

Madrid, 22nd December 2014

**The new site features an online video game store and an up to date news section about the sector**

**MEDIASET ESPAÑA LAUNCHES [PLAYMI.COM](http://PLAYMI.COM), THE LARGEST SPANISH AGGREGATOR OF VIDEO GAMES FOR ALL TYPES OF USERS WITH THE CATALOGUE RIGHTS OF 2500 MULTITHEMATIC TITLES**

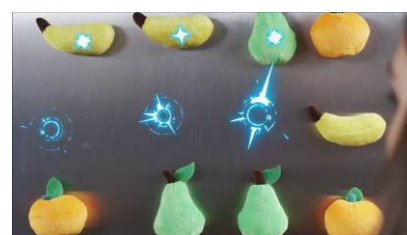
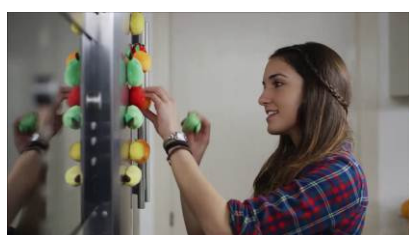
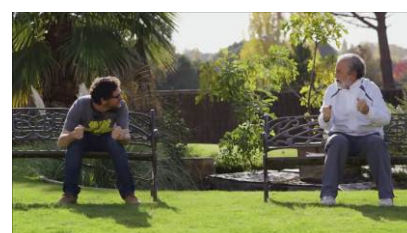
- **Playmi.com, available for PCs, *smartphones*, *tablets* and game consoles, allows users of all levels and ages to access video games across all platforms and from the major developers in the market, both free and paid, allowing users to play both alone and in a group by connecting *online***
- **"Call of Duty", "Fifa 2015", "NBA 2015", "Sims 4", "League of Legends" and "Assassins Creed Unity" are some of the popular games that users can find as of today on Playmi following the rights acquisition agreement with the major developers in the market**
- **It also has an e-commerce section in which users can buy video games in physical format or for download online through a secure payment platform**
- **Experience in Playmi.com complete with a section devoted to present the industry with news, updates, tips and offers addressed to the user, among other contents**
- **Today the company launched a self-promotion campaign for Playmi on their channels and different promotional initiatives on Mediaset España websites**
- **With Playmi.com, Mediaset España takes another step in its alliance with the video game industry in Spain following the agreement reached in April to be *mediapartner* of the Professional Videogames League (LVP), of which Mitele.es's *online* content is the official television**

Its wide and varied catalogue aimed at all audiences and skill levels, purchase games in physical format or *online* both free and paid for, and access to the latest industry developments is possible from today through [www.plaimi.com](http://www.plaimi.com) the innovative **gaming portal of Mediaset España which becomes the largest aggregator of our country** following an agreement with the leading developers in the market for the rights acquisition of **2,500 titles aimed at all kinds of users and available for computers, *smartphones* and *tablets* and game consoles.**

The new site also offers an e-commerce **platform that allows the acquisition of all kinds of games**, both via digital download and physical delivery, and a section that will address the **major developments in the sector**.

### **Games for all ages and levels**

Playmi.com offers an extensive library of games intended for **users of all levels- from the novice to the expert- and all ages**. This feature will focus precisely on the **campaign of spots that the different channels of Mediaset España begins broadcasting today**, starring all kinds of potential players in everyday situations and which will be **supplemented by a series of promotional initiatives on the websites of the company**.



Users can access **free games, paid for games and freemium**, games which will initially be free and whose improvements or subsequent updates generate a cost. To ensure confidence in the buying process, Playmi.com has a **secure payment gateway**.

Fans of video games can also access **experiences for a single player, multiplayer and participate in tournaments**.

Playmi.com will offer games **produced by leading market developers** - Electronic Arts, Rock Star, 2K, Sega, Ubisoft and Activision- and for **all major platforms**: PC, Play Station 3/PlayStation 4, Xbox 360/Xbox One, Wii/Wii U, Psp and Psp Vita. In the catalog of games include, for example, “Infinity Crisis”, “Aura Kingdom”, “Thirty Kingdom” and “League of legends” in the category of Browsers; “Fifa 2015”, “Sims 4”, “Dragon Inquisition”, “Call of Duty”,

“Advance Warfare” y “Assasins Creed Unity”, in Consoles; and “Fifa 2015”, “Titanfall”, “Battlefield Hardline” and “NBA 2K15”, on digital download.

**A step forward for Mediaset España’s gamble on the video game industry**

With the release of Playmi.com, Mediaset España takes another step in its alliance with the video game industry, sector leader in the audiovisual and interactive entertainment in our country with a turnover of 822 million Euros in 2013. The premiere of Playmi.com comes after the agreement reached last April with the Professional Videogames League (LVP) to be *mediapartner* of the leading e-sports competitions in Spain and one of the biggest leagues in the world and has converted Mitele.es, the *online* content platform of Mediaset España, into its official television for its major events.

GABINETE DE PRENSA

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