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14th February

MEDIASET ESPAÑA RELAUNCHES LA SIETE CHANNEL AS A SOAP OPERA CHANNEL AND CARRYING OUT A REBRANDING OF ITS IMAGE WITH THE CLAIM "FEEL THE BEAT. FEEL LA SIETE "

- Aimed at a broad audience of women between 18 and 55, La Siete explores all genres of the current soap operas with the premiere of quality productions in Spain that delve into new topics such as suspense and intrigue, action , adventures and stories based on real events.
- Completing the programming with a collection of soap operas including classic traditional style, vintage titles, romances and dramas already loved in our country
- The channels logo will evolve to integrate a new element into its image: a heart , the universal symbol of love and feelings, with gold, red and magenta as a new color in the channel palette of Mediaset España
- El Nueve Channel will take on its most successful programming content of Telecinco and Cuatro

Stories with international quality, adapted to today's society , feelings interpreted by modern characters , anti-heroes of today and heroines from the XXI century classics of fiction in the daily strip , period productions, thrillers, dramas and romances can be seen on the La Siete, the Mediaset España channel which as of the 14th of February, Valentine's Day , will be reborn as a channel exclusively showing soap operas.

The network will premiere productions unreleased in our country along with a selection of titles already well-known by the public in a series of replacements of some classics of the genre.

Under an added value proposition, La Siete explores its new offering with all the options of the current soap operas, taking a turn in the formats and giving an opportunity to themed innovation. For this, the channel will offer new genres like suspense and intrigue, action and adventure, as well as stories based on actual events, articulated around traditional frames titles.

A programming grid ready to meet the tastes of the three types of female audiences, identified by Mediaset España as core targets of La Siete programming: young women 18 to 35 years, contemporary, daring and groundbreaking soap operas, women 25 to 45 years, faithful programs to *thrillers*, romances and soap operas with more action , and women aged 45 years plus, for whom the chain will offer a selection of traditional classic styles, dramas and period dramas.

Nueve meanwhile, the last channel launched by Mediaset España last January 2nd, 2013, will take on its most successful programming content from the groups Channels, Telecinco and Cuatro.

La Siete renews its corporate image and is reborn wrapped in a new *claim* : "Feel the beat. Feel La Siete "

They are changing their content, change their target and changing their image. On February 14th, Valentine's Day , the channel logo will integrate a new element in their image: a heart , the universal symbol of love, as a way of representing a content grid strongly linked to feelings and emotions.



This new element, with volume and beat in its development on air, the channel introduces a new color range, including gold, red and magenta as a differentiator from other channels. These tones appear on the corporate image of La Siete depending on the type of soap opera with the application of different skins and textures that seek to innovate and create dynamic elements able to draw the attention of viewers.

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