul style="list-style-type: none"> _ Report significant fines and non-monetary sanctions in terms of: <ul style="list-style-type: none"> • Total monetary value of significant fines • Total number of non-monetary sanctions • Cases brought through dispute resolution mechanisms _ If the organization has not identified any non-compliance with laws or regulations, a brief statement of this fact is sufficient. _ Report the context against which significant fines and non-monetary sanctions were incurred." 	82, 105	TOTAL			Yes, 181
ASPECT: SUPPLIER ASSESSMENT FOR IMPACTS ON SOCIETY		59, 62				Yes, 181
G4-SO9	Report the percentage of new suppliers that were screened using criteria for impacts on society.			TOTAL		Yes, 181
G4-SO10	Yes, 181			TOTAL		Yes, 181
ASPECT: GRIEVANCE MECHANISMS FOR IMPACTS ON SOCIETY		43				Yes, 181
G4-SO11	<ul style="list-style-type: none"> _ Report the total number of grievances about impacts on society filed through formal grievance mechanisms during the reporting period. _ Of the identified grievances, report how many were: <ul style="list-style-type: none"> • Addressed during the reporting period • Resolved during the reporting period _ Report the total number of grievances about impacts on society filed prior to the reporting period that were resolved during the reporting period. 	There have been no complaints about social impacts.		TOTAL		Yes, 181

G4-PR	Indicators of Product Responsibility	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: CREATING CONTENT		46, 59				Yes, 181
M2	Methodology for assessing and monitoring adherence to content creation values.	48, 49, 51, 52, 77, 78	TOTAL			Yes, 181
M3	Actions taken to improve adherence to content creation values, and results obtained.	77, 78, 105-110	TOTAL			Yes, 181
ASPECT: CONTENT DISSEMINATION		46, 47, 62				Si, 178
M4	Actions taken to improve performance in relation to content dissemination issues (accessibility and protection of vulnerable audiences and informed decision making) and results obtained.	77-86, 105-107	TOTAL			Yes, 181
M5	Number and nature of responses (feedback/complaints) related to content dissemination, including protection of vulnerable audiences and informed decision making and accessibility, and processes for addressing these responses.	77, 78, 79, 80, 81, 82, 83, 84, 94, 95, 105, 107, 108, 116	TOTAL			Yes, 181
ASPECT: AUDIENCE INTERACTION		78, 94, 116				Yes, 181
M6	Methods to interact with audiences and results.	78, 94, 116	TOTAL			Yes, 181
ASPECT: CUSTOMER HEALTH AND SAFETY		46				Yes, 181
G4-PR1	Report the percentage of significant product and service categories for which health and safety impacts are assessed for improvement.	Atresmedia's products have no risks to health or safety.	TOTAL			Yes, 181
G4-PR2	<ul style="list-style-type: none"> _ Report the total number of incidents of non-compliance with regulations and voluntary codes concerning the health and safety impacts of products and services within the reporting period, by: <ul style="list-style-type: none"> • Incidents of non-compliance with regulations resulting in a fine or penalty • Incidents of non-compliance with regulations resulting in a warning • Incidents of non-compliance with voluntary codes _ If the organization has not identified any non-compliance with regulations and voluntary codes, a brief statement of this fact is sufficient. 	There have been no incidents deriving from the breaching of the regulations or voluntary codes related to the health and safety of products and services.	TOTAL			Yes, 181
ASPECT: PRODUCT AND SERVICE LABELING		77, 105				Yes, 181
G4-PR3	<ul style="list-style-type: none"> _ Report whether the following product and service information is required by the organization's procedures for product and service information and labeling: <ul style="list-style-type: none"> • The sourcing of components of the product or service • Content, particularly with regard to substances that might produce an environmental or social impact • Safe use of the product or service • Disposal of the product and environmental/social impacts • Other (explain) _ Report the percentage of significant product or service categories covered by and assessed for compliance with such procedures. 	80-82, 105-109	TOTAL			Yes, 181

G4-PR	Indicators of Product Responsibility	Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-PR4	<ul style="list-style-type: none"> – Report the total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling, by: <ul style="list-style-type: none"> • Incidents of non-compliance with regulations resulting in a fine or penalty • Incidents of non-compliance with regulations resulting in a warning • Incidents of non-compliance with voluntary codes – If the organization has not identified any non-compliance with regulations and voluntary codes, a brief statement of this fact is sufficient. 	82, 108	TOTAL			Yes, 181
G4-PR5	<p>Report the results or key conclusions of customer satisfaction surveys (based on statistically relevant sample sizes) conducted in the reporting period relating to information about:</p> <ul style="list-style-type: none"> – The organization as a whole – A major product or service category – Significant locations of operation 	66-76, 83, 84, 102	TOTAL			Yes, 181
G4-PR6	<ul style="list-style-type: none"> – Report whether the organization sells products that are: <ul style="list-style-type: none"> • Banned in certain markets • The subject of stakeholder questions or public debate – Report how the organization has responded to questions or concerns regarding these products. 	105, 106 Atresmedia does not market products that are banned or questioned by the stakeholders.	TOTAL			Yes, 181
G4-PR7	<ul style="list-style-type: none"> – Report the total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship, by: <ul style="list-style-type: none"> • Incidents of non-compliance with regulations resulting in a fine or penalty • Incidents of non-compliance with regulations resulting in a warning • Incidents of non-compliance with voluntary codes. 	108	TOTAL			Yes, 181
ASPECT: MEDIA LITERACY		84				Yes, 181
M7	Actions taken to empower audiences through media literacy skills development and results obtained.	84, 85	TOTAL			Yes, 181
ASPECT: CUSTOMER PRIVACY		58				Yes, 181
G4-PR8	<ul style="list-style-type: none"> – Report the total number of substantiated complaints received concerning breaches of customer privacy, categorized by: <ul style="list-style-type: none"> • Complaints received from outside parties and substantiated by the organization • Complaints from regulatory bodies – Report the total number of identified leaks, thefts, or losses of customer data. – If the organization has not identified any substantiated complaints, a brief statement of this fact is sufficient. 	There have been no complaints about a violation of privacy and loss of customer data.	TOTAL			Yes, 181
ASPECT: COMPLIANCE		43-44				Yes, 181
G4-PR9	<ul style="list-style-type: none"> – Report the total monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services. – If the organization has not identified any non-compliance with laws or regulations, a brief statement of this fact is sufficient. 	82, 108				Yes, 181



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