

Madrid, 17th March 2016

## Mediaset España reaches an agreement with I3TV to market its advertising

- The operation will be conducted by Publimedia Gestión, a subsidiary of Mediaset España specialized in pay television and that with this agreement opens a new business line for the management of third parties free TV
- I3TV incorporates a portfolio of channels, to which last 1st of January they also added TNT, thematic pay channel owned by Turner, together with AMC Networks Canal Cocina, Decasa, Hollywood, Hollywood +1, Somos, Buzz Rojo, Sol, Panda and Xtrem; the ladies channel Cosmopolitan TV and specialised in the world of Motor Cycles Movistar MotoGP.

Mediaset España reaches an agreement with I3TV for the commercialisation of its advertising space, opening a new line of business for the company with the management of third parties free to air TV. Publimedia Gestión, subsidiary of Publispaña until now has dedicated itself exclusively to Pay TV, from today will be in charge of the commercial exploitation of the channel, join the most watched FTA thematic channels in our country.

**I3TV** is an informative and entertainment channel, with its programming aimed at all the family and based on the diffusion of Christian humanism. It ended last year with an average 2% share, showing an excellent audience evolution in the last part of the year and closed December with 2.4% and in January achieved a record high with 2.5%.

**Publimedia Gestión** a subsidiary of Mediaset España specialised in pay TV with an offer aimed at all targets. In its portfolio it includes the thematic channels AMC Networks Canal Cocina, Decasa, Hollywood, Hollywood +1, Somos, Buzz Rojo, Sol, Panda and Xtrem; the ladies channel TV and specialised in the world of Motor Cycles Movistar MotoGP.

On January 1st this year, Publimedia Gestión incorporated the Turner channel, TNT, into its Pay TV offer. Available on all major operators, its wide range of programming with featured titles and successful films series has established itself among the three most watched television pay TV channels of our country, with an excellent business profile.