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## MITELE APP REACHES 2 MILLION DOWNLOADS

- After reaching a million downloads in December 2013, Mediaset España's multimedia online content platform doubles its records thanks to the addition of new features and the success of Telecinco series, including "El Principe" and "La que se avecina" as well as the incorporation of new features.
- Produced to make Mediaset España content more interactive, these features were developed in their initial phase in "Supervivientes" (Survivor) and "Ciega a Citas" (Blind Dating) series, allowing the viewer to participate with the images on the show, interacting with it, accessing exclusive information or contacting their favourite characters.
- Launched in 2011, the TV content platform Mitele.es scores a monthly average of 5 million users and 10 million video downloads.

The Mitele.es App, Mediaset España's TV content platform has reached two million downloads for mobile phones and tablets between IOS, Apple and Android devices.

### Record downloads thanks to the success of new contents.

Mitele.es beats this new record seven months after reaching one million downloads. In this short period, the platform has doubled its numbers with the addition of new contents and different features. Spanish fiction and live broadcasts of the World Cup matches account for this significant increase in Downloads with Telecinco's series being the most demanded service on the menu: "La que se avecina" (3,313,447 unique users) is the most watched series in the last six months, followed by "El Principe" (2,430,663) and the program "Mujeres y Hombres y vice versa" (1,943,569). What's more, almost two and a half million people followed from the web or from Telecinco's live signal app and nearly one and a half million from Cuatro.

To celebrate, Mitele.es has launched an initiative that will award an iPad Air to the user who sends the most original greeting. Participants who wish to participate in the initiative may do so until July 31st by completing a simple form available to download or update the application.

## **New features that help strengthen the transmedia character of Mediaset España's content.**

Another reason for the high increase in downloads is found in the new services and features that Mitele has created to increase the capacity of user interaction with the content provided. The platform has recently developed **Mitele.on, a pioneering initiative in Europe that allows viewers of the latest edition of "Supervivientes (Survivor)" to make decisions about life on the island and appear on television, plus exclusive access to real-time information.** Meanwhile, **"Ciega a Citas" viewers can interact with the fictional program receiving personal messages from their favourite characters and special content;** it is a unique initiative for fictional programs in Spain. In addition, users can access both the new content and the latest features through **an easy, direct and simple navigation menu, which allows them to enjoy it when, how and where they want.**

Mitele.es app was **recently awarded the Gold Medal in the NH Awards**, an award created by the Spanish Chapter of the Society for News Design. The app, which has been well received by users and experts, is now available in all market sectors: **Appstore, Google, Amazon, Windows 8 and Windows Phone, Samsung apps and Blackberry.** Furthermore, Mitele.es has also been awarded the 2014 ATR Award for Best Multimedia Initiative.

## **Three years of success as a platform online TV content**

Mitele launched in 2011 in response to reality: The change in the way viewers consume television from a single screen to numerous mobile platforms. Through the online content platform of Mediaset España, internet users were then able to access to a large catalogue of **domestic and foreign series, movies, TV movies, programs, sporting events, content for the youngest members of the home and almost all of the Telecinco and Cuatro broadcasts offered live or via simulcast, almost all of it for free, multi-format, with the highest quality viewing and its own social network.** Since then, the platform has been increasing its entertainment offering, achieving the trust of a public that demands interaction with television content.

At present, **with a monthly average of 5 million unique users and 10 million videos viewed, Mitele.es has established itself as a reference point amongst the online TV content platforms.** Telecinco's series and Cuatro's slots "Cuarto Milenio" and "Ciega a citas" are situated amongst the most watched broadcasts of the platform.

*\* Graphic material is sent via e-mail [archivo@fotografia.telecinco.es](mailto:archivo@fotografia.telecinco.es)*

### **More Information**

<http://www.mitele.es/>

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