



Consolidated Income Statement

million €	1H13	1H12	Var %
Gross Advertising Revenues	418,2	478,5	-12,6%
<i>Multiplex Mediaset España</i>	387,9	459,1	-15,5%
<i>Other</i>	30,3	19,4	56,2%
Discounts	-24,9	-28,3	-12,3%
Net Advertising revenues	393,3	450,1	-12,6%
Other Revenues	33,7	23,9	41,2%
Total Net Revenues	427,0	474,0	-9,9%
Personnel	-51,6	-53,1	-2,9%
TV Rights Amortisation	-78,3	-95,1	-17,7%
Other Operating Costs	-241,7	-284,5	-15,1%
EBITDA adj	55,5	41,3	34,5%
Amortizations & Depreciations	-4,4	-5,3	-16,9%
PPA Amortizations	-4,0	-4,0	-
EBIT	47,2	32,0	47,3%
Equity Consolidated Results	-7,8	3,5	-
Financial results	-1,0	1,8	-
EBT	38,4	37,3	2,8%
Income Taxes	-8,5	0,0	-
Minority Interest	0,3	0,3	-
NET PROFIT	30,1	37,6	-20,0%
NET PROFIT ADJ.	37,7	45,2	-16,7%

EPS & Margins

	1H13	1H12
EBITDA adj. margin	13,0%	8,7%
EBIT margin	11,0%	6,8%
Net Profit margin	7,0%	7,9%
Adjusted Net Profit margin	8,8%	9,5%
EPS (€)	0,07	0,09
EPS adj. (€)	0,09	0,11

Cash Flow & Net Financial Position

million €	1H13	1H12
Operating Free Cash Flow	0,7	-12,8
Net Financial Position	75,8	19,6

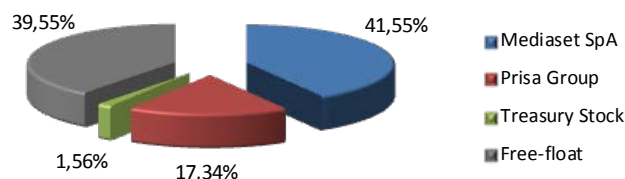
Net Investments

million €	1H13	1H12
TV Rights Non-Fiction	90,9	101,7
TV Rights - Fiction	22,5	28,7
Co-production	6,4	0,6
Tangible	2,6	4,5

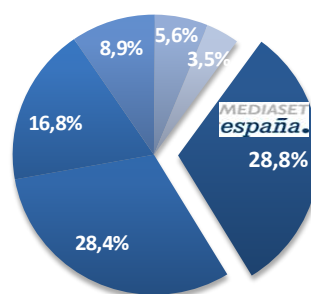
Consolidated Balance Sheet

million €	1H13	2012
Fixed assets	1.032,5	1.047,6
<i>Financial</i>	751,2	759,8
<i>Non Financial</i>	281,3	287,8
Audiovisual Rights and Pre-payments	272,1	230,9
<i>TV, Third Party Rights</i>	217,0	180,9
<i>TV, Spanish Fiction Rights</i>	39,4	30,4
<i>Co-production / distribution</i>	15,8	19,6
Pre-paid taxes	173,3	176,4
TOTAL NON-CURRENT ASSETS	1.477,9	1.454,9
Current assets	221,5	219,5
Financial investments and cash	95,1	92,8
TOTAL CURRENT ASSETS	316,6	312,3
TOTAL ASSETS	1.794,4	1.767,2
SHAREHOLDERS' EQUITY	1.451,2	1.420,9
Non-current provisions	20,9	24,3
Non-current payables	9,2	6,8
Non-current financial liabilities	19,1	0,0
TOTAL NON-CURRENT LIABILITIES	49,2	31,2
Current payables	293,7	296,1
Current financial liabilities	0,3	19,0
TOTAL CURRENT LIABILITIES	294,0	315,1
TOTAL LIABILITIES	1.794,4	1.767,2

Shareholders Structure



24h Audience share 1H13



TV Ad market share 1H13

