



## Consolidated Income Statement

million €	1Q13	1Q12	Var %
Gross Advertising Revenues	191,2	221,3	-13,6%
<i>Multiplex Mediaset España</i>	179,2	212,0	-15,5%
<i>Other</i>	12,1	9,3	29,3%
Discounts	-11,3	-13,0	-12,7%
Net Advertising revenues	179,9	208,3	-13,6%
Other Revenues	16,7	9,7	71,8%
<b>Total Net Revenues</b>	<b>196,6</b>	<b>218,0</b>	<b>-9,8%</b>
Personnel	-25,2	-25,9	-2,7%
TV Rights Amortisation	-42,4	-53,6	-20,8%
Other Operating Costs	-106,0	-114,2	-7,2%
<b>EBITDA adj</b>	<b>23,1</b>	<b>24,4</b>	<b>-5,5%</b>
Amortizations & Depreciations	-2,3	-2,0	-
PPA Amortizations	-2,0	-2,0	-
<b>EBIT</b>	<b>18,8</b>	<b>20,4</b>	<b>-7,9%</b>
Equity Consolidated Results	-2,5	-1,3	-
Financial results	-0,3	2,0	-
<b>EBT</b>	<b>16,0</b>	<b>21,0</b>	<b>-24,0%</b>
Income Taxes	-3,6	0,0	-
Minority Interest	0,1	0,2	-
<b>NET PROFIT</b>	<b>12,5</b>	<b>21,2</b>	<b>-41,1%</b>
<b>NET PROFIT ADJ.</b>	<b>16,3</b>	<b>25,0</b>	<b>-34,8%</b>

## EPS & Margins

	1Q13	1Q12
EBITDA adj. margin	11,7%	11,2%
EBIT margin	9,6%	9,4%
Net Profit margin	6,4%	9,6%
Adjusted Net Profit margin	8,3%	11,5%
EPS (€)	0,03	0,05
EPS adj. (€)	0,04	0,06

## Cash Flow & Net Financial Position

million €	1Q13	1Q12
Operating Free Cash Flow	-6,6	-24,9
Net Financial Position	66,8	0,4

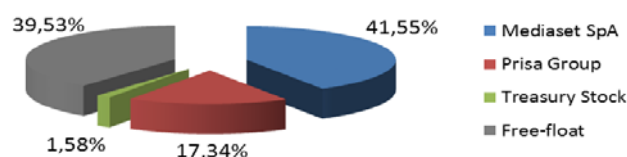
## Net Investments

million €	1Q13	1Q12
TV Rights Non-Fiction	70,8	79,4
TV Rights - Fiction	8,8	15,0
Co-production	1,7	0,2
Tangible	0,8	2,0

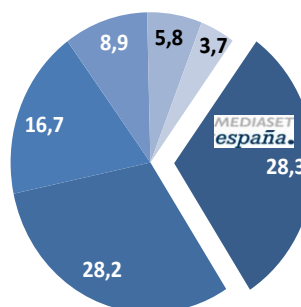
## Consolidated Balance Sheet

million €	1Q13	2012
<b>Fixed assets</b>	<b>1.042,0</b>	<b>1.047,6</b>
<i>Financial</i>	757,9	759,8
<i>Non Financial</i>	284,1	287,8
<b>Audiovisual Rights and Pre-payments</b>	<b>269,6</b>	<b>230,9</b>
<i>TV, Third Party Rights</i>	222,2	180,9
<i>TV, Spanish Fiction Rights</i>	32,5	30,4
<i>Co-production / distribution</i>	14,9	19,6
<b>Pre-paid taxes</b>	<b>174,9</b>	<b>176,4</b>
<b>TOTAL NON-CURRENT ASSETS</b>	<b>1.486,4</b>	<b>1.454,9</b>
Current assets	200,3	219,5
Financial investments and cash	86,0	92,8
<b>TOTAL CURRENT ASSETS</b>	<b>286,3</b>	<b>312,3</b>
<b>TOTAL ASSETS</b>	<b>1.772,7</b>	<b>1.767,2</b>
<b>SHAREHOLDERS' EQUITY</b>	<b>1.433,4</b>	<b>1.420,9</b>
Non-current provisions	24,5	24,3
Non-current payables	8,7	6,8
Non-current financial liabilities	0,0	0,0
<b>TOTAL NON-CURRENT LIABILITIES</b>	<b>33,2</b>	<b>31,2</b>
Current payables	286,9	296,1
Current financial liabilities	19,2	19,0
<b>TOTAL CURRENT LIABILITIES</b>	<b>306,1</b>	<b>315,1</b>
<b>TOTAL LIABILITIES</b>	<b>1.772,7</b>	<b>1.767,2</b>

## Shareholders Structure



## 24h Audience share 1Q13



## TV Ad market share 1Q13

