

Madrid, 3rd June 2014

**MEDIASET ESPAÑA AND ITALIA HAVE LAUNCHED MÍO<sup>TV</sup> TODAY, THE FIRST APPLICATION THAT ALLOWS REAL TIME INTERACTION WITH TELEVISION AND ADVERTISING CONTENT OF THE COMPANY.**

- Able to simultaneously recognize audio and video, with MÍO<sup>TV</sup> a new line of business is inaugurated today that offers a rich viewing experience to its users and a product with a wide range of business opportunities to their clients
- Its users only have to "tag", press the button of the app-content during the broadcast of Mediaset España's channels and websites or during the broadcast of interactive advertising spots to access additional information, offers and exclusive shopping opportunities, contests, polls and sweepstakes, and more.
- The World Cup, star of one of the 10 MÍO<sup>TV</sup> sites initially developed with exclusive content related to the greatest areas of success on Telecinco and Cuatro and with a greater synergy on social networks.
- Access to bonus content, participate in the content, enjoy exclusive promotions, interact via the major social networks, receive content recommendations, play games and earning points in the loyalty program are just some of the options offered to the viewer.
- Publiespaña has created a specific commercial policy that includes conventional interactive campaigns, multimedia projects such as sponsorship and *product placement* and insertion of *mobile* advertising in the *app* itself, among other developments

Mediaset España and its subsidiary Publiespaña Transmedia Integration (IT) today launched MÍO<sup>TV</sup>, an innovative application for the *mobile* environment (*smartphones and tablets coming soon*) capable of capturing audio and video simultaneously to give the user the ability to **interact in real time with the content and advertising space in all the media of Mediaset España: TV, online and the iWall circuit.**



Developed in collaboration with TapTap Networks and available free from Google Play now, and in Apple Store soon (*smartphones* version; *tablet* version coming soon), with MÍO<sup>TV</sup> Mediaset España and Publiespaña continue to **innovate in pursuit of efficiency and better known campaigns for its customers and service to its viewers with a new line of business able to offer a unique television experience for its users and a product with a wide range of commercial possibilities**, standing at the forefront of *t-commerce* (selling through television).

### **An innovative TV experience**

**MÍO<sup>TV</sup>** offers users a new viewing experience with just a "tag"-press the button of the application during the broadcast of most of the fiction on offer and entertainment of the Mediaset España channels and its *online* content, or during interactive advertising spots. Thus, they can access **additional information** about their programs, broadcasts, presenters, actors, characters and favorite brands, **promotions and exclusive shopping opportunities, contests, polls and sweepstakes**, among many other proposals.

**MÍO<sup>TV</sup>** also allows interaction through the major **social networks** integrated into the *app*; receive **content recommendations** based on identified preferences (through its recognition technology it also allows the consumer to know the consumption of the television viewers); participate in **games** and specifically created **challenges**; and **accumulate points** in a loyalty program that gives users access to prizes as well as placing them in a global ranking of users.

Once downloaded, users only have to **activate the MÍO<sup>TV</sup> button on their smartphones during the broadcast on TV, the web or iWall screens**. In the case of "tagging" on a spot identified with the **MÍO<sup>TV</sup>** brand, the app will recognize the audio and the video creating a *landing page* equipped with specific content or a specific commercial proposal for the viewer. If the broadcast in that moment is Mediaset España content, **MÍO<sup>TV</sup>** will activate a special *site* after the "tagging" for certain spaces or, alternatively, redirect the user to generic microsites of Telecinco, Cuatro, Factoría de Ficción and Divinity.

### **The World Cup, the protagonist in launching MÍO<sup>TV</sup>**

Coinciding with the launch, **MÍO<sup>TV</sup>** initially developed 10 specific sites with exclusive content for users, one linked to the major sporting event of the year, the World Cup in Brazil 2014, and the rest to some of the most successful spaces on Telecinco and Cuatro and with a larger synergy on social networks, **“Mujeres y Hombres y Viceversa”, “Pasapalabra”, “El programa de Ana Rosa”, “Sálvame diario”, “Hay una cosa que te quiero decir”, “Deportes Cuatro”, “Cuarto Milenio”, “Las mañanas de Cuatro” and “Ciega a citas”**.

The imminent start of the Football World Championship will be one of the principal players in the premier of **MÍO<sup>TV</sup>**. It will have its own site to which users can access to "tag" during games that Mediaset España broadcast. It will be possible to access an interactive game in real time, the calendar, results and rankings, the World Cup app of Mediaset Sport, the goals and "multicamera" option to follow the games.

### **The most complete offer of communication for advertisers**

Through **MÍO<sup>TV</sup>** Publiespaña offers its customers a specific commercial policy that includes **conventional interactive campaigns; multimedia projects** such as sponsorship and interactive product placement; and mobile advertising in the app itself. This offer allows advertisers to **increase their level of engagement** with their target audience, **increase and divide attention**, immediately quantify in **real time consumer preferences** and adapt their communications according to them, the same as in *e-commerce*.

## **Mediaset España presenters invite you to use MÍO<sup>TV</sup>**

Recognisable faces of Telecinco and Cuatro **Jesus Vazquez, Javier Vazquez** and **Jorge Luján Argüelles** will star in the first of the spots that make up the campaign to be broadcast by Mediaset España channels to publicise MÍO<sup>TV</sup> to the viewers. **Raquel Sanchez Silva, Emma Garcia, Ana Rosa Quintana, Manu Carreño and Manolo Lama** will participate in new slots soon.

## **TV is increasingly connected with other screens**

After adapting to the Internet and taking advantage of technological challenges maintaining its historical strength with 30 million people connected to it every day and a consumption of 4 hours per individual, television has become one of the devices most frequently used simultaneously with other screens, as evidenced by the Televidente 2.0 The Cocktail Analysis Research 2013 study, which places **Spain** as the **European leader in penetration rates among the population of smart mobile devices**: 85% of Spaniards have a smartphone and 62% use them while watching TV.

In addition, **nearly eight in ten Twitter accounts have commented or mentioned at some point a television program** (Comscore / Tuitele 2013). Thus, brands that decide to go for MioTV will benefit from the **strong social leadership of the contents of Mediaset España**, consolidated as the first choice in the monthly rankings on social networks: and closed 2013 with **55% of comments related to the television with more than 53 million entries**.

In the commercial field, the growing use of commercial trading in the web environment is highlighted: **11 million people made some kind of purchase on the Internet** in 2013, according to the INE (National Institute of Statistics).

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