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The channel has more than three million subscribing households

MEDIASET ESPAÑA AND COSMOPOLITAN TELEVISION CLOSE A DEAL THROUGH WHICH PUBLIMEDIA GESTION WILL MARKET THE FEMININE PAY TV CHANNEL

Mediaset España and Cosmopolitan Television, one of the leading channels in the field of pay TV in Spain is owned by **Hearst Entertainment & Syndication**, have reached an exclusive agreement for **Publimedia Gestión** to market the advertising spaces for the channel which is aimed at the female audience and currently has more than three million subscribing households, starting on January 7th. The second concessionary of Mediaset España will also be responsible for the various means of advertising which have characterized the channel since its launch.

With a distribution that covers all pay TV operators in our country (**Canal +, Movistar Imagenio, ONO, Euskaltel, Orange TV, R de Galicia, Telecable and cable local**), Cosmopolitan Television boasts an excellent position on all platforms, the only pay TV thematic channel whose programming is aimed primarily, but not exclusively, at a female audience.

Cosmopolitan TV, and its High Definition version **HD Cosmo** offers in a multiplatform environment, content focusing on the best fiction (series and movies) and lifestyle programs, fashion and trends.

Cosmopolitan TV subscribers can continue to see new seasons of the most successful series and exclusive premieres first, such as ***Necessary Roughness, Cougar Town, Suburgatory, Army Wives or Bedlam.***

Also known for its wide range of films including emblematic titles provided by major studios. In 2013, viewers can enjoy ***Atonement, Made of Honor, The Other Boleyn Girl, Notting Hill, My Best Friend's Wedding, Love Actually, Bridget Jones's Diary or Intolerable Cruelty,*** amongst other successful films.

The channel also offers other in house produced programs focusing on entertainment, fashion and beauty which give the channel a unique personality and style.

The Managing Director of **Cosmopolitan Television, John Mayne**, considered that the agreement *"represents an opportunity to get the best return for the contents of the pay TV chain, already well positioned in the Spanish market."*

In this regard, **Mayne** said: "**Cosmopolitan** is one of the most recognized brands in the world. The values that have traditionally been applied to pay-TV are very present in our offer: theming, higher affinity of the audience and more effective campaigns, among other things, make **Cosmopolitan Television** an essential format in media planning".

This has been understood by many different companies and brands that have opted for the channel as an important vehicle to reach an audience made up mostly of women 25 to 44 years old.

Salvatore Chiriatti, CEO of **Publimedia Gestion** said for his part that "we are adding a new format to our management, given its position within the pay TV sector, the strength of its image and quality of its content offering it will allow us to design an attractive commercial offer to continue offering our customers the best product on the market. Our extensive experience in commercial thematic pay TV channels, added to the profile of **Cosmopolitan Television**, is undoubtedly the best marriage with which **Publimedia Gestion** will continue to lead the market for pay TV in our country in 2013. "

Publimedia Gestion is the multiplatform concessionaire of Mediaset España, which offers advertisers a complete mix of medias on pay TV, external environments and the Internet, with the commercialization of Mediaset España's websites and the video platform Mitele.es. In the field of pay TV, it is responsible for the advertising management of channels produced by Prisa TV on the Canal + platform as well as the in-house production channels of Chello Multicanal. With respect to outdoor digital advertising, it develops technologically innovative actions that have enabled integration into their screen circuits iWall business initiatives ranging from augmented reality and 3D advertising to sensory sound experiences, tactile, kinetic and even olfactory, consolidating its growth in this sector. The company has worked actively in the development of the first White Paper on advertising in 'Digital Signage' of the Interactive Advertising Bureau (IAB), which offers advertisers working patterns in the making, contracting and monitoring of advertising campaigns.