

grupoGodó



MEDIASETespaña.



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Mediaset España & Grupo Godó establish a strategic partnership to manage 8TV

- Mediaset España acquires 40% of the share capital of Emissions Digitals de Catalunya S.A., transaction that will provide content and commercial synergies between the two operators

With Mediaset España's acquisition of 40% of the share capital of Emissions Digitals de Catalunya SA, owned by the Godó Group, and after the necessary approvals of the National Competition Commission (CNMC) and the Consell de l'Audiovisual de Catalunya (CAC), the two companies established a strategic alliance for the business development and channel contents of 8TV.

8TV is part of the four channels that make up the Emissions Digitals de Catalunya SA, multiplex, with coverage throughout Catalonia. Its offering of generalist programming, has its own production spaces as Arucitys, 8aldia, Dèu n'hi drone or Encantats; In addition to film and TV.

Carlos Godo, CEO of Grupo Godo *"the agreement allows the continuation of promoting the development of private television in Catalonia, promoting in house content production, to offer a wider and better offer to Catalan television viewers."*

Meanwhile Paolo Vasile, CEO of Mediaset España, stressed *"the importance of this agreement in the future plans of our company, as it will allow us to expand the synergies between content and advertising in the leading and*

strategic market of Catalonia, applying our know-how to the management of a Catalan television made for the Catalans.