

Madrid, 26th May 2014

## **MEDIASET ESPAÑA AND WHATSAPP REACH A GROUNDBREAKING AGREEMENT TO CREATE THE BIGGEST INTERNET DISTRIBUTION LIST DURING THE WORLD CUP IN BRAZIL**

- **The television company with the largest engagement in social media in Spain and the leading social network in the country with over 26 million potential users together for the first time in a historic agreement that will allow Mediaset España to directly interact with users sharing messages, videos, photos and audio clips with contents from the Football World Cup**
- **The multi-platform content team at Mediaset España finalizes the details for innovative online development for web, mobile, apps RRSS and through which this expected Mediaset Spain become the first sporting event in the World Football League multiscreen**

Mediaset España and WhatsApp have reached a groundbreaking agreement to provide users the ability to interact through this service the largest social network in Spain with more than 26 million active users creating the largest distribution list for World Cup in Brazil.

With this agreement, Mediaset España will provide viewers a phone number to register for the mailing list that will allow for the possibility of receiving the best mobile videos and information in this World Championship\*. In addition, users can send that same phone number the photos, audios or videos of fans cheering at "La Roja" which is then displayed on both the web and on the air so they can participate in the biggest sporting event of the year.

### **First World Cup multiscreen**

In addition to the new functionality of WhatsApp, Mediaset España has designed a special coverage of both the web and social media to make this Football World Championship in Brazil the first multiscreen World Cup. Thus, the web [www.telecinco.es/mundialbrasil2014](http://www.telecinco.es/mundialbrasil2014) will offer live matches from six different signals, the best videos, photo galleries, news and information with a wide profile of teams, players, rankings and analysis of each match. In addition, Mediaset Sport released an app which is available to smartphones and tablets for the user to enjoy the World Cup wherever and whenever they want. And social networking fans can share their live comments both on Facebook [www.facebook.com/FutbolMediaset](http://www.facebook.com/FutbolMediaset) and Twitter@FutbolMediaset.

\* All information to be able to interact with the application WhatsApp is available on the website of Telecinco ([www.telecinco.es/mundialbrasil2014](http://www.telecinco.es/mundialbrasil2014))

GABINETE DE PRENSA

**MEDIASET *españa.***

