LOCAL HERO

ATRESplayer is the leading OTT platform in Spain, both for number of users and hours of content viewed.

Its success stems on representing the main RELEVANT and LOCAL offer within the platform ecosystem in our country.
ATRESPLAYER IN NUMBERS

5.2 Million
UNIQUE USERS EACH MONTH

8.6 Million
REGISTERED USERS

32 Million
MONTHLY VIDEOS

13 Million
APP DOWNLOADS

Data October 2020 Adobe Analytics and CRM
ATRESPLAYER IN NUMBERS

5.2 Million UNIQUE USERS EACH MONTH

8.6 Million REGISTERED USERS

32 Million MONTHLY VIDEOS

13 Million APP DOWNLOADS

289,456 PAID SUBSCRIBERS

*In September 2020, and growing...
360 MODEL

ATRESplayer is the platform and the digital distribution brand of ATRESMEDIA that complements ATRESMEDIA windowing offer in order to create a 360 model that positions content in the centre.
360 MODEL: CONTENT IS IN THE CENTRE
360 MODEL: CONTENT IS IN THE CENTRE
**VOD/DIGITAL MODEL EVOLUTION**

**MODO SALÓN**
- 2008 - 2013
- AVOD
- Advertising revenue
- Catch-up content
- Only available on PC

**ATRESplayer**
- 2013 - 2019
- AVOD
- Advertising revenue
- Catch-up content
- Live TV
- Multiplatform and Apps

**AVOD + SVOD**
- From Sept 2019
- Ads and subscription
- Catch-up content
- Live TV
- Advanced features
- Hyperdistribution

**ATRESplayer PREMIUM**
The entire audiovisual content from ATRESMEDIA
Live and VOD from Linear TV channels

Exclusive AVOD Channels
Flooxer and KIDZ

Leading Subscription OTT Proposal
ATRESplayer PREMIUM

HYPER-DISTRIBUTION
All Devices, All platforms

State of the Art TECHNOLOGY
Optimal user experience

Based on the use of BIG DATA
Knowledge of our users
ATRESPLAYER / More Content for Everyone

LIVE TV and CATCH-UP content from Linear TV Channels

MEGAaster

NOVA

6

NEX

AB

Exclusive content for YOUNG audiences

flooxer

KIDS CONTENT available in AVOD

kidz

ATRESPLAYER PREMIUM

PRE-TV EPISODES | EXCLUSIVE PREMIERES | ORIGINAL CONTENT
+ 25,000
HOURS OF CONTENT AVAILABLE ANYTIME

+ 4,500
HOURS OF NEW FRESH CONTENT PER MONTH

+ 1,000
HOURS OF LIVE CONTENT PER WEEK
HYPER-DISTRIBUTION

ALREADY AVAILABLE

SMART TVs
- SAMSUNG
- LG
- androidtv
- mi
- SONY
- Hisense

TELCOS
- euskaltel
- Telecable
- Virgin
- Movistar
- orange
- Grupo Euskaltel
- AgileTV

DONGLES & DEVICES
- androidtv
- firetv
- apple TV
- chromecast
- Amazon
- Echo
- Nest

COMING SOON

- netrange
- beko
- Grundig
- LOEWE
- PHILIPS
- FOXXUM
- Panasonic
- HYUNDAI SMARTTV
- vodafone

Also Present in:

- Desktop
- Android
- iOS
- Huawei
Maximize Advertising Revenue
Knowledge about the user and its behavior allows targeted advertising (more effective) and strengthens our conversion funnel to subscription

Increase Customer Value
By increasing volume of content consumption and number of visits to the platform we can generate more advertising impacts and create/extend subscription periods

Base and Accelerate Decision Making
Prioritize and validate strategic decisions on a content, technology and business levels
FREEMIUM MODEL: Free + Pay

AVOD
ADVERTISING MODEL

- Ads
- Catch-up content
- Live TV
- Basic features
- Hyperdistribution
- State of the Art Tech
- Big Data Usage

SVOD
SUBSCRIPTION MODEL

- No Ads
- Original content
- Pre-TV / Exclusive Box Sets and Catalogue
- Advanced features
- Marketing and Brand Awareness boost

Similar strategy to other broadcasters from all over the world
ATRESPLAYER PREMIUM / Commercial Offer

NATIONAL - SPAIN

Monthly Subscription
2.99 €
7 days free trial

Yearly Subscription
29.99 €

INTERNATIONAL

Monthly Subscription
4.99 €
4.99 $
99 MXN
7 days free trial

Yearly Subscription
49.99 €
49.99 $
999 MXN

*** Taxes included
ATRESPLAYER PREMIUM OFFER / Platform Exclusive Content

**PRE-TV EPISODES**
Available days before it is broadcasted on TV, only for subscribers.

**EXCLUSIVE**
Content released exclusively for subscribers months before its broadcast on TV.

**ORIGINALS**
Exclusive productions available for subscribers that can only be watched on the platform.
PRE-TV EPISODES
Previewing 4 to 7 days before Linear TV broadcasting
More than 40 programs available per week
Daily drama and entertainment series, Prime Time Shows and full thematic channels and FLOOXER content
Play a main role in SUBSCRIBER RETENTION
EXCLUSIVE PREMIERES
Available only for subscribers months before they are broadcasted on TV
More than 100 exclusive episodes in the last year
Play an important role both in subscriber RETENTION and ACQUISITION
The distribution windowing allow us to make the most profit of each content
ATRESPLAYER PREMIUM OFFER / Platform Exclusive Content

ORIGINAL CONTENT
Twelve exclusive productions (Scripted and Unscripted) for Premium users
Main role in ACQUISITION of new subscribers
ATRESPLAYER PREMIUM OFFER / ‘BY ANA MILÁN’
FÍSICA o QUÍMICA

El Reencuentro
SUCCESS AMONG CRITICS AND VIEWERS

TALENT detection

License to HBO Max

Digital sponsorship

Buendía Estudios

PRODUCTION

Premium ORIGINAL

EVENTO! Veneno

Theatrical release

TV Premiere

SUCCESS AMONG CRITICS AND VIEWERS
ATRESPLAYER PREMIUM / Content Viewership Composition

- Originals: 25%
- Live: 21%
- Exclusive: 16%
- Pre-TV: 14%
- Catch-Up: 25%
ATRESPLAYER PREMIUM / User Profile

GENDER
- 56% Female
- 44% Male

AGE
- 18 - 23: 14%
- 24 - 29: 19%
- 30 to 39: 23%
- 40 to 49: 21%
- 50 to 59: 11%
- 60+: 12%

DEVICES
- Mobile: 32%
- Pc: 27%
- Tv: 23%
- Tablet: 18%
ATRESPLAYER PREMIUM / Advanced Exclusive Features

**NO ADS**
As PREMIUM subscribers no Ads are displayed at all.

**OFFLINE VIEWING**
Premium users can download content on their devices to watch it offline whenever they want.

**7 DAYS CATCHUP**
All content from TV Channels available in a Reverse EPG functionality for the previous 7 days.

**BEST 4K QUALITY**
Best Image Quality up to 4K and Dolby Sound.
More than a $\times 4$ growth in subscribers since Q1 2019

Year-on-year growth of +191% in the number of subscribers
CONTINUOUS INCREASE IN SUBSCRIBER LOYALTY

94% of subscribed users consumed content at the end of Q3 2020. 36 points more than at the end of Q1 2019

Year-on-year growth of 20 points
ATRESPLAYER PREMIUM / User Satisfaction

Source: Apple Store

App Ratings other OTT's Nov 2020

- Netflix: 4.0
- HBO: 2.4
- M+: 1.7
- rtve: 4.2
- ATRESPLAYER PREMIUM: 2.1
THIS IS JUST THE BEGINNING

IN 2021...
LOS PROTEGIDOS

EL REGRESO
LA COCINERA DE CASTAMAR
TOY BOY T2
2021 CONTENT

LOVE ISLAND
LOS HOMBRES DE PACO
DOS AÑOS Y UN DÍA
DEUDAS
CONTENIDOS 2021

LA RUTA