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## **PUBLIESPAÑA INTRODUCES THE COMMERCIALIZATION OF TELEVISION AND INTERNET IN ALL MEDIA FORMATS TO PROVIDE A 360<sup>0</sup> COMMUNICATION PROJECT**

- **Committed to the integrated business management that Mediaset España's multimedia products has to offer, the company which features a range of channels that has the highest audience-based rating with a greater number of targets, with the audiovisual webs which has the most followers and the network's online TV platform -Mitele- the most successful. Nonetheless, they are also the provider of the most in demand TV programs on the Internet and social networks**
- **Publimedia Gestión, meanwhile, remains the exclusive marketer of pay-TV**
- **Publiespaña has expanded its commercial products undertaking concrete communication projects such as, shares of branded content highly integrated with the essence of the network, efficient with brands and respectful to the viewer**
- **Maintains its dedication of self-regulating its commercial products broadcasting short advertisement blocks less than 6 minutes during the prime time on all channels, successfully introducing to the market specific products with "hiQuality" advertisement blocks with a maximum of 3 spots in series such as "Homeland"**
- **The company has renovated Publiesp.es, the online showcases the widest commercial products of the group and its advertising opportunities, and their Customer Portal, where advertisers, media agencies and external editors can interact quickly and effectively**

Mediaset España has become one of the leading content providers on the Internet and social networks. The company has transformed the power of cyberspace into an opportunity to lead, whether it's by their own production as those acquired through agreements, the new challenges posed to their network and through multiple devices. Mediaset España's contents fuels a great amount of media that spreads via the Internet, cell phones, tablets and social networks and are regularly the most popular among all channels regarding viewers and the revenues they generate.

The trends of consumptions of audiovisual contents makes it increasingly difficult to separate TV from the Internet. The split screens have become strong allies of channels and Publiespaña had decided to support its customers in this important evolution in the direction of consumption by the viewer.

In a press release held today, **Giuseppe Tringali**, President of Publiespaña, announced his decision to *"make a change in our commercial products based on the concepts of integration and multimedia. In the past, advertising campaigns were made in such ways that isolates them from each other. Now everything is much more related, half the medias needs the other half and direct contact with the consumer becomes one of the most interesting developments of communication. Mediaset España has sufficient and appropriate means to deal with this new form of communication and the new demands of advertisers, that requests coverage and capacity to talk to the consumers. This is the audiovisual future and we have a lot of fortitude to face this thanks to our audience leadership in TV and Internet, this our greatest relevance in social networks and our position and capitalization as a group "*.

Thus, we have firmly opted for the integration of commercialization of its advertising products through television and the Internet, forming of only a **single structure** with the aim of offering the advertiser **communication projects 360 ° in all media and devices available in its broad portfolio of channels and webs.**

**Publimedia Gestión**, meanwhile, remains the exclusive marketer of pay television through the offered packages by production channels, Prisa TV and Chello Multichannel and the newly incorporated Cosmopolitan TV, always respecting the rulings of the Comisión Nacional de la Competencia, which prevents Mediaset España to combine the market of pay TV and free-to-air TV.

Tringali explained the recently held organizational changes: *"Salvatore Chiriatti up to now CEO of PUBLIMEDIA, has become the CEO of Product Publiespaña.*

*Giuseppe Silvestroni is now CEO of Integrated Communication Projects. This is big news, because every product that we have on television, we consider as an event that can be developed to 360 ° in all our platforms compiling special projects, initiatives that go beyond the traditional campaigns and can also develop longer through months.*

*Por su parte, For his part, Francisco Alum remains the Director of Marketing and OSV of Publiespaña, with the task of providing services to all these commercial structures and interpret market demands.*

*Finally, Marco Seniga, the new Marketing CEO, will be in charge of coordinating all existing areas and work to integrate all our products and services optimally. "*

Among the conclusions of his speech, Tringali said that *"in Publiespaña we think that the world of advertising is important, not only for the industry but for the country's economy. In this sense we have a responsibility to make this world more transparent, more efficient, more professional, and with greater worth. If a company starts to feel that their role is not only to sell advertising but play an important social role to assist the development of the economy they must present the industry with the best possible*

*product, not just anything that only serves so we can earn a bit more today. We must believe in the role that we have, that we are useful to society. "*

**The set of channels with audience leadership and greater number of targets and the audiovisual package and preferred by netizens, integrated for the first time**

This new trade policy aims to optimize the full potential of the large multimedia package of Mediaset España, which does not only have the set of channels with audience leadership rating and with greater number targets of the Spanish audiovisual sphere (**Telecinco, Cuatro, Factoría de Ficción, Divinity, Energy, Boing, Nueve and LaSiete**) but also with their web development, sites that comprises the audiovisual supply with the largest number of followers in the internet (**Telecinco.es, Cuatro.com, Divinity.es, etc.**) with **more than 15 million unique browsers**.

In addition, the content platform **Mitele.es**, with a little more than a year of existence has become an obligatory stop for all netizens who consume audiovisual content over the Internet with figures that speak for themselves: close to 5 million unique users, more than **5,000 hours of live content and on demand and more than 10 million videos on demand of episodes of series, shows, movies and sporting events and more than 100 million live sessions**.

This new way of consuming television has led the company late last year to adapt its trade policy to the multimedia environment with the **launch of Adlive as commercial support specifically created for live broadcasts of Mitele**, opening a new window to small advertisers who generally do not have access to large TV campaigns and also to the clients seeking to supplement their conventional campaigns or Special Initiatives.

**Giuseppe Silvestroni** referred to the scenario posed by the new demands of advertisers and consumers: *"The consumption of television content across the multi-screen is a growing trend. It has almost become a necessity of the viewer to interact, to be the protagonist and to comment about the topic through social networks. We have analyzed what the market has been going through to adapt to these changes and we have seen today that customers have a single budget to invest in a single project to communicate the value of your brand, product or service through various devices . The trend is going to the contents, paying special attention to where and how they can convey their own values."*

**New developments on demand, special actions and branded contents, new commercial policy of Publiespaña**

In this line of innovation and integration for the sake of creating value for the advertiser, Publiespaña has expanded its list of advertising opportunities conducting concrete communication projects that have resulted in greater efficiency and visibility for the advertisers.

Different activities of **branded content** highly integrated with the content of the chain, efficient with the brands and respectful to the viewer like "Bebé a bordo", "Cupcake maniacs" or "Tricotosas", in Divinity; and "Vitalbien in Nueve are just a few examples

that anticipate the imminent arrival of programs developed by Publispaña in collaboration with its clients for its varied themes in television and the internet.

### **Unanimous praise for the short advertisement blocks in prime time "hiQuality" slots**

Publispaña continues to develop, in turn, the commitment of self-regulatory trade undertaken in 2011 through the popular strategy of issuing **short advertisement blocks below 6 minutes in the prime time slot on all channels of Mediaset España**, a policy that in 2012 has led to air more than 90% of commercial breaks under this provision. The response to this has been such that the second wave of the study "The prime time advertising effectiveness", prepared by the Research Institute CIMEC concludes that **Publispaña's advertising recall blocks** had improved by more than 60% the average and almost tripled that of the long advertising blocks of over 6 minutes.

Framed in this strategy, the company has recently taken a further step by proposing successfully to the market a specific **commercial offer for "Homeland" consisting of the issuance of "hiQuality" blocks with a maximum of 3 spots** in which, in addition to respecting the product to the fullest and prevent an advertising leak, provides the customer with a high level of recollection and reputation with excellent advertising data rating above 6%.

*In line with this strategy, the president of Publispaña stressed that "by dividing into three spots, which have obtained an average rating of 6 GRP's and a ridiculous advertising leak 3% - 'Homeland' has been only one example of what Publispaña think that television should be: an effective product. The television is the fastest growing agent and it also provides the most coverage. To make the most of its potential we have to advertise in an efficient way, powerful and impressive. We believe that advertising should be within programs, located in prime-time, contrary to what other publishers do , they place them where you see them less."*

Meanwhile, **Lazaro Garcia**, Marketing Director of Publispaña, added that *"advertisers make the campaigns so that the viewers could remember their products and nowadays television is the medium that gives brands a higher memory reference. We work to make it remain so. Because if not, the TV would lose its value as an asset. Accordingly, it has now been two years in the running that we have been fulfilling the commitment to issue almost all of our advertising blocks with a duration of less than six minutes-the most effective for memory and brand recommendation, and we have implemented communication projects integrated and special, that will be much easier to remember than a conventional gesture. "*

## **Publiesp.es, the groups' showcase and meeting place for advertisers, media agencies, publishers and agents outside the advertising industry**

The new multimedia dimension of Mediaset España has succeeded in remodeling the web of Publiespaña, it showcases the wide range of products such as their channels, programs, presenters, formats, websites and their advertising product portfolio.

A wide range of options that any advertiser can see in Publiesp.es, in a simple, neat and intuitive way, thanks to the revamping of a site that **combines three useful tools for the market: a public access web, a Customer Portal and Intranet for the employees.**

Publiespaña has equipped its new website with a design that leads to a rapid, flexible and effective interaction and where the audiovisual component is especially relevant. Its daily updates serves to publicize the **major developments of the group and the industry with information about trade policy, audience, program records, types of public, presenters' profiles and potential consultants, upcoming releases and program schedules,** among others public sector services. All this information is poured, furthermore, in an **internal mobile application for the sales team** in order to facilitate meetings and visits to customers outside the company.

Regarding the renewed Customer Portal, a pioneering initiative developed by Publiespaña over a decade ago to improve and facilitate the relationship with their partners, it also offers its advertisers, media agencies and external editors that work with an **operational tool to manage and to know the plans and the results of their campaigns.**

GABINETE DE PRENSA

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